



Voyager Park

Holiday Resort

Business Plan

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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.

Our vision is to become a leading nature accommodation provider in the region and become one of the most exclusive, yet affordable resorts in Sweden for tourists all around the world.

Our mission is to offer high-quality accommodations and a unique, unforgettable experience to tourists and to help with the growth of the Västernorrland region.

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 data 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 our step by step building Voyager Park.

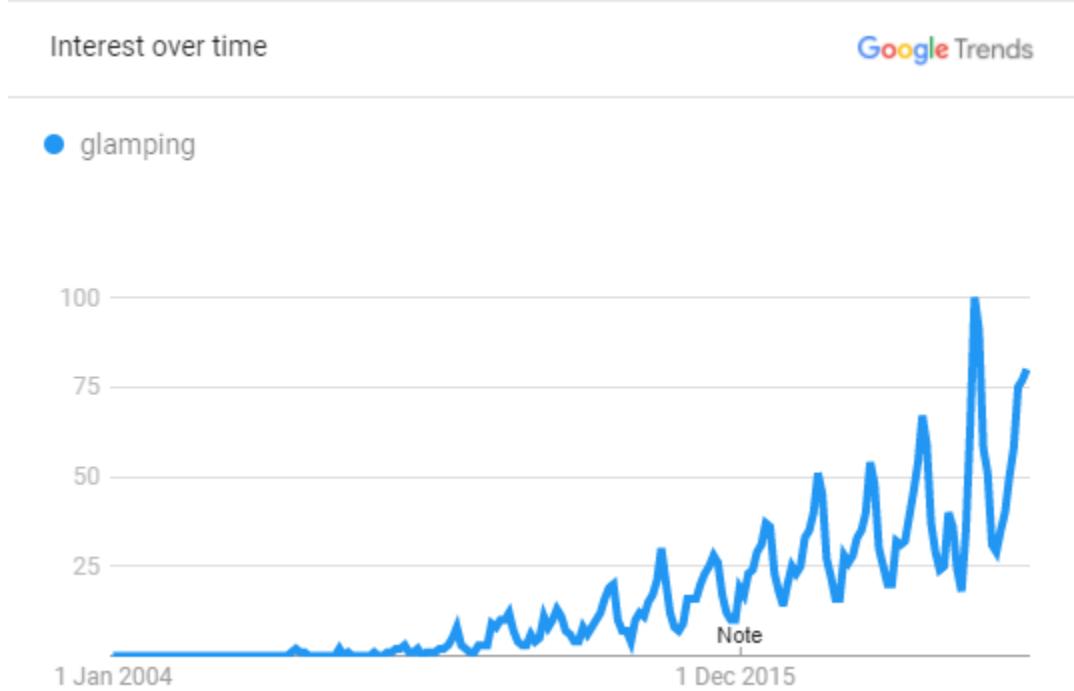
Idea & Reasoning

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, travellers had more choices than ever before.

Tourism is changing, it constantly changes because first of all, it's a social phenomenon even before economics. It is influenced by the evolution of travellers' needs and by a series of "exogenous" factors that have combined effects on individual behaviour.

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. An innovative way to relate to nature but through comfort, a sustainable way to do tourism and to live the tourism as an experience rather than a product, finally it's an economic growth which considers nature as value to valorize not to exploit.

According to Google Trends, people began searching for the word "glamping", around 2007 and 2013 it began to take off that in 2016 word "glamping" was added to the dictionary.



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 & Region

Voyager Park is located in Västernorrland county in the northern part of Sweden. In a small village of Backsjön, located only 28km from the nearest city Sollefteå and surrounded by various airports:

- ❖ 70km from High Coast Airport,
- ❖ 77km from Örnsköldsvik Airport,
- ❖ 128km from Sundsvall Airport,
- ❖ 195km from Umeå Airport,
- ❖ 197km from Östersund Airport.



