

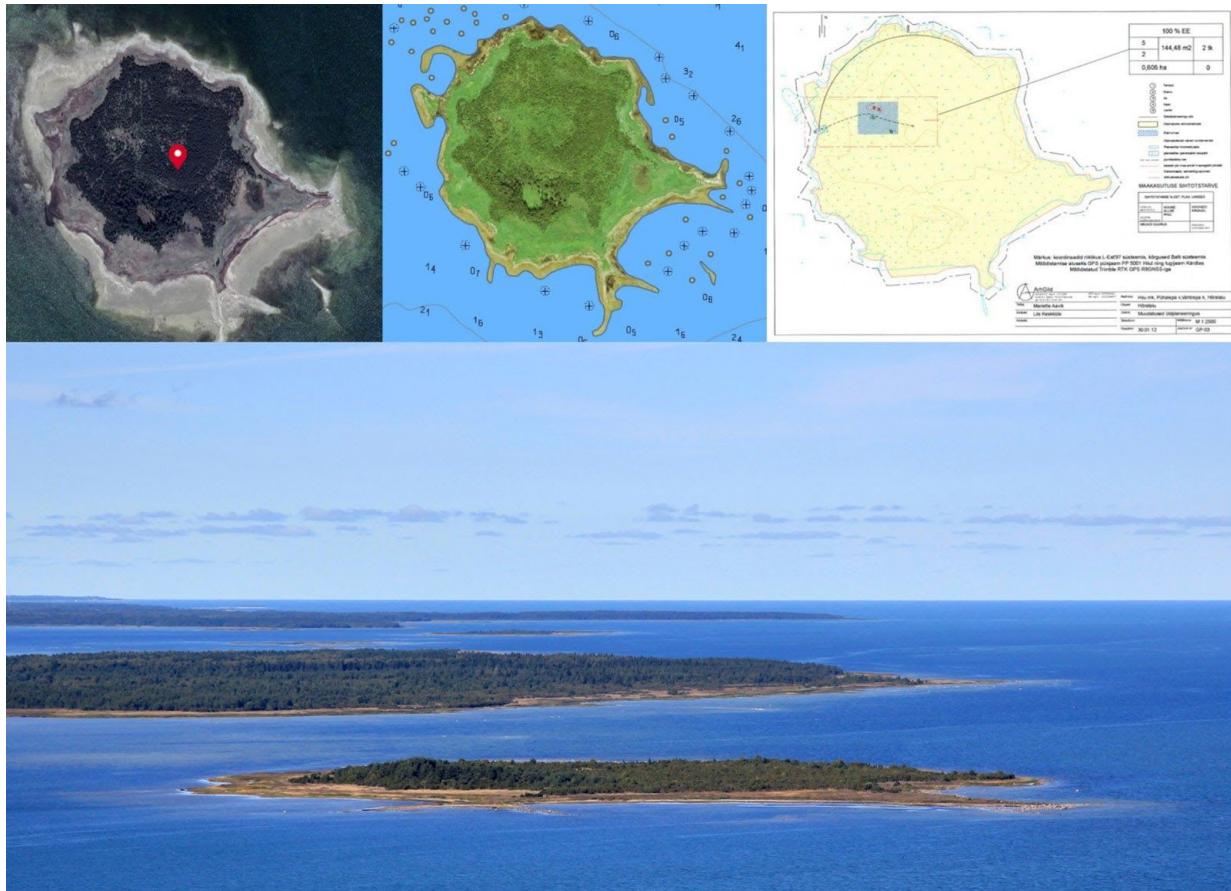


**Sunday 21 June 2020 UPDATE:** as more and more information (and inspiration) becomes available, it is not practical to keep updating this document in real-time.

It would be cool to go deep on some technical detail on page 37 but realistically, a higher ROI comes from personalised outreach to potential investors.

The energy and excitement is there - now is the time to convert the this enthusiasm into the actual financial resources: [basexisland.com/bank](http://basexisland.com/bank) 💰💰💰

Book a call with me: [calendly.com/marsxr/basex](https://calendly.com/marsxr/basex)



# 1. Progress so far

Website: [basexisland.com](http://basexisland.com) Pitch deck: [basexisland.com/deck](http://basexisland.com/deck) This doc: [basexisland.com/plan](http://basexisland.com/plan)

E-Residency sorted, company and bank account opened: [basexisland.com/bank](http://basexisland.com/bank)

We are raising 💰💰💰 - contributions and introductions are welcomed.

This document contains all the information, including our plan to ensure 100% occupancy from day 1 - running a startup accelerator in a purpose built facility designed for flow and collaboration.

Google Maps link: <https://goo.gl/maps/3nXYVeqVaiC71GHA7>

\$1m asking price: <https://www.privateislandsonline.com/europe/estonia/hra-island>

(potentially less, still negotiating with the owner to lock in the price)

Regardless of the actual price that will be agreed - we can start fundraising now.

Even if that particular island is gone, we already identified Plan B1 B2 B3...

## 1.1. Nitty-gritty vs big vision

Always balance. This document includes both: **big vision**, as well as **small actionable steps** that are possible right now, with minimal effort and without spending a fortune.

I'm hoping to fill the blanks in collaboration with you - community members - as well as world class experts in the respective fields.

No man is an island (pun intended) and I am committed to be working with the best guys:

- Island girl - <https://twitter.com/basexisland/status/1247417720079093762>
- Legal team - <https://github.com/basexisland/legal/issues/15>
- EnvirLaw - <https://envirlaw.ee/>
- Agroforestry agriculture: <https://twitter.com/basexisland/status/1267094644514529291>
- Geodesic domes - <https://twitter.com/basexisland/status/1265176760938889217>

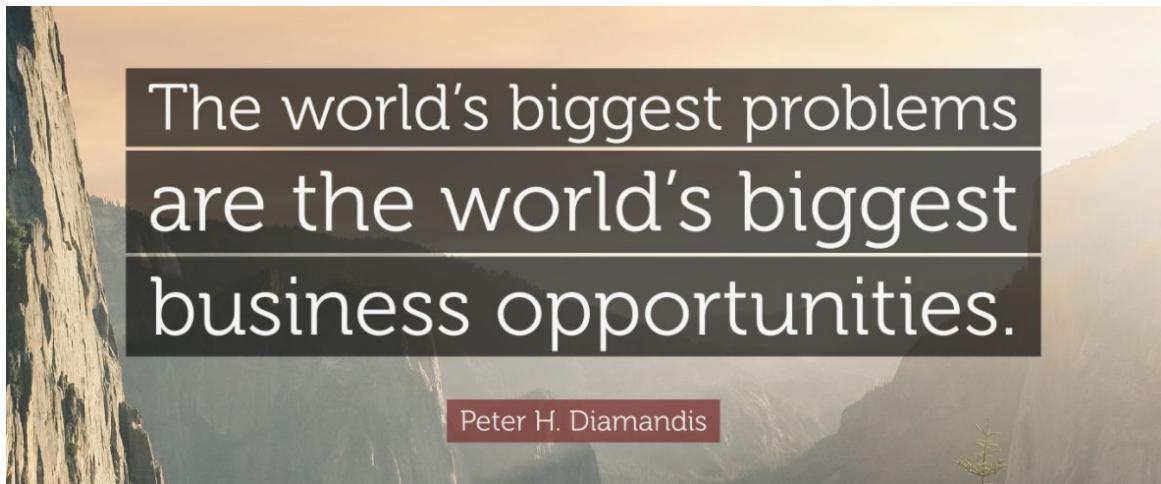
Everyone I talk with is enthusiastic and cautious at the same time:

- It's a big project
- It's an ambitious project
- It's a mammoth task
- It will be very difficult

- It is almost impossible

Thank you for the encouragement, I enjoy the challenge.

I genuinely enjoy the mental puzzle of making things work, converting every challenge into an opportunity. No one said it is impossible, that's a good starting point.



## 1.2. Timeline

One of the best advice I've received so far:

***"Break it down into an executable timeline and milestone objective."***

Right now the offer to purchase has been placed, still waiting to hear back.

