

ZURICH RETREAT
inspiring life

A CAMPUS FOR SOCIAL INNOVATION
ENABLING NEW PERSPECTIVES &
RESILIENT SOCIETY MODELS



We can't solve problems
by using the same kind of
thinking we used when
we created them."

Albert Einstein



Symptoms



Work

GALLUP:

75% of the workforce
disengaged

ITUC:

85% of the workforce
wants the rules of the
global economy to be
rewritten



Economy

IIF:

Global debt is at an all
time high of \$233 trillion

CLUB OF ROME:

Overshoot has grown to
1.7 since 1970s



Wellbeing

WHO:

'Stress has become a
worldwide epidemic'

WHO:

Chronic diseases to rise by
57% in 2020



Society

CREDIT SUISSE:

The richest 1% own half of
world's wealth

WEF:

'It's time for a new social
contract'



Problem

Human Quantum Leap Since 1980s
Control of evolution & launch of digital age

'Knowing - Doing Gap'
Systemic solutions are known but neglected

Old narrative - New story
Old way of thinking does not apply anymore

Technology - Consciousness
Science marginalised consciousness

Capitalism - Ecology
System detrimental to natural ecosystem

The current societal system is dysfunctional
New models, systems and approaches are needed

Needs & Opportunities



Work

Prevention expenses rise:

Stress-related cost to employers in US \$402 Billion

Spending on training:

Global corporate training market \$130 Billion (10% up)



Economy

New organisations:

88% recognise the need to change; only 11% know how to

Sharing economy:

Estimated growth to \$335 Billion (Global by 2025)



Wellbeing

Self optimisation:

Global wellness market of \$3.7 Trillion (10% up)

Work-life balance:

Rated third most important criteria in a job (43%)



Sustainability

Growing concern:

Risk Report topped by environmental issues

Spending:

80% of companies increase sustainability budgets



Education

Technology:

Ed-Tech market estimated at \$40 Billion by 2022 (18% up)

New learning:

Full impact of digitalisation by 2025 will transform education

A paradigm shift is on it's way that will disrupt our society - How can we prepare ourselves?



Our Solutions

We create a purpose built ecosystem that inspires & encourages social change

We offer transforming learning experiences that enable systemic transformation



The Space

Campus with two learning centres, Innovation Lab & the Community Village

- Visitors get a sense of resilient future-living models
- Sustainability courses & tours
- Permaculture & Tiny houses
- The Village showcases new models & prototypes co-living
- Experience Social technologies & applied community building

Three pillar approach



Wellbeing Centre

Integrative holistic health approach, Prevention, Work-life-balance & Purpose

- Individual coaching, group classes, seminars & conferences
- Visiting practitioners
- Detox & High-performance programmes
- Burn-out treatments & prevention
- Ancient & modern healing methods

Personal



Organisation Centre

Multi-purpose facilities, State-of-the-art technology & facilitation

- Organisational development
- Self-organisation training
- Change management
- Leadership programmes
- For-Purpose business models
- Next generation organisations
- Teal practices & coaching
- Team building & events

Organizational



Social Innovation Lab

A collaborative ecosystem for disruptive initiatives, Prototyping societal change

- Social startup Incubator
- Do & Think-tank for transition knowledge & competencies
- Open-source scaling of concept
- International network platform
- Co-creation & co-working infrastructure for affiliated partners

Societal

The Team



Martin Hohn

Ecole hôtelière de Lausanne
Hotelier, Social Entrepreneur
Founder & Project lead



Siiri Musten

University of Edinburgh
HR Management, Coach
Organisation Centre lead



Michael Müller

University St. Gallen, MBA
Strategy Consultant, Yoga teacher
Finance & Business development



