



WILLEMS VENTURES



VOYAGER PARK

**Business Slidedeck**

August 2021



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## Executive Summary

Welcome to Willems Ventures.

Thank you for showing your interest in our project; Voyager Park.

My name is Nayiem Willems. Founder and Executive of Willems Ventures, leading the Voyager Park project.

Voyager Park is a unique and one-of-a-kind holiday resort in a beautiful forest region in the North of Sweden, surrounded by lakes and mountains with the midnight sun during summer and amazing dark skies during winter with the opportunity to view Northern Lights.

Voyager Park offers unique outdoor experiences and activities with exclusive accommodations such as glass igloos, floating glass igloos and off-road vehicles with rooftop tents mounted.

Voyager Park started as an idea in late-2019.

After a short year of planning, fundraising and building during the covid pandemic.

Together with the help of ~35 amazing angel investors, we have managed to welcome our first guests in January 2021 and made Voyager Park a reality.

Believing in our initial concept and providing solid evidence of our expected outcome in our initial business plan, we have decided to improve on our concept and start our next fundraising stage.

Participate in our venture and join our discussion channel on Telegram with other shareholders, where we enjoy the informal atmosphere and follow us step by step building Voyager Park.



## Idea and Reasoning



Little more than fifteen years ago, there weren't as many options for accommodations. While travelling, we had hotels, motels, and campgrounds, and that was about it. With the emergence of Airbnb and other accommodation solutions, travelers had more choice than ever before.

Every city is different, and people are always looking for something new in each place they visit.

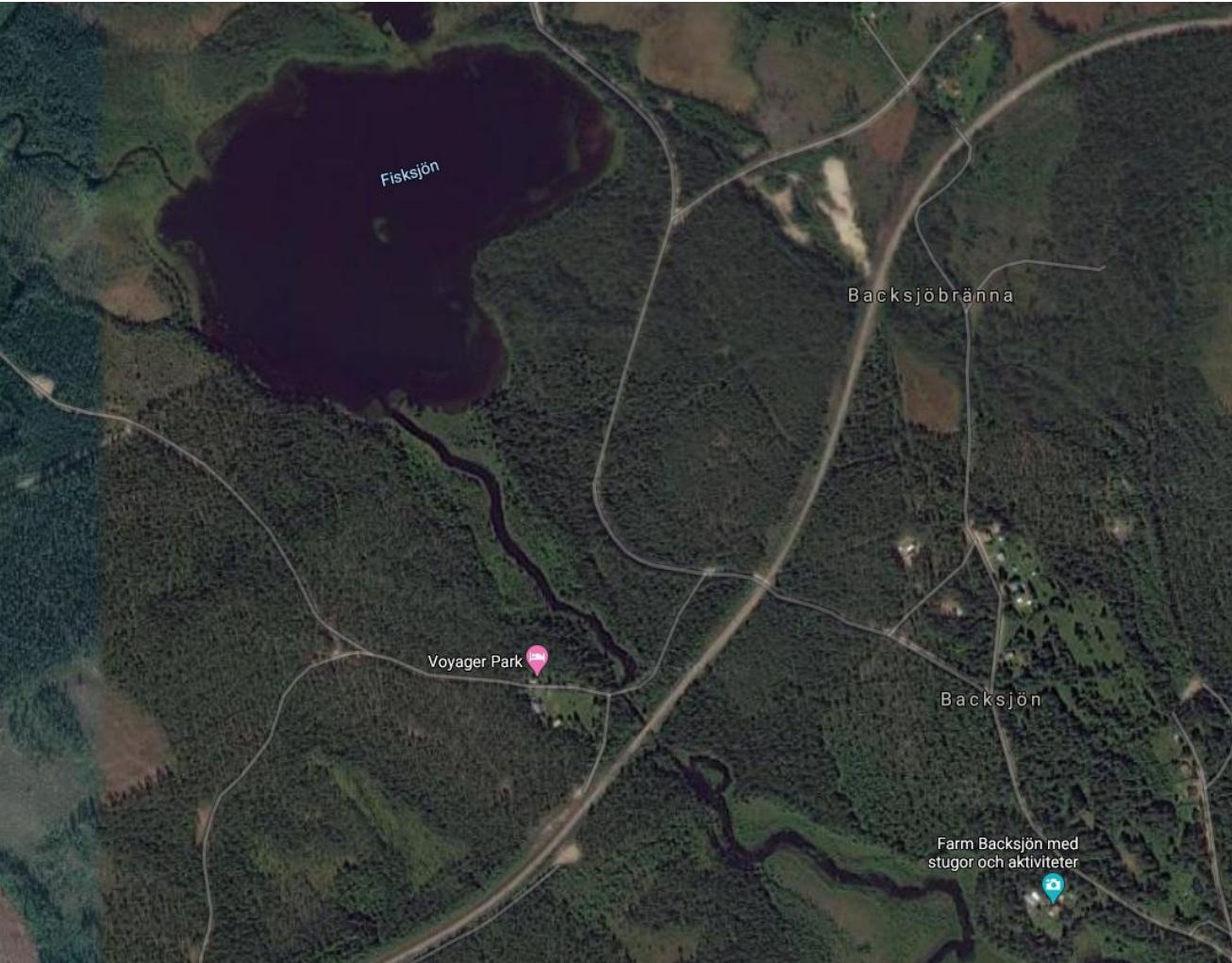
The word "glamping" first appeared in the United Kingdom in 2005, meaning luxurious tent-living or living in other camping accommodations. Glamping is the modern equivalent, combining both yesterday's amenities and today's technology. Today's glamping features such structures as bell tents, pods, safari tents, tent cabins, treehouses, tipis, vintage caravans, vintage trailers, and domes.

