



A cultural, ecological, and educational foundation where art inspires a regenerative future

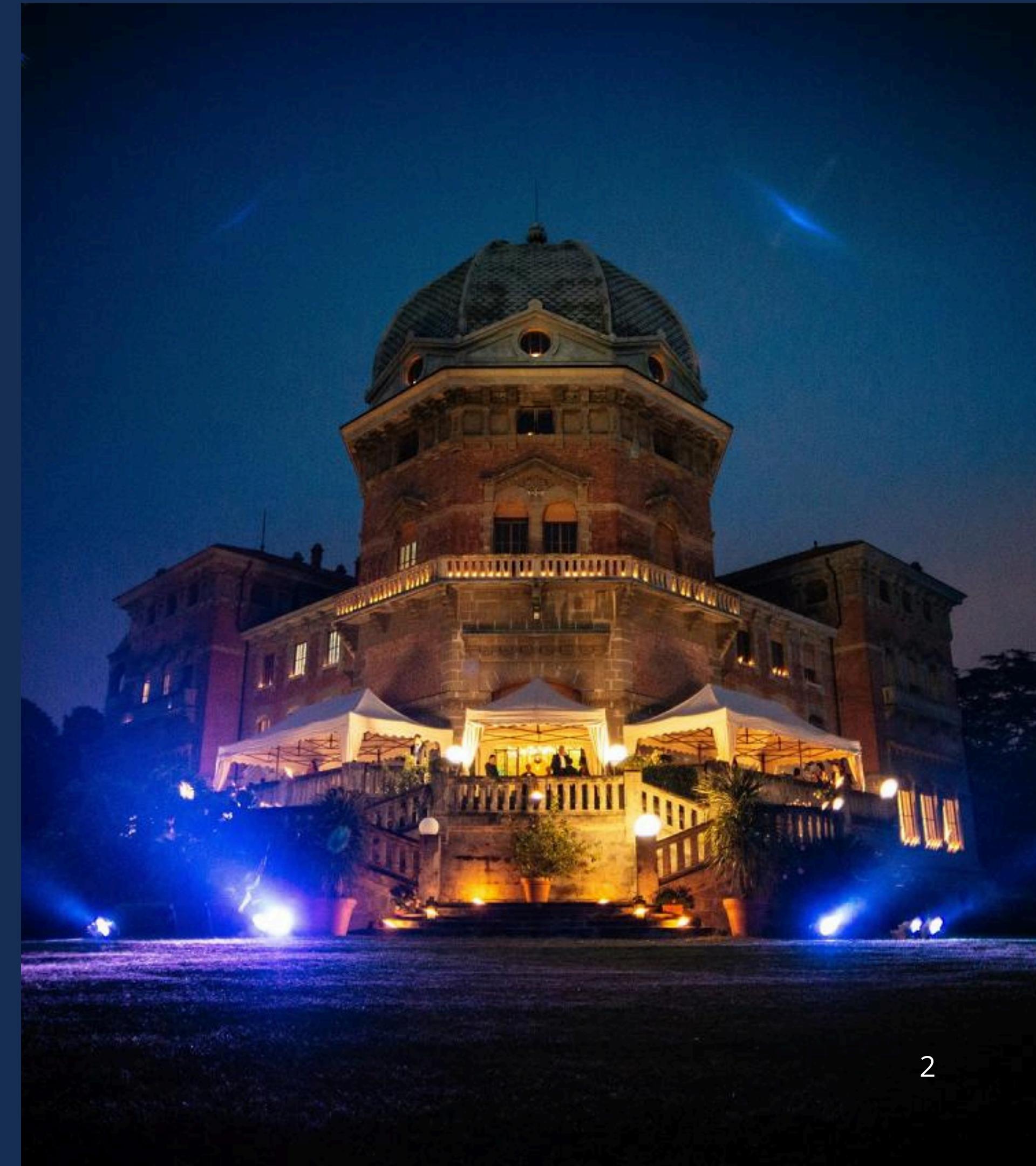
CASTELLO DI QUASSOLO

COSSERIA, LIGURIA, ITALY

Restoring legacy with purpose:
a long-term vision for cultural,
ecological, and community-based value

Acquisition & Rentability Strategy

Confidential Investor Deck, September 2025





The Age of Belonging

In a liminal age, people crave safe, inspiring, soul-nourishing spaces.

