

VITALITA | COMIDA NATURAL | PURA VIDA



CASA MAGICA ORIGENES

COMMUNITY PLAN & FINANCIAL FORECAST

1. EXECUTIVE SUMMARY:

ORIGENES offers **private villa dinners and retreat related events** in Ibiza aim to provide an immersive and mindful experience for individuals seeking relaxation, personal growth, and a connection with like-minded souls. This business venture combines the beauty of the Ibiza landscape with conscious dining and curated retreat activities.

2. BUSINESS DESCRIPTION:

Mission Statement: To create a transformative and sustainable retreat experience that nourishes the mind, body, and soul in the serene setting of **Casa Magica, Ibiza**.

Vision: To be a leading provider of conscious retreats, fostering well-being, personal growth, and connection in a sustainable and eco-friendly manner.



3. MARKET ANALYSIS:

- Target Audience: Individuals seeking holistic well-being, personal growth, and connection, including wellness enthusiasts, spiritual seekers, and those interested in conscious and sustainable living.
- Competitor Analysis: Evaluate existing retreats and wellness centers in Ibiza, identifying unique selling points and potential collaboration opportunities.

4. SERVICES:

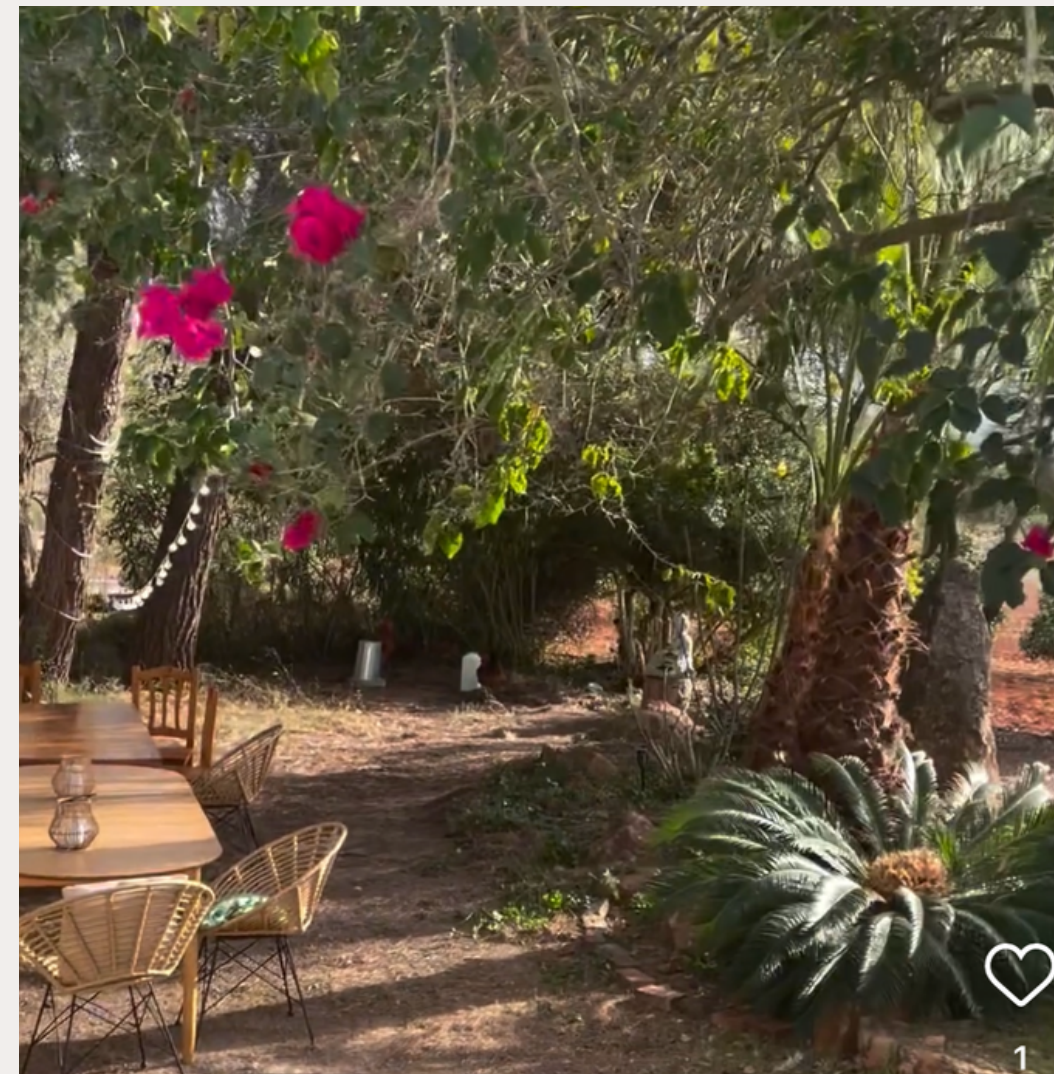
- Conscious Villa Dinners: Exquisite dining experiences with a focus on locally sourced, organic, and sustainable ingredients, fostering a mindful approach to food.
- Retreat-Events: Tailored retreat programs including yoga, meditation, workshops, and activities promoting personal development and well-being.
- tree adoption / CO2 Regeneration
- local products market
- volunteer vegetable gardening
- market (cloths, pottery, carpets, essential oils (Doterra))