It will be at least a couple of months before starting developing the island - mostly because detailed planning will be required.

I think opening in Spring 2021 is the most optimistic scenario.

### 1.2.1. Agree on the price

I'm chasing the seller to agree on the price.

**UPDATE:** See [2020-06-17 Negotiation Update](#)

The asking price: <https://www.privateislandsonline.com/europe/estonia/hra-island> is relatively high and the offer I've made is much more favourable.

## 1.2.2. Raise money

- Open the company ✓
- Open the bank account ✓
- Raise money to buy the island. Progressing, recently received first contribution:  
<https://twitter.com/basexisland/status/1270823412441780225>

Dedicated chapter about fundraising.

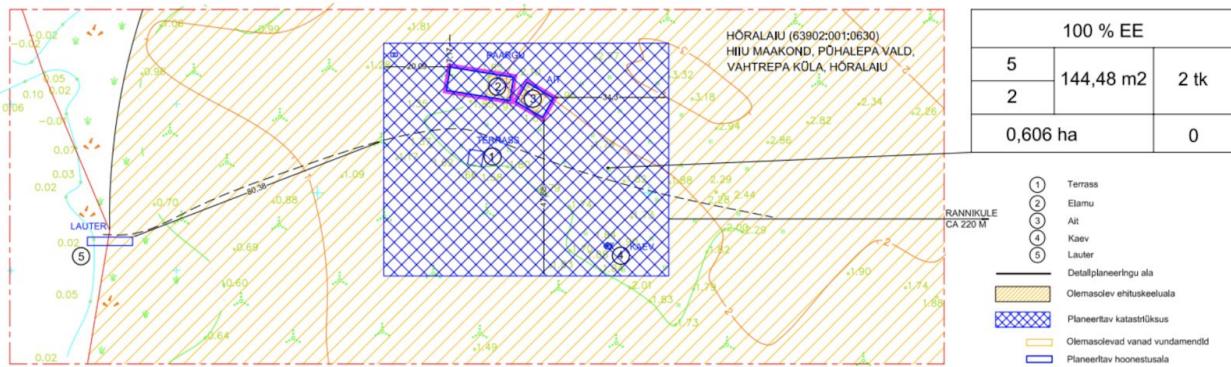
Whatever the agreed price, the money will be required, that's why already fundraising.

Even if this particular island is gone, there is always another one coming. See alternative plans.

Bank details: <https://basexisland.com/bank> 💰 💰 💰

## 1.2.3. Updated detailed planning

More in the dedicated chapter.



## 1.2.4. Develop buildings

Based on a detailed plan, we will know how much we need.

Currently focusing on phase 1 - obtaining the island.

There is a dedicated chapter about construction.

## 1.2.5. Run events

Dedicated chapter about the activities - ensuring 100% capacity around the year.

## 2. Motivation

Massive transformational purpose: **Realising human potential to heal the planet(s)**

### 2.1. Current state of civilisation

The world is undergoing massive transformation.

First COVID, then racial unrest, what's coming next?

I think that every generation was saying: "look at the progress, we are the most advanced", and yet there are a few things that are making this time unique "once in a civilisation" timescale:

- Technological singularity<sup>1</sup>
- Manned mission to Mars, leading to self-sustaining civilisation
- Climate change tipping points, hothouse Earth scenario:  
[https://en.wikipedia.org/wiki/Runaway\\_greenhouse\\_effect](https://en.wikipedia.org/wiki/Runaway_greenhouse_effect)

### 2.2. Extinction Rebellion and Deep Adaptation

It will be helpful if we have shared cultural context.

Talk from 2015 that made me aware of the scale of ecological crisis:

<https://youtu.be/hVYROR3RQys> by Daniel Pinchbeck

Very important talk, "Heading for Extinction" by Extinction Rebellion:

<https://www.youtube.com/watch?v=b2VkC4SnwY0>

Very important read: <http://lifeworth.com/deepadaptation.pdf>

As a person who is aware of climate change, this island is my (and your) best bet to survive near term inevitable social collapse.

Juice Media genuine satire: <https://www.youtube.com/watch?v=cOmdkN6MOwU>

### 2.3. My work towards reversing climate change

Book: <https://genesis.re/book/>

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<sup>1</sup> [https://en.wikipedia.org/wiki/Technological\\_singularity](https://en.wikipedia.org/wiki/Technological_singularity)

# SYSTEM CHANGE

## ACTIONABLE POLICIES TO HANDLE CLIMATE EMERGENCY

Get a feel for my energy and insights, see my 20m20 talk on YouTube:

[https://youtu.be/hH-8JamPP\\_A](https://youtu.be/hH-8JamPP_A)



(attention to detail matters, I just thought 20m20s for 2020 is so cool)

### 3. Experience

#### 3.1. Similar project

Back in 2017 I helped co-create a community in a church in North Wales.

Communities are difficult.

Old buildings are difficult.

Remote places are difficult but you can twist “total immersion” and “connection with nature” as your selling point.

Back in a day was on the same mission - “**realising human potential to heal the planet**”

I put loads of money, energy, effort into <https://astralship.org> - unfortunately, I was too focused on the mission, too little on the business plan, decided to go back to London and rebuild myself financially.



The image shows a screenshot of a Twitter post. At the top left is the profile icon for 'astralship.org' (a stylized blue and yellow globe logo) and the handle '@theastralship'. The main text of the post reads: 'Mars is co-founder of the Astralship project and put in a lot of work to get the project started. Learning from the experience he's now leading his own project BaseX. He came for a short visit as a voyager earlier this year.' Below this text is the handle '@basexisland'. To the left of the handle is a thumbnail image of a man (Mars) smiling, with a play button icon overlaid. To the right of the thumbnail is the video title 'Meet the Crew: Mars - BaseX Castaway' and a truncated description: 'Mars is co-founder of the Astralship project and put in a lot of work to get the project started. Learning from the ...'. Below the video information is a link '♂ youtube.com'.

<https://twitter.com/theastralship/status/1273216908008054784> - I love the video, it's pretty dope!

The island is a business plan first. If you want community, then I encourage you to check it out

- Workaway
- Ecovillages network
- NuMundo

Communities on tap, I'm working on the **exponential business** (see chapter about [business plan](#)) but in 10 years I'm totally open to year-round community living - [dedicated chapter](#).

### 3.2. This is not a conventional real-estate project

This is not a typical investment but not unheard of.

These guys did it: <https://www.letsbuyanisland.com/>

And these guys too:

<http://tynan.com/island>

<http://tynan.com/island2>  
<http://tynan.com/island3>

Island is not a predictable 2 bedroom flat in London:

- £300k purchase cost
- 75% LTV
- 3.5% interest rate
- £1000 monthly mortgage
- £1400 rental value
- 8% management fee
- 6% yield

6% is a typical yield available in real-estate

8% is a typical yield on S&P 500 stocks

Island situation is different, it is not a conventional, predictable project.

#### **Your ROI is measured in % of you and your family surviving**

You cannot expect immediate ROI.

Your capital will be locked for the foreseeable future.

### **3.3. Financial cushion “accredited investor”**

I encourage investment from people who have acquired a reasonably comfortable level of financial soundness. If you do not have 6 month of living expenses set aside (“financial cushion”) or 1 BTC (“Bitcoin virgin”) then wait until you acquire these.

If you are nowhere near these numbers, then rest assured that you can acquire a portion of Bitcoin too, use my ref links: <http://genesis.re/ref> (free money)

Once again, to make it abundantly clear: do not throw at me your \$1200 stimulus check if that is all the money you have to buy food.