We create an Immersive World at the Intersection of

Wellness Hospitality



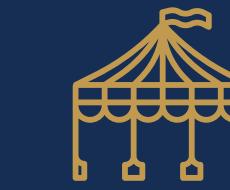
2024 TAM: \$5.4T
2035 Projection: \$10.7T
CAGR of 6.5% - '25-'35

Regenerative Real Estate



2024 TAM: \$610B
2035 Projection: \$1.7T
CAGR of 6.5% - '25-'35

Experiential Culture



2024 TAM: \$850B
2035 Projection: \$1.3T
CAGR of 9% - '25-'35

We tighten bonds through community, beauty and ritual.
We design places that help people feel fully human again.

Europe's flagship regenerative & cultural hub

We aim to restore an Italian Castle and its lands into a triptych

Community & Culture Hub



A creative Agora
for the world's
cultural tastemakers

Eco-Architectural Village



Where regenerative
design meets
luxury living

Retreat & Integration Center



Transformative
journeys blending
neuroscience & mysticism

The Castle

Land, Legacy & Potential

For over a year, our community searched for the ideal European base.

Castello di Quassolo brings together all essential characteristics:

- Architectural beauty and solid structure
- 5.000m² built area (Main castle + Annexes)
- 100 Hectares of natural surroundings, partially buildable
- Strategic northen Italy location, area of unique food culture
- 17km from coast, 75km to ski resorts

Our Offer

€4.000.000
(In negotiation)

Total Project Cost

€17.000.000
(Estimated)

Interiors require renovation but allow Day-1 activation for small retreats & events.





Why Now?

Millennials & Cultural creatives are seeking spaces of Belonging

A values-aligned generation is moving time and money toward places that offer community, meaning and beauty, beyond transactional travel

Loneliness is a Social Health Crisis

63% of millennials report feeling **lonely** and actively seek experiences and places that change that feeling.

Our **Community & Culture Hub** is designed as an antidote: rituals, residencies, festivals, co-creation.

Belonging & Meaning Are Priorities

Post-COVID and in an AI-accelerated world, people seek **embodied, nature-rooted community** and personal growth.

The **Retreat & Integration Center** blends neuroscience and mysticism, year-round programs with real depth.

The Great Wealth Transfer

About **\$46T** in wealth is expected to pass to millennials by 2048, expanding their **ability to invest in values-aligned destinations**.

Our **Eco-Architectural villas** speak to design-led owners who want impact & lifestyle.

Right-Time Entry for Iconic Real Estate

20-30% discounts on distressed hospitality & heritage assets create attractive entry points. **Adaptive-reuse** of landmark properties can unlock value rapidly.

The **renovation, villa's development and immediate events activation** will rapidly uplift the value of the asset.

Revenue Model - Experience Stack





Castle Acquisition

Currently raising

To create the company and secure the acquisition, renovation and launch of the Castle and Real Estate developments.

We are seeking aligned capital partners ready to join us in building the future of conscious community, wellness, and experiential real estate.

Investment Details

- Investment in HearthLand Real Estate company
- Vehicle: Multiple options to be discussed

Investor Perks

- Lifelong membership to Hearthworld
- Priority & Discounted access to events & Investments
- Opportunity to participate in Hearthworld Foundation management

