

Yoga Retreat Boutique resort in Bali

Investment project presentation
Bali, 2023



Innayat

RETREAT BALI

PROJECT OVERVIEW

CONCEPT



Boutique resort for Wellness and yoga retreats in Bali (Indonesia)

LOCATION



A piece of land measuring 1.1 hectares in Western part of the island. It will accommodate two-storey 10 standard villas accommodating 40 to 45 guests and 4 suite villas, a lobby, a restaurant, a hall and an outdoor yoga shala, SPA and massage rooms, infinity pool, parking space and staff quarters for 6 people.

WORK DIRECTIONS



8 and 12 day-tour packages will include transfer, accommodation with breakfast, yoga sessions, trips around the island, massage, thematic workshops, holistic healing sessions, etc.

BUDGET



\$1 600K
12 months — construction period

PROJECT PERFORMANCE



\$6 440K — net present value (NPV),
132% — internal rate of return (IRR) of the project,
53% — return on investment (ROI),
10 months — simple payback period from the day of the resort complex launch

INVESTMENT PROPOSAL



Investment required **\$1 600K**
Investor's share in the project: **30%**

YOGA TOURS MARKET HAS GREAT POTENTIAL

\$81 bln global market share of resorts and fitness clubs in 2020

\$136.6 bln forecast market share by 2028

7,61% average growth from 2021 through 2028*

New fitness trends such as yoga studios, day spas, and stretching studios are increasingly gaining popularity, driving further market growth.

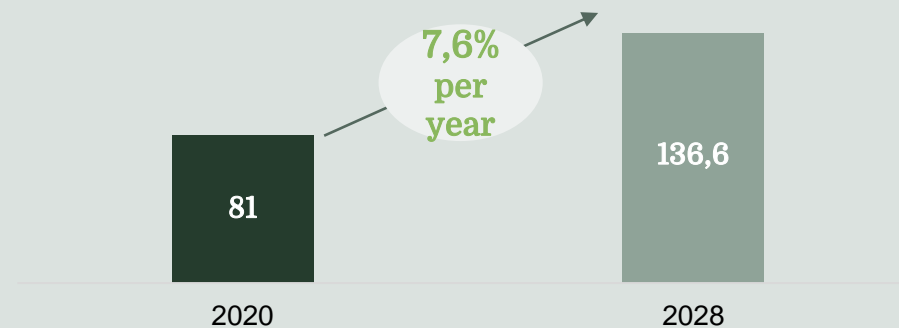
\$37.5 bln global market share of yoga (2019)

\$66.2 bln forecast market share by 2027

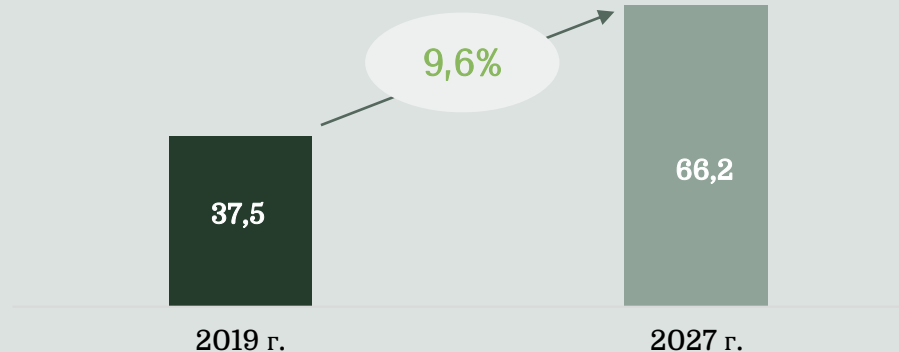
9,6% average growth from 2021 through 2027**

Hybrid forms of yoga are becoming increasingly popular: yoga-sports, yoga-surfing, yoga-cruises, yoga-diving, yoga-detox***.