Johan Niklasson

Universit t Uppsala
Entrepreneur, Coach
Wellbeing Centre lead



Dominique Killer

ETH
Architect



Andreas Dubach

University of Zurich
Teacher, Social Entrepreneur
Education & Community Village



Cori Diaz

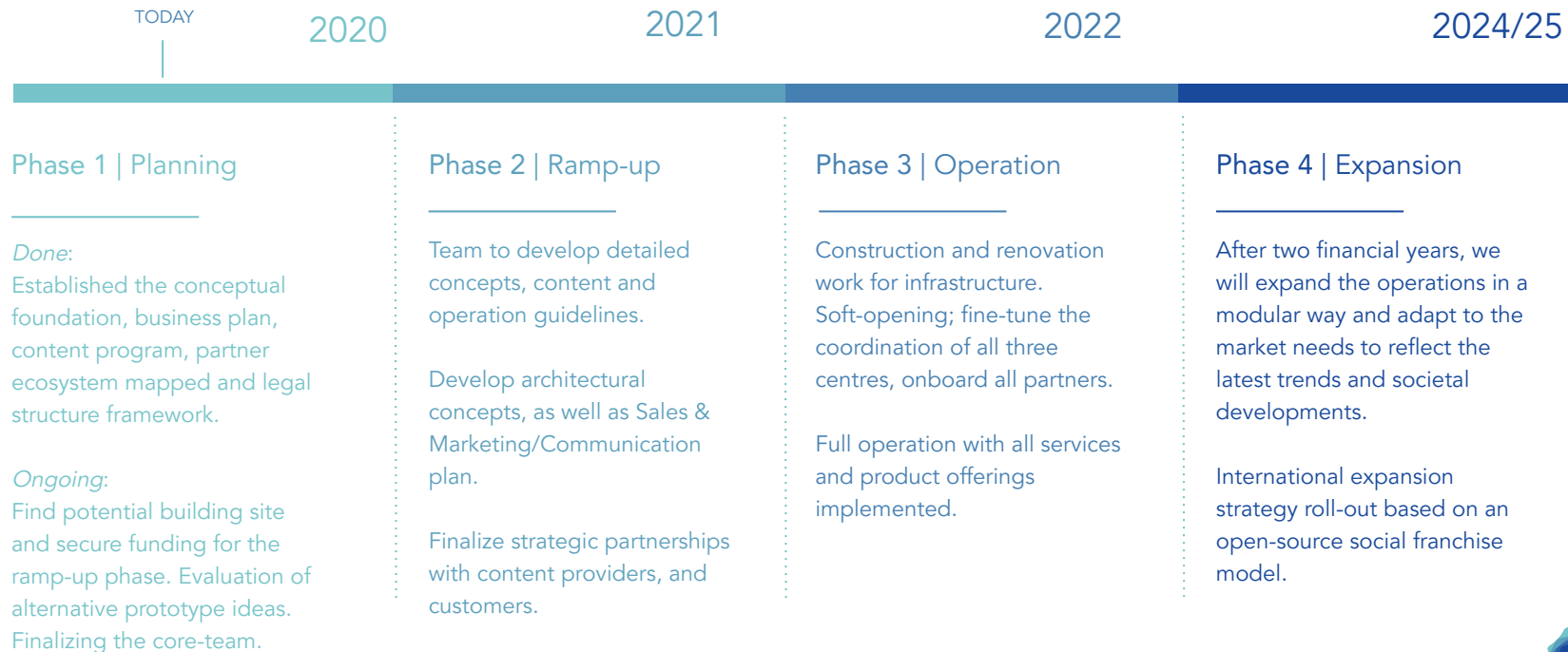
Universidad Nueva Esparta
Supply Chain & Marketing
Community & Association

