

BUSINESS PLAN



balance your life

To fully enjoy the effect of remote, paradisiacal nature in a protected, harmonious environment, forget time and experience inner joy. We offer the optimal place for recreation, to find inner peace and draw new strength. The harmony with nature leads to life balance, deep joy, inspiration and creativity.

experience balance

A vacation spot away from the everyday pulsating life, as well as a time-out from digitalization and technological progress. We create spaces directly in nature to switch off and recharge. Special experiences with friends and family remain unforgettable.

live your balance

„The best way to take care of the future is to turn carefully to the present“.

We live an overall balance in all areas of our projects. We place special emphasis on: social fairness, social engagement, fair conditions, sustainability, regional, seasonal and local.



Nature Rooms

nature-rooms.ch

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THE IDEA

To fully enjoy the effect of paradisiacal nature in a naturally designed space and forget about time.

We appreciate the vibrant life in cities. We enjoy technological progress and have great interest in digitalization and the opportunities it creates. To create a balance in our modern life we need time to escape. Time for nature, to switch off and for special experiences with family and friends.



With Oceanviewdominica we create for you the space for this time.

CONTEMPORARY TOURISM

We set an example for the proportionate use of resources through tourism. Therefore, sustainability plays an important role in the architecture of our cabins as well as in the design of our operational concept. Our goal is to optimize the ecological footprint as much as possible during your stay in the Caribbean.

ARCHITECTURE

With our cabin, we think in terms of functions, not rooms. We use only high-quality materials and invest in every square inch of space. You'll notice: Everything is made of wood, metal or glass. Real materials, natural and durable.

SPACE CONCEPT

Be surprised how much space your cabin offers for up to four people.

SUSTAINABLE MATERIALS

We produce in Germany with regional and sustainable materials. The fully equipped cabins will be shipped to Dominica by sea. Alternatively, we are in



The twin Trafalgar Falls in Dominica

the process of clarifying what local production means. Together with a local architect and a construction company on site in Dominica, the foundations of the cabins, terracing of the construction site, the main house, the pool as well as the surrounding design we will realized.

PANORAMIC WINDOWS

Whether it's the ocean, palm trees or one of the many parrots, you'll love the beautiful view from the huge panoramic windows. Even with the occasional tropical downpour, you can enjoy the beautiful view in the dry.

KITCHEN

In our fully equipped kitchen you will find everything you need to prepare a cabin dinner: four ceramic hobs, sink, several drawers for dishes, cutlery and pans as well as a refrigerator. This makes cooking fun.

For those who like to eat out, there is the communal kitchen in the main house. Preparing food together, enjoying a glass of wine and eating together at

the big table will enrich your stay at oceanviewdominica and make it unforgettable. The concept for a restaurant and bar is in progress.

BATHROOM

Daylight bathroom, floor-level rain shower, but also the outdoor shower for in between, are the best conditions to start the day fresh or to cool down on hot afternoons.

DOUBLE DECKER

Your vacation alone, together with your partner:in or together with good friends. Our cabin offers you up to four full sleeping places in a handmade double-decker bed: upstairs loft bed (1.80m x 2.00m) with a view of the starry sky and downstairs bunk (1.80m x 2.00m) surrounded by natural wood.

SMART

Our Smart Home technology provides more comfort in the cabin everyday life. Everything can be easily controlled via a cabin iPad.



JONATHAN REIST

He who knows his goal will find the way.

I grew up as a child of a Swiss family in Papua New Guinea and experienced an early imprint of a foreign culture. In several boarding schools I lived together with people from many different nationalities. Through this I gained foresight, profundity, tolerance and knowledge about their respective cultures.

As a teenager, I came to Switzerland and completed my training as a Swiss businessman. Later, I studied marketing, served as an officer in the Swiss military and became a psychological consultant.

However, I found my true vocation as a social pedagogue and head of the ship on the intensive pedagogical youth ship SALOMON, where I looked after young people with behavioral problems who were no longer able to cope with the structures they were used to. The ship sailed the Mediterranean and the Atlantic. As co-manager, I worked together with Mario during these years. Together we built up the Swiss Youth Ship Foundation.

