

CONFIDENTIAL

Idyllwild Woods Retreat Center

Nature Makes Us All Better

Business plan
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Executive Summary

Opportunity

Problem

17 hours and nine minutes.

That's how much time Americans now spend looking at screens [every day](#). The EPA reports that **the average American spends 93% of their life indoors. No doubt, that number is even higher for entrepreneurs.**

Humans are not meant to live like this - and this cooped-up lifestyle is especially bad for entrepreneurs. That's because the most important work we do involves creative thought, problem solving, and collaboration... but when we're exhausted, depressed, anxious, sick, and isolated, it's hard to even function, much less to launch and lead world-changing businesses. And that's a problem.

Entrepreneurs take ownership of problems they didn't cause, serve people they've never met, and create solutions that make the world better. From cleaning our planet's oceans to creating deodorants so our pits don't stink - and everything in-between - entrepreneurs change the world for good. But entrepreneurs can't hold the world on their shoulders forever without someone to support them.

Solution

A place where people can come to:

- Distress from their daily lives and reconnect with nature and likeminded people through short-term rental stays and weekend entrepreneur retreats
- Feel a deep sense of community through retreats and individual/company stays
- Learn how to work with nature to live a climate-positive lifestyle
- Experience the power and feasibility of the retreat center model, and for those who are interested, learn how to duplicate it elsewhere

Market

We have diversified revenue streams that attract multiple audiences. Each can be leveraged more or less for the highest value outcome and revenue security. Our main offerings and audiences are:

- **Entrepreneurs:** Primarily 27-50 year-olds from the US and Canada who are building 7-figure ecommerce brands
- **Creatives:** Primarily 30-60 year-olds who are writers, artists, and content creators
- **Coaches & Facilitators:** Primarily personal development coaches and facilitators with existing programs who are looking for unique, beautiful places to hold retreats
- **Short Term Rental Market:** Primarily couples and families traveling to the Smoky Mountains
- **Weddings:** Couples who want to get married in the Smokies and need a venue and lodging

Competition

Entrepreneur Retreats

- Baby Bathwater Institute
- Yanik Silver's Camp Maverick, Summer Camp for Entrepreneurs
- Mastermind Talks (MMT)

Adult Summer Camps

- Club Getaway
- Camp Halcyon
- Campowerment
- Camp No Counselors
- Camp Wandawega

Local Luxury Glamping

- Under Canvas - Gatlinburg
- Dome camping in Gatlinburg (primitive)
- Luxury dome camping in Altamont, TN (3.5 hours away)

Our Team

We have a robust advisory board and team with experience in every area of the business.

Susan Anderson & Eric LeClair, Founders & General Contractor

Susan is the visionary behind this project, a long-time service provider for entrepreneurs and the Editorial Director and a course creator at Capitalism.com. Her husband, Eric, has 25 years' experience in construction - in all trades, as a GC as a property manager, and as an investor.

Ryan Daniel Moran, Advisor

Founder of Capitalism.com which is on a mission to create a million millionaires through business ownership and investing. Ryan built and sold two 7- and 8-figure ecommerce companies. He is a beloved audience leader and sharp business strategist. It was [his insight](#) that helped get this project going quickly.

Ines Manziano, Advisor

Chief of Staff at Capitalism.com, Ines has more than two decades of experience with oversight of millions of dollars in private equity funds and operations.

Greg Johnson, Advisor

Co-owner of 6-figure niche business, Greg exited a 7-figure business in 2020 and is a Capitalism Incubator coach email marketing strategist.

Julie and Todd Bonner, Advisors

Founders of the Trekkn and Clever Camper Company brands, the Bonners are audience leaders in the RV living niche.

John Edwards, Advisor

Author, speaker, leadership development coach, and co-owner of Life Quest Seminars, John has facilitated personal development seminars for 20 years.