5. LOCATION:

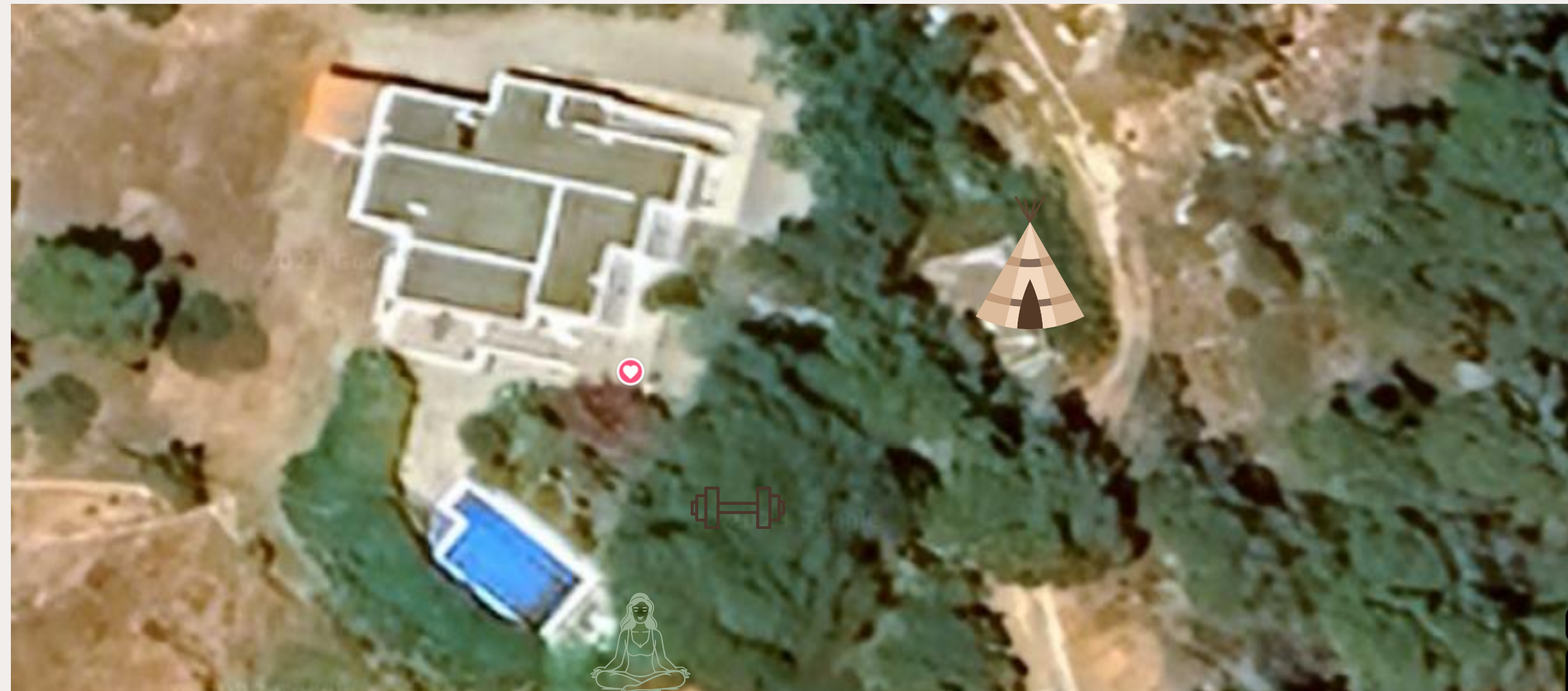
- Casa Magica, situated in the heart of Ibiza, provides an idyllic backdrop for conscious retreats. The villa's natural surroundings and serene atmosphere contribute to the overall transformative experience.