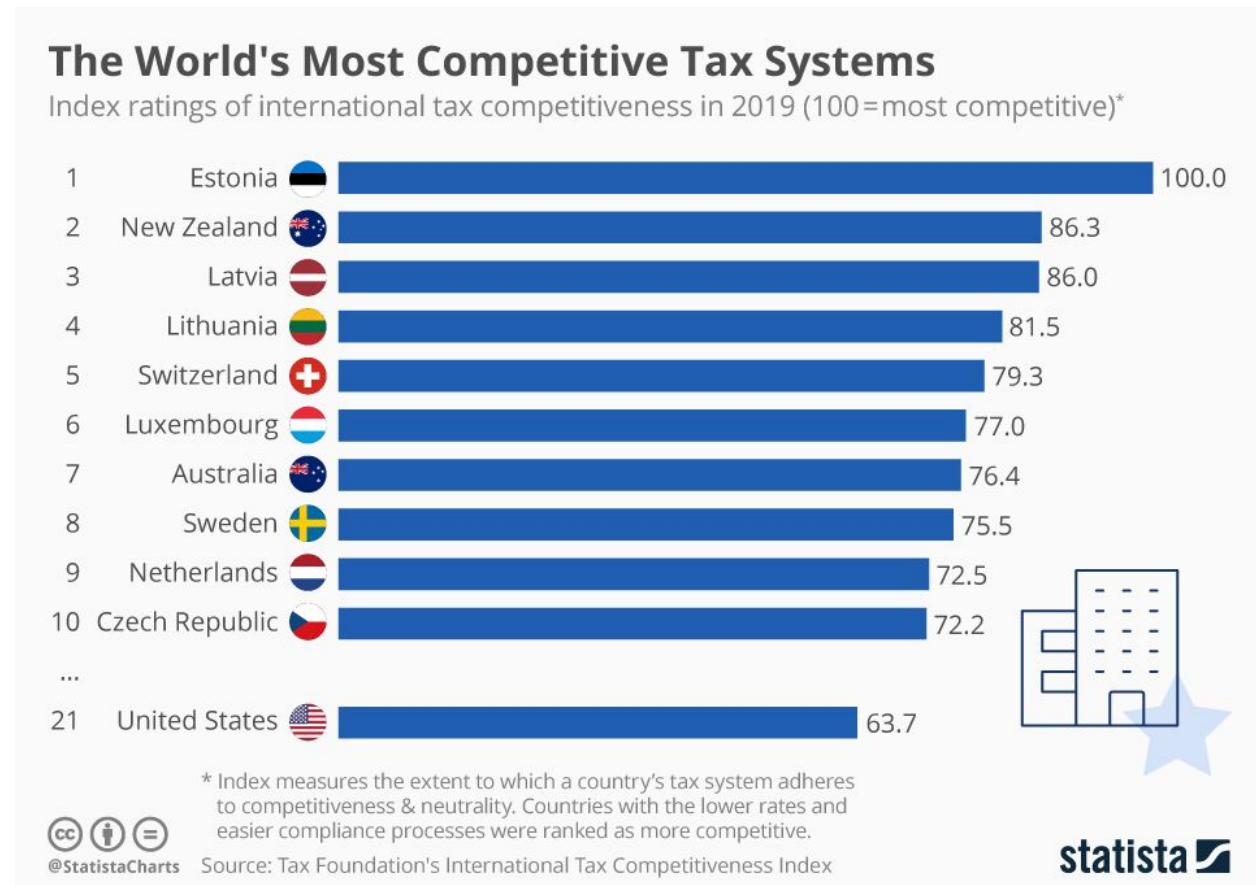
When you make any investment, you need to prepare yourself that your investment will go to zero and you will lose all your money.

Real estate investing is different, it offers a certain level of security, the island and buildings being “if everything goes south we will at least have something”.

## 4. Unique features

### 4.1. Why this Estonia, why this island?

See Statista: <https://statista.com/chart/19550/rankings-of-international-tax-competitiveness/>



Search A:

[https://privateislandsonline.com/search?view%5Bmap%5D=1&availability=sale&region=&q=&q=&price\\_range=0%3A1000000&size\\_range=25%3A1000&view%5Bmap%5D=1](https://privateislandsonline.com/search?view%5Bmap%5D=1&availability=sale&region=&q=&q=&price_range=0%3A1000000&size_range=25%3A1000&view%5Bmap%5D=1)

Search B: <https://vladi-private-islands.de/en/islands-for-sale/list-of-all-islands/>

- Low price
- Big size
- Stable government
- Digital government (E-Residency)
- European Union

- Planning permission
- Forest
- Freshwater well

## 4.2. Transparency and open-source



**trade  
secrets**

**open-source  
antifragile**

Transparency being a competitive advantage.

- Police vs bad guys - Police has to be right only once.
- Hacker vs security - Hacker has to be right only once.

If everything is in public, open-source, transparent, on the wiki, on the blockchain - we do not have to worry about INFOSEC. I've been to loads of hacker events and these guys are seriously smart - much smarter than me - I'm not playing "who has better encryption" game, I much prefer to be fully transparent, open-source, tap into the collective resources...

## 4.3. MTP: Realising human potential to heal the planet(s)

Jason Silva - call for awakening: <https://www.youtube.com/watch?v=cVQFAcdAhZM>

Astronaut Effect also called Overview Effect: [https://en.wikipedia.org/wiki/Overview\\_effect](https://en.wikipedia.org/wiki/Overview_effect)

*"It is the experience of seeing firsthand the reality of the Earth in space, which is immediately understood to be a tiny, fragile ball of life, "hanging in the void", shielded and nourished by a paper-thin atmosphere. From space, national boundaries vanish, the conflicts that divide people become less important, and the need to create a planetary society with the united will to protect this "pale blue dot" becomes both obvious and imperative."*

I had this experience in VR thanks to <https://www.cyberdelicsociety.com/>

#### 4.4. Flow state

Training facility for flow states.

Massively inspired by: <https://vimeo.com/119088798>



Ever since I saw it, I wanted to have it on tap, at home. Let's do it!

#### 4.5. XPRIZE, SingularityU, Abundance, OpenExO, Effective Altruism

I'm massively inspired by

- [https://en.wikipedia.org/wiki/Peter\\_Diamandis](https://en.wikipedia.org/wiki/Peter_Diamandis)
- [https://en.wikipedia.org/wiki/Salim\\_Ismail](https://en.wikipedia.org/wiki/Salim_Ismail)

I am an active member of their communities, challenging the spirit of exponential abundance:

- <https://www.openexo.com/community>
- <https://www.abundance.community/>

Elon aside, these are the most inspiring, the most high energy, the most impactful, the most exponential humans on this planet:



## 4.6. Marketing strategy

Old school: "Our marketing strategy is to go on the Oprah show"

New school: "Our marketing strategy is to hire Elon Musk as CMO"

(Chief Meme Officer)

Meme driven development.

Snippets from Elon Musk public appearances:

- House: <https://www.youtube.com/watch?v=Eyldung77wl> (51s)
- Going into space: <https://www.youtube.com/watch?v=gNSEtvLZ3MI> (52s)

We are 100% inspired by Elon.

## 5. Business plan

### 5.1. Operating at 100% capacity

At first I was thinking about sales funnel consisting of retreats for high performing teams

Teams are a much better B2B target audience than individuals.

COVID happens, everything goes remote, commercial real estate will be converted to residential, a lot of companies will be remote only.

On-site retreats:

- Buffer: <https://open.buffer.com/plan-remote-retreat/>
- Surf Office: <https://twitter.com/basexisland/status/1263577210243424256>

I'm still open to offering "drop in" services in between the main line of business.

#### **The main line of business will be startup accelerators.**

It's even better because you can have it for 2 months at a time, as opposed to 1 week with the team. Inspirational example: [https://en.wikipedia.org/wiki/Entrepreneur\\_First](https://en.wikipedia.org/wiki/Entrepreneur_First) (EF)

*"Entrepreneur First differs from other accelerators such as Y Combinator and Wayra in that it seeks out individuals to invest in, rather than existing companies."*

Bringing the most brilliant minds together and allowing them to meet each other - ideas come later. I believe that running EF-style pre-seed incubator on the island is optimal in many ways:

- 100% capacity
- Long stays
- Minimised travel (environmental factors)
- Maximised impact
- Good for the BaseX brand

#### Note about recruitment process and diversity

I'm totally open to diversity. I was always treating diversity as a competitive advantage - you do not have to hire people from underrepresented groups because of the PR / branding. I believe having perspective other than white-male-higher-education-higher-income-big-city is good to address needs of other demographics.