Nowadays, people seek specific accommodations and camping as we know it may not be for everyone, but with a touch of luxury in a beautiful location with activities for everybody and something that significantly expands the audience of campers. Deciding to make this region a competitor to Finland's glamping dome resorts, we decided to place our resort in a zero light-pollution location, surrounded by thick pine forests, rivers, and lakes, giving us the perfect spot for glamping under the northern lights.

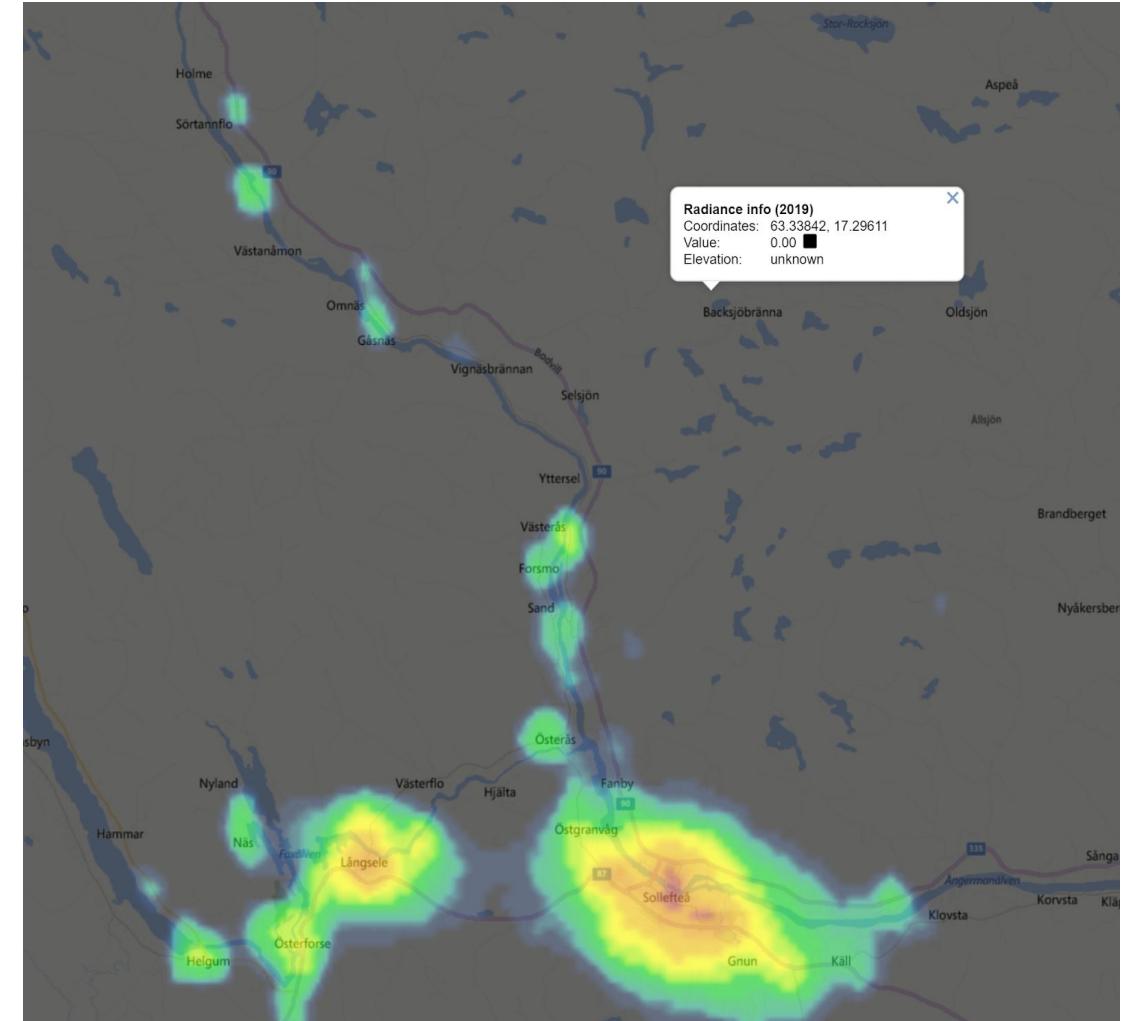
Tourists, today, are buying a tale, not a product. Stories create links between the guest and the destination. An experience is remembered because the tourist is increasingly looking for authenticity and emotions. The journey is the new paradigm of human relations. The relation with the "other" has become an adventure, discovery and path, a journey indeed done together and through the journey, the tourist wants to know the reality. People's mobility is not new, but a habit. In doing tourism, the search for reality becomes the main objective compared to sightseeing, knowing becomes the crucial moment in human interrelation within the tourist phenomenon.