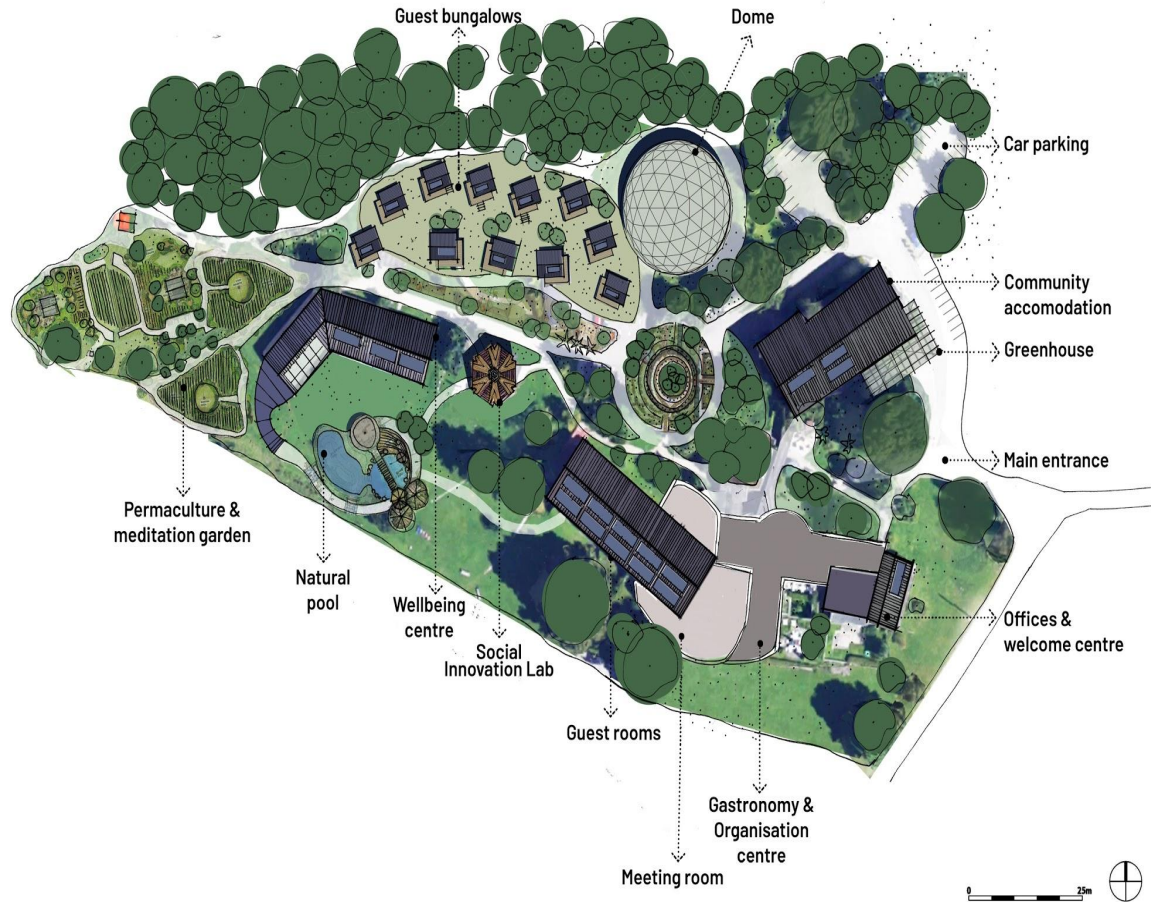


Niklaus Frey

FH St. Gallen
HR, Banking, Coach & Therapist
Human Resources

Roadmap & Milestones





Location

Requirements for an ideal building site:

- 15-25'000m² property size
- 4'000m² gross floor area
- 30 Min from Zurich city
- Appropriate zoning laws
- Existing infrastructure

Infrastructure

MAIN BUILDING

- Reception, Info centre, Library, Meditation room, Restaurant, Terrace, Lounge, Offices, Innovation Lab
- Organisation centre: multiple meeting and break-out rooms (for 200 people)

COMMUNITY VILLAGE

- Staff and community accommodation, Kitchen, Meditation room, Guest rooms (for 50 people)
- Group activity dome (for 300 people)

GUEST ACCOMMODATION

- Single and double rooms in main building, Grup-dorm (for 50-70 people)
- Individual Tiny house eco-bungalows (for 24 people)

WELLBEING CENTRE

- Six treatment rooms and group activity space
- Floating & sound healing room
- Meditation garden with natural pool & sauna

LANDSCAPE & SUSTAINABILITY

- Food production and permaculture, aquaponic system and vertical gardens
- Showcase regenerative practices & methods
- Alternative energy sources
- Recycling & Repair-cafe, Maker-space



Our vision is to create Europe's leading competence centre for transition knowledge.

