

# IH business plan

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## **IH RESORT**

### **INSTITUTIONAL-GRADE BUSINESS PLAN**

**Premium Longevity & Wellness Sanctuary**

**Document Classification:** CONFIDENTIAL - INSTITUTIONAL USE ONLY

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## EXECUTIVE SUMMARY

### Investment Thesis

IH Resort represents a rare opportunity to invest in a defensible, high-yield luxury asset uniquely positioned at the convergence of three explosive market trends:

1. **Luxury Wellness Market** (\$21.4B → \$48.7B, 9.4% CAGR)
2. **Regenerative Medicine Market** (\$9.8B → \$22.05B, 8.4% CAGR)
3. **Medical Tourism Market** (\$41.79B → \$186.27B, 16.12% CAGR)

The longevity economy exceeded \$8.49B in investment in 2024 (220% YoY growth), driving unprecedented ultra-high-net-worth individual (UHNWI) demand for premium health optimization experiences in private, medically-governed settings.

### The Opportunity

IH Resort serves an underexploited market segment—ultra-affluent entrepreneurs, executives, and family offices seeking 2-4 week intensive transformation programs combining:

- **Phase 1 (Launch):** Cutting-edge vitamin/nutrient IV therapies, peptide protocols, ketamine-assisted psychotherapy, and traditional kava-based healing
- **Phase 2 (Post-Approval):** Regenerative medicine (mesenchymal stem cells, exosomes, mRNA therapies) and psilocybin-assisted therapy, pending regulatory approval

All with absolute privacy, clinical governance, and post-program medical continuity.

### The Property

A 670-acre private peninsula estate on a Pacific Island offering geographic scarcity, remote privacy, and accessibility to Asia-Pacific wealth centers (4-6 hours from major regional hubs).

### The Model

#### Primary Revenue:

- Premium longevity residency programs (\$50K-\$180K per guest, 14-42 days)
- 12-14 operational villas, <20 simultaneous guests, 3-5:1 staff-to-guest ratio
- Membership ecosystem (\$10K-\$150K annual recurring revenue)

#### Secondary Revenue:

- Ancillary services (diagnostics, coaching, extended telehealth)
- Regenerative land-use income (verified carbon credits, organic farm supply, agritourism)
- Off-season corporate wellness, educational programs, government partnerships

**Differentiation:**

Only property globally integrating ultra-luxury + clinical regeneration + verified carbon credits + community benefit-sharing in South Pacific region

**Financial Summary**

Metric	Base Case	Upside Case
<b>IRR (8-year)</b>	18-22%	25-35%
<b>Payback Period</b>	6-8 years	4-6 years
<b>Year 10 Cumulative Cash Flow</b>	\$78.6M+	\$120M+
<b>Exit Valuation (Year 8-10)</b>	\$70-150M	\$120-200M
<b>Margin Profile (Year 7+)</b>	35-40% EBITDA	40-50% EBITDA

**Capital Requirement**

**Total Phase 1 Investment: USD \$12.12 Million**

Category	Amount	% of Total
Real Estate (670 acres)	\$1,120,000	9.2%
Luxury Villas (15 units)	\$4,500,000	37.1%
Medical Clinic & Equipment	\$2,000,000	16.5%
Off-Grid Renewable Energy	\$1,500,000	12.4%
Infrastructure & Utilities	\$1,800,000	14.8%
Pre-Opening Operations	\$600,000	5.0%
Contingency, Legal, Permits	\$600,000	5.0%

**Investment Structure**

**Capital Stack (60% Equity / 40% Debt):**

- **Equity (\$7.27M):** Strategic hospitality investors (30%), impact/ESG funds (33%), family offices/founders (25-40%)
- **Debt (\$4.85M):** Equipment financing + working capital lines

**Expected Returns by Investor Type**

Investor Type	Investment	Hold Period	Target IRR	Expected MoIC
Strategic Hospitality	\$2.5M	5-7 years	25-35%	8-12×
Impact/ESG Fund	\$2.77M	7-10 years	20-28%	12-20×
Family Office/Founder	\$2M	8-10 years	25-35%	18-35×
Equipment Financing	\$1.5M debt	10 years	5-7% coupon	1.2-1.5×
Working Capital Line	\$0.85M debt	5-7 years	6%	1.1-1.3×

## **SECTION 1: MARKET OPPORTUNITY & STRATEGIC POSITIONING**

### **Global Market Dynamics**

#### **Luxury Wellness Retreat Market (\$21.4B → \$48.7B, 9.4% CAGR):**

- Ultra-luxury segment growing at 19.4% CAGR
- Asia-Pacific growth leader at 12.3% CAGR
- Revenue per occupied room up 59% since 2018
- Repeat visitation rates: 45-60% for wellness properties vs. 20-30% traditional luxury

#### **Regenerative Medicine Market (\$9.8B → \$22.05B, 8.4% CAGR):**

- Peptide therapies: 25-35% of market, fastest-growing segment
- Vitamin/nutrient IV protocols: \$2-5K per session, emerging market
- Regulatory tailwinds: FDA Expedited Programs, EMA approvals
- Clinical outcomes: 60-80% efficacy in key therapeutic areas

#### **Medical Tourism Market (\$41.79B → \$186.27B, 16.12% CAGR):**

- Private providers: 70-80% of revenue, highest margins
- Premium positioning: 200-400% price premiums for ultra-luxury + clinical excellence
- Leading categories: Orthopedic regeneration, cardiovascular optimization, wellness/longevity
- Geographic: Singapore, Thailand emerging; South Pacific largely untapped

#### **Longevity Investment Boom (\$8.49B in 2024, 220% YoY):**

- UHNWI allocating 5-15% of healthcare budgets to longevity optimization
- Biohacking market: \$15-20B annually
- Executive wellness programs: Standard C-suite compensation benefit
- Psychedelic therapy market: \$10-15B by 2030 (projected)

### **Competitive Landscape & IH Resort's Defensible Position**

#### **Luxury Wellness Resort Competitors:**

- Six Senses: \$500-\$1,500/night; lifestyle wellness + sustainability; 50-100+ room capacity; no medical regeneration
- Sonatah: \$800-\$1,200/night; functional medicine + diagnostics; limited psychedelic therapy

- Clinique La Prairie: \$1,500-\$3,000/night; medical anti-aging heritage; clinical vs. transformational

#### **IH Resort's Unique Positioning:**

1. **Medical Governance:** Clinical regenerative medicine + licensed psychotherapy + medical oversight
2. **Privacy/Exclusivity:** <20 guests, invitation-only, no identification disclosure
3. **Regenerative Impact:** Verified carbon credits + organic farm + livestock operations
4. **Therapeutic Depth:** Ketamine-assisted therapy, kava ceremony integration, peptide stacking
5. **Geographic Arbitrage:** South Pacific void for ultra-luxury medical wellness
6. **Year-Round Revenue:** Corporate retreats, educational programs, government partnerships

## **SECTION 2: CORE OFFERING & SERVICE ARCHITECTURE**

### **Phase 1 Offerings (Launch)**

#### ***Ketamine-Assisted Psychotherapy (KAP)***

##### **Clinical Model:**

- 60-90 minute sessions combining preparation, medicine administration, and integration therapy
- 6-12 sessions over 14-21 days during intensive program
- Licensed psychiatrist oversight with medical monitoring

##### **Outcomes (Evidence-Based):**

- Treatment-resistant depression: 60-70% response rate
- PTSD: Significant symptom reduction with multi-session course
- Existential anxiety: Profound relief, increased meaning and purpose
- Suicidal ideation: Rapid reduction (24-48 hours)

##### **Safety & Screening:**

- Comprehensive psychiatric evaluation (SCID interview)
- Medical contraindications screening
- Continuous monitoring during sessions

- Emergency protocols with benzodiazepine availability
- 24/7 medical staff availability

### ***Kava-Based Therapy (Traditional Medicine Integration)***

#### **Clinical Evidence:**

- Anxiety reduction: Kavalactones (150-300 mg) effective for mild-moderate anxiety
- GABA mechanism: Non-addictive, no tolerance development
- Safety: Low adverse event profile when using aqueous extract

#### **WINAY-LAEF Integration:**

1.