Forecast share of global fitness clubs market, \$ bln



Forecast share of global yoga market, \$ bln *



* - source: <https://www.verifiedmarketresearch.com/product/health-and-fitness-club-market/>

** - 47 Compelling Yoga Statistics: 2022 Data on Industry Growth & Effects on Health”
<https://financesonline.com/yoga-statistics/>

*** <https://www.futuremarketinsights.com/reports/yoga-and-meditation-a-part-of-wellness-tourism-overview>

BALI IS ONE OF THE MOST POLULAR GLOBAL TOURIST DESTINATIONS



The island of Bali (Indonesia) ranks first among the most popular tourist destinations on the planet*.



Tourist season lasts **all year round**: tourists from Australia, China, America and Europe come here for holidays. They are attracted by the unique nature of the island: jungles, volcanoes, beaches, rice paddies, waterfalls and a huge variety of activities: surfing, diving, snorkeling and many others.

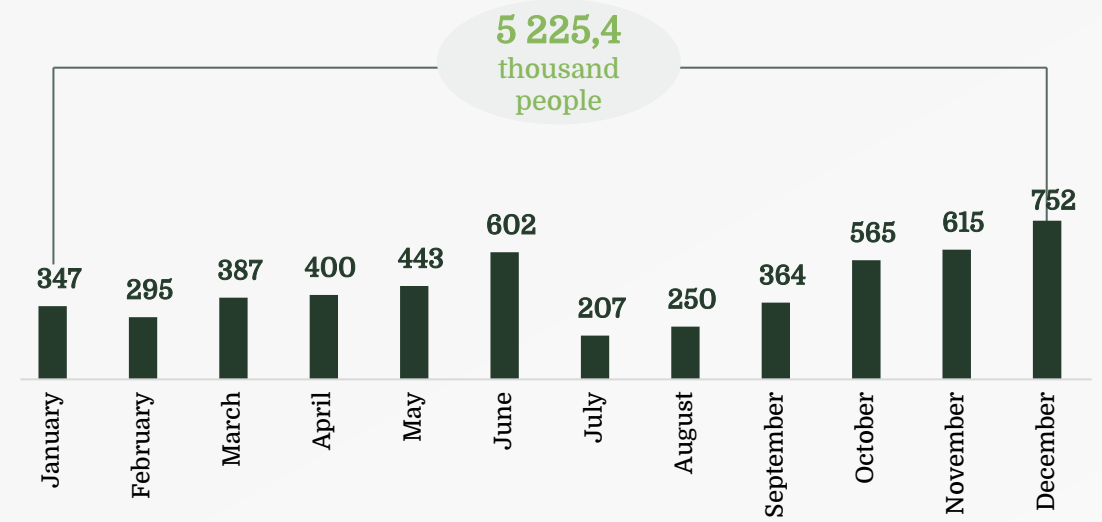


Over the past few years, Bali has also become one of **popular investment destinations**: foreign investors are buying villas and apartments here.

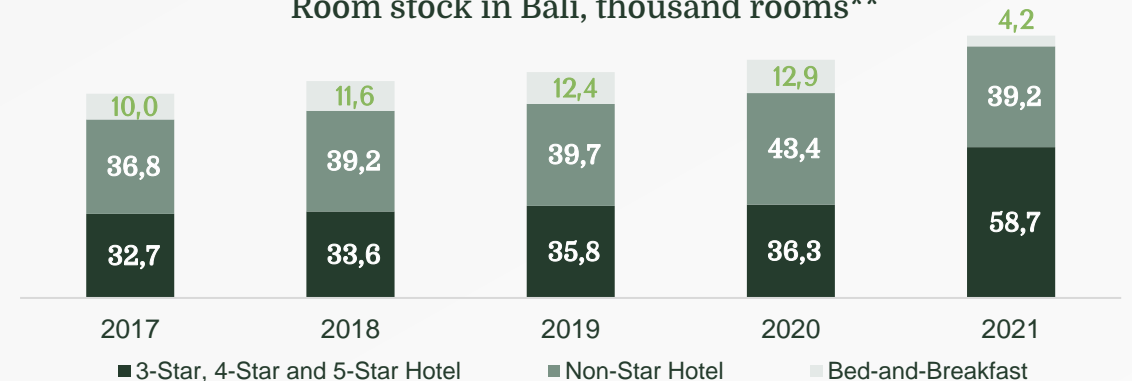


In 2019 (before the COVID-19 pandemic), **16.8 million tourists**** visited Bali. Even during the pandemic, the tourist flow did not stop, and the volume of occupied Hotel rooms increased.