In fact, I would greatly welcome refugees - mostly because they are the most risk-taking, entrepreneurial, determined people - they left their home country in search for better life - they are determined to make things work.

I was thinking about a couple of themes for the startup accelerator.

## 5.2. Blockchain

- Blockchain changes everything
- New incentives for humanity.
- New models of trust and governance.
- Programmable money, change the money, change the world.
- This is where I have the most experience on the technical level.

I am missing programmable bank account, see TransferWise with dual authorisation:

<https://twitter.com/basexisland/status/1270031370614693890>

What I like about this idea is that it integrates two paradigms. Hyperbitcoinisation<sup>2</sup> might not be possible, is unlikely to happen anytime soon but we can integrate some favourable features of the crypto currencies into the traditional financial system:

1. Transparency
2. Escrow
3. Timelock delay
4. Simplified accounting

## 5.3. Space

Interior design for the crew in transit to Mars. Zero-gravity no circadian rhythm environment that will be repurposed upon the arrival. Simple things like community and sharing meals at the kitchen table?

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<sup>2</sup> <https://nakamotoinstitute.org/mempool/hyperbitcoinization/>



Picture taken a Capsule Hotel in Zhuhai<sup>3</sup>

Elon said that this is easy. And I agree with him, compared to the “rocket science” designing a retractable kitchen table is literally a breeze walk in a park.

Someone has to do it and I am willing to help.

INNOVATION

## SPACEX MARS CITY: ELON MUSK CONFIRMS HE'S STICKING TO AMBITIOUS LAUNCH DATE

The SpaceX CEO has a bold target to start his Mars settlement plans, and he's not backing down.

<https://www.inverse.com/innovation/spacex-mars-city-launch-date/>

Transit windows when Earth and Mars are close enough to each other.

With escape longevity velocity and singularity - our work will last pretty much forever - until the thermodynamic death of the universe.

<sup>3</sup> <https://www.booking.com/hotel/cn/zhu-hai-zhu-meng-zhe-tai-kong-cang-jiu-dian-gong-bei-dian.html>

## 5.4. Inner space

Cognitive enhancements, neuroscience, consciousness research.

Simple realization - you can travel to outer space - you can also travel inwards, into realms of your brain.

Existing well known research institutions:

- <https://maps.org/>
- <https://beckleyfoundation.org/>
- <https://www.iceers.org/>
- <https://hopkinspsychedelic.org/>
- <https://www.imperial.ac.uk/psychedelic-research-centre/about-us/people/>
- [https://en.wikipedia.org/wiki/Heffter\\_Research\\_Institute](https://en.wikipedia.org/wiki/Heffter_Research_Institute)



Photo with [Rick Doblin](#), founder of MAPS, Breaking Convention 2015

Supporting by the work of world famous researchers:

- [https://en.wikipedia.org/wiki/Rick\\_Strassman](https://en.wikipedia.org/wiki/Rick_Strassman)
- [https://en.wikipedia.org/wiki/Albert\\_Hofmann](https://en.wikipedia.org/wiki/Albert_Hofmann)
- [https://en.wikipedia.org/wiki/Alexander\\_Shulgin](https://en.wikipedia.org/wiki/Alexander_Shulgin)

The list is non-exhaustive, just a few household names in the space to give you an overview idea.

I am aware that it will require obtaining a dedicated medical licence from the relevant authorities. When designing buildings we will make necessary provisions for any future use in that area.

## 5.5. AI

[https://en.wikipedia.org/wiki/Artificial\\_general\\_intelligence](https://en.wikipedia.org/wiki/Artificial_general_intelligence)

[https://en.wikipedia.org/wiki/Existential\\_risk\\_from\\_artificial\\_general\\_intelligence](https://en.wikipedia.org/wiki/Existential_risk_from_artificial_general_intelligence)

 marsrobertson.com

## SINGULARITY



Singularity is near or maybe it has already happened.

This is so important, I have it on my homepage: [https://youtu.be/2KK\\_kzrJPS8](https://youtu.be/2KK_kzrJPS8)

Yeah, would be cool to have a startup cohort focusing 100% on AI.

## 5.6. Seastading

- Seasteading floating islands: <https://www.seasteading.org/active-projects/>
- Landfill land reclamation technology: [https://en.wikipedia.org/wiki/Land\\_reclamation#Landfill](https://en.wikipedia.org/wiki/Land_reclamation#Landfill)
- Combining these two above into plastic bottles floating island:  
[https://en.wikipedia.org/wiki/Spiral\\_Island](https://en.wikipedia.org/wiki/Spiral_Island)

*"The Mexican Government also recognized Joyxee Island as an "Eco Boat" and therefore needed to comply with all current boating regulations, which involved the purchase of fire extinguishers, life ring buoys and emergency kits."*

While rising sea levels remain a major concern, it will buy us some time to properly adapt.

## 5.7. Habitat XPRIZE

Not BaseX SpaceX habitat. Something for Planet A.

In my opinion, these are vanity projects financed from the oil money:

- <https://en.wikipedia.org/wiki/Neom>
- [https://en.wikipedia.org/wiki/Masdar\\_City](https://en.wikipedia.org/wiki/Masdar_City)

In my opinion, we need to design scalable cities using locally available materials. Compressed earth block technique comes to mind:

- [https://en.wikipedia.org/wiki/Compressed\\_earth\\_block](https://en.wikipedia.org/wiki/Compressed_earth_block)
- [https://wiki.opensourceecology.org/wiki/Compressed\\_Earth\\_Blocks](https://wiki.opensourceecology.org/wiki/Compressed_Earth_Blocks)

We need to rethink the concept of the cities / towns / villages / settlements / habitats...

Climate change and refugee crises are not going anywhere. Do we actually have any plan of them going home?

Interview with humanitarian aid expert<sup>4</sup>:

- “*These are the cities of tomorrow*”
- “*The average stay today in a camp is 17 years. That's a generation.*”

Massively inspired by the work of Vinay Gupta, creator or the Hexayurt: <http://myhopeforthe.world/>

I believe that BaseX has potential to become the standard for human habitats.

Cheap. Scalable. Using resources available on-site.

Yet another variation:

- <https://www.burnerswithoutborders.org/projects/mru>  
*“After a successful preview in Black Rock City, the tools from the MRU traveled to Kathmandu, Nepal for the world’s first humanitarian maker faire where they were then donated to Nepal Communitere’s new Maker Space to continue helping the community recover from the 2015 earthquake devastation.”*
- <https://makezine.com/2014/12/08/techshop-and-fujitsu-launch-mobile-makerspace-for-student-education/>
- <https://www.vodafone.com/about/vodafone-foundation/our-projects/instant-network-emergency-response>

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4

<https://www.dezeen.com/2015/11/23/refugee-camps-cities-of-tomorrow-kilian-kleinschmidt-interview-humanitarian-aid-expert/>

Portable hacker space with power tools deployed to disaster zones. Ability to use tools to construct makeshift habitats using the debris and waste material.

For example, after the hurricane there might be a fallen roof that can be repurposed to build a shelter - totally doable.



## Intermission

[basexisland.com/bank](http://basexisland.com/bank)



In case you are already sold, please head over to that link.

Having money in the bank account will help us in the negotiation position with the owner.