Paul and Sandra LeClair, Advisors

The LeClairs built from scratch and ran two campgrounds in South Dakota for 18 years.

Fractional CFO, CMO, and COO

We have verbal agreements from top-notch C-level professionals to lead our financial, marketing, and operations.

Mentors

We are in paid mentorship relationships with Rob Abasolo (Robuilt on YouTube and Deeper Pockets) and Trevor G. Blake (serial 9-figure entrepreneur and the author of *Three Simple Steps*, which inspired this whole project..

Opportunity Smoky Mountains

Our property is ideally situated:

- Mild climate with year-round tourism
- Easy access to full-service commercial airports
- Within a 6-hour drive from D.C., Atlanta, Nashville
- 1 hour from Great Smoky Mountains, National Park, Cherokee National Forest, Gatlinburg, and Pigeon Forge - [14.1M](#) visitors in 2021
- Near everything, but quietly away from it all
- The property has power and water at the road, and we have received permitting approval for a septic wastewater system

Rural land cash flow opportunities (future markets)

Rural land has a massive amount of income potential including:

- Short-term rentals
- Retreat space for rent
- Educational workshops
- Farming
 - Produce
 - Meat & cattle
 - Honey bees
 - Compost
 - (this list is endless)

- [Carbon credits](#)
- Events
- Wedding venue

Our advantages

- We focus on 'wow factors' that are consolidated so it costs less to build, and guests pay the same nightly rates as luxury resorts
- We're the only one doing this to scale in the southeast region
- We KNOW our audience and how to reach and serve them well

Execution

Marketing & Sales

Marketing Plan

We will use our business relationships to leverage joint ventures on social media, to their email lists, and on their podcasts. Our investors who have audiences are inherently incentivized to promote stays at the retreat center as well.

We will use the digital course for coaches, currently in development, to help them learn to add retreat events profitably to their sales funnels. Naturally, we anticipate some of them will host retreats in our space.

Short term rental guests will find us through Airbnb and HipCamp. Competitors have an average of 70% monthly capacity from these apps alone.

If necessary, we will launch Facebook and Instagram ads and Google search ads. We also anticipate loads of user-generated content as our guests will find the place highly-Instagrammable.

Pricing

Dome Rentals

Nightly Rate: \$400-\$600/night, increasing as we go, using dynamic-pricing software

Average Stay: 2 nights

Annual Booking Rate: 70% (after we're fully operational - likely to be much higher)

of Units: 18

Annual Income: \$1,814,400

*Data is conservative, found from competing short term rental stays in our area

Bell Tent Camping

Nightly Rate: \$75/night

Nights per season: 215 (this can expand when we add heat/AC)

Annual Booking Rate: 50% (likely to be much higher over time)