Traditional Kava Ceremonies (Weekly, Group):

Led by local Pacific Island kava master + licensed therapist  
 90-minute ceremony including talanoa (therapeutic talk therapy)  
 50-100 mg kavalactones (mild anxiolytic effect)  
 Cultural authenticity, local community engagement

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2.

Clinical Kava-Assisted Therapy (Individual, Daily):

150-300 mg kavalactones (clinical dose)  
 90-minute therapy session combining relaxation + trauma processing  
 Integration with EMDR, IFS, somatic techniques  
 Research partnership opportunity with regional universities

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**Traditional Kava Ceremonies** (Weekly, Group):

**Clinical Kava-Assisted Therapy** (Individual, Daily):

### ***Peptide Therapy Protocols***

**Phase 1 Focus:** BPC-157, Thymosin Beta-4, Epithalon, Semax, Selank, GHK-Cu

Peptide	Mechanism	Indication	Dosing	Cost/Course
BPC-157	Tissue repair, angiogenesis	Gut healing, injuries	250-500 mcg daily × 4-6 weeks	\$300-600
Thymosin Beta-4	Tissue regeneration	Athletic recovery, injuries	2-5 mg 2× weekly × 4-6 weeks	\$500-1,000
Epithalon	Telomerase activation	Longevity, aging	10 mg daily × 10 days	\$400-800
Semax	Cognitive enhancement	Brain fog, decline	300-600 mcg nasal daily × 4-8 weeks	\$200-400
Selank	Anxiolytic, immune	Anxiety, stress	250-750 mcg nasal daily × 4-8 weeks	\$200-350
GHK-Cu	Collagen synthesis	Skin, hair, aging	1-3 mg 3× weekly × 8-12 weeks	\$300-600

### **Personalized Stacking Protocol:**

- Guests receive customized peptide stacks (3-4 peptides simultaneously)
- Total peptide cost per guest: \$1,500-\$3,500 (embedded in program pricing)
- Includes daily administration monitoring + response tracking

### ***Vitamin/Nutrient IV Therapies***

#### **Core IV Protocols:**

1.

Vitality Infusion (\$400-600)

High-dose vitamin C (20-50g), B-complex, electrolytes

For immune support, energy enhancement

Administered 2-3 times during program

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- For immune support, energy enhancement
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2.

#### Brain Optimization (\$500-700)

NAD+, glutathione, B-vitamins, amino acid blends  
For cognitive clarity, neuroprotection  
1-2 sessions during program

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- For cognitive clarity, neuroprotection
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3.

#### Cellular Recovery (\$600-800)

Amino acids (arginine, citrulline), antioxidants, minerals  
For tissue repair, metabolic optimization  
2-3 sessions during program

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- For tissue repair, metabolic optimization
- 2-3 sessions during program

4.

#### Anti-Inflammatory Protocol (\$400-600)

Vitamin C, glutathione, magnesium, curcumin  
For chronic inflammation reduction  
2-3 sessions during program



- Vitamin C, glutathione, magnesium, curcumin
- For chronic inflammation reduction
- 2-3 sessions during program

**Vitality Infusion** (\$400-600)

**Brain Optimization** (\$500-700)

**Cellular Recovery** (\$600-800)

**Anti-Inflammatory Protocol** (\$400-600)

**Administration:**

- Physician-supervised IV placement
- 30-60 minute infusion time
- Wearable monitoring (heart rate, oxygen saturation)
- Post-infusion hydration protocol

***Hyperbaric Oxygen Therapy (HBOT)***

**Equipment:** 2 FDA-cleared monoplace chambers (2.0-2.5 ATA capability)

**Protocol:**

- 60-90 minute daily sessions at 1.5-2.0 ATA pressure, 100% oxygen
- 14-28 sessions per program
- Synergistic with other therapies

**Outcomes:**

- Cognitive enhancement: 15-20% improvement in processing speed, memory
- Athletic recovery: 30-40% faster muscle recovery
- Telomere lengthening: 5-38% in clinical trials
- Longevity support: Senescent cell clearance

***Contrast Therapy (Heat/Cold)***

**Daily Protocol:**

- 20 min sauna (80-90°C) → 3-5 min ice bath (10-15°C) → repeat 3× cycles
- Morning ritual, daily during stay

**Evidence:**

- Cardiovascular: 20-30% reduced mortality with regular sauna
- Metabolic: Improved insulin sensitivity
- Athletic: 30-50% faster recovery, reduced soreness
- Longevity: Heat shock protein upregulation

***Integration & Psychotherapy***

**Psychotherapeutic Modalities:**

1.

EMDR (Eye Movement Desensitization & Reprocessing)

60-90 min daily sessions

Gold-standard for PTSD and trauma

Bilateral stimulation facilitates memory reconsolidation

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- Gold-standard for PTSD and trauma
- Bilateral stimulation facilitates memory reconsolidation

2.

Internal Family Systems (IFS)

Daily sessions addressing "parts" and core healing presence

Increased self-compassion, psyche integration

Synergistic with ketamine sessions

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- Increased self-compassion, psyche integration
- Synergistic with ketamine sessions

3.

#### Somatic Experiencing (SE)

Body-based trauma therapy, nervous system regulation

Daily sessions teaching self-regulation tools

Combined with movement practices

- Body-based trauma therapy, nervous system regulation
- Daily sessions teaching self-regulation tools
- Combined with movement practices

4.

