

GIOIA VILLAGE

Eco-Luxury • Longevity • Regeneration • Luxury Zona Blu™

A regenerative Italian village ecosystem
combining longevity living, hospitality experiences, agriculture, and homestead ownership.

Branded Template for Founders & Investors

The Location Advantage

Region Lazio, Italy: Strategically positioned between major destinations:



Rome & Naples

~90 minutes



Mediterranean
coast

~60 minutes



Abruzzo
National Park

~20 minutes



The region

combines historic hill towns,
nature tourism, gastronomy,
and wellness retreats.

The Opportunity

A \$1T+ Market Shift Toward Wellness and Experiential Living



Wellness & Longevity Growth

Increasing demand for preventative health, slow living, and longevity experiences.



Experiential Travel Trend

Shift from traditional tourism to immersive, nature-based and culturally rooted destinations.

KEY HIGHLIGHTS

\$1Trillion

Global Market Opportunity 2025
Wellness & Eco-Tourism

9-10%

Annual Growth Rate
\$100B by 2030 for Italy alone = +12%

40-70

Age Target Demographic

Target Demographic: Eco-conscious & Wellness Travelers

High-value travelers seeking sustainable, experience-driven, and health-focused destinations.

A Broken Market Ready for Integration

Wellness Is Disconnected

Consumers navigate separate solutions for health, fitness, and mental wellbeing, with no unified experience.

Longevity Feels Institutional

Anti-aging solutions feel medical and sterile, lacking the warmth and holistic approach people desire.

Eco-Luxury Lacks Integration

Sustainable luxury exists in silos no unified destination combines ecology, wellness, and refined living.

The Solution: Gioia Village™



FEATURED PROPERTY

Redevelopment of a historic village into an integrated longevity, hospitality, and residential ecosystem. Gioia Village™ integrates multiple operating components into a single ecosystem controlled in a €20M phased project, with early revenue and multiple investor entry points.

LOCATION

Frosinone, Italy

Heritage structures, natural springs , multi-layer asset (village, agriculture, nature, hospitality)

PROPERTY SIZE

44.4 Hectares

Including vineyards and olive groves

ACQUISITION COST

€1.430,000

Below market value

Strategic Value: Unique features and zoning.

Live Asset & First Activation



The project is already in motion through secured assets and initial activation.

- Fundamental acquisition secured below market value
- Existing village structures and land base in place
- First 5 casitas identified for immediate renovation
- Casa di Gioia the operational hospitality anchor.
Is in pre-development, with initial work prefunded
- Early retreat and homestead model activation are ready to launch
- Agricultural land, including olive groves and vineyards with existing production, are secured

Result:

From day one, the project transitions from planning into execution and early revenue generation.

A New Category of Destination Development

Integrated Ecosystem Driving Diversified Revenue

Five integrated components creating a complete ecosystem

Casa di Gioia™

Central hospitality hub driving guest experience, community, and primary revenue activation

Gioia Zona Blu™

Wellness and longevity layer increasing guest value, retention, and premium positioning

Gioia Village™

Boutique accommodations for retreat guests and short-term stays.

Gioia Homestead™

Premium residential lots and custom eco-luxury homes.

Gioia Terra™

Regenerative gardens, vineyards, and botanical experiences. Farm-to-table gastronomy

Revenue Ecosystem

Each component generates both operating income and long-term asset value, creating a diversified and resilient revenue model. Diversified revenue streams increase resilience and reduce reliance on a single operating segment.

Core Operations

Hospitality, retreats, wellness experiences

Real Estate

Residential sales and long-term ownership

Recurring & Extensions

Memberships, products, events

Customer Acquisition Strategy

ACQUISITION CHANNELS

Customer demand is driven by the convergence of wellness tourism, experiential travel, and long-stay lifestyle living.

- Strategic partnerships with luxury travel networks, wellness platforms, and private networks
- Digital acquisition through targeted campaigns, brand storytelling, and curated positioning
- Organic growth through referrals, retreats, and community-driven experiences
- Residential owners and members reinforce recurring demand and long-term occupancy

UNIT ECONOMICS

CUSTOMER ACQUISITION COST

3-5% of Revenue

Benchmark congruent with premium hospitality and destination assets

Estimated LIFETIME VALUE

€3,500 – €6,000

Driven by repeat stays, wellness programs, and integrated village participation

LTV TO CAC RATIO

5X–10X

Under stabilized operations, higher in early years

Financial Snapshot



Project Structure

- Total Project Value: €20M
- Equity Capital: €15M
- Senior Debt: €5M



Operating Performance (Stabilized)

- Year 5 Revenue: €6.9M
- Year 10 Revenue: €14.2M
- Seg. Operating Profit: €5.8M
- Normalized EBITDA: €3.8M

Multi-layer revenue across hospitality, wellness, residential, and land-based income

Investor Returns

Target IRR:
8–11%

Target MOIC:
1.7x – 2.0x

Valuation Multip.
7.9x – 9.2x

Returns driven by operating income and asset value growth

A €20M asset-backed development scaling into a €30M–€35M stabilized valuation through operations and asset growth.