Number of passengers arriving in Bali, 2021, thousand people **



Room stock in Bali, thousand rooms**



* - according to Tripadvisor in 2022

** - source: BALI GOVERNMENT TOURISM OFFICE

WHY IS NOW THE RIGHT TIME TO ENTER THE BALI MARKET?

Bali is one of the top five most attractive investment destinations in the world according to Forbes magazine.



The infrastructure of the island is constantly developing.

The following four construction projects were announced in Bali in 2021, which will attract even more tourists to the island:



International airport in the north of the island, near our center



Paramount Pictures theme park



New cruise ship port



Toll road across the island to Ngurah Rai airport

OUR PRODUCT

We are creating a product based on our experience in the yoga industry and the opportunities we see in the market of one of the most popular tourist destinations.

Our retreat center provides the following services:

- a diverse choice of programs, which will vary based on the selected theme of classes provided by the instructor
- standard room accommodation / suite (breakfast and complementary drinks included)
- daily yoga sessions, thematic workshops, training
- trips to waterfalls, temples, neighboring islands
- visiting holy places to perform purification rites, to boost energy
- visiting Balinese holistic healers, esoteric experts



LOCATION

To implement the project, the company is planning to purchase land (1.1 hectares) with HGB title. It is valid up to 80 years in Jembrana, 30 minutes away from the ocean, in the jungle on a hill, with breathtaking views.



The entire territory of Jembrana is divided into 9 districts with a population of about 5,000 people.

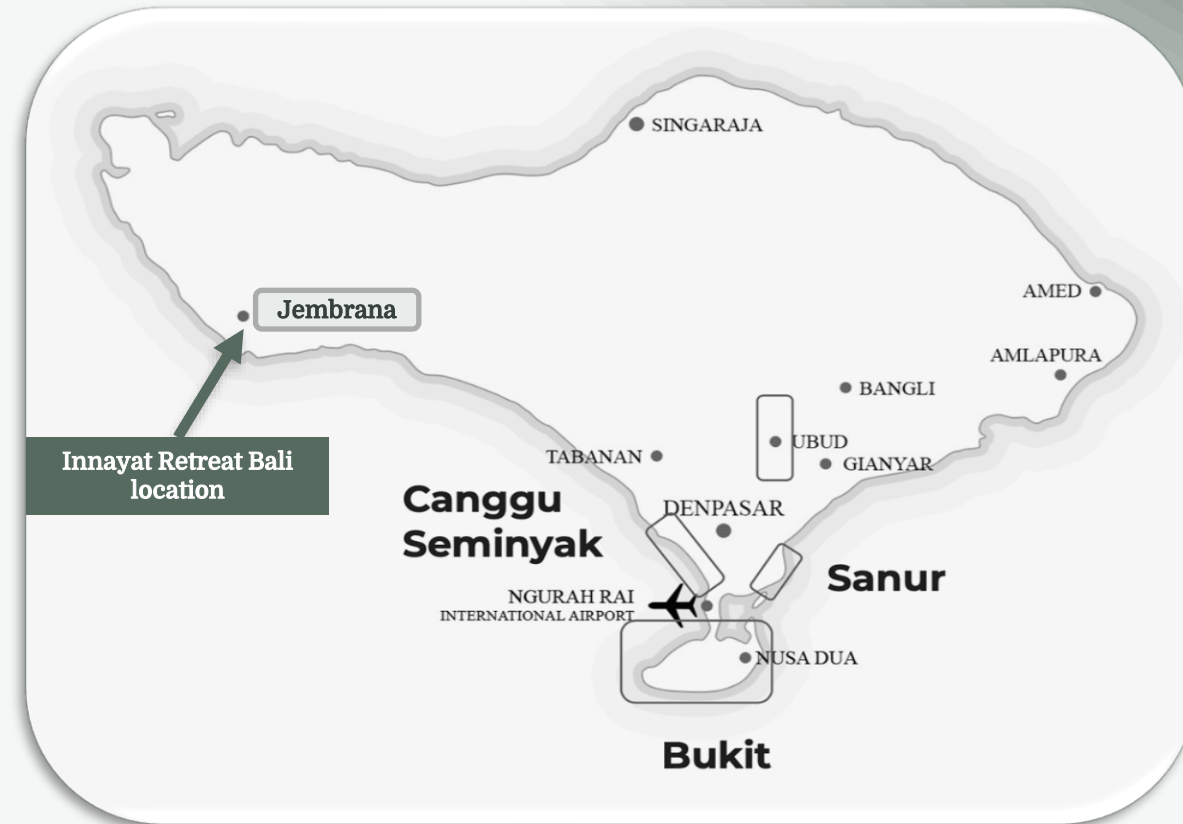
This is a secluded place for those who want to immerse themselves in meditation away from noise.