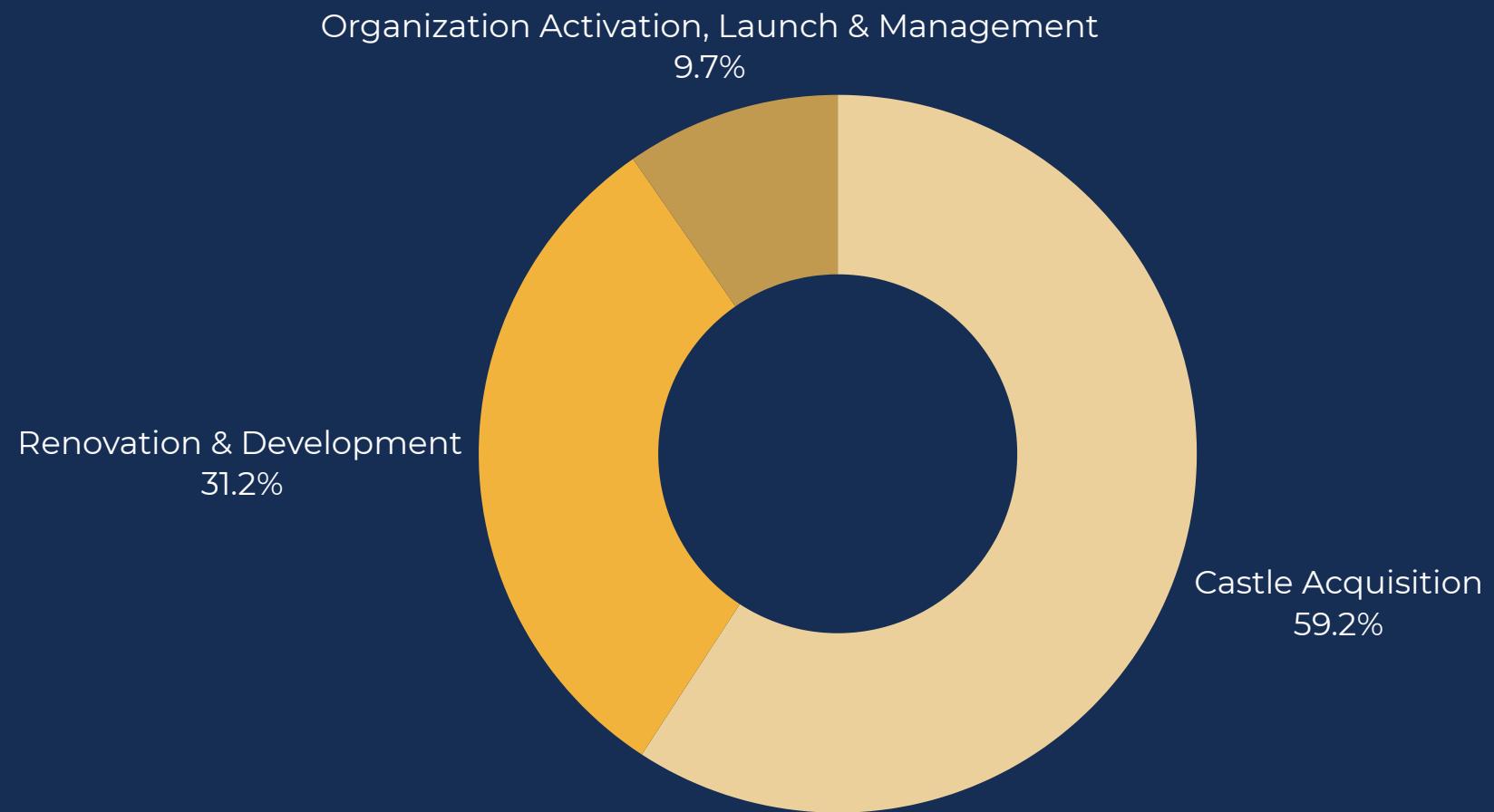
Investment Fundamentals

- **Investor Protection:** If land development returns fall short, investors keep ownership in the revalued castle.
- **Clear Exit Path:** Initial capital targeted for recovery through lot sales, eco-villas, and memberships.
- **Mission Alignment:** Donation to the Hearthworld Foundation only after investor returns, ensuring cultural and financial sustainability.