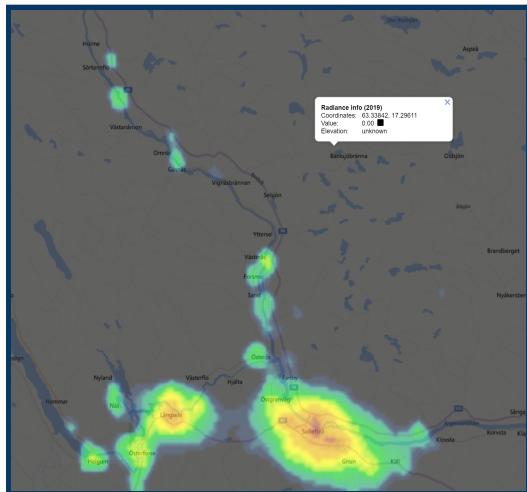
Due to our perfect location, away from traffic and city rush, we offer a vacation of relaxation and chance of discovering beautiful natural surroundings by hiking or renting an off-road vehicle with a roof tent, seeing so many stars and the dance of Aurora Borealis from the warmth of glass igloo or experiencing wildlife in the forest.

Our location has roots deep in history, we are located in the traditional province of Sweden, Ångermanland. Ångermanland is a historical province in the northern part of Sweden. It is bordered (clockwise from the north) by Swedish Lapland, Västerbotten, the Gulf of Bothnia, Medelpad and Jämtland. The name is derived from the Old Norse *anger*, which means “deep fjord” and is a reference to the deep mouth of the Ångerman River. Nowadays it is a traditional province, while remaining culturally and historically important, but no longer serves as administrative or political entities. Province is mentioned the first time in Historia Norvegiae as “Angariuam”, in 1170, and geographically it is 6th largest Swedish province with an area of 19,800km², of which around 1,000km² is water. Province is filled with many awe-inspiring views at every turn. Whether guests are looking for a thrilling outdoor adventure or a leisurely hiking excursion or driving through dusty forest roads looking for wildlife.



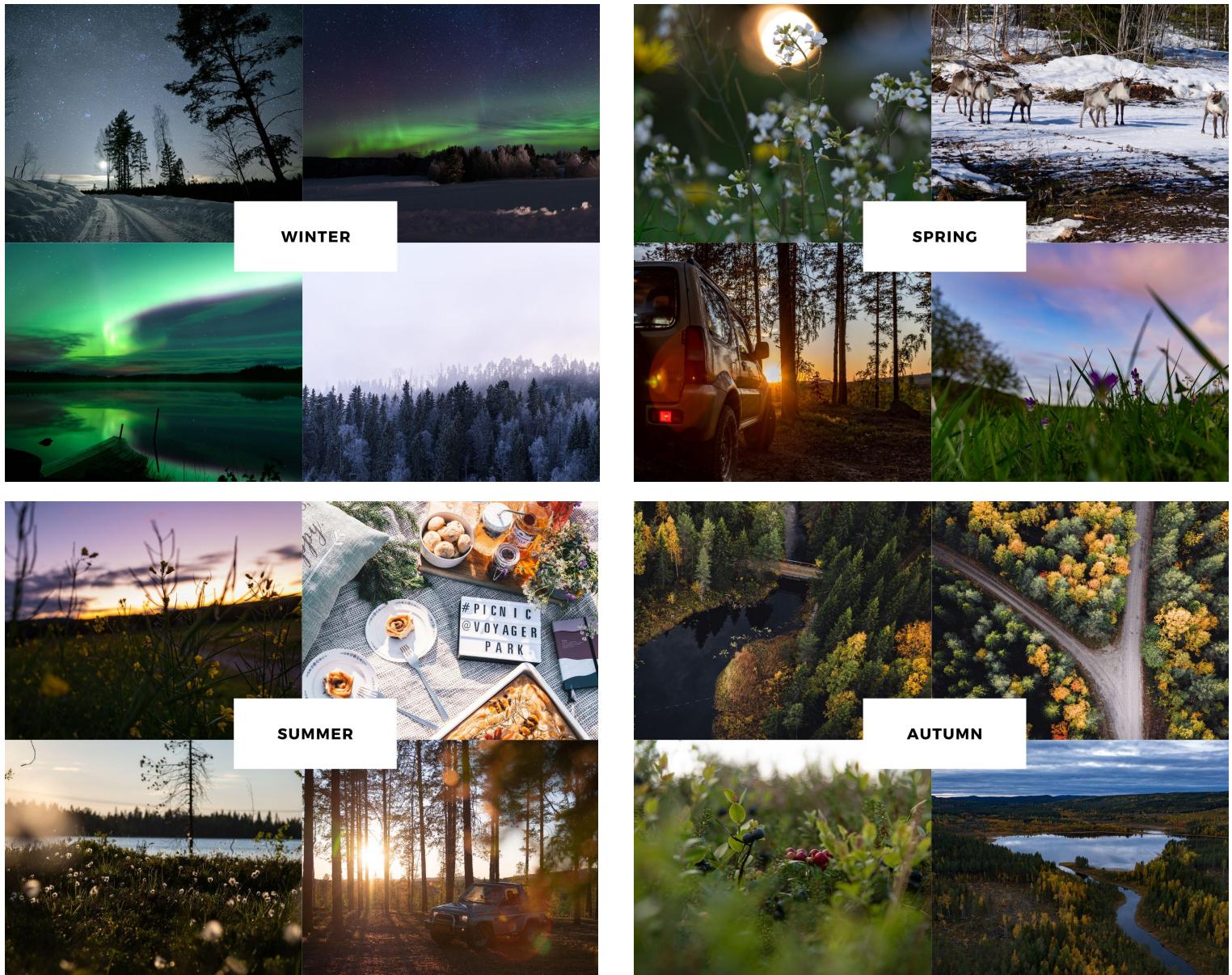
When we decided to make this region a competitor to Finland's glamping dome resorts, we were aiming for a winter resort putting our focus on Northern Lights and unique accommodation. One year after being in this location and being able to experience all four seasons we saw how much potential there is. Our new mission is to fully make sense of the word "unique" itself, various options of accommodation, activities and rentals. Backsjön village offers a good location to help us reach our goal, surrounded by thick pine forest, zero light pollution, lakes and rivers around us, wildlife passing through.