Unlike the central and southern parts of the island, which are actively developed by expats, this part of the island is hardly developed.

The distance from Ngurah Rai International Airport is approximately 100 km. Construction of a toll road from the west to the airport will be completed in 2023, which will reduce the travel time to 1 hour.

Most popular tourist areas in Bali for living and investing*



* - according to MAGNUM Estate

CONCEPT



Format

A secluded retreat space that will be spread over the land measuring 1.1 hectares.



Accommodation

Two-storey villas:
10 standard villas
accommodating 40 to 45
guests and 4 suite villas.

In de luxe suite villas, rooms will be designed to accommodate up to 4 people and have a private 3x4m swimming pool.



Infrastructure

Lobby, restaurant + kitchen, yoga hall and outdoor yoga platform, spa massage rooms, pool and parking space



Original Yoga programs for Retreat and individual training: Breakfast and refreshments are included

COMPETITORS

Name	1. Prana Veda Bali Sanctuary	2. Fivements Retreat	3. The Bali Purnati, Center for the Arts	4. Yin Yoga Therapy	5. Gaia-Oasis Retreat-Resort	6. Innayat Retreat Bali
Website	pranavedabali.com	fivementsbali.com	balipurnati.com	vinyogatherapytraining.com	gaia-oasis.com	innayat.com
Duration, days	8	15	10	25	15	8 / 12
Program description	<ul style="list-style-type: none"> daily yoga classes meditation and pranayama sessions 1 Aqua-healing session 1 personal consultation 5 massage sessions healing and purifying teas and water 	<ul style="list-style-type: none"> daily yoga classes, meditation living foods training wellness massages healing ceremonies daily healthy meals with low glycemic index transfer from the airport 	<ul style="list-style-type: none"> daily yoga classes somatic flow practices dance experiences (Bali temple dance and ecstatic dance) 3 meals a day 	<ul style="list-style-type: none"> daily yoga sessions team support before and after retreat sessions transformational acupuncture healing circles and sunset walks Yin Yoga Therapy Diploma upon completion daily vegan/vegetarian meals 	<ul style="list-style-type: none"> yoga classes elemental magic rites and magic making ecstatic dance and cacao ceremony. excursion to the waterfall 3 meals a day 	<ul style="list-style-type: none"> accommodation with breakfast daily yoga sessions with a panoramic view 2-5 tourist trips, thematic workshops, visiting a Balinese holistic healer Spa + massage sessions Guided meditations with yogis
Cost*, \$/tour	1 322	11 320	3 560	3 380	2 620	3 100 / 4 400



Our main advantage over our competitors is a **secluded location**, a **panoramic view for our sessions**, and **proximity to nature**.