After the ship's time, I lived for a while in the Caribbean and acquired the property in Dominica. Afterwards I worked as an independent partner in the management of Blaugold GmbH.

In the meantime, I have returned to pedagogy and work in a foundation for children and adolescents with behavioral problems.



MARIO SCHMIDLI

„You can't do that." Then someone came along who didn't know that and did it.

Growing up in Switzerland, I was fascinated by the construction industry, remodeling, new creations and creative design from an early age. I completed an apprenticeship as a structural draftsman EFZ and worked for a short time in an architectural office.

After my military service I wanted to study music. However, the path led me to pedagogy and so I graduated from the Higher Technical School as a social pedagogue HF and completed a little later the further education as an institution manager in the social and socio-medical area.

The construction of a socio-pedagogical residential group, as part of the aftercare of the young people from the youth ship SALOMON, required the reconstruction of a residential building. I was able to accompany this reconstruction as construction manager as well as the youths as pedagogue and to lead the whole project. As co-manager I worked together with Jonathan during this time. Together

we built up the foundation Youth Ship Switzerland. Unfortunately, in 2017, as a result of many challenges that could not be solved, the ship work, and with it the foundation, had to end its mission. The journey of life took me to the Caribbean and a few months later to Germany, where I was allowed to lead a restaurant of a good friend as a restaurant manager for two years.

Currently I am back in Switzerland and work as a day school director in a day school with a good 200 children, who are looked after daily in their extra-curricular free time.



TOBIAS WEGMÜLLER

The greatest profits are made by those companies that are most dedicated to their competitive advantage, no matter how small.

During six years in the Swiss event industry, I managed numerous large-scale projects and was the managing director of a sports and event company. During my studies for a BSc in Business Administration, I was able to lead the marketing department of a traditional Swiss FMCG company on an interim basis and then develop and lead a newly created B2B department for 2.5 years.

Since 2016, I have been distributing electronics and design products in the DACH-countries as the owner of an import company and have been assisting several startups regarding their financial planning and marketing strategy.

My core competence lies in targeted sales and financial management.



MARCO BÖNI

„Who can work in the real world and live in the ideal one, has reached the highest“.

Growing up in Chur, surrounded by the mountains of Grisons, I developed an affinity for nature from an early age.

Through my father, who was self-employed in the event industry for 35 years, I also came into contact with the hotel and gastronomy industry at an early age, in addition to nature. Even as a passionate host in my private life, there has always been only one industry for me - the hotel and catering industry. I started my apprenticeship as a restaurant specialist and also became a professional host and restaurateur.

During my apprenticeship, the desire to become self-employed arose in me. I took over the restaurant management in a renowned hotel business in Andeer, Grisons.

A further step in my development was the EHL (Ecole hôtelière de Lausanne) SSTH (Swiss School of

Tourism and Hospitality). As an open-minded, communicative and curious hotelier, in 2023 I will take over responsibility for an inspiring team as assistant manager at the Hotel Alte Post, a renowned boutique hotel in Bonaduz (GR).

My core competence lies in the hotel business and gastronomy, where I can also live out my enthusiasm for the hotel business and gastronomy, as well as my love of nature.