On the left picture, we can see a map that shows that light pollution around the Park is non-existent, and on the picture next to it we can see how the sky looks in the Park during the wintertime.



The Winter season might be considered harsh. In the northern part of Sweden first snowfall is by the end of October while the snow lasts till end of April, temperatures during winter may drop to -30°C and on rare occasions even lower. How winter is getting stronger day length is lowering, so we have approximately 4 hours of daylight. Darker nights and no light pollution give us the perfect position for brilliant displays of the Northern lights. The shortest day is at the beginning of January, where the day is starting to get longer each day. By the end of May snow is melted and lakes are liquid again, wildlife such as moose and reindeer are passing through the Park, the day is getting longer and around 20th of June is the longest day (in Sweden is Midsummer, a celebration of summertime), by that time there is no night, stars and Northern lights aren't visible. Sunset is around 11 pm and sunrise around 2 am. With the arrival of autumn, the wild blueberries and lingonberries have ripened and the forest around the Park is covered with them.

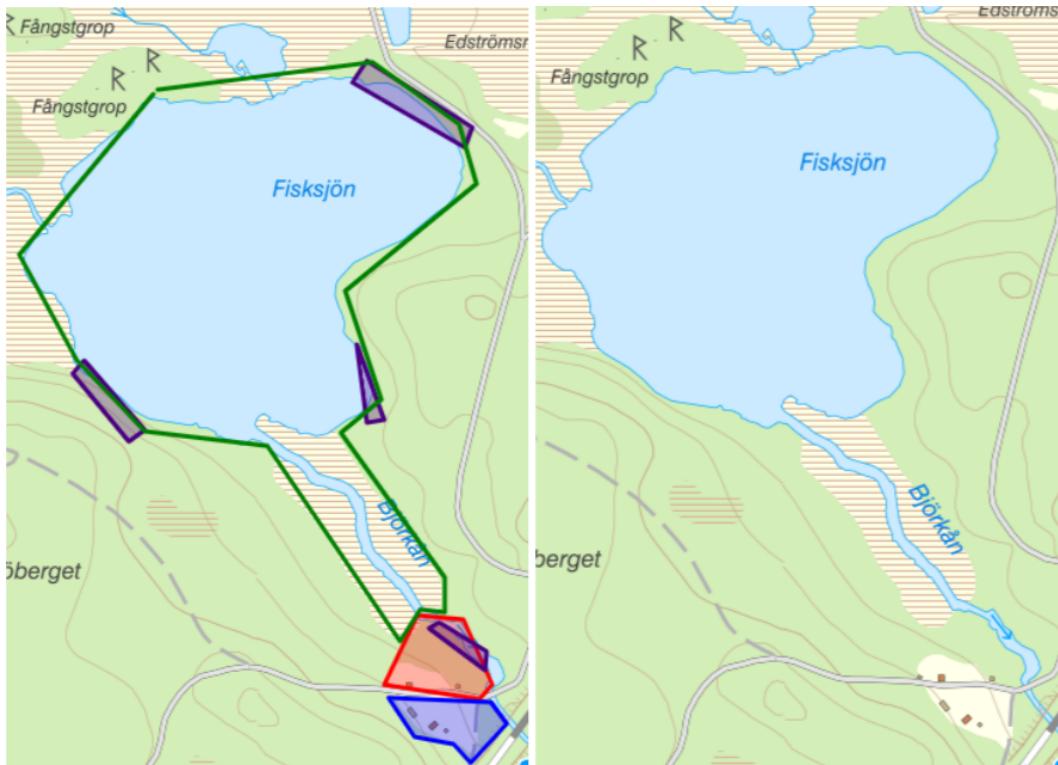
Seasons in Voyager Park:



Each season is special and gives many possibilities to achieve our goals, and as it is visible in the pictures, nature that surrounds us gives us more opportunities than we had in plan a year ago. Accompanied by excellent reviews and criticism for improvement and expansions, we made a new plan to use everything to the maximum that would work best for the Park and the comfort of our guests.

Following upstream along the Björkån river to the lake Fisksjon, is the location of planned accommodations, buildings and activities.

- Green area is showing our expanding area where the plan is to place new accommodations and place new activities. Following the path of the lake and river to the main entrance of Voyager Park.
- Purple areas marked over the green line would be spots where we can easily access the water for reaching accommodations or starting points of activities over the water.
- The red area is our current location. A year ago we imagined a place for Tipi tents since they were placed between high pine trees only 50 meters away from the river.



Accommodation:

At this point, we have one Deluxe Glass Igloo, Tipi tent, and Roof TentBox placed on one SUV vehicle.

<i>Number of accommodations built by now</i>	<i>Number of accommodations planned to be built by end of the year (depending on funding success)</i>
Deluxe Glass Igloo = 1	Deluxe Glass Igloo = 3
Family Deluxe Glass Igloo = 0	Family Deluxe Glass Igloo = 3
Vehicle with Roof Tent = 1	Vehicle with Roof Tent = 2
Floating Glass Dome = 0	Floating Glass Dome = 10
Bell Tent = 1	Bell Tent = 3
Off-road Vehicle rental = 2	Off-road Vehicle rental = 2

Planned ideas for accommodations in future:

- ❖ Aurora Hut -movable accommodation.
- ❖ Tree Tent - spherical structure in aluminium covered with a resistant waterproof membrane designed to hang up on trees.



Current offer of accommodations:

Deluxe Glass Igloos / Family Deluxe Glass Igloos¹

Igloo is in the combination shape of a dome and igloo. Igloo's shape and location of Park was the inspiration itself for our logo.

Glass igloo has 28m² and it is placed on a wooden platform, 2 meters away on the 2nd platform is placed a hot tub, next to the entrance of the igloo is placed a wood holder that is restocked every day for guests to maintain the temperature in the hot tub. The entrance to the hot tub has a wooden stair and next to it is placed a wooden pole with hooks for bathrobes and to place a lantern for dim light at the tub.