Financial Projection

Use of Capital

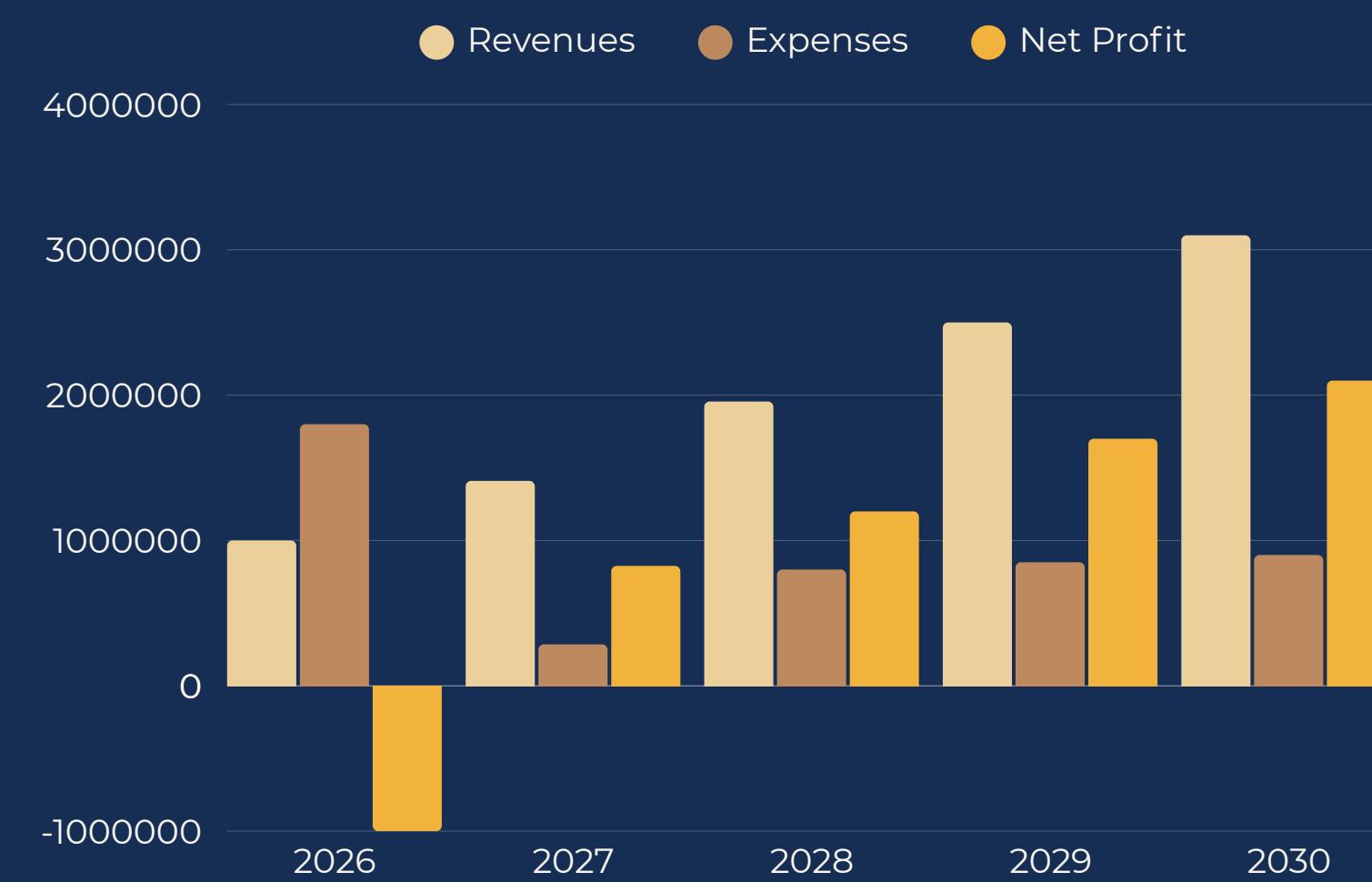
The 7 Milion Capital rase will be strategically deployed for property acquisition, renovation, and operational launch of Hearthworld



This ensures a premium, fully operational retreat experience while enabling scalable growth and a strong brand foundation

Global Revenues

Projected Global Revenues reflect the full potential of HeartWorld, including castle operations, villa rentals, real estate sales, retreats, and ancillary services over the next 5 years



While revenues will grow steadily, profit distribution is expected to commence in Year 3, with the exact allocation methods yet to be finalized