## 6. Build plan

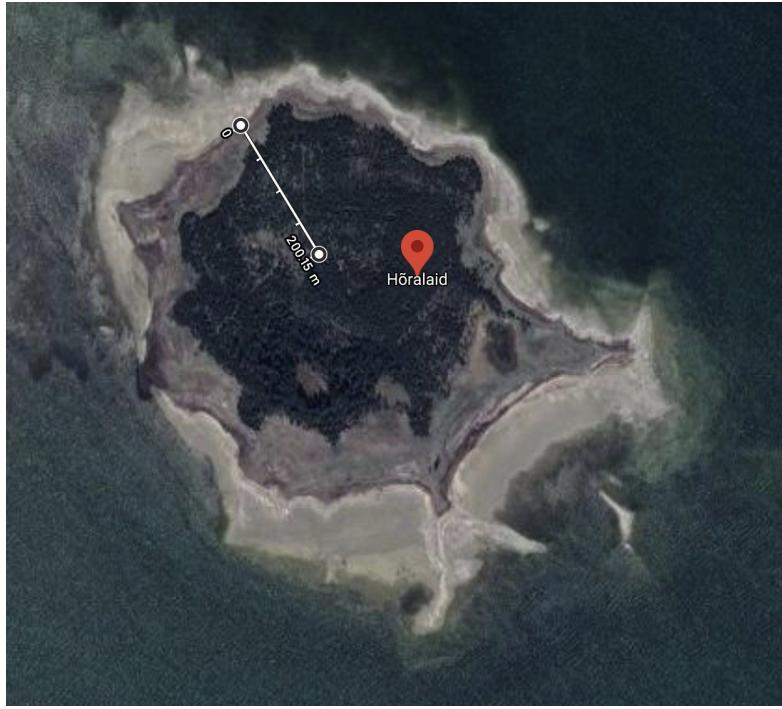
### 6.1. Permitted development

Response from the Environmental Board and Local Planning Department:

<https://docs.google.com/document/d/1v5epIxqJF0GPx9rC8p3zXWz8CSLAgIwOJqo4y0sO9fA/edit?usp=sharing>

Actual official responses translated into English - I know what is possible now, what is the law, I also got the indication of what is possible in the future.

There is 200m shore protection zone but the island seem to be big enough:



## 6.2. Everything is negotiable

Working with the local planning department right from the very beginning.

Everything is subject to discussion.

We know what is possible now.

Even if we were to be stuck with existing planning permission from 2011 we are good to go.

## 6.3. 10x net gain environmental policy

Minimising CO2 emissions, 1 week minimal stay.

€10 each way flat fee for stays shorter than one week.

## 6.4. Hiring local people and local shopping

*"Ok, i will look for local supply of materials in estonia to reduce co2. However that materials are extremely light for the size of space, so transporting on truck from anywhere in europe is easy and cheap. Low co2 . Once your in Europe everything gets easier."*

Hiring local labour:

- 2x the minimal wage as the floor

- Ideally 1x paid in EUR and 1x paid in shares
- Everyone becoming the owner of the company that owns the island and buildings

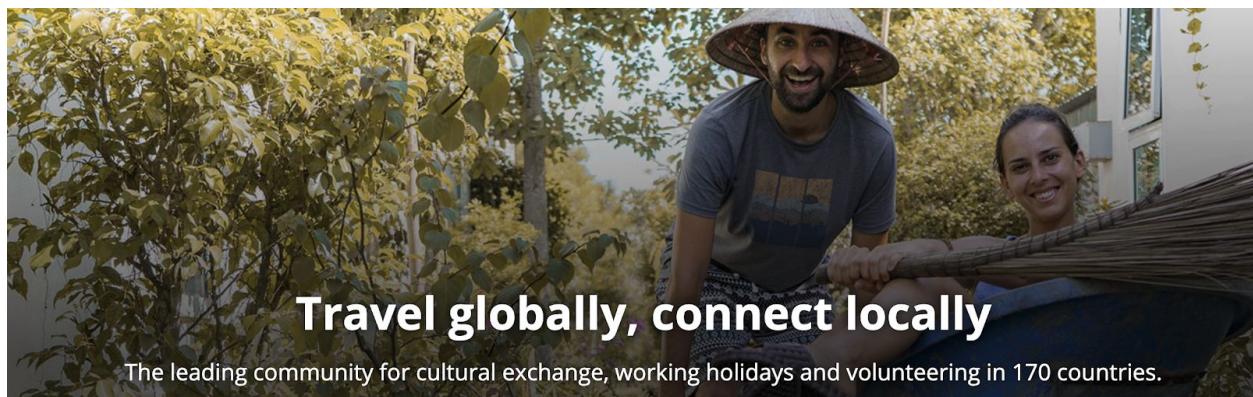
## 6.5. Is it OK to mention in the business plan use of free labour?

I can totally imagine a mix of super-expert-world-class specialists, together with local people as well as volunteers.

I am open to such possibility:

- [https://en.wikipedia.org/wiki/Journeyman\\_years](https://en.wikipedia.org/wiki/Journeyman_years)
- [https://en.wikipedia.org/wiki/Compagnons\\_du\\_Devoir](https://en.wikipedia.org/wiki/Compagnons_du_Devoir)

*“The tradition dates back to medieval times and is still alive in France and the German-speaking countries. Normally three years and one day is the minimum period of journeyman/woman. Crafts include roofing, metalworking, woodcarving, carpentry and joinery, and even millinery and musical instrument making/organ building.”*



<https://www.workaway.info/>

Two examples on Hiiumaa island:

<https://www.workaway.info/en/host/861217697965>

*“I am a landscape architect specialized in landscape management, wild/natural gardening and growing plants ecologically. I have a little farm where I try out my concepts – sort of landscape laboratory. My ten sheep are taking care of natural grasslands and forest pastures.”*

<https://www.workaway.info/en/host/794233546596>

*“We are a big horse and cattle farm on the island of Hiiumaa. We have over 300 horse and about the same number of cattle what we herd on the island natural reserves. We are looking volunteers/workers with good horse experiences to help to tackle the big number of young horses.”*

I would be so dope have wild horses on the island!

## 6.6. Architectural contest

It would be great to run of these in the future:

- <https://designliberland2020.splashthat.com/>
- <https://lagi2020flyranch.org/>

See the [3D renders](#) - extraordinary work by [Joey Baker](#)

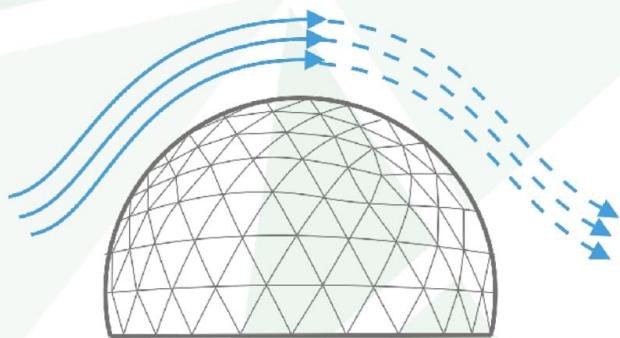


## 6.7. Construction methods

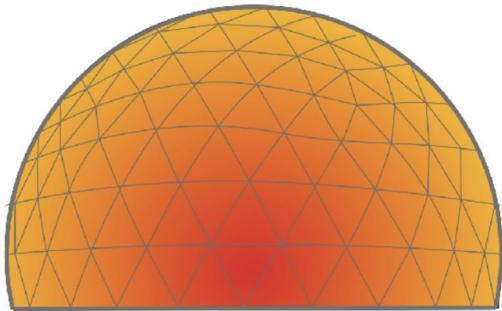
Most likely we will choose the geodesic domes as a base

- <https://www.ecobuiltsystems.com/>
- <https://geoship.is/>
- <https://www.instagram.com/spectrumdomes/>