#### Cognitive-Behavioral Therapy (CBT)

Structured daily sessions for thought pattern modification

Anxiety, depression, substance use protocols

Practical coping strategy development

- Structured daily sessions for thought pattern modification
- Anxiety, depression, substance use protocols
- Practical coping strategy development

#### **EMDR (Eye Movement Desensitization & Reprocessing)**

#### **Internal Family Systems (IFS)**

#### **Somatic Experiencing (SE)**

#### **Cognitive-Behavioral Therapy (CBT)**

#### **Phase 2 Offerings (Post-Regulatory Approval)**

*The following therapeutic approaches are proposed for Phase 2 expansion pending regulatory clearance and clinical validation:*

#### ***Mesenchymal Stem Cell (MSC) Therapy***

**Phase 2 Target:** Years 3-4 (pending TGA/regulatory pathway approval)

#### **Protocols:**

- Autologous MSC: Patient's own adipose-derived cells (4-6 week culture cycle)
- Allogeneic MSC: Pre-manufactured donor-derived options (immediate availability)

**Indications:** Osteoarthritis, chronic inflammation, anti-aging

**Price Point:** \$18,000-\$30,000 per treatment course (embedded in premium programs)

### ***Exosome Therapy***

**Phase 2 Target:** Years 3-5

#### **Applications:**

- Anti-aging: Collagen synthesis, wrinkle reduction
- Cognitive: Neuroprotection, neuroplasticity enhancement
- Systemic: Immune modulation, metabolic optimization

**Modalities:** Topical, injectable, intravenous

**Outcomes:** 30-40% collagen increase, 40-60% joint pain reduction

### ***mRNA Therapies***

**Phase 2 Target:** Years 4-6

**Focus:** Personalized neoantigen vaccines, longevity mRNA, metabolic optimization

**Regulatory Path:** Monitor FDA/EMA clinical trial outcomes, enter Phase 2/3 studies as sites when available

### ***Psilocybin-Assisted Therapy***

**Phase 2 Target:** Years 5-7 (pending FDA/legal approval)

#### **Rationale:**

- Breakthrough therapy designation (FDA) for treatment-resistant depression
- Legal pathways emerging in multiple jurisdictions
- Synergistic with ketamine-assisted therapy model

#### **Clinical Model:**

- Single-session or multi-session protocols
- 8-hour supervised experience with preparation/integration therapy
- Long-term psychotherapeutic support

## SECTION 3: INTEGRATED LAND-USE & IMPACT STRATEGY

### Reforestation & Carbon Credits (200+ Acres)

#### Phased Implementation:

- Year 1-2: Establish 5-acre nursery, grow 50,000-100,000 native seedlings
- Year 2-5: Plant 15-20 acres annually
- Year 5-10: Complete 200+ acre reforestation

#### Carbon Sequestration Projections:

Year	Reforested (acres)	tCO <sub>2</sub> e Annual	Revenue @\$12/tCO <sub>2</sub> e	Revenue @\$18/tCO <sub>2</sub> e
1-2	20	40	\$480	\$720
3	60	120	\$1,440	\$2,160
5	150	300	\$3,600	\$5,400
8+	200+	600-800	\$7,200-\$9,600	\$10,800-\$14,400

#### Multi-Source Carbon Bundle (Year 8+):

Source	tCO <sub>2</sub> e/year	@\$12/tCO <sub>2</sub> e	@\$18/tCO <sub>2</sub> e
Reforestation	400-600	\$4,800-\$7,200	\$7,200-\$10,800
Livestock grazing	200-300	\$2,400-\$3,600	\$3,600-\$5,400
Regenerative agriculture	50-100	\$600-\$1,200	\$900-\$1,800
Renewable energy offset	200-300	\$2,400-\$3,600	\$3,600-\$5,400
Biosolids cycling	50-100	\$600-\$1,200	\$900-\$1,800
<b>TOTAL ANNUAL</b>	<b>900-1,400</b>	<b>\$10,800-\$16,800</b>	<b>\$16,200-\$25,200</b>

#### Verra VCS Certification:

- Baseline/MRV protocols established Year 2-3
- Annual third-party verification: \$10K-\$15K/year
- Premium-tier credits: \$14-20/tCO<sub>2</sub>e vs. \$5-10 standard

#### Blockchain Tokenization (AEC Tokens):

- ERC-1155 fungible tokens (1 token = 1 tCO<sub>2</sub>e)
- Direct sales to corporate ESG buyers
- Trading on Toucan, Klima carbon marketplaces
- Annual revenue potential: \$13,500-\$29,400 (Year 8+)

## **Regenerative Agriculture (50 Acres)**

### **Crop Allocation:**

Crop	Acreage	Yield (Annual)	Primary Use
Vegetables	12	60,000 lbs	Guest kitchen (70-80% supply)
Herbs & medicinal plants	8	15,000 lbs	Culinary + wellness protocols
Tropical fruits	15	40,000 lbs	Dining, snacks, beauty products
Legumes/nitrogen fixers	10	Rotation	Soil regeneration
Forest garden (agroforestry)	5	Mixed	Biodiversity + food

### **Regenerative Practices:**

- Crop rotation (3-year cycles)
- Composting (10-15 tons annually)
- Zero synthetic inputs (organic certification pathway)
- Integrated pest management
- Soil building (cover crops, mycorrhizal inoculants)

### **Revenue Model:**

- 80% internal consumption (cost savings: \$500K-\$800K/year)
- 20% external sales: \$17K-\$26K/year

## **Livestock Operations (100 Acres Rotational Grazing)**

### **Herd Composition:**

- 20-30 grass-fed premium cattle (Wagyu/Angus crosses)
- 500-1,000 free-range heritage breed chickens
- Premium eggs (100% resort supply), meat (80% supply)

### **Carbon Sequestration:**

- Rotational grazing: 2-4 tCO<sub>2</sub>e/acre/year
- 100 acres × 3 tCO<sub>2</sub>e/acre = 300 tCO<sub>2</sub>e annually

### **Revenue Model:**

- 80-90% internal consumption
- 10-20% external sales: \$50K-\$80K/year
- Total annual external revenue: \$50K-\$80K

## Community Integration & Impact

### Local Employment:

- Target: 40-60 direct FTE (80% national hires)
- Wages: \$800K-\$1.2M annually
- Training: 4-week pre-opening intensive + quarterly continuing education

### Community Benefit Agreements:

Category	Commitment	Value/Year
Employment	40-60 FTE, 80% local	\$800K-\$1.2M wages
Training	50+ community members	\$50K-\$100K
Procurement	60-70% from local suppliers	\$1.5M-\$2M
Community Fund	5-10% EBITDA (Year 5+)	\$85K-\$380K
Capacity Building	Government/health partnerships	In-kind

### Community Advisory Board:

- Composition: 5-7 members (local government, community leaders, IH Resort reps)
- Quarterly meetings
- Authority: Advisory input on environmental, community benefit decisions
- Transparency: Annual public ESG report

### Annual Community Impact (Mature):

- Direct wages: \$800K-\$1.2M
- Profit-sharing: \$100K-\$300K (Year 7+)
- Educational/government programs: \$100K-\$200K
- **Total annual community benefit: \$1M-\$1.7M**

## ESG Measurement Framework

### Environmental KPIs (Annual Tracking):

KPI	Baseline (Y1)	Target (Y8)	Verification
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Carbon sequestration	0	900-1,400 tCO <sub>2</sub> e	Verra certified + blockchain
Reforestation coverage	0	200+ acres	Satellite imagery + survey
Trees planted	0	100,000+	Annual census
Bird species count	Baseline	+50%	Ecological survey
Soil organic matter	Baseline	+2%	Annual soil testing
Renewable energy %	0%	100%	Real-time monitoring
Waste diversion	0%	100%	Weight tracking

#### **Social Impact KPIs:**

KPI	Annual Target	Measurement
Local employment	40-60 FTE	Payroll records
Wages to community	\$800K-\$1.2M	Tax records
Training hours	1,000+	Attendance logs
School partnerships	5-10 schools, 500+ students	Tour attendance
Local procurement	60-70%	Vendor tracking
Profit-sharing distributions	5-10% EBITDA	Fund tracking

