



ZURICH RETREAT  
inspiring life

# Inspiring Life

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COMPETENCE CENTRE FOR  
MODERN ORGANISATIONS,  
VERTICAL LEARNING & APPLIED  
SUSTAINABILITY



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

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*Albert Einstein*

# Symptoms

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## Work

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**GALLUP:**

75% of the workforce disengaged

**ITUC:**

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



## Economy

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**IIF:**

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

**CLUB OF ROME:**

Overshoot has grown to 1.7 since 1970s



## Wellbeing

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**WHO:**

'Stress has become a worldwide epidemic'

**WHO:**

Chronic diseases to rise by 57% by 2020



## Society

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**CREDIT SUISSE:**

The richest 1% own half of world's wealth

**WEF:**

'It's time for a new social contract'



# Problem

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## Human Quantum Leap Since 1970s

Control of evolution & launch of digital age

Technology - Consciousness  
Science marginalised consciousness

Capitalism - Human Nature  
System detrimental to a humanistic society

*'Knowing - Doing Gap'*  
Solutions are known but not implemented

# Needs & Opportunities

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## Work

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**Prevention expenses rise:**

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

**Spending on training:**

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



## Economy

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**New organisations:**

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

**Sharing economy:**

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



## Wellbeing

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**Self optimisation:**

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

**Work-life balance:**

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



## Sustainability

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**Growing concern:**

Risk Report topped by environmental issues

**Spending:**

80% of companies increase sustainability budgets



## Education

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**Technology:**

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

**New learning:**

Full impact of digitalisation by 2025 will transform education

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*“A paradigm shift is on it’s way that will fundamentally disrupt our society - How can we prepare ourselves? ”*



# Our Solutions

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*Create transforming learning experiences in an inspiring environment*



## The Space

**Comprehensive Ecosystem**  
- Aesthetic, sustainable & modern facilities

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- Permaculture & Sustainability courses
  - Aquaponic food production
  - Culinary experiences
  - Centre tours



## Organisation Centre

**Multi-purpose facilities - State-of-the-art technology**

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- Organisational development
  - Self-organisation training
  - Change management
  - Leadership programmes



## Wellbeing Centre

**Integrated holistic health approach - Prevention & work-life-balance**

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- Individual coaching & group classes
  - Visiting practitioners
  - Detox & High-performance programmes
  - Healing



## Innovation Lab

**Collaborative village - International network platform**

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- Co-living & co-working Hub
  - Social startup prototyping
  - Do & Think-tank for transition knowledge
  - Consulting for other centres

# The Team

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**Martin Hohn**

*Ecole hôtelière de Lausanne*  
Hotelier, Social Entrepreneur,  
Project consultant



**Merilyn Keskula**

*Universität Stockholm*  
Marketing, Communication,  
Digital Media, Entrepreneur



**Michael Müller**

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



**Johan Niklasson**

*Universität Uppsala*  
Entrepreneur, Founder Schloss  
Glarisegg, Coaching



**Dominique Killer**

*ETH*  
Architect,  
Entertainment industry



**Melanie Gajowski**

*IMD Lausanne, MBA*  
Ethicist, Banker and Social  
Entrepreneur



**Friederike Sommer**

*University Stuttgart*  
Pharma, Training,  
Organisation development



**Niklaus Frey**

*Universität Zürich*  
Human Resources, Banker,  
Coach, Therapist

# Roadmap & Milestones







Integration Zurich Retreat into the existing infrastructure

## Location

Study for a potential site with existing infrastructure

- 19'000m<sup>2</sup> property size
- 4'000m<sup>2</sup> gross floor area
- 30 Min from Zurich City

# Infrastructure

## MAIN BUILDING

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

## COMMUNITY BUILDING

- Staff accommodation, Kitchen, Meditation room, Dorms, Guest rooms (for 60 people)
- Group activity dome - also for guest use (for 150 people)

## GUEST ACCOMMODATION

- Single and double rooms in main building (for 40 people)
- Individual tiny house eco-bungalows (for 24 people)

## WELLBEING CENTRE

- Six treatment rooms and group activity space
- Leisure garden landscape with natural swimming pool

## LANDSCAPE & SUSTAINABILITY

- Food production and permaculture, aquaponic system and vertical gardens
- Open space for outdoor activities
- Alternative energy generation systems
- Recycling & repair-cafe facilities



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

By creating unique learning experiences we inspire people to embrace change.

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# Business Model



## Company Structure

OPERATING  
COMPANY

ZurichRetreat paying rent

REAL ESTATE  
COMPANY

## Revenue Sources

### ACCOMODATION & GASTRONOMY

- Overnight stays
- Package deals for lunch & dinner
- Non-resident guest in Restaurant
- Events & on-site catering

### ORGANISATION CENTRE

- ZR signature content courses & programmes
- Workshops with partners
- Seminars with external speakers
- Rental fees for location & facilities

### WELLBEING CENTRE

- Individual treatments
- Group courses
- Extended programmes
- Corporate coachings

### INNOVATION LAB

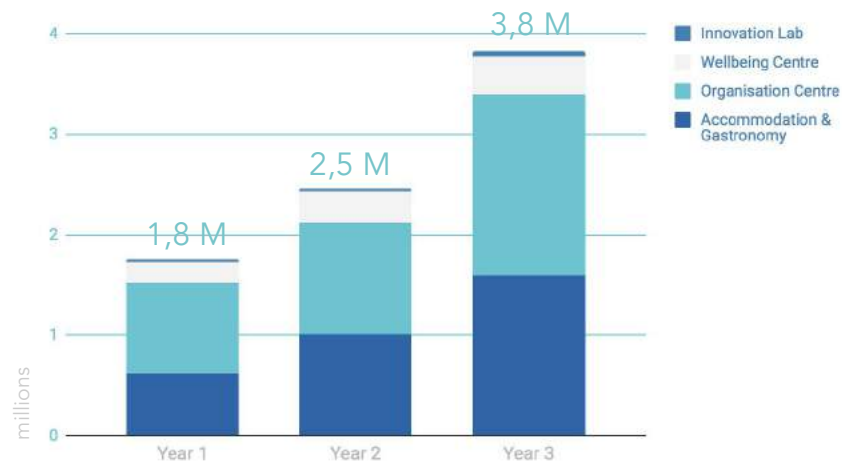
- Consulting for other centres
- Content selling
- External funding for prototypes
- Platform fees
- Commissions and referrals (partners and affiliate organisations)



# 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

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*Aligned on values & vision - Long-term partnership - Full transparency & trust*

## Investment Opportunity

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500'000  
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

## The For-Purpose-Entreprise Model\*

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### We work with a novel organisation model based on:

- Decentralized ownership
- Distributed authority
- Evolutionary structure
- Dynamic governance
- Purpose-aligned employees
- Self-management
- Dynamic equity asset structure
- Adapting existing legal structures

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\*<https://encode.org>

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



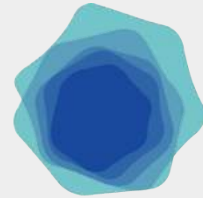
Innovation Lab  
**Social impact initiatives**  
Researching and spreading disruptive ideas

## Connect with us:

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