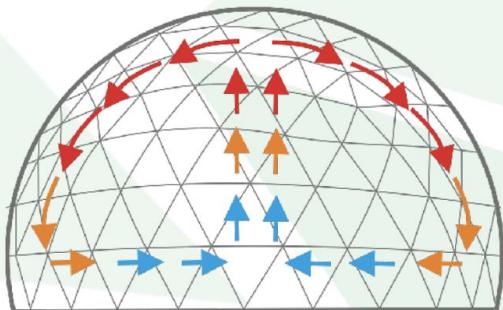
Wind Storm Resistance



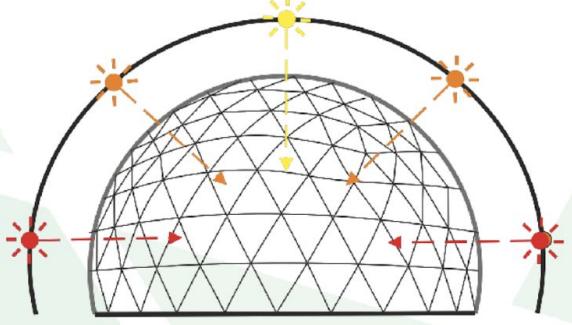
Uniform Temperature



Air Flow and Ventilation



Maximum Solar Gain & Light



Alternative: <https://www.kodasema.com/>

KODA IS A MOVABLE HOUSE  
CREATING MORE TIME, SPACE AND FREEDOM



Inspiration from Thailand: <https://jaiyenresort.com/>



Dedicated company working with entire resorts: <https://nomadicresorts.com/>

## Nordic Spa



Picture from: <https://theretreatjournalmagazine.com/14/>

## 6.8. Off-the-grid energy technology

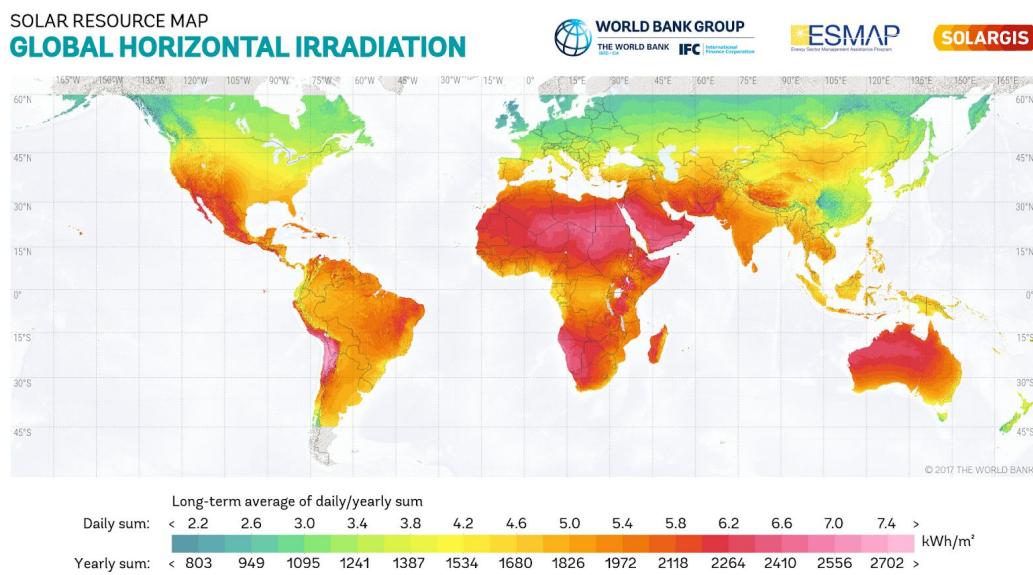
Depending on what exactly will be approved

[https://en.wikipedia.org/wiki/Annualized\\_geo\\_solar](https://en.wikipedia.org/wiki/Annualized_geo_solar)

[https://en.wikipedia.org/wiki/Wood\\_gas](https://en.wikipedia.org/wiki/Wood_gas)

[https://en.wikipedia.org/wiki/Salt\\_water\\_battery](https://en.wikipedia.org/wiki/Salt_water_battery)

Solar is not really practical in that part of the world: [https://en.wikipedia.org/wiki/Solar\\_irradiance](https://en.wikipedia.org/wiki/Solar_irradiance)



This map is published by the World Bank Group, funded by ESMAP, and prepared by Solargis. For more information and terms of use, please visit <http://globalsolaratlas.info>.

Tangential thought: <https://en.wikipedia.org/wiki/Desertec> - solar panels on Sahara combined with high voltage grid. Check it out, much better location for solar panelts than the UK

Converting poop into energy: [https://en.wikipedia.org/wiki/Renewable\\_natural\\_gas](https://en.wikipedia.org/wiki/Renewable_natural_gas)

Wind turbines: [https://en.wikipedia.org/wiki/Wind\\_power\\_in\\_Estonia](https://en.wikipedia.org/wiki/Wind_power_in_Estonia)

*"All wind farms are on land, offshore farms are planned on Lake Peipus and in the Baltic Sea near the island of Hiiumaa."*

Here you go: <http://www.hiiumeretuulepark.ee/permitting>

## 6.9. Off-the-grid food technology

Let's work together with XPRIZE researchers:

<https://www.xprize.org/visioneering/feeding-the-next-billion>

In the meantime, we have loads of options:

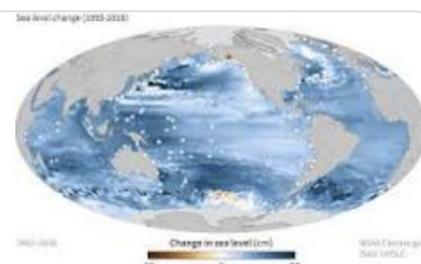
- Fisheries
- Seaweed / algae farm, recent update from the Planning Department:  
<https://github.com/basexisland/basexisland.com/issues/7>
- Vertical farms, for example: <https://gardenauts.cz/> + <https://squarerootsgrow.com/team/>  
(*Kimbal Musk is the co-founder*)
- Crickets / worms

This is not an urgent requirement. Food system and supply chain hasn't collapsed yet and post-COVID developments will make it more resilient.

## 6.10. Rising sea levels

The pace of global sea level rise more than doubled from 1.4 mm per year throughout most of the twentieth century to 3.6 mm per year from 2006–2015.

19 Nov 2019



[www.climate.gov](http://www.climate.gov) › news-features › climate-change-glo... ▾

[Climate Change: Global Sea Level | NOAA Climate.gov](#)

[?](#) About Featured Snippets [Feedback](#)

[climate.nasa.gov](http://climate.nasa.gov) › news › new-study-finds-sea-level-rise-...

[New study finds sea level rise accelerating – Climate Change ...](#)

If the rate of ocean rise continues to change at this pace, sea level will rise 26 inches (65 centimeters) by ...

13 Feb 2018 - Uploaded by NASA Climate Change

The highest point of the island is only 3.9 meters high<sup>5</sup>.

It is a concern, at the same time, we will have a chance to adapt and the risk coming from the collapse of social contract, supply chain, food system is much higher.

## 6.11. Walking in the sea

<https://en.wikipedia.org/wiki/H%C3%B5ralaid>

<sup>5</sup> <https://twitter.com/basexisland/status/1266006781815382016>

*“During normal sea water levels, the water depth between Höralaid and Vohilaid is ca 0.6m, making the distance passable by walking in the sea.”*



The sand patch is pretty amazing: <https://youtu.be/C5kpXOnvMIE> (shout out to Artisia)

## 6.12. Climate

It's not Caribbean. It's not Mediterranean. It's North.

It has some benefits:

- Long daylight in the Summer
- Snow in the Winter
- Can see: <https://en.wikipedia.org/wiki/Aurora>
- Resilient to climate change

Realistically, there are no islands of this size for this price in more tourist friendly locations.

Community living and resort in the summer

When it's cold, dark, rainy, windy - startup work work work work work.

There is a relation between the work ethic and the climate. In the warm climates with abundant food, you can get away without working in the summer :)

## 7. Governance

How will you manage the thing?

How will you make decisions?

In what shape or form you'll accept money?

It is super important to know what you are getting yourself into.

I am the project lead. I take ownership responsibility for the success (or failure) of the project.

I welcome all the generous advice, help, support, feedback - it will be needed.

### 7.1. Conflict resolution

#### 7.1.1. Option 1 (not really feasible right now)

AI simulation.

Running near-real-time simulation of both outcomes.

Deciding which outcome provide better value to humanity

I was part of the Kleros Fellowship of Justice:

<https://blog.kleros.io/kleros-fellowship-second-generation/>

Serious game theory crypto economics, I was actually trying to define "fairness"

#### 7.1.2. Option 2

Meta-jurisdiction of Kleros and Aragon.

It's good to have redundancy.

#### 7.1.3. Option 3

Panel of arbitrators.

Each side removes candidates until 3 remain.

Then they decide.

#### 7.1.4. Option 4

Provably fair coin flip at Large Hadron Collider in CERN

## 7.2. Critical decision delay

No major decision can be taken immediately.

Each major decision has to be carefully premeditated.