## **SECTION 4: BUSINESS MODEL & REVENUE ARCHITECTURE**

### **Primary Revenue Streams**

#### **Peak Season (May-September, 5 months):**

Program	Duration	Daily Rate	Total Cost	Annual Volume	Annual Revenue
Vitality Reset	14 days	\$5,700	\$79,800	15 guests	\$1,197,000
Longevity Intensive	21 days	\$5,500	\$115,500	20 guests	\$2,310,000
Performance Optimization	21 days	\$6,200	\$130,200	15 guests	\$1,953,000
Recovery & Renewal	28 days	\$5,000	\$140,000	10 guests	\$1,400,000
Executive Retreat	7 days	\$8,600	\$60,200	10 guests	\$602,000
<b>Peak Season Total</b>				70 guests	<b>\$7,462,000</b>

#### **Shoulder Season (April, October, 2 months):**

Program	Duration	Daily Rate	Total Cost	Annual Volume	Annual Revenue
Corporate Wellness	3-5 days	\$2,500/person	\$7,500-\$12,500	4 groups x30	\$900,000
Professional Development	5 days	\$4,000	\$20,000	10 guests	\$200,000
Couple's Renewal	14 days	\$4,500 (for two)	\$63,000	5 couples	\$315,000



<b>Shoulder Season Total</b>				140 people	<b>\$1,415,000</b>
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**Off-Season (November-March, 5 months):**

Program	Duration	Daily Rate	Total Cost	Annual Volume	Annual Revenue
Wellness Week	7 days	\$2,000	\$14,000	15 guests	\$210,000
Recovery Intensive	14 days	\$2,500	\$35,000	10 guests	\$350,000
Community Leadership	3 days	\$1,200/person	\$3,600	100 participants	\$360,000
Corporate Offsite	2-3 days	\$2,000/person	\$4,000-\$6,000	4 groups x30	\$480,000
<b>Off-Season Total</b>				145 people	<b>\$1,400,000</b>

**Total Primary Program Revenue (Year 7 Mature): \$10,277,000**

**Secondary & Tertiary Revenue**

**Membership Recurring Revenue:**

Tier	Annual Fee	Target Members	Annual Revenue
Founder Circle	\$100,000	10 members	\$1,000,000
Founder Membership	\$50,000	50 members	\$2,500,000
Platinum	\$25,000	100 members	\$2,500,000
Gold	\$10,000	200 members	\$2,000,000
<b>Total Membership</b>		360 members	<b>\$8,000,000</b>

*Conservative Year 7 assumption: 150-200 active members = \$1.5-\$2.3M*

**Ancillary Services:**

- Post-program diagnostics: \$300,000/year
- Telehealth coaching: \$200,000/year
- Extended therapy packages: \$400,000/year
- **Total ancillary: \$900,000/year**

**Additional Revenue Streams:**

Stream	Annual Revenue
Carbon credits	\$7,200-\$14,400
Farm/agritourism	\$22K-\$34K
Livestock sales	\$50K-\$80K
Educational programs	\$255K-\$400K
Government programs	\$95K-\$170K
<b>Total additional</b>	<b>\$430K-\$699K</b>

**Total Secondary/Tertiary Revenue (Year 7 Conservative): \$3.8M-\$4.1M**

**Unit Economics & Contribution Margins**

**Per-Guest Economics (21-Day Longevity Program @ \$115,500):**

Item	Amount
Revenue	\$115,500
Food & beverage	(\$52,500)
Medical supplies	(\$3,500)
Therapist/practitioner time	(\$8,000)
Housekeeping	(\$800)
Activities/transportation	(\$1,200)
<b>Total COGS</b>	<b>(\$66,000)</b>
<b>Gross Margin</b>	<b>\$49,500 (43%)</b>
<b>Contribution to Fixed Costs</b>	<b>\$49,500 per guest</b>

**Break-Even Analysis (Year 7):**

- Fixed costs: \$6.4M
- Break-even guest volume:  $\$6,400,000 / \$49,500 = 129$  guests
- At 90-180 guests/year capacity = 65-71% occupancy required
- Luxury hotel benchmark: 34.4% break-even (HotStats 2024)
- IH Resort higher due to ultra-luxury complexity + remote logistics

**SECTION 5: COST STRUCTURE & OPERATING MODEL**

**COGS Per Guest**

**Food & Beverage:**

- On-site farm: 70-80% of produce (\$500K-\$800K/year savings)
- Imported specialty: 20-30%
- Daily per guest: \$150-\$200
- 14-28 day program: \$2,100-\$5,600 per guest

**Medical Supplies & Therapies:**

- Peptides: \$1,500-\$3,500
- Diagnostics: \$3,000-\$5,000
- IV therapies: \$1,500-\$2,500
- Average medical COGS: \$6,000-\$8,000 per guest (Phase 1)

**Practitioner Time:**

- Therapists: \$200-\$400/hour × 20-30 hours = \$4,000-\$12,000
- Medical staff: \$150-\$300/hour × 10-15 hours = \$1,500-\$4,500
- Average: \$6,000-\$10,000 per guest

**Total COGS Per Guest (21-Day Program):**

Item	Cost
Food	\$2,500
Medical	\$7,000
Practitioner	\$8,000
Miscellaneous	\$2,000
<b>Total</b>	<b>\$19,500</b>
<b>% of Program Revenue</b>	<b>17% (83% gross margin)</b>

**Fixed Operating Costs (Year 7 Mature State)****Staffing (40-50 FTE): \$3,500,000**

Department	FTE	Annual Cost
Clinical & Medical	6-8	\$900,000
Hospitality	15-20	\$1,200,000
Agriculture & Operations	8-10	\$600,000
Administration	6-8	\$800,000

**Facility Maintenance & Utilities: \$1,000,000**

- Villa/facility maintenance: \$400,000
- Utilities (energy, water): \$200,000
- Insurance (property, liability, malpractice): \$400,000

**Marketing & Guest Acquisition: \$1,200,000**

- Digital marketing: \$400,000
- PR & brand building: \$300,000
- Referral incentives: \$200,000
- Travel advisor commissions: \$300,000

**Professional Fees: \$200,000**

- Legal & compliance: \$100,000
- Accounting & audit: \$80,000

- ESG verification: \$20,000

#### **R&D & Training: \$200,000**

- Protocol development: \$100,000
- Staff continuing education: \$100,000

#### **Operating Miscellaneous: \$300,000**

- Software/technology: \$150,000
- Office supplies: \$50,000
- Community contributions: \$100,000

**Total Fixed Operating Costs (Year 7): \$6,400,000**

## **SECTION 6: FINANCIAL PROJECTIONS & MODELING**

### **10-Year Base Case Projection (Conservative)**

#### **Assumptions:**

- Occupancy ramp: 30% (Y1) → 45% (Y2) → 60% (Y3) → 75% (Y5) → 85% (Y10)
- ADR growth: 2-3% annually
- Membership growth: 50 (Y3) → 150 (Y7) → 200 (Y10)
- Carbon revenue: 40 tCO<sub>2</sub>e (Y1) → 800 tCO<sub>2</sub>e (Y10)
- Off-season programs: \$300K (Y3) → \$1.5M (Y10)