Competitors location map



* Cost per 1 person, August 2022

TEAM

Founders



Oksana Walker
Co-Founder

Over 10 years of running a successful business in Russia (Navigator Kama Ltd. Sub Dealer Centre 2006-2017).

4 years of running a successful interior design business in the UK (Acorn Interiors Ltd, 2018-2022)



Putu Tingkir
Co-Founder

Over 20 years in tourist and entertainment business in Bali.

Instructors



Irena Drewett
Meditation Instructor

Kundalini Yoga Instructor (KRI Level 1), Meditation Coach, Past Life Regression Therapist, Transformation Mentality Coach.



Susan Lincoln
Meditation Instructor

RYT 200 Yoga Instructor, YMCA RSA Dance Aerobics Instructor, Hatha Yoga Instructor, Pranayama Yoga Instructor.



Mark Nichols
Meditation Instructor

Zen Mentor.
Ordained Buddhist (layman).
Dharma instructor.
Guidance to well-being.
Specialist in proving first aid for mental health



Olga Uzhegova
Meditation Instructor

Training program methodologist in asana practice.
Certified yoga therapist.
Kriya Yoga practitioner at Siddhanta Yoga Academy, Sri Shailendra Sharma guru (Govardhan, India).

ROAD MAP



11.2022 – 06.2023

Pre-project stage

- Concept
- Financial model
- Investments
- Company registration (02'23)



06.2023

Engineering

- Architectural planning and design
- Land plot purchase
- Tender for selection of the construction company
- Team building
- Site preparation



07.2023-07.2024

Construction and installation of equipment

- Utilities
- Construction
- Equipment purchase and installation
- Technical supervision
- Marketing



08.2024

Operation

Launching yoga retreat center in August 2024

CAPITAL INVESTMENTS

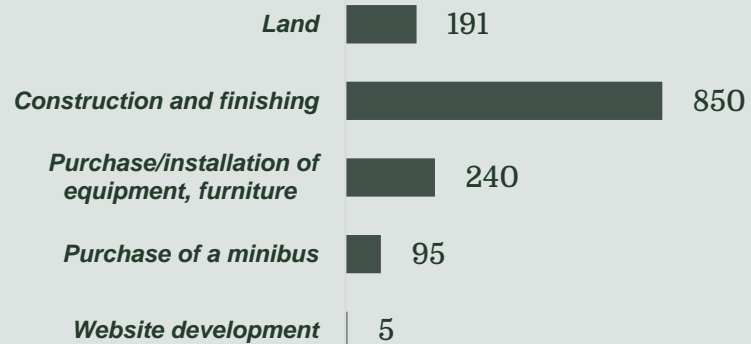


\$1 600K Total project investment budget



August 2024 The center will be opened for visitors

Investment budget in 2022 prices, thousand dollars



Implementation stages	Start	End
Land plot purchase	June 2023	July 2023
Construction and finishing	August 2023	September 2024
Purchase / installation of equipment, furniture	August 2023	September 2024
Website development	February 2023	September 2024
Company establishment, other expenses	June 2024	August 2024

MARKETING STRATEGY



Our marketing strategy will combine online channels for optimal coverage of target audience and affiliate programs.



Targeting advertising campaigns in social networks, focusing on potential buyers

(demographic aspect, economic status — income above average, age, level of education, employment, as well as psychographic aspect: values (self-development, spirituality, meditation), personal characteristics, lifestyle and interests).



Full use of affiliate programs:

- ✓ Through yoga teachers who will bring their students for retreat sessions.
- ✓ Placement on specialized websites selling yoga tours, including:
 - «Tripaneer» 26,100 views per day; 2,300 visitors per day.
 - «Yoga on a shoestring» ~500 visitors per day
 - «Wellbeing escapes» 1,000 visitors per day
 - BookRetreats 11,000 visitors per day