By creating this unique learning environment, we inspire and empower people to embrace change.

We support the evolution of a resilient, conscious and regenerative society.



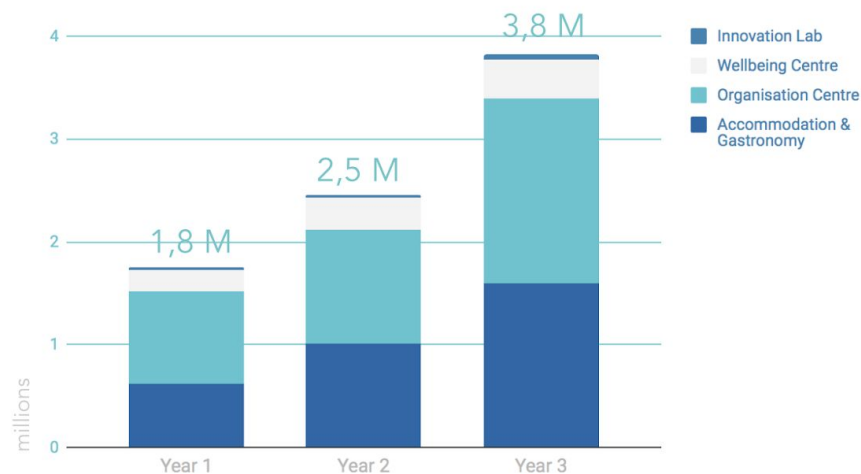
Business Model



Business Details

Key Assumptions	Year 1	Year 2	Year 3
Days of Operation	300	330	330
Room-Nights Sold	2400	3372	4660
RevPar (CHF)	53	79	97
Average Check (CHF)	35	42	57
Av. Price Seminar (CHF)	540	560	580
Number of Seminar days	100	162	210
Rent-Outs	40	62,5	105
Av. Price Treatment (CHF)	360	370	380
Manning (full-time)	23	28	29

Revenue Forecast



EBIT Margin

-2%

3%

12%

CAGR

Plus 24% pA

Investment

Shared values & vision - Long-term partnership - Full transparency & trust

Investment Opportunity



250'000
CHF

SEED FUNDING

Overheads, infrastructure, incorporation and fees for external services (e.g. architects) for one year



20 - 45 Mio.
CHF

SERIES A FUNDING

Scenario 1: 20 Mio

Property with existing infrastructure, medium renovations and minor new builds + operating capital for launch

Scenario 2: 45 Mio

Greenfield property, major renovations and mostly new builds + operating capital for launch

A Purpose-driven Enterprise Model

Our legal & organisation model:

- Steward-ownership
- Extractive capital protection
- Wealth can not be privatized
- Profits serve purpose
- Evolutionary structure
- Dynamic governance

Investment information:

- Invest is backed by real estate
- *Direct return:* Sustainable dividend payments; we do not intend to exit our venture
- *Secondary return:* Preferred access to facilities, services & offerings



WHY > HOW > WHAT > Change

Consciousness

Create awareness about the challenges facing society, their systemic causes and possible solutions

Learning Experiences

Create transforming experiences that encourage visitors to adopt a conscious and meaningful way of life

Holistic Campus

Build a unique space and infrastructure for individuals and organisations to get inspired by new concepts of learning, living and working

Fostering Change

The SPACE

A Model for Sustainable Living
Community and value based, we apply what we teach in our daily operations and governance

The SERVICES



Organisation Centre

Reinventing organisations
Creating sustainable and humane structures



Wellbeing Centre

Emotional & mental health
Connecting people to their purpose and essence



Social Innovation Lab

Promoting impact initiatives
Supporting disruptive transformation



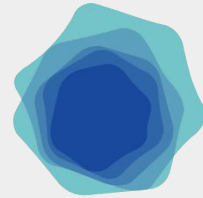
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