## Location and Region

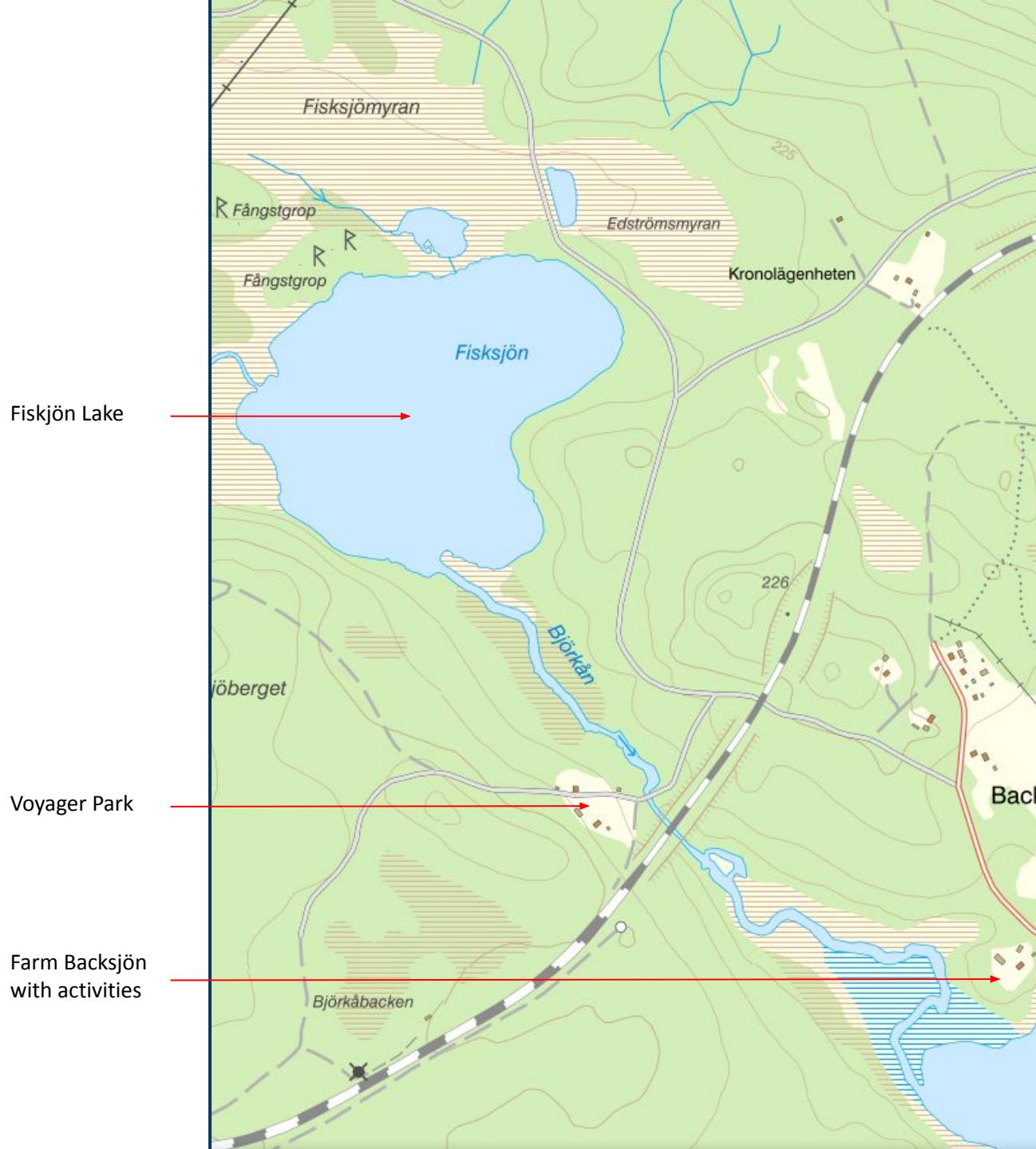
<sup>1</sup> <https://www.lightpollutionmap.info/>



Voyager Park is located in Västernorrland county in the northern part of Sweden. In a small village of Bäcksjön, located only 28 km from the nearest city Sollefteå and 128km from Sundsvall Airport. Due to our perfect location, we offer unique kinds of accommodations in Sweden, away from traffic and city rush. Offering vacation of relaxation and discovering beautiful natural surroundings hiking or renting an off-road vehicle with roof tent, seeing so many stars and the dance of Aurora Borealis from the warmth of glass igloo or experiencing wildlife in the forest.



Surrounded by thick forest and away from the main roads, light pollution is zero, which makes it perfect for astrophotography, stargazing, or Aurora hunt. Guests can easily follow the path from their igloos to the small hill, just 200 meters away from the accommodation area, where they can enjoy the "dance" of Aurora and capture amazing photos or time-lapses.



Next to Park flows the river from lake Fisksjön, which moves towards the lake Bäcksjön.

The river is 50 meters away from the shore of the Park.

On the map, the purple rectangle is the place where our 3 igloos will be placed.

They will be positioned towards the North, to get perfect position towards Aurora Borealis.