CASA MAGICA

250 M2 interior space 20,000 M2 land. Close to the airport. event location in Ibiza and private area for meetings

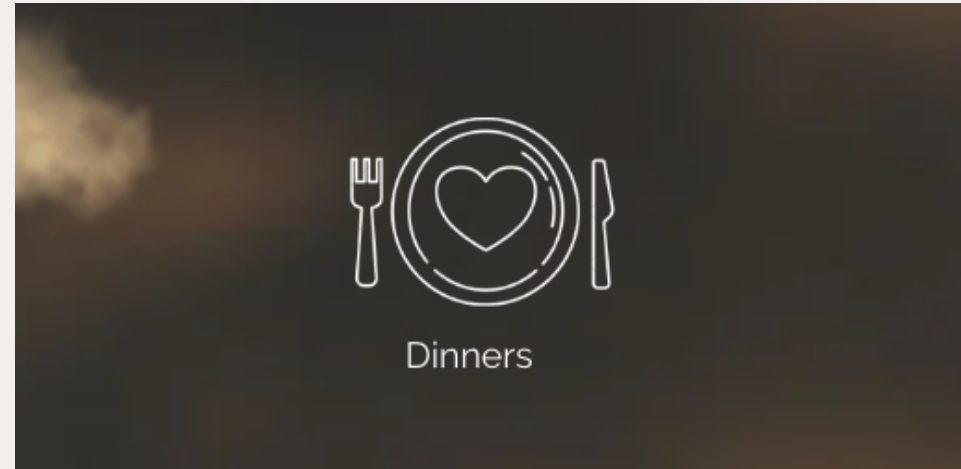


CURRENT FACILITIES CASA MAGICA



6. MARKETING AND SALES STRATEGY:

- Online Presence: Develop a website showcasing the unique offerings, with an emphasis on stunning visuals, testimonials, and easy booking functionality.
- Social Media: Leverage platforms such as Instagram and Facebook to share visually appealing content, engage with the community, and promote upcoming events.
- Collaborations: Partner with influencers, wellness experts, and local businesses to expand reach and credibility.