Homestead Ownership Model

This model generates early capital recovery, supports asset restoration, and reduces development risk while creating long-term ownership pathways & operates parallel with the €20M project development.

Example Based on €150,000 Property

Property Value
€150,000

Resident Entry Contribution
€30,000

Investor Financing
€120,000

Annual Resident Payment (Fixed Structure)
€21,000
per year for 8 years

Total Repaid

€168,000

Total Investor Profit

€48,000

Internal Rate of Return

This model generates early capital recovery, supports asset restoration, and reduces development risk while creating long-term ownership pathways.

Estimated IRR

10%

Based on structured repayment model over 8 years

Returns are generated through a structured repayment model combining capital recovery and yield, resulting in an estimated ~10% annualized return.

Competitive Landscape

BRAND	POSITIONING	PRICE POINT
Palazzo Fiuggi	Wellness & Medical Spa	€630 – €3,500+ (program-based stays)
Six Senses	Sustainable wellness, sensory experiences	€800 – €1,800
Lanserhof	Medical longevity, clinical approach	€1,200 – €2,500 (program-based stays)
Gioia Village™	Regenerative village ecosystem combining longevity, hospitality experiences, and homestead ownership	€500 – €1800 / Y 6+/ Retreat stays & curated experiences

Key Differentiator: Gioia is a unique hybrid of longevity programming “Zona Blu™”, hospitality experiences, and residential & real estate ownership within a regenerative village ecosystem, combined with accessible luxury and community access.

Structure & Investment Pathway

A dual structure separates platform ownership from project execution, providing clarity, flexibility, and risk control.



This structure allows each project to stand independently while benefiting from the broader Gioia ecosystem.

Value Creation & Entry Phases

Early participation combines access to initial cash flow activation with exposure to full platform value creation across all development phases.



Existing production and secured development create an active foundation from day one

Capital Deployment Linked to Value Creation

The €20M project is executed in phases. The current raise funds Phase 1, where value is created and risk is reduced.



This phased structure reduces early-stage risk by activating revenue during development while building long-term asset value.

Platform Investment Offering

GioiaWinvest™ is structured as a 100-share platform, with a maximum of 35% available to external investors.

Platform Capacity

- Total allocation: €6M
- 35 shares available to investors

Use of Funds:

- asset acquisition
- initial activation
- early revenue generation

Early Entry (Phase 1 only)

- **€100,000 = 1%**
- **First €1M allocation**
- **Limited to 10 shares**



Entry at foundation stage before value expansion

Future Platform Rounds

- Remaining allocation up to €6M
- Standard entry: €100K = 0.5%



Entry after project activation and value creation

Target Platform Valuation (Stabilized)

€30M – €35M

Target Investor IRR
8–11%

Project Structure Overview
Total Project Value: €20M
Equity Capital: €15M
Senior Debt: €5M

**Current
Platform
Raise
€5M**

INVESTOR BENEFITS

Priority Access

First right to purchase residential lots

Complimentary Stays

Annual retreat credits based on tier

Founder Pricing

Discounts on spa and product lines

Advisory Input

Quarterly updates and strategic input

Team

FOUNDERS



Cat Lambertini

Co-founder of the Gioia Project, Senior Financial Advisor | Business Planning | Family Enterprise | Wealth Management | Serving high-net-worth individuals.



Gwen Geerinck

Founder of the Gioia Project, combining years of experience in wellness, leadership, entrepreneurship and regenerative living,



Cecilia Shepherd

Co-founder of the Gioia Project, Global Strategy and Business Development | Strategic Partnership Management | Investment Advisory

ADVISORS



C.J. Davidson

Founder & CEO of Proxy Financial and Proxy Freedom.



Fausto Cirelli

Specializes in land surveying, building design, and project management.



Bart Leynen

PR Italy & Marketing Strategist: Branding & digital marketing | Copywriting & Web Design

STRATEGIC PARTNER

Laboratory for Intentional Living

Role: Marketing & Brand Positioning | Event Design & Management | Community & Network Activation | Experience Curation Support

Execution & Local Expertise

Supported by local Italian development partners and technical specialists across permits, construction, and on-the-ground operations

The Future of Conscious Longevity

Join us in creating a regenerative sanctuary where wellness, luxury, and sustainability converge
building not just a destination, but a legacy.

CONTACT

WhatsApp

Gwen Geerinck	mail@gioiawinvest.com	+32 490. 403.298
Cat Lambertini	Cat@gioiawinvest.com	+1 (310) 729-9925
Cecilia Shepherd	Cecilia@gioiawinvest.com	+1 (970) 396-7208