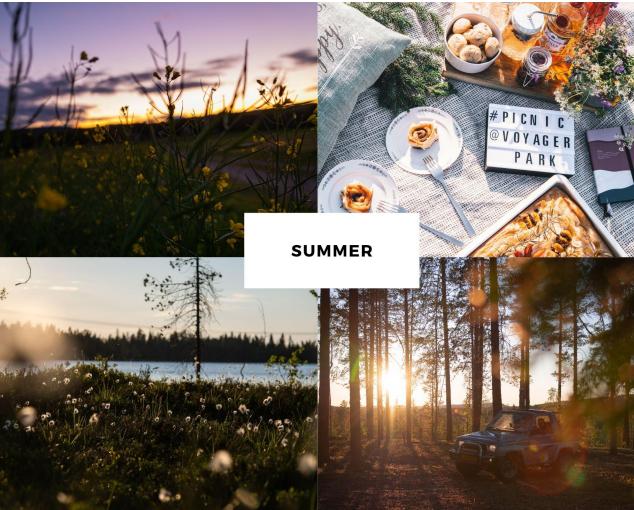
Igloos are made from double-layered glass, which has a reflective coat to give privacy to the guests and will prevent outside temperatures from having an impact on the inside.

The only part which is see-through is the top part of an igloo, to see the sky from the warmth of the room.

Farm Backsjön is a business located nearby that focuses mainly on activities for tourists visiting the region. Voyager Park actively utilizes the close partnership with Farm Backsjön.



## Seasons in Voyager Park



### Summer

Day is long, and night is gone. Northern Lights aren't visible but nature is breathtaking. Perfect time for picnic, swimming in lakes and enjoying the sunset.



### Autumn

With trees changing colors, days are getting shorter it is perfect time for berry picking. Forest of Park is covered with wild blueberries and lingonberries.



### Winter

First snowfall is by the end of October, temperatures may drop to -30°C, nights are long with beautiful Northern Lights on dark night sky with million stars.



### Spring

By end of April snow is mostly melted and nature is waking up, reindeers and mooses are passing by the park, day is becoming longer.

