

WHAT WOULD IT BE LIKE  
TO LIVE IN AN IDEAL  
COMMUNITY?

WHAT IS THE EASIEST WAY  
TO LIVE SUSTAINABLY?

???

WHAT SHOULD  
BE DONE TO GHOST  
TOWNS?

.....

ANSWERS  
IN-

ECOLUX

GROWING TOGETHER IN A SUSTAINABLE FUTURE





# VISION & VALUE

WE AIM TO PROVIDE A SUSTAINABLE LIVING COMMUNITY LOCATED WHERE WE CAN MAXIMUM REHABILITATE AREAS THAT HAVE BEEN LEFT BEHIND.

A NEW LIFESTYLE WHERE THE WHOLE COMMUNITY GROWS TOGETHER.  
WE ARE LEADING THE NEW TREND OF LIVING A MORE SUSTAINABLE LIFE.



# OUR TEAM

Mara



F&B MANAGEMENT  
AND MARKETING  
BACKGROUND

Lott



LUXURY  
MANAGEMENT  
BACKGROUND

Felix

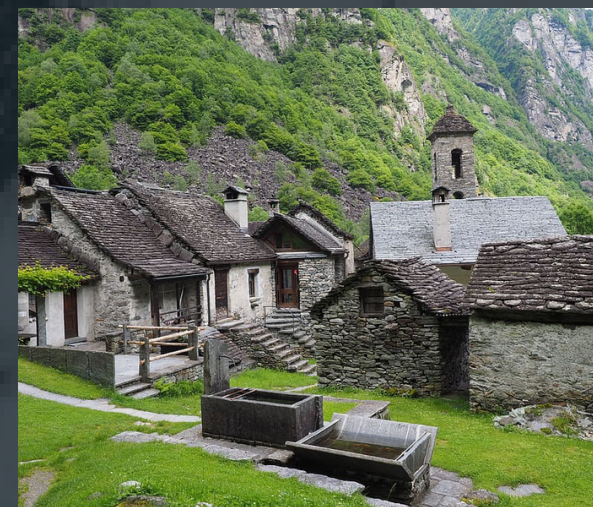


GREEN AMBASSADOR  
SUSTAINABLE LEADER  
IN THE WORKPLACE

## INSPIRATION

"Monti Sciaga"

Reviving old abandoned cities



To have a sustainable base, rehabilitating people back to unused infrastructures brings the best potential to be in a sustainable environment



Cultured meat and insects will be used as ingredients rather than slaughtered meat for the smaller use of water



Upcycling will be applied by renovation and reuse of the abandoned infrastructure, as our values contribute to recycling anything possible, to avoid need of new production.



Starting a carbon-neutral lifestyle is comparable to going to the gym. It is hard to start alone, but with support the journey is lighter



Living sustainable shouldn't be a luxury, but accessible to everyone who shares the same goals with the community



The amount of senior citizens is growing fast, and creating a community where they can play a big part in the society should be put into service





BY 2050, MORE THAN  
2/3 OF THE WORLD WILL  
LIVE IN URBAN AREAS



SOCIAL, CULTURAL  
DIVERSITY, AND  
INCLUSION WILL BE  
IMPLEMENTED



POPULATION MOVEMENT  
FROM RURAL TO URBAN  
AREAS (PEOPLE BECOME  
RICHER AND THE STANDARDS  
OF LIVING TEND TO BE HIGHER  
IN THESE AREAS)



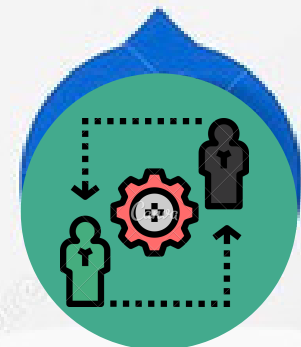
CORPORATE BUSINESSES  
WORKING REMOTELY  
(SHORT-TERM STAYS)



CHARITIES, OR  
OTHER SOCIAL  
SERVICES AND  
FUNDS



POTENTIAL  
INVESTORS TO  
SUPPORT OUR  
COMMUNITY



INDIVIDUAL CLIENTS  
THAT ARE LOOKING FOR  
A LIFESTYLE CHANGE

ECOLUX | 2021

# POSITIONING ANALYSIS

MARKET  
TARGET  
OPPORTUNITIES



# LIFE IN ECOLUX OF THE COUPLE BOB & COCO

Coco and Bob are a couple who have worked hard together to achieve a well-earned retirement. As they are reaching the retirement age, they wonder what they can do next. They feel uncertain about their future, and how to stay involved in the community, as they find themselves still energetic and valuable.