Year	Occupancy	Primary Revenue	Membership	Ancillary	Total Revenue	COGS	Fixed Costs	EBITDA	EBITDA %
1	30%	\$2,800,000	\$250,000	\$150,000	\$3,200,000	\$1,400,000	\$5,500,000	(\$3,700,000)	-116%
2	45%	\$4,200,000	\$400,000	\$300,000	\$4,900,000	\$2,100,000	\$5,800,000	(\$3,000,000)	-61%
3	60%	\$6,000,000	\$750,000	\$500,000	\$7,250,000	\$3,000,000	\$6,200,000	(\$1,950,000)	-27%
4	70%	\$7,500,000	\$1,000,000	\$700,000	\$9,200,000	\$3,750,000	\$6,400,000	(\$950,000)	-10%
5	77%	\$8,500,000	\$1,250,000	\$900,000	\$10,650,000	\$4,250,000	\$6,500,000	(\$100,000)	-1%
6	80%	\$9,200,000	\$1,500,000	\$1,100,000	\$11,800,000	\$4,600,000	\$6,500,000	\$700,000	6%

7	82%	\$10,200,000	\$1,800,000	\$1,300,000	\$13,300,000	\$5,100,000	\$6,500,000	\$1,700,000	13%
8	83%	\$10,800,000	\$2,000,000	\$1,500,000	\$14,300,000	\$5,400,000	\$6,600,000	\$2,300,000	16%
9	84%	\$11,400,000	\$2,200,000	\$1,700,000	\$15,300,000	\$5,700,000	\$6,700,000	\$2,900,000	19%
10	85%	\$12,000,000	\$2,400,000	\$1,900,000	\$16,300,000	\$6,000,000	\$6,800,000	\$3,500,000	21%

## Sensitivity Analysis

### Occupancy Sensitivity (Year 7):

Occupancy %	Revenue	EBITDA	EBITDA Margin
70%	\$11,800,000	\$800,000	7%
75%	\$12,500,000	\$1,250,000	10%
80%	\$13,300,000	\$1,700,000	13%
85%	\$14,100,000	\$2,150,000	15%
90%	\$14,900,000	\$2,600,000	17%

### ADR Sensitivity (Year 7, 82% Occupancy):

Average Program Price	Revenue	EBITDA	EBITDA Margin
\$75,000	\$11,000,000	\$1,000,000	9%
\$90,000	\$13,300,000	\$1,700,000	13%
\$105,000	\$15,500,000	\$2,400,000	15%
\$120,000	\$17,700,000	\$3,100,000	18%

## IRR & Return Modeling

### Base Case IRR (18-22%):

- Initial investment: \$12.12M
- Exit Year 8: \$100M enterprise value (5-7× revenue)
- Cumulative dividends: \$2.5M (Years 6-8)
- Investor equity stake: 60%
- **Total return: 8.5× MoIC, 21.4% IRR**

### Upside IRR (25-35%):

- Strong membership uptake: 250 members by Year 6
- Premium pricing maintained: \$110K average
- Exit Year 6: \$120M valuation
- Higher dividend payout: 50% EBITDA

- **Total return: 10.3× MoIC, 29% IRR**

## **SECTION 7: USE OF FUNDS & CAPITAL EXPENDITURE**

### **Detailed CapEx Breakdown (Total: \$12.12M)**

#### **Real Estate (670 Acres): \$1,120,000**

- Land acquisition: \$800,000
- Site survey & assessment: \$150,000
- Legal & title: \$100,000
- Subtotal: \$1,050,000

#### **Luxury Villas (15 Units): \$4,500,000**

- Prefabricated villa modules (15 × \$250K): \$3,750,000
- Villa sitework & foundation (15 × \$30K): \$450,000
- Interior finishing (15 × \$15K): \$225,000
- Subtotal: \$4,425,000

#### **Medical Clinic & Equipment: \$2,000,000**

- Clinic building: \$400,000
- Hyperbaric oxygen chambers (2×): \$250,000
- Diagnostic equipment: \$350,000
- Regenerative therapy equipment: \$300,000
- Therapeutic equipment: \$200,000
- Pharmacy & storage: \$150,000
- IT & EMR system: \$100,000
- Contingency: \$100,000
- Subtotal: \$1,850,000

#### **Off-Grid Renewable Energy: \$1,500,000**

- Solar panels (150 kW): \$600,000
- Wind turbines (1-2 units): \$400,000

- Battery storage (500 kWh): \$300,000
- Inverters & controls: \$120,000
- Backup generator: \$50,000
- Installation & engineering: \$30,000
- Subtotal: \$1,500,000

**Infrastructure & Utilities: \$1,800,000**

- Water systems: \$350,000
- Wastewater treatment: \$250,000
- Central kitchen facility: \$300,000
- Dining pavilion: \$200,000
- Internal roads & pathways: \$300,000
- Dock & water access: \$150,000
- Waste management: \$100,000
- Telecommunications: \$100,000
- Subtotal: \$1,750,000

**Pre-Opening Operations: \$600,000**

- Staff recruitment & training: \$200,000
- Marketing & pre-launch: \$200,000
- Licenses & permits: \$100,000
- Initial inventory: \$100,000
- Subtotal: \$600,000

**Contingency & Risk Buffer: \$600,000**

- Construction contingency: \$300,000
- Professional fees: \$150,000
- Regulatory contingency: \$100,000

- Working capital buffer: \$50,000

- Subtotal: \$600,000

**TOTAL PHASE 1 CAPEX: \$12,125,000**

### **Phased Construction Timeline**

#### **Phase 1: Pre-Development (Months 1-3)**

- Land acquisition, surveys, legal documentation
- Architectural design review + regulatory approval
- Spend: \$300K
- Deliverable: Site ready for construction

#### **Phase 2: Site Preparation & Infrastructure (Months 3-6)**

- Install water, energy, roads, central facilities
- Spend: \$4.2M
- Deliverable: Fully functional utilities

#### **Phase 3: Villa Construction (Months 4-12)**

- Receive prefab modules, install foundations
- Assemble villas on-site (2-3 per month)
- Spend: \$4.4M
- Deliverable: All 15 villas completed, furnished

#### **Phase 4: Medical Clinic & Equipment (Months 8-14)**

- Clinic building construction
- Medical equipment procurement & installation
- Staff recruitment & training
- Spend: \$2.0M
- Deliverable: Fully licensed medical facility

#### **Phase 5: Pre-Opening Operations (Months 13-18)**

- Staff training, system testing



- Soft opening with pilot groups
- Marketing & media launch
- Spend: \$0.6M
- Deliverable: Revenue-generating operations

## **SECTION 8: REGULATORY, COMPLIANCE & ESG**

### **Medical Licensing & Compliance**

#### **Health Practitioners Act (Pacific Island Framework):**

##### **Medical Facility Registration:**

- Ministry of Health facility registration
- Requirements: inspection, staff credentialing, protocols, insurance (\$5M+ liability)
- Timeline: 8-12 weeks
- Renewal: Annual inspection

##### **Medical Staff Licensing:**

- Lead physician: Australian MD (RACGP) or equivalent, temporary medical license
- Therapists: Licensed psychologists with international credentials
- Nurses: Registered nurses with certifications
- All staff: Malpractice insurance (\$2M-\$5M coverage)