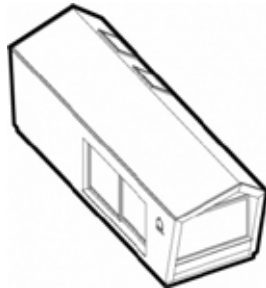


CABIN ONE

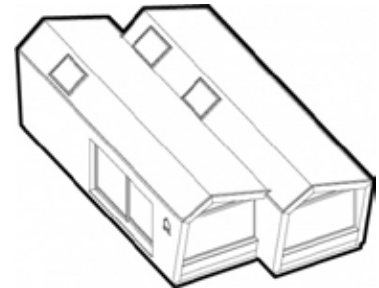
www.cabin-one.com



CABIN ONE

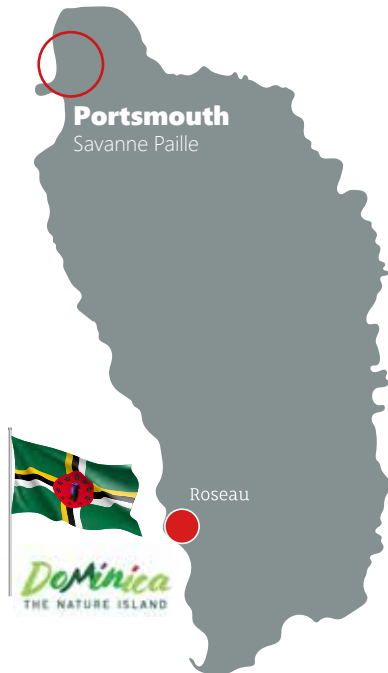


CABIN SUITE





LOCATION



PLOT OF LAND

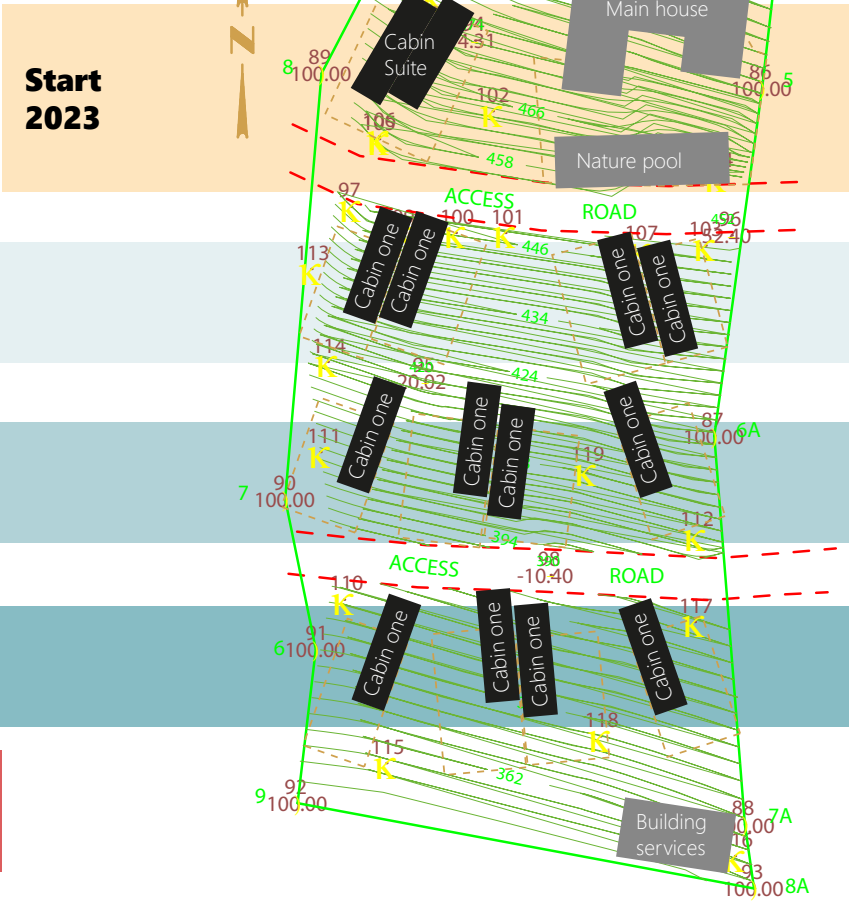
Is owned by Jonathan Reist.

Land title is secured, operating company registered locally.



SITUATION PLAN

- Cabins
- Terrace / wooden deck
- Main house and technical areas
- Path
- Contour lines
- Plot boundary



START-UP PHASE

COST PLAN

INITIALIZATION COSTS

Project planning phase 50'000.- EUR

Acquire plot of land in Dominica 150'000.- EUR

Plot of land already acquired -150'000.- EUR

Planning / Architect Dominica 10'000.- EUR

Planning / Architect Cabinspacy 15'000.- EUR

Authorities Dominica 10'000.- EUR

Vehicle in Dominica 25'000.- EUR

Start-up financing initial phase 280'000.- EUR

PREPARATORY WORK

Access roads, foundations and connections of all 13 cabins 130'000.- EUR

Water treatment plant/sewage, Building services, Surroundings 30'000.- EUR

CABINS

Cabin Suite 200'000.- EUR

Transport of the individual parts (by sea) in containers. Assembly on site 50'000.- EUR

MAIN HOUSE

Main house with meeting room, community kitchen, furnishings, natural pool. 200'000.- EUR

TOTAL COST START-UP PHASE: 1'000'000 EUR

STEP 1

COST PLAN

Building the first four Cabin One.