**LOCAL FOOD
PURE PRODUCTS**

FARM 2 TABLE

Local garden picked vegetables and fruits

LIVE MUSIC

upcoming musicians repertoire



**NATURE EXPLORATION
HEALING EXPERIENCES
SPRITUALITY
ADVENTURE**

ARTISANAL ART GALLERY

pottery and paintings

CRYSTALS & OILS

essential oils and gemstones

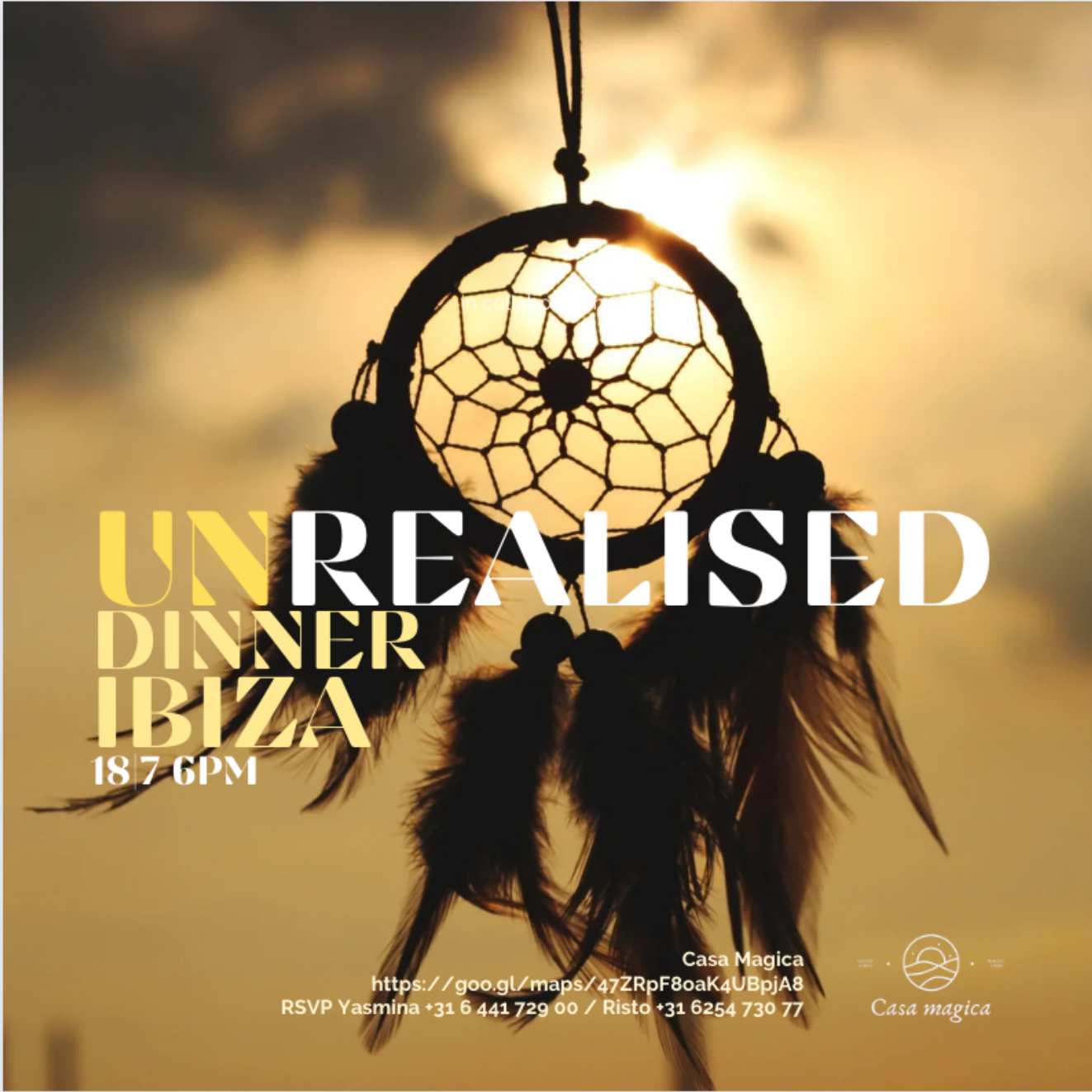
**HERBAL COCKTAILS &
LEMONADES AND
SMOOTHIES**

*fresh handpicked sustainable fruit
and herb combinations from our local
garden*

HANDWOVEN FABRICS


*pure wool, cotton and linen crafted
into (semi) tailored sewing creations*

SHARED DINING: EVENTS LIST



UNREALISED
DINNER
IBIZA
 18 | 7-6PM

Casa Magica
<https://goo.gl/maps/47ZRpf8oaK4UBpjA8>
 RSVP Yasmina +31 6 441 729 00 / Risto +31 6254 730 77



Unrealised Dinner is a concept dinner and a conscious networking event for 16 people.

Our intention is to create a safe space and a magical experience celebrating the diversity and imagination of people and their yet **Unrealised Dreams**. Unrealised dinner has taken place in every continent around the world and has given shape to many dreams to become reality. We are happy to announce that we are holding the space for our next dinner at Casa Magica on the island of Ibiza.

While your Unrealised dream may be entrepreneurial in spirit, we kindly advise you not to join with a pitch. We are more interested in what the dream means to you and why it is still Unrealised.



UNREALISED
DINNER
IBIZA

CASA MAGICA IBIZA

ORIGENES

HIPPY-CHIQUÉ
ROUND TABLE BRUNCH
DECEMBER 10 | 2PM
RSVP

The poster features a central illustration of a woman's face with her eyes closed, wearing large gold hoop earrings. She is surrounded by a dense arrangement of colorful feathers in shades of blue, yellow, orange, and green, along with palm fronds and geometric patterns. The background is a dark brown with a subtle grid pattern.