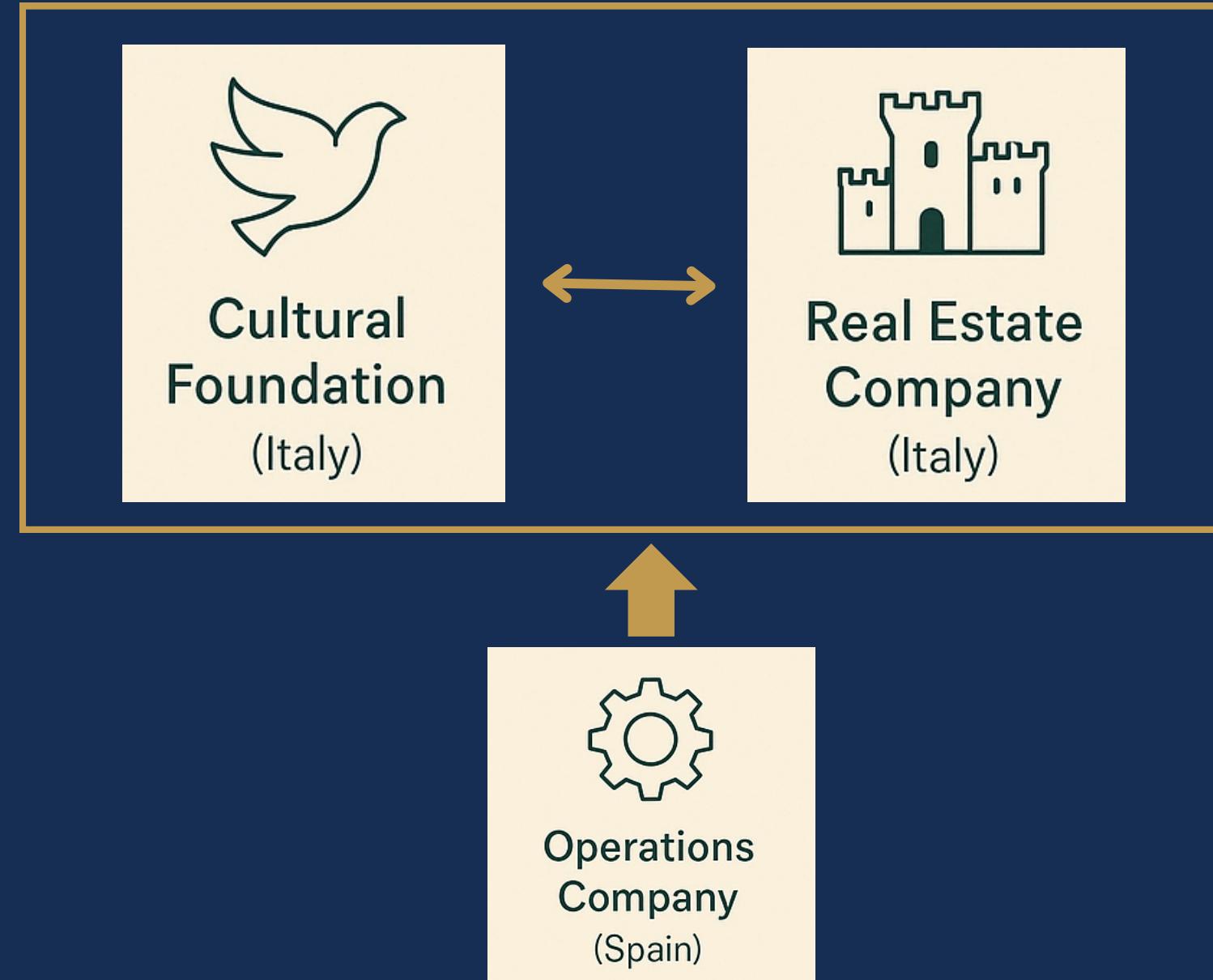
Legal Structure

To acquire, protect, and activate the Castle estate, we propose a three-entity legal structure combining real estate development, cultural stewardship, and operational flexibility.

- **HEARTHLAND Real Estate Company (Italy)**: Acquires and develops the full property with investor capital.
- **HEARTHWORLD Cultural Foundation (Italy)**: Steward and protects the castle and its cultural-educational mission.

To ensure the continuous activity of the castle, **FUN.G Operations Company** will manage events, hospitality, and activities within the castle.

Hearthworld consists of a foundation and two aligned for-profit companies



Key Advantages

- **Clear Investor Returns**: Capital is recovered through plot and villa sales, memberships, and land-based activities.
- **Cultural Preservation**: The castle is entrusted to a foundation, unlocking subsidies, tax benefits, and official recognition.
- **Sustainable Profitability**: Events, retreats, and hospitality are professionally managed by a dedicated entertainment company.

Roadmap



Meet Our Team

Lola Toscano

Cultural entrepreneur, hotelier and visual artist weaving together art, wellness, and activism. With a background in curating immersive, transformative experiences across Europe and the Americas, she now channels her vision into Hearthworld – merging art, ecology, and education into a living cultural ecosystem.