CABINS

4x Cabin One à 120'000.- EUR 480'000.- EUR

PREPARATORY WORK

Transport and assembly on site 40'000.- EUR

INCOME FROM THE EXISTING PLANT

Loss from the first business year -280'000.- EUR

Compensation from start-up financing 280'000.- EUR

Total cost: 520'000 EUR

TOTAL COSTS ACCUMULATED 1'420'000 EUR

STEP 2

COST PLAN

Build up the second four cabin one.
8 cabins are built up in total after this.

CABINS

4x Cabin one à 120'000.- EUR

PREPARATORY WORK

Transport and assembly on site

INCOME FROM
THE EXISTING PLANT

Income from the second fiscal year

480'000.- EUR

40'000.- EUR

0.- EUR

Total cost:

520'000 EUR

TOTAL COSTS ACCUMULATED

1'900'000 EUR

STEP 3

COST PLAN

The third four cabin one is built up,
after which a total of 12 cabins are built up.

CABINS

4x Cabin one à 120'000.- EUR

PREPARATORY WORK

Transport and assembly on site

INCOME FROM
THE EXISTING PLANT

Income from the third fiscal year

480'000.- EUR

40'000.- EUR

-50'000.- EUR

Total cost:

470'000 EUR

TOTAL COSTS ACCUMULATED

2'360'000 EUR

OPERATING COSTS

EXPENSE (CALCULATION WITHOUT RESTORATION / BAR)

Personnel expense	15'000.- USD
Infrastructure	25'000.- USD
Interest burden of the investment	
Repayment of investment	
Security / Insurances	
Maintenance / Amortization	
Gas / Water / Electricity	
Internet / Telephone	
Office / Office supplies	
Marketing costs	3'000.- USD
Website	
Development / printing of promotional materials	
Marketing events	
Training / Travel	2'800.- USD
Training courses for employees	
Training-related travel expenses	
Taxes	0.- USD
We apply for the concession for the plant. When we receive it, we do not pay import fees and depending on the license, we do not pay taxes for up to 20 years.	

Total expense / month	45'800.- USD
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TOTAL EXPENSE / YEAR	549'600.- USD
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EXPENSE FROM STEP 2

Personnel expense	18'260.- USD
Infrastructure	33'200.- USD
Interest burden of the investment	
Repayment of investment	
Security / Insurances	
Maintenance / Amortization	
Gas / Water / Electricity	
Internet / Telephone	
Office / Office supplies	
Marketing costs	5'000.- USD
Website	
Development / printing of promotional materials	
Marketing events	
Training / Travel	1'000.- USD
Training courses for employees	
Training-related travel expenses	
Taxes	0.- USD
We apply for the concession for the plant. When we receive it, we do not pay import fees and depending on the license, we do not pay taxes for up to 20 years.	

Total expense / month	57'460.- USD
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TOTAL EXPENSE / YEAR<	689'520.- USD
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INCOME (CALCULATION WITHOUT RESTORATION / BAR)

As a basis for calculating yield, we assume eight months of seasonal/off-season operation and four months of „localtime“ operation, during hurricane season.

- 1) First calculation example is with a unit rate for all housing units of 299.- USD / day.
- 2) Second calculation example is according to the planned price structure (one week a year the facility is closed).

Planned price structure:

Localtime		
July 1 - October 31 (Localtime)	250 \$ / Room	123 Days
Low season		
November 1 - Dec. 18	320 \$ / Room	48 Days
Mid-season		
Dec 19 - Jan. 4	399 \$ / Room	17 Days
Main season		
Jan. 5 - June 31 (Main season)	450 \$ / Room	172 Days

Start-up phase

No income yet

Step 1, with 4 Cabin One

At 40% occupancy rate 1) 143'520.- 2) 173'723.-
At 60% occupancy rate 1) 215'280.- 2) **260'583.-**
At 80% occupancy rate 1) 287'040.- 2) 347'446.-
(plus start-up financing from 280'000.-)