## Accommodations - Construction Overview

**Q2 2021**  
(Completed)

**1**  
Deluxe Glass Igloo

**0**  
Family Deluxe Glass Igloo

**1**  
Vehicle with Roof Tent

**0**  
Floating Glass Dome

**1**  
Bell/Tipi Tent

**2**  
Offroad Vehicle Rental

**Q3 2021**  
(Under Construction)

**1**  
Deluxe Glass Igloo

**1**  
Family Deluxe Glass Igloo

**1**  
Vehicle with Roof Tent

**1**  
Floating Glass Dome

**1**  
Bell/Tipi Tent

**2**  
Offroad Vehicle Rental

**Late 2021 - Early 2022**  
(Depending on funding success)

**3**  
Deluxe Glass Igloo

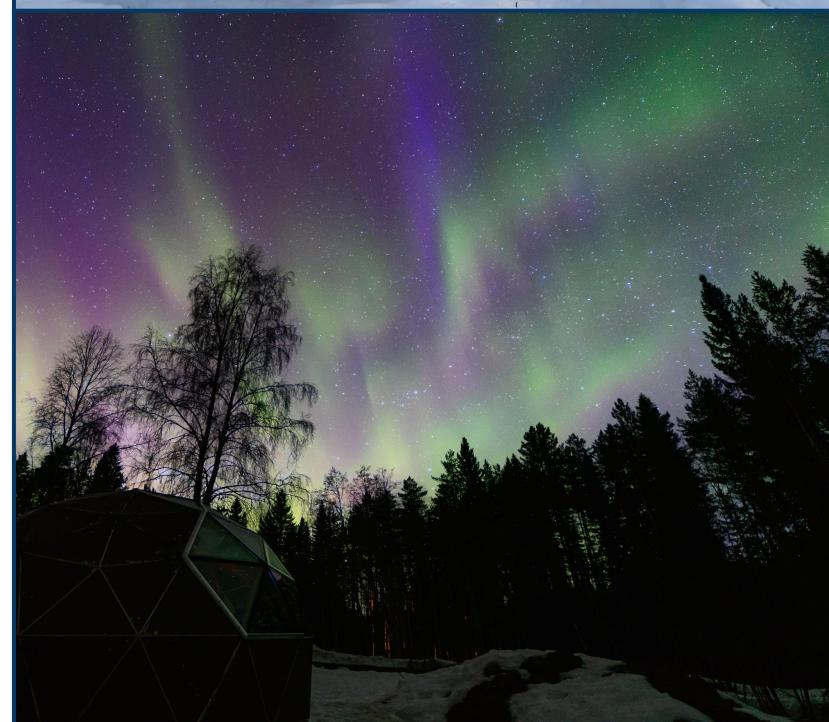
**3**  
Family Deluxe Glass Igloo

**2**  
Vehicle with Roof Tent

**10**  
Floating Glass Dome

**5**  
Bell/Tipi Tent

**2**  
Offroad Vehicle Rental



## Accommodations - Description Overview

Bell/Tipi Tent



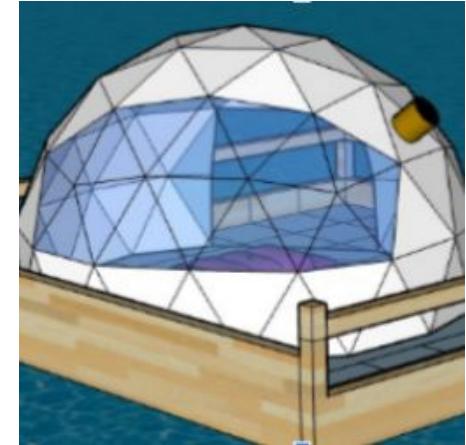
Deluxe Glass Igloo / Family Glass Igloo\*



Vehicle with Roof Tent



Floating Glass Dome



Placed at the beginning of forest on platform, only 10 meters from the murmuring river. Tent is equipped with wood burning heater, two sleeping bags, futon, pillows and extra blankets, small kitchen with all needed to store, prepare and serve delicious meal, 10-liter water tank, fire wood, fire extinguisher, lanterns and power battery. Toilet and shower are in different building. Breakfast is included in the price of stay, but guests have option to prepare their own meals as well.