## 7.3. Options of funding considered

**2020-06-17 UPDATE:** See dedicated document [Loan Agreement](#)

I don't want to confuse you, when you buy apples on a marketplace - it's simple, it's easy. Money exchange takes place. You pay money, you get apples.

When you accept money from investors, for something that does not exist yet, for something that will be manifested in the future... How do you do this exactly?

- loan
- purchase option
- pre-sale
- convertible debt
- YC SAFE
- donation / gift
- bond
- joint venture
- timeshare

The interbank rates are in the negative territory: <https://www.euribor-rates.eu/en/euribor-charts/>

Not only interbank but also consumer interest rates in the negative territory:

- Denmark:  
<https://www.theguardian.com/money/2019/aug/13/danish-bank-launches-worlds-first-negative-interest-rate-mortgage>
- Germany:  
<https://www.theguardian.com/business/2019/nov/22/germanys-risk-averse-savers-grapple-with-negative-interest-rates>

## 7.4. No minimum investment amount

**There is no minimum investment amount - even if you are putting \$10 or \$100 - it is super cool to have committed members of the community - it will be super cool to have you onboard!**

We suggest \$10k simply because:

**Big enough** so that you have skin in the game

**Small enough** so that it is not life changing money

**Big enough** to that only committed people will invest

**Small enough** so that anyone can participate

See the [financial requirements](#) - in one the earlier chapters. You need to have a comfortable level of personal abundance.

The money will be repaid from profits generated by the operating company.

## 7.5. Operating company

It has been carefully discussed and premeditated, see detailed legal structure:

<https://github.com/basexisland/legal/issues/12>

*(seriously, quite a lot of thought was invested into that)*

The company that owns the island is separated from the company that operates the island.

It simply makes sense, real-estate is totally different from running the events

**2020-06-17 UPDATE:** See dedicated document [Loan Agreement](#) - including the valuation.

## 7.6. What exactly will you get?

**Matter to be carefully discussed with the first investors.**

Yet another reference to Artisia: <https://artisia.io/april-2019/>

*"We have discussed STO's, utility tokens, stable coins, fractional ownership, and every other possible aspect we know of regarding blockchain, and have had several discussions with developers and token economics advisors. This is a new frontier for everyone, and we appreciate your patience as we conduct our research to ensure our first step is a solid one."*

It is not easy.

It is not easy to align incentives:

- Mars the person (high salary)
- Mars the business owner (low salary)

- Friends & Family (existing relationship and social contract)
- External investors (early)
- External investors (late)
- Philanthropists
- Customers
- Volunteers

Everything is publicly documented on GitHub: <https://github.com/basexisland/legal/issues/11> - previous job in IT was \$100k and I'm comfortable with a much lower "living wage" salary.

From my personal perspective, the most beneficial is to obtain \$10k as a loan that will be repaid from the profits of the operating company.

You invest \$10k into the BaseX island and you'll get \$10k of equity in the operating company.

Operating company has the exclusive right to use the island at a very favourable price - this is a simple trick that can be explained as follows:

- Operating company: just a piece of paper MEH :(
- Operating company with the exclusive use: ready to go, favourable setup, YAY :)

In the summer months you and +1 (or take your whole family if you have kids) you can use the island for free for 2 weeks. Longer stays possible at a 50% discount rate.

### 7.6.1. Economical rationale:

High end resorts operate in \$300 per day per person ballpark

- <https://www.rythmia.com/>
- <https://www.phuketcleanse.com/>
- <https://www.papayaplayaproject.com/>

€10k for 10 years use = €1k per year.

2 weeks for 2 people = 28 day units = €35 per day?

That's almost a 10x bargain...

To make it even sweeter, you can sell your unused allocation on the free market.

## 7.7. Community living in the summer months at first only

Winter - cold, dark, rainy - work work work work. Startups. Teams. Getting work done.

Winter - maybe we can get some land in the Canary Islands?

Summer - loads of sun - awesome to use as a resort.

## 7.8. All year living plan (10 years from now)

2020 we are business, high performance teams, startup incubators / accelerators / events, conferences, seminars, retreats - the market will respond, we will get instant feedback which type of activities is the most impactful.

2030 onwards I'm open to the opportunity of settling down and forming a community

2030 those who invested €10k in the early days will have priority to purchase the permanent place. We estimate such places to be sold at €50k and be limited to 25-30 families.

This is 10 years from now, I don't know all the details, the principle is as follows:

- Business now
- Sumer community
- Longer term permanent
- Exact details: TBD

## 7.9. 10% affiliate referral bonus cashback

You are the ambassadors.

You are committed members

You are conscious co-creators.

I think 10% cashback on successful referrals is totally fair. Not making any super complicated referral system, it will be processed manually.

I believe that 10% is big enough carrot to incentivize you to share publicly and be the brand ambassador.

It's already on the website: <https://baseisland.com/bank>

## 7.10. Crypto-friendly

**Have cake and eat cake.**

I encourage you to invest money in the form of ETH.

You participate in all the upside, without the downside in the days / weeks / month leading up to the purchase.

To buy crypto or to invest in an island? That would be a dilemma, that would be an opportunity cost. By investing your money as ETH, you will be participating in the crypto gains.

You are greatly encouraged to retain your crypto gains invested into BaseX, I believe this is the fastest way to crowdfund the project.

We want to align incentives:

- You take all the upside
- You do not have any downside

Illustrative example: ETH is \$250 and you invested 40 ETH into the project. Total investment value of \$10k. The ETH price is now \$200. For the accounting purposes, we will still account for \$10k investment.

I was looking carefully at the requirements for the Crypto Licence:

<https://github.com/basexisland/legal/issues/6>

According to the obtained information, it is 100% totally legally officially legit to hold funds as ETH. I encourage you to convert your hard earned money into ETH and invest ETH into us.



Kraken. ETH USD. Daily candles. Logarithmic scale: <https://www.tradingview.com/chart/jqxHNV0N/>

No opportunity cost: **have cake, eat cake.**

Designing incentives to ensure that everyone wins - working with Kleros and game theory crypto incentives was an empowering experience.

Always doing business so that everyone wins.

*"Well, it's a bit of a dilemma, crypto is always risky maybe storing half in stablecoins to mitigate. But I see the potential, we should be a bit bullish on crypto."*

Some people will use <https://basexisland.com/bank> details, so I think our risk-reward ratio is balanced.

## 7.11. Asset Lock?

### OPTION / POSSIBILITY / TBD

Concept that is present in Community Interest Companies in the UK

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/605418/14-1089-community-interest-companies-chapter-6-the-asset-lock.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/605418/14-1089-community-interest-companies-chapter-6-the-asset-lock.pdf)

*"Restrictions on the transfer of assets (the Asset Lock) The Asset Lock is a fundamental feature of Community Interest Companies (CICs). It is important that you understand the concept before setting up a CIC as it has permanent long-term consequences. The Asset Lock is designed to ensure that the assets of the CIC (including any profits or other surpluses generated by its activities) are used for the benefit of the community."*

Basically what it means, BaseX cannot sell the island, unless the buyer is also a Community Interest Company.

## 7.12. basex.com domain name?

.com has a lot of value...