Coco and Bob start thinking about their **home**, as like the others, they move together to the urban area seeking for better job opportunities after graduating from college. While being occupied by work and family, the couple was blinded by the flaws of the city that have gathered during their time period living there. They start wondering, do they actually want to stay in the city, around pollution, huge crowds and the lack of nature. They haven't been able to be carbon-neutral throughout their life, as humans, they also made occasionally easy choices rather than **green choices**, especially when it comes to **time efficiency**.

The biggest question for Coco and Bob occurs, where and how can they **live together** in a **sustainable environment**, where they can still give valuable impact to the **community**, and dodge the danger of depression and loneliness. Dead infrastructure, ghost towns for example, could be renovated to **modern standards**, while respecting their heritage. The areas have been populated before for a reason, for example Monti Sciaga for its nature.

Using **close to ready infrastructure** is sustainable, as we repopulate these areas. We believe a **carbon-neutral lifestyle** should be encouraged and made easier for the people interested, as they might not be able to make the change by themselves. For example, people who start going to the gym usually tend to have a personal trainer to support them in their change for a healthier lifestyle.

## **Main Sales Strategic**

**"Invest in your own future"**

- Create a sustainable living in the future just by starting to invest small amounts and start joining our community now
- Besides short-term residences, we promote as well in our sustainable community long-term stays that are less costly
- By only being registered for the first year, all the services for a sustainable life are included, and our clients could feel free transferring in different locations of ECOLUX

## **Offical Channels**

- Official website
- Department in each location

### **Partnership in each system within ECOLUX**

- Insurance company with Healthcare system i.e: advertising when people buy the endowment insurance
- Institutes with Education system, student programs
- Social networks with Entertainment system

## **Other Channels**

- Corporation with local government in different locations
- Non-profit organizations
- Social-media channels

# VALIDATION ROADMAP



## FUTURE PLANS



EST. 2020





## Key Partners

- Local Governments
- Business Angels
- Shareholders
- Hotel Chains  
Partnering with a hotel chain opens doors for a bigger customer base  
i.e. Being part of Marriott Bonvoy
- Local organic farmers  
To minimize our carbon footprint, we prefer offering local products in every location
- Strong ESG companies  
We prefer working with companies who share the same values

## Key Activities

- Finding potential ghost towns
- Creating a relationship with potential customers
- Renovating ghost towns to sustainable neighborhoods
- Bringing out the message of carbon-neutral living

## Key Resources

- Dedicated Staff
- Creative marketing team
- Property/Land
- Equipment
- Strong relationships with other carbon-neutral companies

## Value Proposition

- Making living sustainable easy
- Offering recently renovated apartments/buildings
- Giving the option of different time periods for different needs

i.e. A few months for those looking to work mobile short term

Being the leader of offering full packages of living carbon-neutral, regardless of the customers needs

## Customer Relationships

- Customers play a part of the community offered i.e. The elderly educate the young
- Customers agree to the values of the community, at the start of the relationship.

## Channels

- Real Estate Agencies
  - Social Media
- i.e. Creating our own content on Youtube, showing the process of restoring a ghost town

## Customer Segments

- Young families who want their children to grow in a carbon-neutral environment
- Senior residents, who dream of living in a green community after spending a long time period in the city
- For people who seek change long or short term (i.e. mobile working possibilities)
- Rural Tourism, especially for those who are interested in the concept and how does a carbon-neutral community work