Accommodation for two/four people\*. Placed on the wooden platform turned toward North, with 2nd platform near the entrance on which is placed private Hot tub and fire wood. Igloo is equipped with double bed for two people/and addition two beds\* with everything needed for feeling warm and comfortable in bed, additional blankets are stored in boxes under the bed. Bathroom is equipped with chemical toilet and bathroom sink, bathrobes, towels and toiletries. Kitchenette has a small fridge, kettle, Nespresso with capsules, tea bags with everything needed for perfect cup of beverage, fridge is stocked with water bottles, small milk and beer from a local producer and it is all included in price of room. Guests can choose to have romantic breakfast in bed or eat by the window at the table and they might spot moose or a fox passing through the park. Breakfast is included in price and can be delivered to the room or guests can go to restaurant. Shower facilities are placed in different building.

Roof tent is placed on our off road vehicles, and it is accommodation made for those who love to explore nature and camp easily every day on new spot. Cars are equipped with everything that is needed for best outdoor experience, tent is placed on the roof racks and it is set up in 5 minutes, with memory foam mattress and two sleeping bags, pillows and extra blankets. Cars can take up to four people but then additional trailer needs to be booked for camping equipment to be placed and additional roof tent on top of it.

Floating Glass dome will be placed on the lake Fisksjön and before ice will form they will be taken out, and returned when ice will be enough firm. During the summer it can be reached with kayak, and during winter with snowmobile or sleds. It is equipped with two sleeping bags for extreme conditions, heating pads, extra blankets, power station for charging, head lamps, lantern.