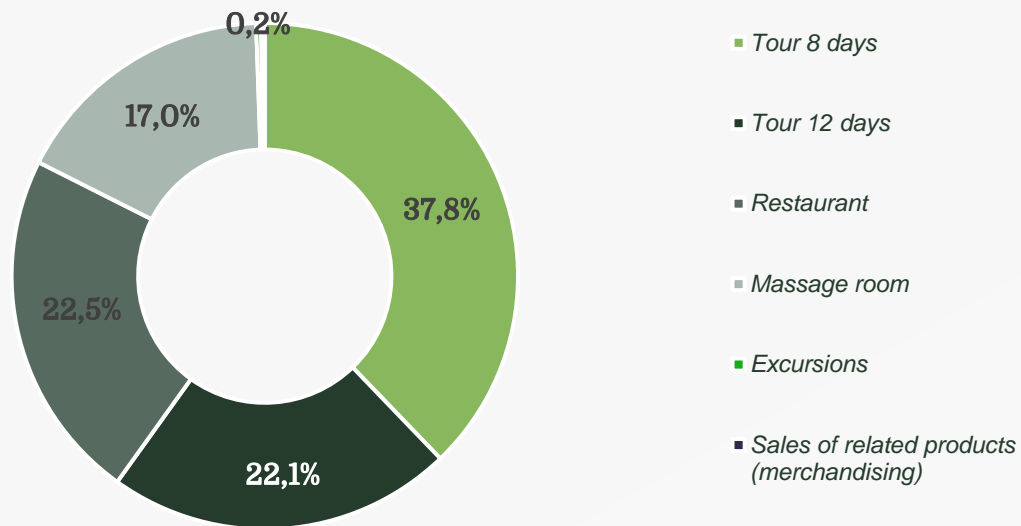
REVENUES

The center will receive income from the sale tours (8 and 12 day tours with accommodation in suites and standard rooms), restaurant, spa, excursions and merch shop.