## Cost Structure

- Marketing
- Logistics
- Renovation
- Salaries

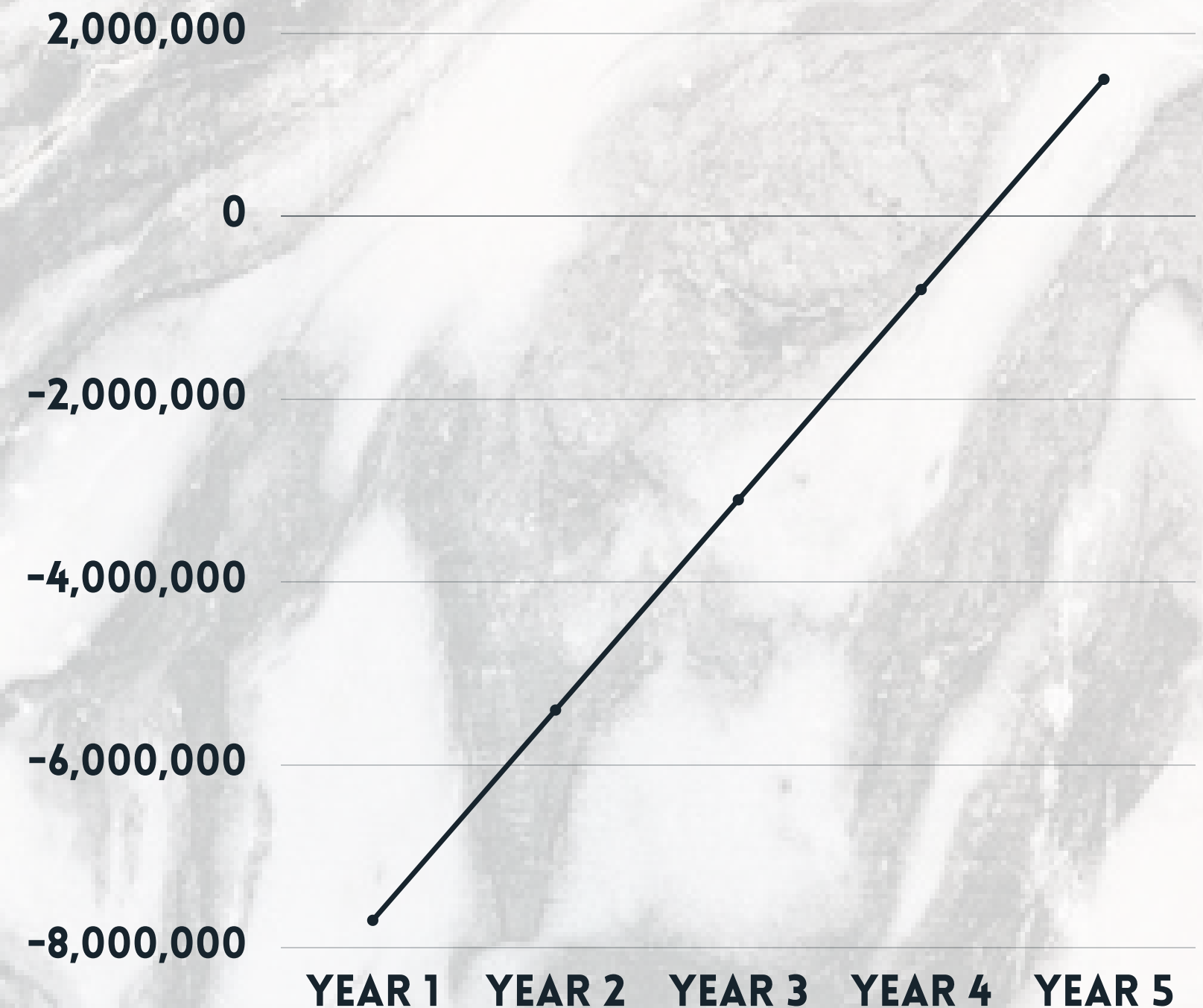
## Revenue Streams

- Rent
- Hotel/Tourism
- Restaurants
- Premium Packages



# FINANCIALS

- Renovation costs are about CHF 10'000'000 (buildings, infrastructure and the cable car installation)
- Having 10 buildings in the start with a yearly average rent of 50'000 and getting returns from the eco-hotel options of about 1'800'000 per year, meaning the investment is projected to pay itself back within 5 years.





### Six Senses

- Concept based on emotional hospitality and the 3Ps (people, planet, profit)
- Sustainability fund: hotel revenue, water sales, soft toy profit, guest donations

### The Eco Chateau Project

- Concept based on customer freedom and affordability
- A learning centre and sustainable workshops are provided
- Source of revenue: plot sales & rent

### Saint Michael's Sustainable Community in Costa Rica

- Concept based on regenerative agriculture
- Source of revenue: property sales, rent & events

### Fondazione Corippo

- Concept based on saving a rural village and turning it into a scattered hotel
- “Hotel Innovation Award”
- Source of revenue: rent, sales of agricultural products

## COMPETITIVE ANALYSIS







50,000 CHF PER YEAR  
FOR THE INITIAL LOCATION - "MONTI SCIAGA"

MOREOVER, THE INVESTMENT IS BASED ON FUTURE DEVELOPMENT IN DIFFERENT LOCATIONS, AS OUR BRAND AIMS TO ESTABLISH COMMUNITIES IN SIX DIFFERENT LOCATIONS STARTING FROM EUROPE TO THE WHOLE WORLD BY 2050.

### USED OF INVESTMENT