LET'S GATHER FOR A ROUND TABLE BRUNCH WHERE WE DIVE INTO THE ENCHANTING TOPIC OF BELONGING IN THESE WILD TIMES.

SPRINKLE SOME YEAR-END MAGIC ON OUR TALES, REFLECT ON OUR JOURNEY, AND FIND A GOLDEN NUGGET OR TWO FOR THE ROAD AHEAD.

ADD A SPARK OF UNIQUE PERSPECTIVE AND GRAB YOUR WAND (OR FORK) TO JOIN US FOR A BRUNCH FILLED WITH COSMIC CHATS AND GOOD VIBES!

JOIN US COMING SUNDAY
KIDS ARE WELCOME

This panel of the poster contains the event details in a clean, sans-serif font. The background and decorative elements are identical to the first panel, featuring the woman's face, feathers, and geometric patterns.

. 7. OPERATIONS PLAN:

- Event Planning: Establish a detailed event planning process covering logistics, scheduling, and participant communication.
- Sustainability Practices: Implement eco-friendly initiatives, including waste reduction, energy efficiency, and partnerships with local sustainable suppliers.

8. FINANCIAL PROJECTIONS:

- Revenue Streams: Income from dinners, retreat packages, and event sponsorships.
- Expenses: Marketing, staff wages, villa maintenance, food and beverage costs, and administrative expenses.

9. RISKS AND CONTINGENCY PLANS:

- potential risks such as cancellations, weather disruptions, and market fluctuations.

10. TEAM:

A skilled and passionate team, including event planners, chefs, wellness experts, and customer service professionals.

YASMINA ALHADDADI

MAYKE NIESTADT

SARAH BLACKAH

PEDRO MAKONNEN

SABRI RIAHI

11. CONCLUSION:

ORIGENES offers Conscious Villa Dinners and Retreat-Events in the heart of Ibiza in the valley of Can Guach with the aim to set a new standard for transformative experiences in Ibiza, offering a unique blend of conscious dining, mindfulness, and personal growth in a stunning and sustainable setting. The business plan provides a comprehensive roadmap for the successful establishment and growth of this venture.

PROGNOSIS SHARED DINNERS INCOME:

Certainly, creating a budget involves estimating both income and expenses for the specified period. Since you're planning weekly Conscious Villa Dinners at Casa Magica for the upcoming 12 months, we'll break down the budget into various categories.

Dinners Ticket Sales:

average of 2 dinners x 20 guests each month, i.c.w. variety activities such as tastings and hikes

19.830

Sponsorship packages / NFT investors

businesses or individuals willing to sponsor the events.