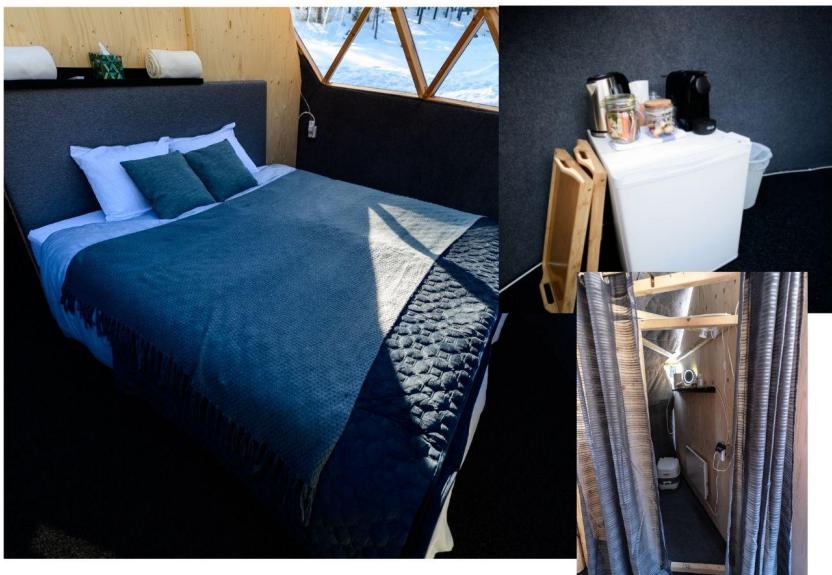
Making it cosy and functional might have been a challenge for this project, but we managed to use the space functionally and avoid making it look full of furniture. Smart and functional planning of the igloo but still has a warming atmosphere.

¹ Family Deluxe Glass Igloo - accommodation for up to four people.

Each igloo is equipped with:

- Small hall – where guests can leave their suitcases, leave winter clothes to dry and place their shoes on, on the wall of the bathroom we placed notice board on which we hang information such as emergency numbers, Northern light forecast for next few days, information on events in the region,
- The bathroom – is equipped with a portable chemical toilet and bathroom sink, bathrobes, towels, and toiletries. Also, in the bathroom is a heater with a thermostat,
- Bedroom – double bed for two persons, shelf placed above a bed board so it can be used as a nightstand, extra blankets during the winter are placed in boxes under the bed so if needed guests can take spare, small fleece blankets are rolled and placed above the bed. Above the bed are two triangle windows that can be opened
- Kitchenette – small mini-fridge, kettle, Nespresso machine with capsules, tea bags, cups and glasses, and everything that is needed for the perfect cup of beverage. Each guest can find a small fridge, water bottles, a small bottle of milk and a beer from a local producer all included in the price of the room. Next to the fridge, we placed two-bed trays with foldable legs for the best kind of breakfast in bed. But there is also a wooden table next to the window with two bar stools.

Deluxe Glass Igloo interior



The price of the room includes breakfast that is prepared each morning fresh and being delivered to the igloo in the wooden box with a lid. Upon their arrival at the Park we ask them about allergies or is there any food they don't like to eat, to make sure they have the best vacation. Breakfast usually contains freshly made bread, cooked eggs, butter, cheese, ham, cereals, yoghurt, milk, something sweet as cookies and fruits

Bell/Tipi Tent

We believe that the best place to find peace and relaxation is in nature, which prompted us to place the bell tent at the beginning of the forest on a platform, located only 10m from the murmuring river. Tipi is made to withstand the hard Swedish winter, elegantly designed with accommodation making perfect opportunity for guests to experience genuine Scandinavian outdoor life, and euphoric state in the most natural way.

By offering accommodation close to nature, in hidden places in nature, we created conditions for people in peace and harmony with nature for a period. The tent can be used all year round, with the wood burning it keeps the place nice and warm. The tent is equipped with two sleeping bags, a futon and pillow, lanterns, a power bank, extra blankets, two chairs and a small table, wooden chest, fire extinguisher. We also prepared a small kitchen for guests to prepare their meals. Inside the tent next to the heater on wood can be found a gas stove with two rings, a small fridge, 2 medium-sized pots, a frying pan, pressed coffee mash and coffee, deep and flat plates, cutlery, glasses and mugs for two people. The tent doesn't have running water, but upon each arrival, a can of 10-litre water is placed in the tent, and if needed guests can request a refill at the restaurant or reception. The platform of the tent has a small wooden table and two chairs, a box of wood (if needed extra wood can be picked up at the rental station) Toilet and shower are placed in another building, 30m away from the tent area. Dirty dishes guests can wash by the lake with provided unscented, biodegradable Swedish detergent specifically made for outdoor stay. Breakfast is included in the price of the stay, but guests have the option to prepare their meals as well.