##### **Pharmaceutical Licensing:**

- **Ketamine** (Schedule 8): Medical practitioner prescription, secure storage, regulatory reporting
- **Peptides**: Research-grade status with informed consent and ethical review
- **Kava**: Traditional medicine, minimal regulation, quality testing recommended
- **IV therapies**: Over-the-counter supplements with physician supervision

##### **Medical Governance:**

- Medical Advisory Board (physician, therapist, ethicist) reviews all protocols
- Adverse event tracking and quarterly reporting
- 24/7 medical staff availability

- Emergency protocols with helicopter evacuation capability
- HIPAA-equivalent confidentiality standards

### **International Medical Tourism Standards**

#### **ISO Alignment:**

- ISO 15189 (Laboratory Diagnostics): Quality management for on-site labs
- ISO 9001 (General Quality Management): Facility operations and continuous improvement
- Pathway: 12-18 months to certification

#### **Standards for Medical Tourism:**

- Use TGA-compliant medical devices
- Australian practitioner guidelines
- Australian malpractice insurance standards

#### **Accreditation Opportunities (Years 3-5):**

- JCI (Joint Commission International) accreditation
- ISO certifications
- ECFMG certification (if offering clinical training)

### **Environmental Regulations & Carbon Certification**

#### **Environmental Impact Assessment (EIA):**

- Required for large-scale development
- Biodiversity assessment, water quality, waste management
- Timeline: 3-6 months
- Outcome: Environmental clearance certificate

#### **Carbon Credit Certification:**

- Verra VCS (Verified Carbon Standard) for reforestation
- VM0042 Methodology compliance
- Annual third-party verification (\$10K-\$15K/year)
- Premium-tier credits: \$14-20/tCO<sub>2</sub>e

**Blockchain Integration:**

- Carbon data on immutable blockchain ledger
- Third-party oracle verification feeds automated data
- AEC tokens automatically minted upon verification
- Real-time ESG transparency for investors

**ESG Reporting Frameworks****Global Reporting Initiative (GRI):**

Topic	Metric	Target
<b>Environmental</b>		
Energy	100% renewable by Year 2	
Water	80-90% recycled/reused	
Waste	100% diversion (zero waste)	
Carbon	750-1,200 tCO <sub>2</sub> e net-positive	
Biodiversity	100,000+ trees, 50+ bird species	
<b>Social</b>		
Employment	40-60 FTE, 80% local hire	
Wages	30% above local minimum	
Training	50+ hours per employee annually	
Community	\$100K-\$200K annually invested	
<b>Governance</b>		
Board diversity	40% women representation	
Ethics training	Annual for all staff	

**IRIS+ Impact Metrics:**

Pillar	Metric	Target (Year 7)
Environmental	Carbon sequestered	750-1,200 tCO <sub>2</sub> e/year
Environmental	Ecosystems restored	200+ acres
Environmental	Waste diverted	100%
Social	Local employment	40-60 FTE
Social	Community income	\$800K-\$1.2M annually
Social	Community trained	50+ people/year
Governance	Board representation	Founder 50%+, women 40%+
Governance	Stakeholder engagement	4+ meetings/year

**Community Benefit Agreements****Local Employment & Wages:**

- 40-60 direct FTE (80% Vanuatu nationals)

- Wages: \$800K-\$1.2M annually (premium above local rates)
- Training: 4-week pre-opening + quarterly continuing education

**Profit-Sharing Agreement:**

- 5-10% EBITDA → community development fund
- Effective Year 5+: \$85K-\$380K annually

**Community Advisory Board:**

- 5-7 members (local government, community leaders, IH representatives)
- Quarterly meetings with decision-making authority
- Annual public report on benefits delivered

## **SECTION 9: OPERATIONAL EXCELLENCE & TEAM**

**Organizational Structure**

**Board of Directors:**

- Lead Founder/CEO (1 seat)
- Co-Founder/Chief Medical Officer (1 seat)
- Strategic Investor Rep (1 seat)
- Impact Fund Rep (1 seat)
- Independent Director (1 seat)

**Executive Leadership:**

**Chief Executive Officer**

- Founder background: Hospitality or wellness industry (15+ years)
- Responsibilities: Overall vision, investor relations, strategic partnerships
- Compensation: Base \$200K + equity (2-5%)

**Chief Medical Officer**

- Background: Licensed MD with regenerative medicine experience
- Responsibilities: Medical governance, clinical protocol development, staff credentialing
- Qualifications: Board certification, ketamine-assisted therapy training, continuing education

- Compensation: Base \$250K + equity (1-3%)

#### **Chief Operating Officer**

- Background: Hospitality operations or resort management (10+ years)
- Responsibilities: Daily operations, staff management, guest experience
- Compensation: Base \$180K + equity (1-2%)

#### **Director of Wellness Programs**

- Background: Integrative medicine or psychotherapy (10+ years)
- Responsibilities: Program development, therapist coordination, outcomes tracking
- Compensation: Base \$140K + equity (0.5-1%)

#### **Clinical Team:**

- 2-3 licensed psychotherapists (EMDR, IFS, somatic specialization)
- 2-3 registered nurses
- 1-2 massage therapists/bodyworkers
- Contracted specialists (psychiatry, advanced diagnostics)

#### **Hospitality Team:**

- Director of Hospitality (1 FTE)
- Front desk/concierge staff (3-4 FTE)
- Housekeeping/villa services (8-10 FTE)
- Dining/culinary staff (4-5 FTE)
- Activities/recreation coordinators (2 FTE)

#### **Agricultural Team:**

- Farm manager (1 FTE)
- Agricultural technicians (3-4 FTE)
- Livestock manager (0.5 FTE)

#### **Administration:**

- Finance/accounting manager (1 FTE)
- Human resources manager (1 FTE)
- Marketing/communications specialist (1 FTE)
- IT/systems administrator (1 FTE)

### **Staffing Plan & Compensation**

#### **Total Phase 1 Staffing (Launch): 40-50 FTE**

Department	FTE	Annual Budget	Notes
Clinical & Medical	6-8	\$900,000	Higher wages (specialized)
Hospitality	15-20	\$1,200,000	Mix of full-time, part-time
Agriculture & Operations	8-10	\$600,000	Local hire priority
Administration	6-8	\$800,000	Finance, HR, marketing, IT
<b>Total</b>	<b>40-50</b>	<b>\$3,500,000</b>	80% local hires

#### **Compensation Philosophy:**

- 30% above local market rates (attract & retain talent)
- Performance bonuses (5-10% of base for quality metrics)
- Profit-sharing (1-2% of EBITDA at Year 5+)
- Comprehensive benefits (health, retirement, continuing education)

### **Training & Development Program**

#### **Pre-Opening Training (4 Weeks):**

- Week 1: IH Resort mission, culture, protocols, security
- Week 2: Role-specific training (clinical, hospitality, operations)
- Week 3: Guest experience simulation, emergency protocols
- Week 4: Soft opening with pilot guests, refinement

#### **Ongoing Development:**

- 50+ hours annually per employee (continuing education)
- Quarterly training updates on protocol changes
- Annual retreat + team building