5.000

Guesthouse income

16000

subsidy

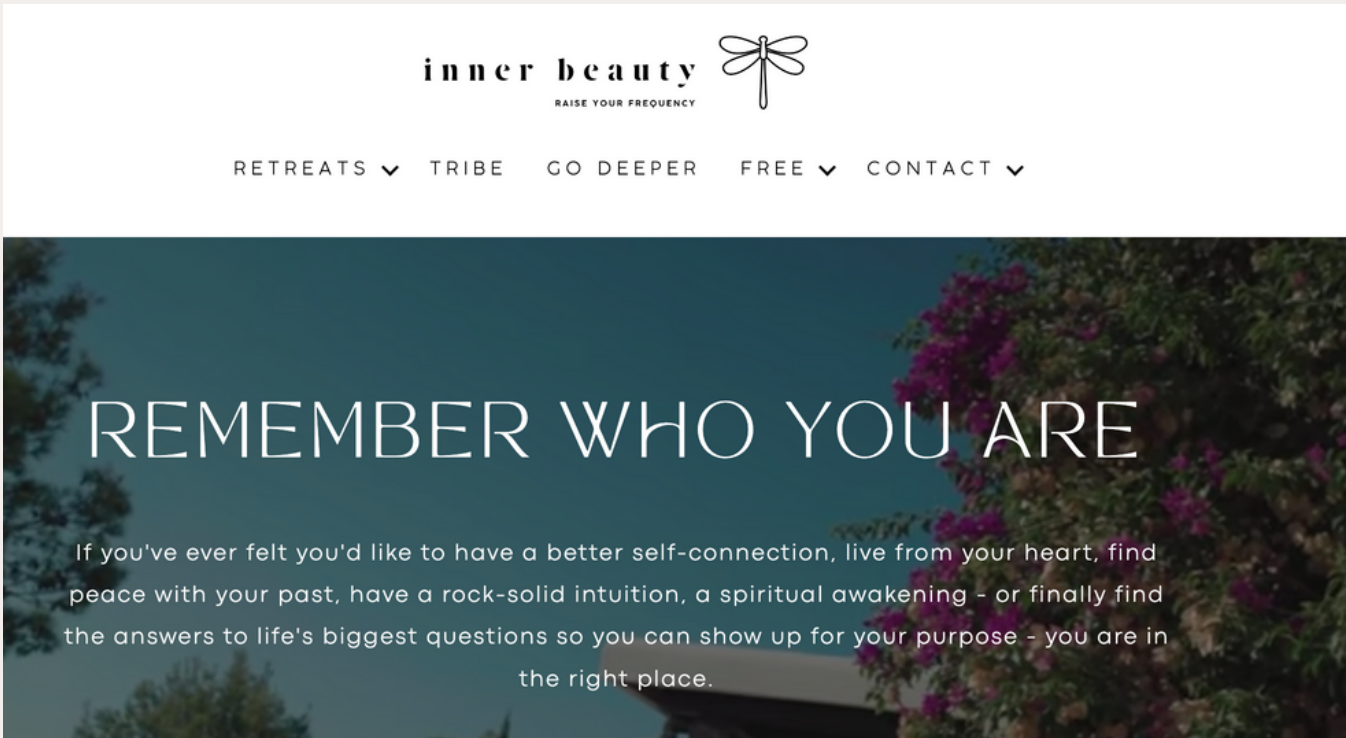
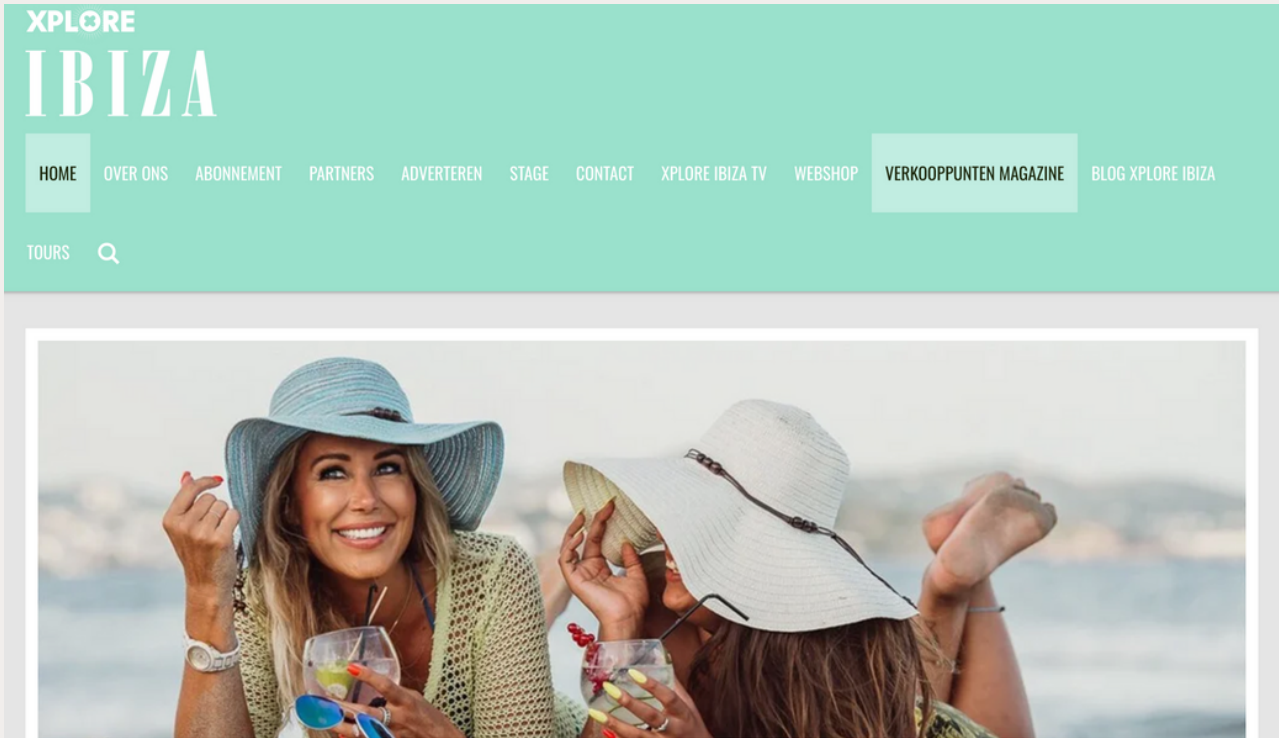
(Erasmus solidarity/sustainability exchange; European Commission regenerative farming)