Roof Tent Box

Roof tents have taken the form of a conventional ridge-pole tent which can be folded into a compact package, super strong and waterproof material, windows are made from polyester, PVC travel cover that keeps tent box dust and rain-free. The inside tent is equipped with a memory foam mattress for extra comfort but we also provide additional sleeping bags, pillows and an extra blanket for extra warmth if needed. Also there are extra pockets from the inside for shoes and small essentials. A tent box has an aluminium frame, super strong and lightweight. Waterproof silicone sealant tape is applied behind all seams for extra protection, fine mesh flies netting to keep even the smallest insects out. To reach the tent, aluminium telescopic ladders are attached to the bottom of the tent box, they are lightweight and can easily be packed down small.

To gain the best experience on an adventure we decided to make it easier on guests, our cars are equipped with everything that someone might need for any adventure. The roof tent has a capacity for two people and it is equipped with two sleeping bags, two pillows and an extra blanket. For cooking and food we prepared: portable fridge/freezer with secondary battery, 2 person pot and pan set, cutlery, MealKit Bio and fire starter kit, salt and pepper dispenser and Grandpa's firegrill by Light my Fire, cooking utensils set, kitchen knives, Primus gas cans (suitable for season and weather conditions), Primus stove, vegetable peeler, garlic crusher, can opener, corkscrew, scissors, kettle, food storage boxes, dishcloths, scrubbing brush, scouring pad, tea towel and washing-up bowl, vacuum flask, two enamel cups, washing liquid from Sjö&Hav, 10-liter water storage tank. We also provided an "emergency food pack", in all excitement of adventure let's say guests might have forgotten to take enough food. We prepared a box with four bags of flameless heater and four portions of pre-made meals in a soft can that can be made in flameless heater bags, protein bars and small bags of nuts.

General equipment: full instructions for vehicle and equipment, first aid kit, fire extinguisher, microfiber bath towels, LED lantern with spare batteries, inverter (providing 240v electrical supply), ground mat, pegs and mallet, dustpan and brush, cargo straps, bungee cords, nylon cord, clothes line, folding shovel, rechargeable tent light, storage boxes, car radio with USB inputs, fire extinguisher.

Cars are equipped with some extras for best experience: such as a detailed guide that will provide them all the necessary information on how to set up equipment and tents, safety tips, nordic cookbook, interesting facts about the region which they are exploring but also about other routes and expeditions, compass and printed map on which they are free to write their experience and it will be a reminder of their adventure.

Vehicles that can be booked with roof tents are:

- Daihatsu Feroza
- Suzuki Jimny
- Land Rover

Group of four people can book an additional car or take an extra trailer with an additional tent placed on it and travel together in the car while all the equipment is organised in the trailer.

Roof Tent Box



Beauty of exploring Sweden with SUV vehicles mounted on the roof is an amazing experience and we believe the popularity of this kind of travel is on the rise. When you are in Sweden you have the right to walk, cycle, ride, ski and camp on any land with the exception of private gardens, near a dwelling house or land under cultivation. They call it “Freedom to Roam”². Swedish natural wonders: Swedish Lapland, the Swedish mountains, coastline and archipelagos are all planned in our routes and expeditions. The Right of Public Access is a unique right to roam freely in the countryside. But with this right come responsibilities to take care of nature and wildlife and to show consideration for landowners and for other people enjoying the countryside. All the rules of “Freedom to roam” are provided in a detailed guide.

²

<https://visitsweden.com/what-to-do/nature-outdoors/nature/sustainable-and-rural-tourism/about-the-right-of-public-access/>

Facilities at Voyager Park

Restaurant & Bar

Our aim is to build a restaurant/bar on the park premises. With the reception directly next to it. Guests can eat their breakfast either at the restaurant or have it delivered to their room. Additional meals need to be chosen the day before. Upon arrival, guests will find a welcome gift basket in their igloo, with seasonal fruits and typical sweets from Sweden. At the reception, they can buy thermal bottles that they can refill each day in our restaurant with warm drinks for their next adventure.

We put a lot of thought into designing authentic menus for our restaurant, putting a focus on traditional and preserving the culinary heritage of Scandinavian dishes.

Breakfast is served or delivered to the room between 07:00-11:00, exact time of delivery should be booked day in advance. *Breakfast includes:* fresh eggs from our chickens at the Park, toast bread, seasonal fruit, ham, cheese, jam and butter, milk and juice.