Leonardo Sabatini

Florence-based tax lawyer based at a leading international law firm. His expertise spans real estate, structured finance, and banking/M&A. He's valued for translating complex legal and financial issues into clear options, aligning stakeholders, and keeping projects moving with reliability and solution-first energy.



Erik Ferrarese

Business strategist and serial entrepreneur (HSBS, Unicredit, EY), bringing deep expertise in finance, scaling, and strategic execution to visionary projects. Following a personal loss, he expanded his focus to trauma healing, breathwork, and plant medicine, fusing high-performance business acumen with immersive, transformational experiences.



Princess Anna Von Auersperg

Multitalented artist, communicator, and connector with a unique ability to build global networks of collaboration and innovation. She serves as an ambassador of our vision and spokesperson for our initiatives, bridging creativity, purpose, and collaboration across cultures.



Antonio Festa

Italian architect based in Berlin, with over a decade of experience in social housing and temporary architecture. He now leads master planning and permitting for Hearthworld. Trained in Italy, he brings a sensitive, systemic approach to regenerative design. Registered with the Berlin Chamber of Architects and active internationally.



Team (Continued)

Daniel Smith

Chief Systms & Community Officer
Entrepreneur with exp across
IT, event production, product
development, and creative
industries. Specialises in
designing systems that
connect people, processes,
and purpose. As CSCO,
Daniel leads the development
of Hearthworld's operational
and technological
frameworks while nurturing a
regenerative culture that
supports residents, artists,
and guests alike.



Emily Diane Collins

Regenerative Impact Consultant
Consultant insuring socially
equitable standards for all
members of the community
and strict regulations on
local and regional
ecosystem impact. With
over a decade of experience
in corporate finance and
private equity consulting,
she has been a strategic part
of developing the financial
forecast of the project from
the beginning.



Frank Sippel

Green Development Advisor
Developer of groundbreaking
projects such as Holzmarkt &
Malzfabrik in Berlin, 23+ yrs of
experience in sustainable &
community-oriented real
estate dev. A pioneer in green
architecture, redefining how
urban spaces can foster
creativity, collaboration, and
environmental responsibility.
Advisor and future investor in
Hearthworld, helping create
spaces where innovation and
ecological consciousness
coexist.



Santiago Rumney Guggenheim

Architecture Design Curator
Santiago is set to become the
head of the design department
at our BIO ARCHITECTURE
MUSEUM. Leading design
curation, ensuring alignment
with the shared vision of
sustainability and high artistic
standards. With expertise in
the art world and passion for
creating environmentally
conscious spaces, he will play a
crucial role in shaping the
aesthetic and functionality of
Hearthworld.



STEPHEN BROOKS

Permaculture Advisor
The visionary force behind
ENVISION FESTIVAL, Founder &
Managing Director of Punta
Mona and Alegria Village,
epitomizes innovation in
permaculture, sustainability,
and community development.
Stephen will lend his expertise
as the advisor overseeing the
permaculture aspects of the
project. His invaluable insights
promise to infuse the project
with a harmonious blend of
ecological mindfulness and
communal vitality.



This isn't just an investment in a castle. It's an invitation to shape an era.

Irreplaceable asset + “Living · Healing · Creating” ecosystem + capital safeguards = impact with returns



Unique Asset

Historic castle, four-season destination, signature architecture

Diversified Revenue Streams

Real Estate, Retreats, Hospitality, Membership, Education, Events



Protection Structure

Tri-entry, donation to the Foundation only after capital is repaid

Favorable Timing
negotiated entry + immediate activation bringing immediate IRR & value uplift



Do you want to know more?

[Book a strategic call \(20'\)](#)

Annex



The Eco-Village

A Living Museum of Regenerative Architecture

Each structure will be a unique art piece, showcasing a different style of bio-architecture.

The village becomes a living archive of sustainable design, open to residents, visitors, and global architecture students.

01

Natural Materials

All homes built with local, regenerative materials

02

Collaborative Design

Created with leading architects and ecological builders

03

Educational Platform

Host Bio-Architecture Master's Degree Program

04

Living Museum

Open for visits, residencies, and immersive learning



We are not just building an eco-village.
We are designing a future where beauty, ethics, and regeneration coexist
rooted in place, and ready to ripple outward.

The land is calling. The castle is waiting.
And the story begins now.

Join us in shaping Hearthworld, where your capital becomes legacy

Book a strategic call (20')