Step 2, with 8 Cabin One

At 40% occupancy rate 1) 287'040.- 2) 347'446.-
At 60% occupancy rate 1) 430'560.- 2) **521'166.-**
At 80% occupancy rate 1) 574'080.- 2) 694'893.-
(Plus income from catering approx. 30'000.- / Target: balanced account)

Step 3, with 12 Cabin One

At 40% occupancy rate 1) 430'560.- 2) 521'170.-
At 60% occupancy rate 1) 645'840.- 2) **781'750.-**
At 80% occupancy rate 1) 861'120.- 2) 1'042'340.-
(Plus income gastronomy / target of a profit of 50'000.-)

BAR / RESTAURANT

EXPENSE

Personnel expenses	3'000.- USD
Cleaning, maintenance and upkeep, laundry	1'100.- USD
Marketing costs / printed matter	100.- USD
Training / Travel	500.- USD
Training courses employees	
Training related traveln	
Taxes / duties?	500.- USD

Total expense / month	5'200.- USD
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TOTAL EXPENSE / YEAR	62'400.- USD
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INCOME

Drinks

Div. drinks at the bar and in the restaurant
(indications: Water (1.5 liter bottle) 5.17EC\$, Wine (1 bottle, medium priced) 23.00EC\$, Domestic beer (0.5 L bottle) 5.38EC\$)

Full occupancy and bar service: about 150.-/day

Assumption: about 50%
of full occupancy 1'500.- USD

Essen

26 guests (seats in restaurant)open approx.
20 days per month
Menu price for two persons approx. 45.-
Full occupancy: approx. 600.-/day

Assumption: approx. 7 menus/day 6'300.- USD

Annahme: ca. 7 Menüs/Tag 6'300.- USD

Total income / month	7'800.- USD
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TOTAL INCOME / YEAR	93'600.- USD
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MARKET ANALYSIS

Jungle Bay Dominica

www.junglebaydominica.com

July 1 - Dec 18, 2021	\$195 / Room
Dec 19, 2021 - Jan. 4, 2022	\$250 / Room
Jan. 5 - April 30, 2022	\$225 / Room
May 1 - Dec. 18, 2022	\$205 / Room

Not near Ocean View Dominica (OvD)

+ Homepage good

+ Quality good

Facility is very large. About 60 rooms

Secret Bay Dominica Caribbean

www.secretbay.dm/

Rooms from \$844 per night

Near OvD

+++ Homepage very good

++ Quality very good

Facility is not very big. About 10 villas

Cabrits Resort & Spa Kempinski Dominica

www.kempinski.com/en/dominica/cabrits-resort-kempinski-dominica

388 - 452 CHF / Room. Season and room dependent

Below OvD

++ Homepage very good

++ Quality very good

Facility is very large about 90 - 100 rooms

The Tamarin tree dominica / Hotel & Restaurant

www.tamarindtreedominica.com/index.html

Rooms from \$130 - \$260. Season and room dependent.

Not near OvD / Between Roseau and Portsmouth (Remote)

+ - Homepage ok

+ - Quality ok. Rooms are not nice.

Facility is not very big. Number of rooms not apparent.

Estimate: about 30 - 40 rooms

Rosalie Bay Eco-Resort

<https://rosaliebaydominica.com/>

Rooms from \$161 - \$382. Season and room dependent.

Not near OvD

- + Homepage good
- + Quality good. Does not correspond to our style

Facility is large. Number of rooms not apparent.

Estimate 70 - 80

Manicou river

www.manicouriver.com

Room rates are not available online.

Vis a vis from OvD

- Homepage is poor
- + Quality is good

Facility is small. Very nice location. Bar and restaurant cool. Not easy to reach

Fort Young

www.fortyounghotel.com

Room \$252 - \$500. Season and room dependent.