- Leadership development pathway

## **SECTION 10: RISK ANALYSIS & MITIGATION**

### **Regulatory Risk**

**Risk:** Medical licensing delays, ketamine restrictions, psychedelic therapy regulatory barriers

**Probability:** Medium (40-50%)

#### **Mitigation:**

- Early engagement with health ministries (Months 1-3)
- Hire local legal counsel with healthcare expertise
- Research partnerships with universities (legal regulatory exemptions)
- Establish ethical review board before opening
- Maintain compliance flexibility as regulations evolve

### **Construction & Logistics Risk**

**Risk:** Cyclone damage, supply chain disruptions, cost overruns, weather delays

**Probability:** Low-Medium (20-30%)

#### **Mitigation:**

- Cyclone-rated construction (AS/NZS 1170.2 compliance)
- Prefab villa advantage: Factory-built resilience, faster on-site assembly
- Fixed-price contracts with villa manufacturer
- \$300K contingency buffer (2.5% of CapEx)
- Phased construction (spreads risk)
- Project insurance + business interruption coverage

### **Market & Occupancy Risk**

**Risk:** Difficulty filling ultra-luxury resort, pricing pressure, competitive entry

**Probability:** Low-Medium (20-30%)

#### **Mitigation:**

- Limited capacity creates exclusivity (artificial scarcity)
- Founder Circle membership model (pre-secure ~20-30 guests/year)

- Strong referral network strategy (UHNWI to UHNWI)
- Corporate wellness programs (off-season revenue floor)
- First-mover advantage + medical differentiation moat
- Brand positioning (investment in trust/credibility over price competition)

#### **Medical Liability & Reputational Risk**

**Risk:** Adverse event during ketamine/psychedelic therapy, guest injury, medical complication

**Probability:** Low-Medium (5-15% risk of any incident over 8-year horizon)

#### **Mitigation:**

- Comprehensive medical screening (psychiatric evaluation, medical contraindications)
- 3-5:1 staff-to-guest ratio (high supervision)
- 24/7 medical staff availability + emergency protocols
- Malpractice insurance (\$5M+ coverage)
- Informed consent protocols (explicit acknowledgment of risks)
- Adverse event tracking & reporting systems
- Crisis communication plan

#### **Technology & Infrastructure Risk**

**Risk:** Renewable energy system failure, water system breakdown, IT/data breach

**Probability:** Very Low (<5% annually with proper maintenance)

#### **Mitigation:**

- System redundancy (backup generator, multiple water sources, distributed batteries)
- Quarterly maintenance contracts with 24/7 support
- HIPAA-equivalent cybersecurity (encrypted data, access controls, audit logs)
- Annual penetration testing + security audit
- Cyber liability insurance (\$1M+)
- Staff cybersecurity training

#### **Environmental & Climate Risk**

**Risk:** Cyclone strike, sea level rise, coral degradation, climate disruption



**Probability:** Medium long-term (>70% some impact over 50 years)

**Mitigation:**

- Property elevation (50-200m above sea level, not beachfront)
- Cyclone-rated construction
- Comprehensive property insurance
- Reforestation + biodiversity programs (demonstrate environmental commitment)
- Adaptation planning for future scenarios

**Community & Government Risk**

**Risk:** Community opposition, government relationship deterioration, political changes

**Probability:** Medium (30-50%)

**Mitigation:**

- Early community engagement (Months 1-3 before construction)
- Genuine profit-sharing (5-10% EBITDA, not just promises)
- Employment priority (80% local hires)
- Quarterly Community Advisory Board meetings
- Flagship status positioning (bipartisan political appeal)
- Transparency & annual public ESG reports

## SECTION 11: INVESTMENT STRUCTURE & CAPITAL STACK

**Capital Stack (60% Equity / 40% Debt)**

**Total Requirement:** \$12.12M

Component	Amount	%	Structure
<b>Equity</b>	\$7.27M	60%	Common stock + founder equity
Strategic Hospitality	\$2.5M	20%	Preferred equity, board seat
Impact/ESG Fund	\$2.77M	22%	Impact-linked preferred equity
Family Office/Founder	\$2.0M	16%	Common stock + founder carry
<b>Debt</b>	\$4.85M	40%	Equipment + working capital

Equipment Financing	\$1.5M	12%	10-year terms, 5-7% coupon
Working Capital Line	\$0.85M	7%	Revolving, 5-7 year draw
Subordinated Debt	\$2.5M	20%	7-year balloon, 8-10% coupon

#### Investor Profiles & Return Targets

Investor Type	Investment	Hold Period	Target IRR	Expected MoIC
<b>Strategic Hospitality</b>	\$2.5M	5-7 years	25-35%	8-12×
<b>Impact/ESG Fund</b>	\$2.77M	7-10 years	20-28%	12-20×
<b>Family Office/Founder</b>	\$2.0M	8-10 years	25-35%	18-35×
<b>Equipment Financing</b>	\$1.5M debt	10 years	5-7% coupon	1.2-1.5×
<b>Working Capital Line</b>	\$0.85M debt	5-7 years	6% coupon	1.1-1.3×

#### Investor Rights & Protective Provisions

##### Strategic Hospitality Investor (30% equity ownership, \$2.5M):

- Board seat
- Anti-dilution provision (broad-based weighted average)
- Liquidation preference (1× non-participating preferred)
- Information rights (quarterly financials + annual audit)
- Registration rights (if pursuing exit)

##### Impact/ESG Fund (33% equity ownership, \$2.77M):

- Board seat
- Impact-linked return structure (10-20% return linked to ESG KPI achievement)
- Anti-dilution (broad-based weighted average)
- 1.5× non-participating preferred
- Quarterly ESG reporting + annual impact audit

##### Family Office/Founder (16% common stock, \$2M):

- Founder maintains operational control

- Founder incentive equity (additional 1-2% for 7-year hold)
- Management override (founder votes cannot be overridden by preferred holders)
- Dividend priority (after debt service, founder receives 25% of available distributions)

### **Governance Framework**

#### **Board Composition:**

- Founder/CEO (1 seat) - Founder
- CMO (1 seat) - Medical/clinical
- Strategic Investor Rep (1 seat) - Hospitality expertise
- Impact Fund Rep (1 seat) - ESG/sustainability
- Independent Director (1 seat) - Financial/operational

#### **Board Responsibilities:**

- Quarterly meetings (minimum)
- Strategic oversight of financials, operations, risk
- Clinical protocol review (medical safety)
- ESG/impact metrics review
- Exit/liquidity planning

#### **Conflict Resolution:**

- Supermajority vote (4 of 5 board members) for major decisions
- Independent director serves as tiebreaker
- Founder retains operational veto on day-to-day matters
- Protective provisions require unanimous approval of major transactions

## **SECTION 13: COMPETITIVE ADVANTAGE & DEFENSIBILITY**

### **Winay-Laeſ's Moats & Barriers to Entry**

#### **1. Medical Credibility & Regulatory Pathway**

- Licensed CMO with regenerative medicine credentials
- Established medical governance protocols

- TGA-aligned compliance framework
- Difficult for competitors to replicate (requires credentialed staff)

## 2. Privacy Architecture

- Ultra-exclusive positioning (<20 guests, invitation-only)
- IP/confidentiality protocols
- Network effects (testimonials from founder circle)
- Hard to replicate at smaller scale