## Activities & Rentals



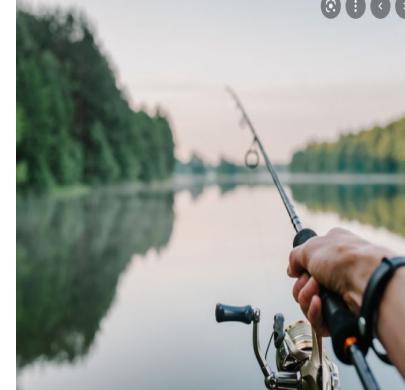
Kayak



Aurora-hunt



Voyager Safari



Fishing



Off-road Rental



e-Bike Rental



Sauna



Hot Tub

## Other Facilities at Voyager Park



### Restaurant

Our restaurant is taking advantage of the possibilities inherent in traditional Scandinavian recipes for fish and meat dishes, building on the use of local products. Our signature dishes for lunch are made with local trout and nordic smoked salmon and reindeer stake from local producer. Three course dinner menus with shrimps, wild boars, reindeer, salmon, beef and traditional Swedish dessert, chocolate cake or blueberry yogurt cake.



### Shower & Toilets

Shower and toilet are placed in old renovated wooden stuga. Shower is spacious, in shower can be found toiletries, bathrobe and towels. In bathroom cabinet we placed first aid kit, extra toothbrushes and toothpaste, hairdryer, cotton wipes.. everything that might be needed.



### Grill Hut

A grill kåta refers to a hut is made of wood, in which there is a fire or grill place in the middle. Made for guests to prepare their own BBQ, guests can order meat and vegetables through our reception and pick up at restaurant or they can buy their own. Everything else to make it and have delicious meal is provided.



### Receptionist

Receptionist is placed next to the restaurant, where we will wait on guests and explain them all around the park and all important information, it is also made as small shop where can souvenirs be bought or products from our partners. All the rentals can be booked and picked up there.

## Company Structure

Willem's Ventures LTD is a UK holding company which will have full ownership of Willem's Ventures AB in Sweden. By investing in Willem's Ventures, you will receive a share certificate from the UK holding company.

We have decided to have the holding company in the UK to simplify paperwork and digital administration since the administrative work in Sweden can be really complex and time consuming for a business with multiple international investors.

## Investment Process

We prefer to have a video-call with the potential investor and make sure that we are agreeing to a deal that feels right for all of us and that there is no misunderstanding in the future. After negotiating the terms, a shareholders agreement will be made which has to be signed by both parties. The agreement is binding as soon as the investment funds have been received by the company.

## Shareholders Agreement

The shareholders agreement is visible on the Willem's Ventures website and can be downloaded and viewed before contacting Willem's Ventures or before entering into any agreements.

## Investor

Our goal is to create an ROI for the investor within 3 to 5 years and pay out dividends every 6 months. In our eyes, the perfect investor is someone who understands that nothing in business or life is perfect, they also understand that the journey itself, is as important as the goal.

Investors like these understand our family-oriented business values and the motivation of the people behind the company.

To ensure our offering remains relevant, we continue developing and evolving our concept, sometimes through innovation, other times through challenges, opportunities and adversity.

Willem's Ventures began as a project with private investors. We aim to onboard new investors to our business, but rather than funds we are looking for people that can provide either their professional expertise, market connections, a dash of humour and a personable mindset.



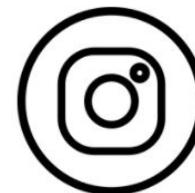
## Thank you

Thank you for showing interest in Voyager Park.

Please don't hesitate to contact us if you may have any questions.

We hope to see you as an investor in our business or maybe welcome you as a guest at Voyager Park.

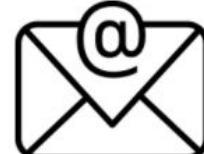
## Website & Social Links



## Address & Contact



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