of Sites: 8

Annual Income: \$64,504

*Data is conservative, found from competing campsites in our area

Retreats

*We will build a Lodge that sleeps 20 and a Venue that seats 100

Average Ticket Price: \$5000

Guests Per Event: 85

Events Per Year: 4

Annual Income: \$1,700,000

Retreat Space Only

Average Ticket Price: \$1000

Guests Per Event: 85

Events Per Year: 8

Annual Income: \$680,000

Digital Courses

Coaches - Add 6-figure retreats to your marketing funnel: \$10,000

Retreat Center Developers Blueprint: \$5,000

Selling 5-10 per month

Annual Income: \$900,000 in year 2

Farmed Goods

Produce Box: \$60

May also sell honey, cut flowers, alpaca wool

Monthly Boxes Produced: 100, 3 months

Annual Income: \$18,000

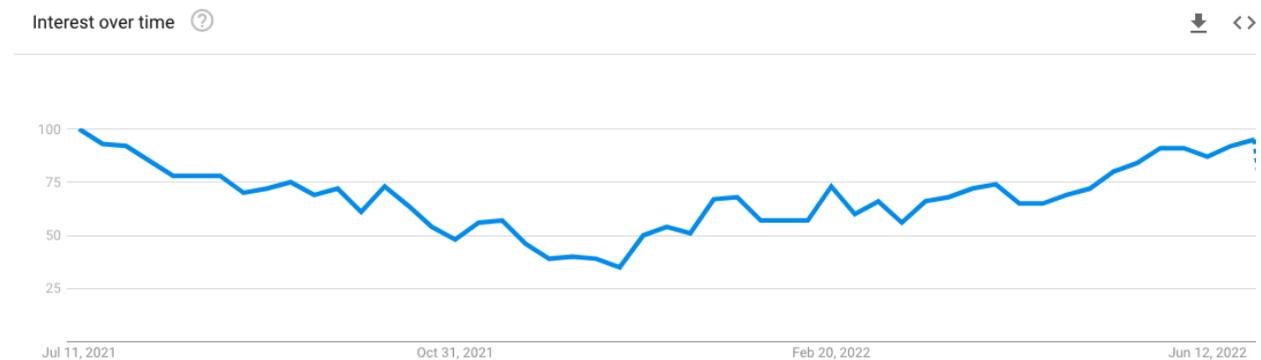
Total Revenue

\$5,813,200 in year 2

Market Growth

We are capitalizing on the groundswell of pent-up demand for in-person events, “unique” stays, off-grid living, natural living and regenerative agriculture interest.

Interest in these areas have exploded, particularly in the past 2-3 years, likely caused by COVID, an increase in extreme weather events, unstable political climates, the health and environmental movement (as noted by the release of many health and environmentally conscious documentaries on mainstream platforms in recent years).



Operations

The facilities we plan to build:

- 18 luxury geodesic dome accommodations
- 1 luxury geodesic dome lodge to sleep 20
- 8 bell tent campsites
- 1 commercial kitchen
- 100-person venue
- Outdoor dining and lounge area
- Scandinavian spas (3 private saunas, outdoor showers, cold plunge)

- Forest-themed gym
- High ropes course
- Outdoor stage/pavillion
- General store and produce stand
- 4 unisex washrooms and showers

Key Suppliers

- Excavator - Shaw and Shuffler
- Septic installer - Shaw and Shuffler
- Geodesic domes - [Glamping Dome Store](#), with [Harmony Domes](#) and [Pacific Domes](#) as backups
- Luxury glamping tents - [Stout Tent](#)
- Saunas - [Cedar Barrel Saunas](#)
- Ice baths - [Odin Ice Baths](#)
- Building materials - various suppliers
- Marketing & Paid Ads - [Standout Results](#)
- Bookkeeping & Accounting - [Solutions Accounting Group](#)
- Local contractors for deck construction and interior walls, plumbing, and electrical

Equipment & Tools

We currently already own:

- Dodge Dakota farm truck
- Flatbed trailer

\$25,000 from the budget will be put towards building and outfitting a pole barn with equipment and tools including:

- Tractor, with multiple attachments
- 4x4 4-seat gator with cart (initially for use during development, then for guest transport from their car to their dome - we aim to minimize our impact on the land by only allowing authorized vehicles past the parking area)
- Generator
- Circular saws

- Framing guns
- Weed eaters
- Commercial washer and dryer

Key planned hires

We will be doing the building ourselves with a team of contractors (seen in the key supplier list). The construction itself is quite simple - decks built on-site, specific to their location on the wooded slopes. The domes are considered a DIY assembly project that a small team can complete in a day. We are mentoring and collaborating with a fellow short-term rental host whose interior designer will help make the design plan for each dome (they will each be different but equally luxurious).

Zac LaPointe, Caretaker, Short Term Rental Manager

Hired, working as an independent contractor until we are funded. Lives 45-minutes from property, may move on-site later.