## 3. Regenerative Impact Differentiation

- 200+ acres reforestation (long-term carbon sequestration)
- Blockchain-verified carbon credits (transparency advantage)
- Community benefit-sharing model (ESG narrative)
- First-mover advantage in impact positioning

## 4. Geographic Scarcity

- 670-acre private peninsula (limited availability)
- Remote yet accessible location (APAC wealth centers)
- First-mover in South Pacific ultra-luxury medical wellness
- 3-5 year head start before competitive saturation

## 5. Brand & Network Effects

- Founder circle membership (pre-booked recurring revenue)
- Referral network (UHNWI to UHNWI)
- Testimonials & case studies (clinical outcomes)
- Sticky membership (switching costs high, benefits strong)

### Competitive Positioning Matrix

Factor	IH Resort	Six Senses	Clinique La Prairie	Longevity Clinic
Medical Governance	★★★★★	★★★☆☆	★★★★☆	★★★★★
Privacy/Exclusivity	★★★★★	★★★☆☆	★★★★☆	★★★★☆

<b>Regenerative Impact</b>	★★★★★	★★★★☆☆	★★★☆☆☆	★★☆☆☆☆
<b>Ketamine/Psychedelic</b>	★★★★★	★★☆☆☆☆	★★★☆☆☆	★★★★☆☆
<b>Holistic Experience</b>	★★★★★	★★★★★★	★★★★☆☆	★★★☆☆☆
<b>Geographic Accessibility</b>	★★★★☆	★★★★★★	★★★☆☆☆	★★★★☆☆
<b>Price Point</b>	\$50K-\$180K	\$50K-\$150K	\$50K-\$200K	\$25K-\$75K

## SWOT Analysis

### Strengths:

- Integrated regenerative medicine + trauma therapy (clinical depth)
- Exceptional privacy positioning (<20 guests, ultra-exclusive)
- Regenerative impact moat (200+ acres, verified ESG)
- APAC accessibility (4-6 hours from major hubs)
- Year-round revenue diversification (off-season programs, memberships)
- Strong unit economics (43% gross margin)

### Weaknesses:

- Remote island location (logistics complexity, supply chain)
- Early stage (2024-2025, no operational history)
- Regulatory unproven (novel therapies in Pacific Island jurisdiction)
- Psychedelic therapy political risk
- Small market (70-90 guests annual vs. 1,000+ hotel)
- High operating costs (remote, high staff-to-guest ratio)

### Opportunities:

- Phase 2 expansion (2nd property, \$12M capital raise)
- Blockchain tokenization (global ESG investors)
- Research partnerships (peer-reviewed publications)
- Medical tourism growth (16% CAGR)
- Longevity boom (\$8.5B 2024 investment, 220% YoY)
- ESG investing tailwinds (\$35T+ AUM seeking impact)

- Psychedelic therapy legalization (2025-2030)

**Threats:**

- Competitive entry (6 Senses, Rosewood launch similar property)
- Economic downturn (UHNWI discretionary spending)
- Medical reputation risk (adverse event)
- Regulatory crackdown (psychedelic therapy restrictions)
- Climate change (rising seas, cyclone intensification)
- Pandemic/health crisis (travel restrictions)

## **SECTION 14: LONG-TERM VALUE CREATION & EXIT STRATEGY**

### **Comparable Transaction Analysis**

#### **Recent Luxury Hospitality Transactions:**

##### **Six Senses Acquisition (LVMH, 2021):**

- Strategic hospitality buyer
- Estimated multiple: 7-8× revenue
- Pattern: Established brands command premium valuations

##### **Meliá Hotels - Tokenization (2024):**

- Luxury beachfront resort, Cape Verde
- Capital raised: \$5M+ via NFT fractional ownership
- Lesson: Blockchain tokenization enables rapid capital raise

##### **Auberge Resorts Collection (2020-2024):**

- Multiple ultra-luxury resort sales
- Multiples: 5-8× revenue (established properties 7-8×)
- Pattern: Maturity, brand strength drive premium valuations

### **Strategic Buyer Profile**

#### **Tier 1: Luxury Hospitality Operators**

- Six Senses, Rosewood, Auberge Resorts Collection

- Strategic fit: Medical wellness differentiation
- Likely multiple: 5-7× revenue
- Timing: Year 7-8 exit (established operating history)

#### **Tier 2: Impact/ESG Funds**

- Bridgepoint, KKR ESG Fund, Pantheon ESG
- Strategic fit: Verified carbon credits, community benefit
- Likely multiple: 6-8× revenue (premium for ESG)
- Timing: Year 8-10 exit (maximize ESG metrics)

#### **Tier 3: Luxury Hospitality REIT**

- Chatham Lodging, Xenia Hotels, Hersha Hospitality
- Strategic fit: Recurring revenue (membership), strong margins
- Likely multiple: 8-12× EBITDA
- Timing: Post-profitability (Year 6+)

#### **Exit Scenarios & Valuation Multiples**

##### **Base Case Exit (Year 8):**

- Enterprise Value: \$70-100M (5-7× Year 7-8 revenue of \$13-14M)
- Buyer: Strategic hospitality operator
- Structure: Equity purchase + earnout (2-3 years)
- Founder retention: 1-2 years post-acquisition (earnout incentive)

##### **Upside Case Exit (Year 6):**

- Enterprise Value: \$120-150M (7-8× Year 6 revenue of \$12M)
- Buyer: Impact fund or REIT
- Structure: Equity + assumption of debt
- Founder retention: 2-3 years (significant equity retention)

##### **Long-Term Hold Case (Year 10+):**

- Cumulative cash flow to equity: \$78.6M+ (base case)

- Annual EBITDA: \$3.5M+ (21% margins)
- Dividend potential: \$1M+ annually to equity holders
- Exit optionality: Never forced to sell (profitable self-funding)

### **Capital Recycling Opportunities**

#### **Phase 2: Second IH Resort Property**

- Timeline: Year 6-8 (post-profitability, investor confidence)
- Capital requirement: \$12-15M
- Funding source: Founder distributions + new investor equity
- Location: Different Pacific Island region (Australia/NZ/Asia accessible)
- Model: Replicate + improve on IH Resort learnings
- Exit potential: Independent exit or portfolio multiple expansion

#### **Phase 3: Global Expansion**

- Timeline: Year 10+
- Target markets: Caribbean, Mediterranean, Southeast Asia
- Portfolio strategy: 3-5 properties globally
- Business model: Franchising or managed/owned partnership structure
- Enterprise value: \$500M-\$1B (10-15 comparable properties, 6-8× revenue each)

## **CONCLUSION**

IH Resort represents a compelling investment opportunity combining exceptional financial returns with meaningful impact. By integrating ultra-luxury hospitality, clinical regenerative medicine, transformational psychotherapy, and verified environmental stewardship, the project captures multiple high-growth market trends while establishing defensible competitive moats.

The strategic location, experienced leadership, robust financial model, and phased regulatory pathway provide a realistic pathway to 18-35% IRR returns and \$70-150M exit valuation within 6-10 years. The regenerative land-use component—uniquely combining carbon credits, organic agriculture, and livestock operations—differentiates IH Resort from competitors while generating ESG alignment, investor appeal, and long-term resilience.

We invite visionary investors to join us in building IH Resort—where luxury, science, healing, and environmental regeneration converge to create transformative experiences and sustainable financial returns.