Not near OvD. In the capital Roseau

- + Homepage good
- + Quality is good. Too crowded

Facility is large. 71 rooms

Ocean View Dominica

www.oceanviewdominica.com

July 1 - October 31 (locals)	135 \$ / Cabin One
November 1 - Dec. 18	199 \$ / Cabin One
Dec 19 - Jan. 4	250 \$ / Cabin One
Jan. 5 - June 31	225 \$ / Cabin One

- ++ Private Cabins
- ++ Self-sufficient / Sustainable
- ++ Made in Switzerland / Germany
- ++ High standard of finishing

Facility with 12 residential units (cabins)



OPPORTUNITIES

- + Social commitment on the island
- + Create jobs for local residents
- + Promote sustainable tourism
- + Political trend / Invest Dominica
- + Build with natural building materials
- + Dominica is ranked second in the world ranking of the most charming islands
- + The capital is one of the most beautiful capitals of the Caribbean
- + All hotels on the island are not allowed to offer more than 100 rooms, which is in favor of small resort investments
- + 66% of the island is virgin forest, 20% is protected by law which shows that nature is preserved and offers endless possibilities.

STRENGTHS

- + Customer-oriented offer
- + High quality customer service
- + Quality of cabins (Swiss / German)
- + Attracts sustainable tourism
- + Renewable building material
- + Climate neutral production
- + Swiss Management
- + Costs / Benefits
- + Self-reliance
(water treatment / grey and black water treatment, energy production with solar)

ADVERTISING

- + Swiss - German quality
- + Sustainable tourism
- + Renewable raw materials
- + Climate-conscious construction
- + Social commitment

RISKS

- Natural disasters (tropical storms)
- Entry bans (pandemic)
- Economic situation
- New competitive offers
- Lack of skilled personnel
- Political trends
- Pandemic

WEAKNESSES

- Size of the superstructure
- Procurement of replacement material
- Elaborate and specialized maintenance work

OPEN QUESTIONS ...

- Effect of constant, high air humidity on the wood
- Window protection during hurricane / tropical storms
- Transport Germany / Dominica / Building site
- Erection of the cabins on site

WHY DOMINICA?

Dominica is the ideal location for investing

in soft adventure projects, high-end boutique hotels, exclusive villas, and nature-based activities and experiences that appeal to the eco-minded traveler. The island is known as both an eco-friendly and business destination.

Dominica is **ranked 6th** in the FDI Intelligence rankings for cost efficiency in the Caribbean and Latin America.

A **15-minute** flight to the French overseas departments of Martinique and Guadeloupe and less than 2 hours to the nearest U.S. port.

Free movement of profits and dividends without capital gains taxes, estate taxes or inheritance taxes.

English-speaking, well-educated workforce with a 95% literacy rate.

Dominica was **ranked 8th** in the Caribbean for security, political stability, health and education services per population, and life expectancy by FDI Intelligence.

Legal System Based on British Common Law - ultimate right of appeal to the Privy Council in London.

There is a great opportunity to invest in this location, which is not yet overrun with outside investors, but offers a business climate that is well positioned for investment in a variety of sectors.

A stable macroeconomic environment and a mature democracy.

Unrestricted foreign ownership of company.

A range of flexible and well-tailored concessions for large and small investment projects.

A diverse settler population that includes several nationalities, including the indigenous Kalinago people, who contribute to a highly talented and multilingual workforce.

Regular sea and air connections to major markets and destinations.



Preferential access to major international markets and agreements with Europe (EPA) and CARICOM.

Dominica is interested in investing in hotel accommodations that are in keeping with the island's image and natural offerings as a natural paradise.

The foundation of the island's tourism industry is its natural features and visitor appeal. Upscale boutique hotels offer a complementary option for the discerning visitor who chooses Dominica as a vacation destination.

Dominica has gained a high profile through a number of online reviews and awards given to accommodations on the island. This trend is expected to continue and create more buzz in the sector. The government is inviting investors to Dominica who are committed to sustainable development, care for the environment, provide quality personalized customer service, and create luxury living with modern art and style.

Currency XCD: The local currency is the East Caribbean Dollar (XCD). The exchange rate is 2.68 XCD for 1.00 USD. Many stores accept USD, the best

exchange rate can be obtained at banks. Major credit cards are accepted in most stores.

Language English and French patois. English is the official language in Dominica, but many locals communicate in a mixed language known as Creole French.

Education The workforce includes skilled tradesmen and college graduates in disciplines such as medicine, law, engineering, business, or management.

International Airport

Status 2022:

International airport is under construction.

Planned completion in 2025.