- Has construction, hospitality, and management experience
- Customer service and cleaning experience

Ongoing Contractors

We will advertise for Workampers (RV-dwellers, typically retirees, who like to stay at a place for 2-12 weeks at a time and will work for minimum wage plus a free space). Plus, we're beautifully situated near three local colleges and universities, some with hospitality programs, and will advertise for the following:

- Cleaning crew
- Landscaping crew
- Maintenance
- Office staff
- Events team
- Caterers for events

Regulatory Requirements

We bought unrestricted land with residential zoning. The regulatory requirements for this are that we build to Greene County Building Code. We have already received a septic permit approval. The domes fall well below the square footage

threshold for construction permitting. We are currently applying for electrical permitting for a temporary power pole (for construction). We will operate as private land, unlicensed, for the short-term rental side of the business. (No license is required in Greene County.)

The land is also classified as agricultural land in the Greenbelt program, which affords some tax benefits. To maintain that classification, we must certify that “the land will produce gross agricultural income averaging at least \$1,500 per year over any three year period in which the land is so classified.” We will grow produce, flowers for cutting, have layer chickens (eggs), and plan to add honeybees and alpacas (for wool and cuteness). Currently, the pastureland produces hay that a farming neighbor cuts, bales, and sells on our behalf.

Risks & Mitigation

Wildfire

With just a [‘moderate’](#) risk profile, wildfire is not considered to be an issue for the property.

Revenue Risk

Risk of the businesses not attracting enough clients can be mitigated by:

- Diversified income options and focusing on what is working best
- Increasing 'wow factor' to strategically attract people
- Launching a paid ads strategy

Bylaws & Regulations

Bylaws and regulations may change depending on the property. We'll use these methods to mitigate any slowness or restrictions:

- 1200 square foot rule for buildings (domes are 428, venue is 1018 square feet)
- If we're limited on the number of buildings allowed on the land, we will apply for the agritourism options that allow additional structures
- Using Airbnb and HipCamp as a short-term rental app so we keep a low profile and so it's considered private land rather than a business

- The pasture portions of the property are in a partial flood zone making it unwise to build in that spot, but as the land is extremely fertile, this is ideal for our planned flower gardens and food forest

Keeping Up With Building Targets

We plan to keep up with building timelines and mitigate the risk of slow development (which leads to slow cash flow) by using temporary fast structures (bell tents) for initial short-term rentals. Then, after the gravel and grading project is complete, we will install geodesic domes.

Barriers to Entry for Competitors

There are some major knowledge and skills gaps that act as a barrier for most people to get into this. Other barriers are:

- Locating and assessing appropriate land
- Land acquisition
- Finances
- These rural, hilly parcels present many barriers for the average person, as it's much different than developing suburban land
- People don't know where to start or how to execute this

Phases & Milestones

Project Phases

Phase 1: \$700K

We complete all basic infrastructure and first 5 domes, including:

- 8 well-equipped glamping bell tents on the east ridge
- Composting toilet bathhouse, 4 outdoor shower cabanas with hot water (propane)
- Temporary power pole for construction
- Water hookup
- Excavation, grading, gravel roads, parking area, gravel pad for barn
- Septic system
- Barn for equipment storage

- 5 geodesic domes on decks, including interior wall (divides dome into 4 'rooms')
- Electrical, plumbing, HVAC for domes
- Furnishing domes
- Security cameras for property entrance
- Mesh network for wifi

Everything in phase 1 will be built modularly, as a temporary structure (glamping tents), or under the 1200 square foot rule (domes) so we can move fast and don't require construction permits.

Phase 2:

We add 18 more domes, 1 Lodge (multiple connected domes to sleep 20), and 1 Venue dome to seat 100, pavilion with stage, community fire pit (using stone from excavation), office/store building with laundry, and outdoor kitchen with covered and weatherized dining area and lounge.

We will also eventually add an ax-throwing/archery range, high ropes course (pending insurance feasibility), saunas, ice baths, outdoor gym, hammocks.

