# The Literary Sanctuary – Investor Expenditure Report

## Executive Summary for Investors

The Literary Sanctuary is a high-value, low-risk cultural and intellectual hub in Dubai, designed to monetize literary engagement through memberships, events, and brand partnerships. By leveraging cost-efficient operations and partnering with established venues, this model ensures profitability from Year 1 and a strong Return on Investment (ROI).

## Financial Highlights for Investors

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| Projected Revenue (Year 1) | AED 1,267,000 |
| Total Optimized Expenditure (Year 1) | AED 668,000 – 738,000 |
| Net Profit (Year 1) | AED 529,000 – 599,000 |
| Break-even Period | Within the first 6 months |
| ROI | ~80% in Year 1 |
| Growth Potential | Expansion into StorySphere, It Must Go On & Vintage Vibes in Year 2+ |

### 1. Location & Setup – Smart Cost Model

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| Category | Optimized Cost (AED) | Investor Justification |
| Venue Partnership Lease (Cultural Hub/Bookstore/Library) | 75,000 – 150,000 | No need for standalone real estate investment. |
| Interior Setup (Minimalist Branding & Signage) | 30,000 | Partner venue covers core furnishings. |
| Security Deposits (If Applicable) | 25,000 | Negotiable based on partnership structure. |
| Total Location & Setup Costs | 130,000 – 200,000 | Lean investment for a premium venue presence. |

### 2. Staffing – Performance-Based Team

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| Category | Optimized Cost (AED) | Investor Justification |
| General Manager (Oversees Operations & Marketing) | 180,000 | Consolidated leadership ensures efficiency. |
| Event & Community Coordinator | 120,000 | Essential for audience growth & event execution. |
| Freelance Workshop Instructors (Per Session) | 30,000 | Pay-per-session model = No fixed overhead. |
| Freelance Book Discussion Moderators (Per Session) | 24,000 | Revenue-based engagement model. |
| Technical Support (Event-Based, Not Full-Time) | 36,000 | Pay-as-you-go model reduces payroll liability. |
| Customer Support & Membership Handling (1 Part-Time Staff) | 54,000 | Automated CRM reduces labor needs. |
| Total Staffing Costs | 280,000 | Lean, results-oriented hiring model. |

### 3. Resources & Operations – Asset-Light Strategy

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| Category | Optimized Cost (AED) | Investor Justification |
| Books & Licensing (Sponsored by Publishers/Bookstores) | 40,000 | Publishers supply books in exchange for promotion. |
| Guest Speaker Fees (Local & Virtual Authors) | 50,000 | Focus on low-cost, high-impact collaborations. |
| Workshop Materials & Branding | 15,000 | Minimized print materials, emphasis on digital branding. |
| Technology (Basic Website + Domain + Maintenance) | 5,000 | No need for complex web infrastructure. |
| Furniture & Equipment (Provided by Partner Venue) | 50,000 | Partner-sponsored infrastructure minimizes CAPEX. |
| Legal & Licensing Fees | 25,000 | Standard regulatory compliance. |
| Total Resources & Operations Costs | 125,000 | Savings of AED 70,000 via strategic partnerships. |

### 4. Marketing & Promotion – Low-Cost, High-Impact

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| Category | Optimized Cost (AED) | Investor Justification |
| Social Media Campaigns (Organic Growth Focus) | 15,000 | Focused on community-driven engagement. |
| Email Marketing & CRM (Free-tier Tools) | 3,000 | Using Mailchimp/HubSpot free tools. |
| Collaborations & Influencer Marketing | 10,000 | Free partnerships instead of paid influencers. |
| On-Site Branding & Promotional Materials | 5,000 | Digital-first promotional strategy. |
| Press Releases & Media Partnerships | 5,000 | Focus on earned media vs. paid PR. |
| Total Marketing & Promotion Costs | 33,000 | Savings of AED 52,000 through organic growth. |

### 5. Event-Specific Costs – Revenue-Focused Model

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| Category | Optimized Cost (AED) | Investor Justification |
| Standard Events (20+ Sessions) | 50,000 | Hosting in free partner venues cuts rental costs. |
| Premium Events (Author Spotlights, Retreats, Corporate Book Events) | 50,000 | Sponsorships + Ticket Sales offset expenses. |
| Total Event Costs | 100,000 | Savings of AED 75,000 through revenue-sharing events. |

### Final Investor-Profitability Breakdown

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| --- | --- |
| Category | Optimized Budget (AED) |
| Location & Setup | 130,000 – 200,000 |
| Staffing | 280,000 |
| Resources & Operations | 125,000 |
| Marketing & Promotion | 33,000 |
| Event Costs | 100,000 |
| Total Annual Expenditure | 668,000 – 738,000 |

## Investment Appeal: Profitable, Scalable Business

✔ Projected Revenue (Year 1): AED 1,267,000  
✔ Net Profit (Year 1): AED 529,000 – 599,000  
✔ ROI: ~80% in Year 1  
✔ Break-even Period: Within 6 months  
✔ Expansion Potential: Digital storytelling, corporate sponsorships.