I'm OK with **basexisland.com** but **basex.com** would be even better - allowing much bigger brand and expansion into the future

*"The domain owners Buy Now price is set at 20k USD. Although his situation might have changed and he could be under financial pressure, it is more likely he still has higher expectations for this domain name especially given it is a short, brandable .com domain. We do have contact with the owner and know that he is part of a company that holds a portfolio of domains. An individual like this is less likely to sell at lower than his expectations."*

*"We would advise to raise your expectations to ~15k USD for a fair chance of success, although in the case he has dropped his expectations amidst the economic climate, we would advise to increase your investment limit to a minimum of 10k USD in order to have a fair chance of successfully acquiring the domain. It is possible that he will sell at a lower price than his Buy Now price, however it is very unlikely he will fall below 10000 USD."*

## 8. Alternative options

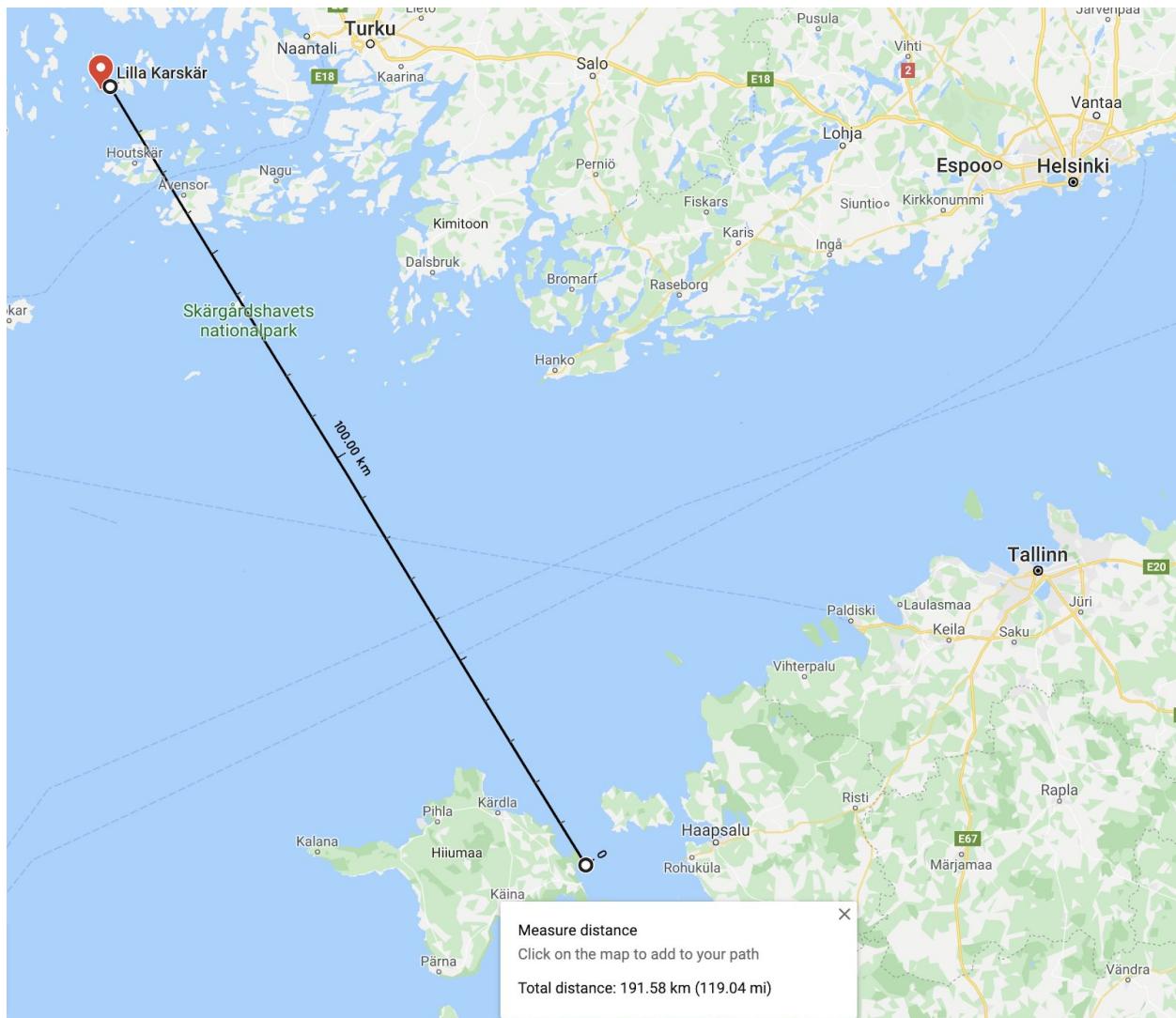
### 8.1. Plan B1: another island in the area

What if this particular island in Estonia is gone?

There is always another one coming...

Identified another plausible candidate:

- Link: [Vladi Private Islands](#)
- Brochure: [Stora\\_Lilla\\_Karskar\\_en.pdf](#)
- Google Maps: <https://goo.gl/maps/CQxUAPUrNTaTJtmy5>



1. Large size
2. Low price
3. Good country
4. Docking station
5. Already buildings
6. **TWO ISLANDS** for the price of one
7. Close to the primary

BUT:

- Further from the mainland, different transport options.
- Less land, more difficult to ensure 100% balanced diet food independence.
- Less joy from developing everything from scratch (but easier)

Ideally I'd like to acquire both and partner with Uber Elevate:

[https://en.wikipedia.org/wiki/Passenger\\_drone](https://en.wikipedia.org/wiki/Passenger_drone) - it will be possible to fly between these two.

## 8.2. Plan B2: distressed real estate

Distressed real estate is not going anywhere:

- Shopping centre that went out of business.
- Offices that are empty after the entire world shifted online.

Surely there will be plenty of opportunities for those who have access to resources and a solid business plan that from day 1 provides a 100% occupancy rate.

## 8.3. Plan B3: another property in countryside / seaside

Arguably less exciting than developing an island. A lot of flow science and business plan around startup accelerator to ensure 100% occupancy can be valid not only on the island.

## 8.4. Expansion to the US and China

Estonia is Europe centric. Loads of innovation is happening in the US and China.

We would like to open facility close to the innovation centres, check it out:

<https://news.tsinghua.edu.cn/en/info/1002/7962.htm>

*“On October 9, the ground-breaking ceremony for the Tsinghua Southeast Asia Center (Tsinghua SEA) was held at Kura Kura Island in Bali, Indonesia. Qiu Yong, the President of Tsinghua University, and Yang Bin, the Provost and Vice President of Tsinghua University, attended the ceremony.”*

[https://en.wikipedia.org/wiki/Tsinghua\\_University#Rankings](https://en.wikipedia.org/wiki/Tsinghua_University#Rankings)

*“Since 2015, Tsinghua University has overtaken the MIT to top the list of Best Global Universities for Engineering published by the U.S. News & World Report and as of 2019, is also ranked number one globally in Computer Science and Civic Engineering”*

You get the idea, the best engineering University in China is opening an establishment in Bali, I see a trend here.

**Working on the island in Estonia is plan A.**

Plan B1 and B2 and B3 can go side by side - it might be totally possible to acquire multiple islands and employ economies of the scale.

## 9. Hacker mindset

PDF does not handle animated GIFs so here it is: <https://marsrobertson.com/avatar.gif>

### 9.1. Hacker Trip to China 8

<https://www.noisebridge.net/wiki/NoisebridgeChinaTrip8>



### 9.2. COP24 United Nations

<https://genesis.re/360/cop24>



### 9.3. London Hackspace Mayor



Buying a private island is not a typical investment. I am not a typical guy - and I'm not trying to fit into a corporate lifestyle. COVID was a wake up call for me - an impulse to start living my true self, me being me, everyone else is taken.

### 9.4. Checkpoint

Meet me at Latitude 59: <https://latitude59.ee/>



# 10. Closing remarks

## 10.1. Why will this project fly?

By investing into this project, you cover a lot of bases:

- Realising human potential (flow state)
- Heal the planet (environmental sustainability)
- Startup accelerator diversified investment into exponential tech
- Starting business first, ensuring 100% occupancy from day 1
- Mars the person, entrepreneur, hacker... (in multiple dimensions)

## 10.2. Asking for your support

This is an ambitious project, that is why asking for your help.

Right combination of **challenge vs possible**, right combination of **comfort zone vs growth**.

I am driven by the massive transformational purpose - realising human potential to heal the planet.

Starting from the solid **base**, the **base** for exponential innovation, **BaseX**, that's why the name.

**I am kindly welcoming all the feedback, financial investment, guidance, support, intros...**

- Discord community chat: [baseisland.com/discord](http://baseisland.com/discord)
- Direct line: +44 758 629 4279
- Email: [info@baseisland.com](mailto:info@baseisland.com)
- Book a call with me: [calendly.com/marsxr/baseX](https://calendly.com/marsxr/baseX)
- When you are ready: [baseisland.com/bank](http://baseisland.com/bank) 
- Concise, precise, to the point :[baseisland.com/onepager](http://baseisland.com/onepager)