Milestones Table

Milestone	Due Date
Acquired Land	February 25, 2022 - done
Bell Tent Setup	July 2022
Course for coaches	August 2022
Excavation and equipment	Sept. - Dec. 2022
Septic, electric, and water systems	Sept. - Dec. 2022
First 5 domes built, begin hosting	Oct - Dec 2022
Remaining domes, Lodge, Venue, Outdoor kitchen	Jan - March 2023
Course for retreat center developers	July 2023
First entrepreneur retreat	August 2023

Financial Expectations

Forecast

We are projecting revenue of \$1.4M in year 1 and \$5.7M in year 2. The business model is to utilize all initial capital to strategically invest in infrastructure that will both improve the property value by the greatest amount, and generate cash flow. Cash flow will then be reinvested to complete building it out and to create additional revenue streams. Our co-founders will draw only minimal salaries, starting in month 6.

Financing Needed

- We have raised \$60,000
- Founders took a mortgage to purchase land (\$175K)
- We have been selected to receive a USDA grant to build a food forest (permaculture setup, fencing, education, possible greenhouse - awaiting the funding, may happen in year 1, 2, or 3)
- We are applying for more grants
- Founders have donated \$11K worth of equipment

We are now in need of \$2.2M for the infrastructure, construction, and furnishing: about \$700K for Phase 1 and \$1.5M for Phase 2. Seeking accredited investors who can get behind this vision.

Use of funds

We invest initial capital into things that:

1. Increase the land value the most so the investment is secure in the land asset; and,
2. Generate the highest amount of cash flow the fastest.

\$700,000 will be used as follows:

Barn & Equipment Storage	\$25,000
Septic & Water (from road)	\$20,000
Electric	\$10,000

Barn & Equipment Storage	\$25,000
Septic & Water (from road)	\$20,000
Excavation	\$205,000
Equipment & tools	\$57,560
Construction	\$103,330
Domes - First 5	\$186,530
Security, Wifi, Booking	\$2,200
Miscellaneous, extra for padding	\$50,000
Site supervision and management	\$40,000

\$1.5M will be used as follows:

Construction	\$392,654
Domes - Final 18 (13 individual, plus 5 sleeping domes for lodge)	\$773,328
Venue Dome	\$85,843
Outdoor kitchen	\$84,396
Amenities	\$6,600
Miscellaneous	\$140,000
Site supervision and management	\$40,000

Return on your investment

This project will pay annual distributions from profits for 10 years (20%).

Exit strategy

Exit Strategies include:

- Buying a partner out with cash flow over time if they want out
- You may sell or otherwise transfer your interest
- Selling the land and paying everyone back, starting with investors (worst-case scenario - protecting your downside)

As an investor you get your money out first, always.

We focus investment capital on assets to reduce investors' risk and help guide our 'worst case scenarios' toward the best possible outcomes.

Worst Case Scenario #1: The business doesn't work or something goes wrong and we sell the land with its upgrades and pay investors back first, and ideally make some money. This is essentially a land 'flip' exit.

Worst Case Scenario #2: The real estate market drops out from under us so selling is longer an option. Then we have a property that is self sufficient, a safe place to go and live with our families or vacation on, that generates cash flow and quality food.

Company

Overview

Ownership & Structure

Current Ownership

The land is held in the founders' names. Idyllwild Woods, LLC rents the land from the founders.

Operations will be run under this multi-person LLC. Investors are added to the LLC as they fund their investment.

Proposed Ownership

Founders will retain 51% ownership and all voting rights.

Current investors have 9.3% ownership of the business, and share 25% of profits.

We are looking to bring on more accredited investors with 39.7% ownership of the business, sharing 20% of profits.

[Financial Projections here.](#)

Includes:

- Overview
- Building expenses
- General revenue sources

- Financial forecast
- Key stakeholders and investments
- Side notes and comments on risks
- Plan for quick revenue
- Dome furnishings list