Lunch is served between 12:00 and 15:00 at the dining room, and it should be booked in advance between 07:00 and 11:00.

Lunch menus:

Nordic Fish menu - plate with delicious local trout and nordic smoked salmon, served with boiled eggs, pasta, garlic and knäckebröd on the side.

Nordic Reindeer menu - plate with local reindeer steak, served with boiled eggs, fried potatoes, garlic bread and knäckenbröd on the side.

Dinner is served between 17:00 and 22:00 at the dining room, and it should be booked the day before. Three course dinner menus:

Appetizers:

Shrimp cocktail - served in a glass, arich cocktail with garlic shrimps and salad with a whiskey cocktail sauce topping.

Beef pinwheel sandwiches - small cream filled beef sandwiches with a bowl of garlic aioli and pepperoncini peppers.

Main courses:

Wild boar filet - charcoal grilled wild boar filet served with bacon and cheese potato gratin and a nordic salad on the side.

Grilled salmon - charcoal grilled salmon served with bacon and cheese potato gratin and a nordic salad on the side.

Reindeer filet - charcoal grilled reindeer filet served with bacon and cheese potato gratin and a nordic salad on the side.

Deserts:

Kladdkaka - traditional rich chocolate cake with crisp outer texture with a soft and dense chocolate filling with a raspberry jam topping.

Blueberry yogurt cake - delicious cake filled with blueberry yogurt made with locally grown blueberries, topped with whipped cream and raspberries.

To obtain an alcohol license we must register the restaurant as a food establishment, we have already applied to the municipality. There are many obstacles to obtain one, and the process of getting one is long.

The Bathroom

The bathroom with shower is placed 150 meters away from the igloo, placed in a small wooden stuga. It is equipped with a big shower, and bathrobes are waiting for guests alongside towels. Bathroom sink with bathroom cabinet in which we placed a first aid kit, new toiletries (like toothbrushes, toothpaste, cotton pads, wet wipes, shampoo, shower gel...), hairdryer, heater.



Activities and Rentals

Activities are an important part of any vacation to use time to the fullest. With our activities we think that we could attract the locals who might not consider booking an accommodation but they might like what we have to offer as activities and rentals. We have a collaboration with our neighbour "Farm Backsjön" and they offer many activities, we choose to offer more unique ones in winter::

- ❖ Aurora Borealis snowmobile experience - exploring the wilderness during the night for two hours accompanied with guide and photographer making sure to bring guests to the best locations for observing Aurora and capturing the moment on camera. Included in the price of adventure are clothing and helmet, guides, fuel, head lamps, insurance, and hot beverage and snacks.
- ❖ Voyager Snow Safari - exploring the landscape in a panoramic sleigh, pulled by our snow tank.
- ❖ Aurora Borealis Voyager Snow Safari - two hours tour, going on best spots for Aurora

Rentals:

- ❖ Suzuki Samurai 4x4 / Daihatsu Feroza - off-road driving on provided routes to explore the region and experience the wilderness.
- ❖ Sauna - perfect for relaxation for two-four people or it can be booked for a private group. Booking time of two hours and if it isn't booked after guests can prolong it for additional charge.
- ❖ Hot Tub - all season relaxation for up to four people, surrounded by forest. Refreshment drinks are included in the price. Booking time of two hours and if it isn't booked after guests can prolong it for additional charge.
- ❖ Grill hut - self prepare for guests of Voyager Park. Ingredients can be self bought by them or they can order through Park to be delivered.
- ❖ Fishing gear - equipment rigged with the right stuff for the right season. Included in the price of gear is license for fishing for all day on the chosen lake.
- ❖ Mountain e-bike - exploring forest roads, discovering lakes along the way with extra boost of battery.
- ❖ Kayak- great way to explore parts of nature that are unreachable any other way.

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.

The Ideal 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 and Social Links

Homepage: <https://voyagerpark.se/>

Facebook: <https://www.facebook.com/Voyagerpark>

Instagram: <https://www.instagram.com/voyagerpark/>

Twitter: <https://twitter.com/voyagerpark>

Youtube: https://www.youtube.com/channel/UCG2dpV-_4s2pFiXky5q3BMg

Address and Contact

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