Major revenues are expected from the sales of 8 and 12 day tours

38% from the sales of 8-day tours **22%** from the sales of 12-day tours

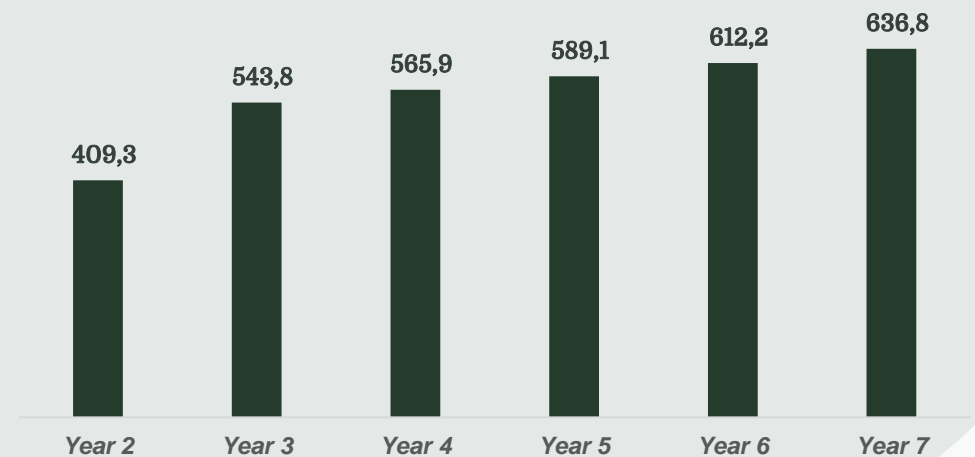
Project revenue structure



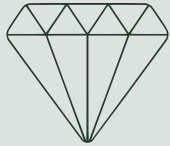
From \$409K to \$637K

growth of the average monthly revenue of the center during the forecast period

90% room occupancy will be achieved in the 4th year of the complex operation

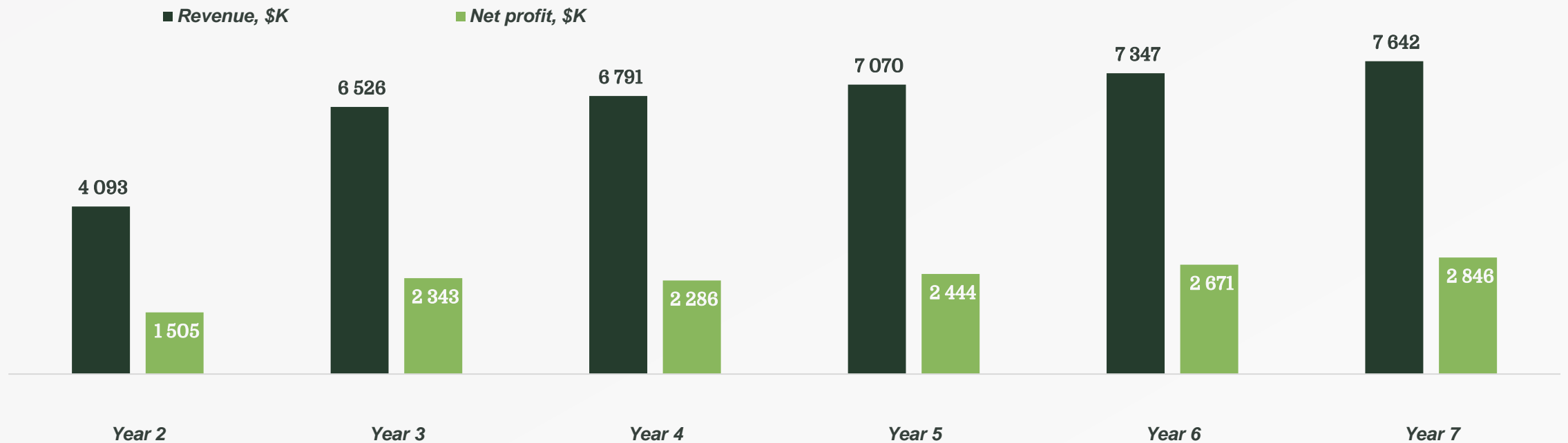


PROFIT MARGIN



the project becomes break-even already in the second year from the start of planning

36% net profit margin for the entire planning period



INVESTMENT PROPOSAL

\$1 600K

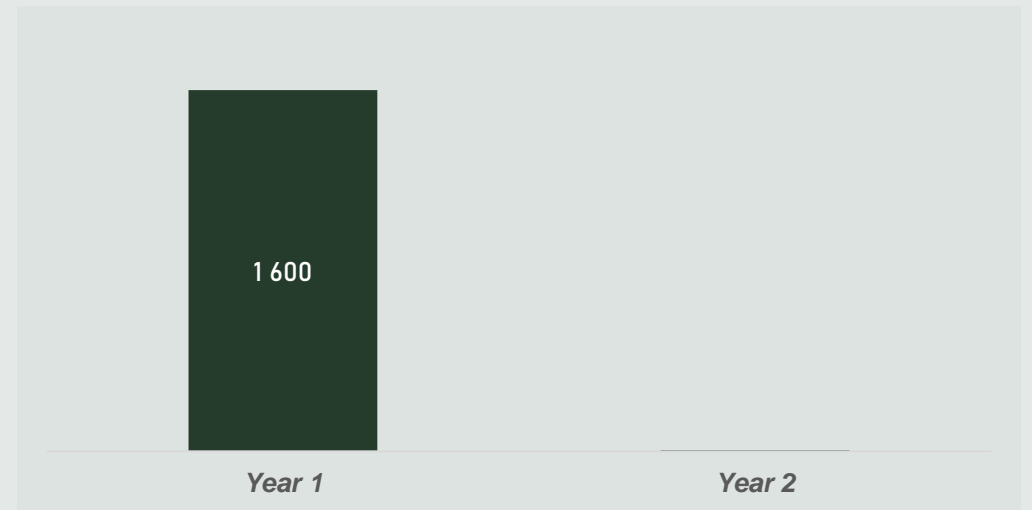
total investment amount required will be required in the first year

We propose the investor to join the project and receive a guaranteed share in the project net profit after the start of sales.



30% Investor's share in the project

Chart of investment costs, \$K





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