(deadline concept 30 jan deadline 20 feb)

25250

total annually:**66.156**

CUSTOMER CAMPAIGNS & COLLABORATION



SPONSOR CAMPAIGN





be **one** with our planet consent consciousness
live as life is ment to be contribute to community
organise **organically** to freedom, to independancy



harmonize your business to universal laws
adapt to earth
to nature
to the galaxy



represent, build & harvest
full ecosystems and conscious communities

EXPENSES:

a. **Venue:**

- total costs Casa Magica 60.428

b. **Food and Beverage:**

- 250 per dinner = 6000

Total :
66.428

NOT FOR PROFIT

66.156- 66.428= **-272**

this is a draft for discussion generated to revisit and adjust budget regularly based on the actual income and expenses to ensure we stay on track. Also, keep in mind any seasonal variations in costs or income. This budget is a starting point and can be customized based on the specific details.

MARKETING PLAN DINNERS:

INTERIOUR DESIGN, PORCH AND GARDEN MEETING AREA

Creating an interior design concept for Casa MAgica selling gardenfruits and vegetables with a separate department for cloths, pottery, carpets and essential oils involves blending functionality, aesthetics, and a welcoming atmosphere. Here's a concept that prioritizes fresh produce presentation and customer experience:

****COLOR PALETTE:****

- ****Fresh Green****: Use a soothing and fresh green color as the primary theme, representing the abundance of fruits and vegetables.
 - ****Natural Wood****: Incorporate natural wood tones for shelving and accents to evoke a sense of warmth.
 - ****Earth Tones****: Choose earthy colors for the food&meeting to reflect the connection to the land and farm-to-table concept.
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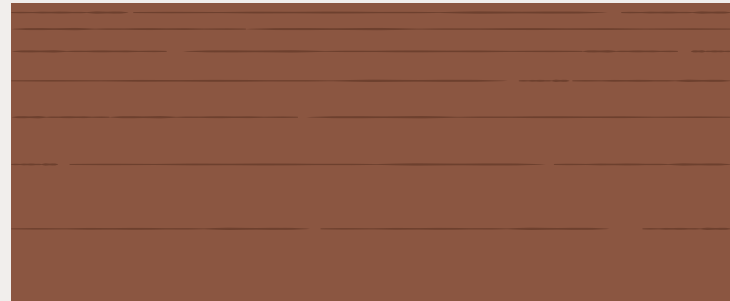
INVESTMENTS CASA MAGICA



dinner
tables



sauna



yoga/workshop
area



decorations

****LAYOUT AND ZONING:****

- ****Fruit and Vegetable Area****: Create a spacious open area in the center for fresh produce, with tiered, wooden displays to showcase a variety of fruits and vegetables. Use an open layout that encourages exploration.

****GARDEN LIGHTING:****

****Warm, Pendant Lights****:

Hang pendant lights with warm-toned bulbs -inside:

Maximize natural light through windows,

dome/eventplatform/dojo: skylights, or translucent roofing to create a bright and inviting atmosphere.

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candles in oriental colours

variety of lanterns

****PORCH:****

- **Wood and Natural Stone:**

- ****Recycled Materials****: Incorporate eco-friendly and recycled materials in the design to emphasize sustainability.

****Furniture and Fixtures:****

- ****Custom Wooden Crates****: Use custom wooden crates as display fixtures for produce, adding a rustic touch.

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*****Greenery:****

- Place potted plants, hanging planters, and herb gardens throughout the area to add a touch of nature and freshness.

****Doterra Aroma Station:****

- Install an aroma station featuring Doterra/fresh herbs and spices near the entrance to engage customers' senses and create an enticing atmosphere.
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