



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

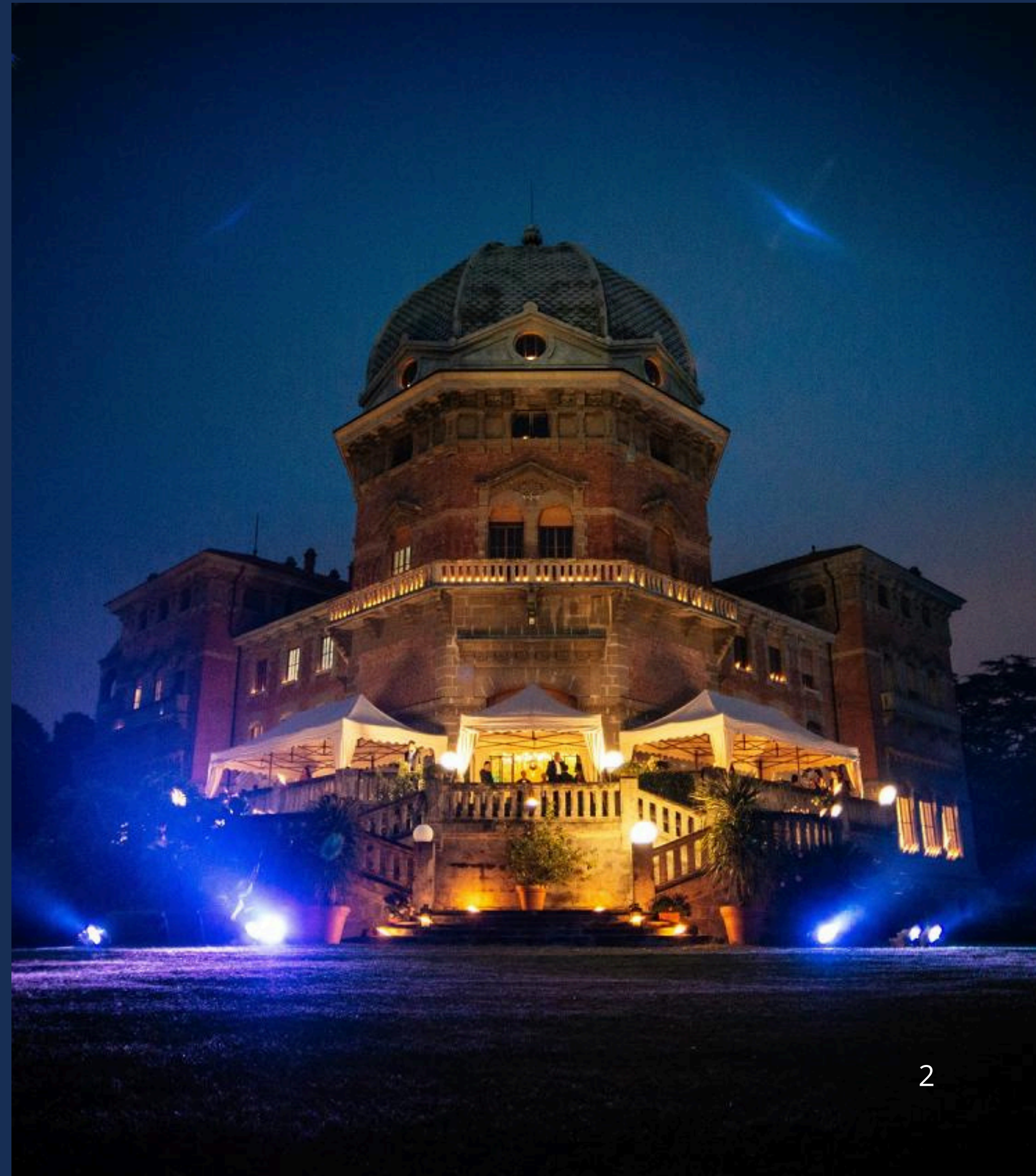
# CASTELLO DI QUASSOLO

COSSERIA, LIGURIA, ITALY

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

Acquisition & Rentability Strategy

Confidential Investor Deck, January 2026





# 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

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## 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
- 5.000m<sup>2</sup> built area (Main castle + Annexes)
- 100 Hectares of natural surroundings, partially buildable
- Strategic northern 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



**Community & Culture Hub**



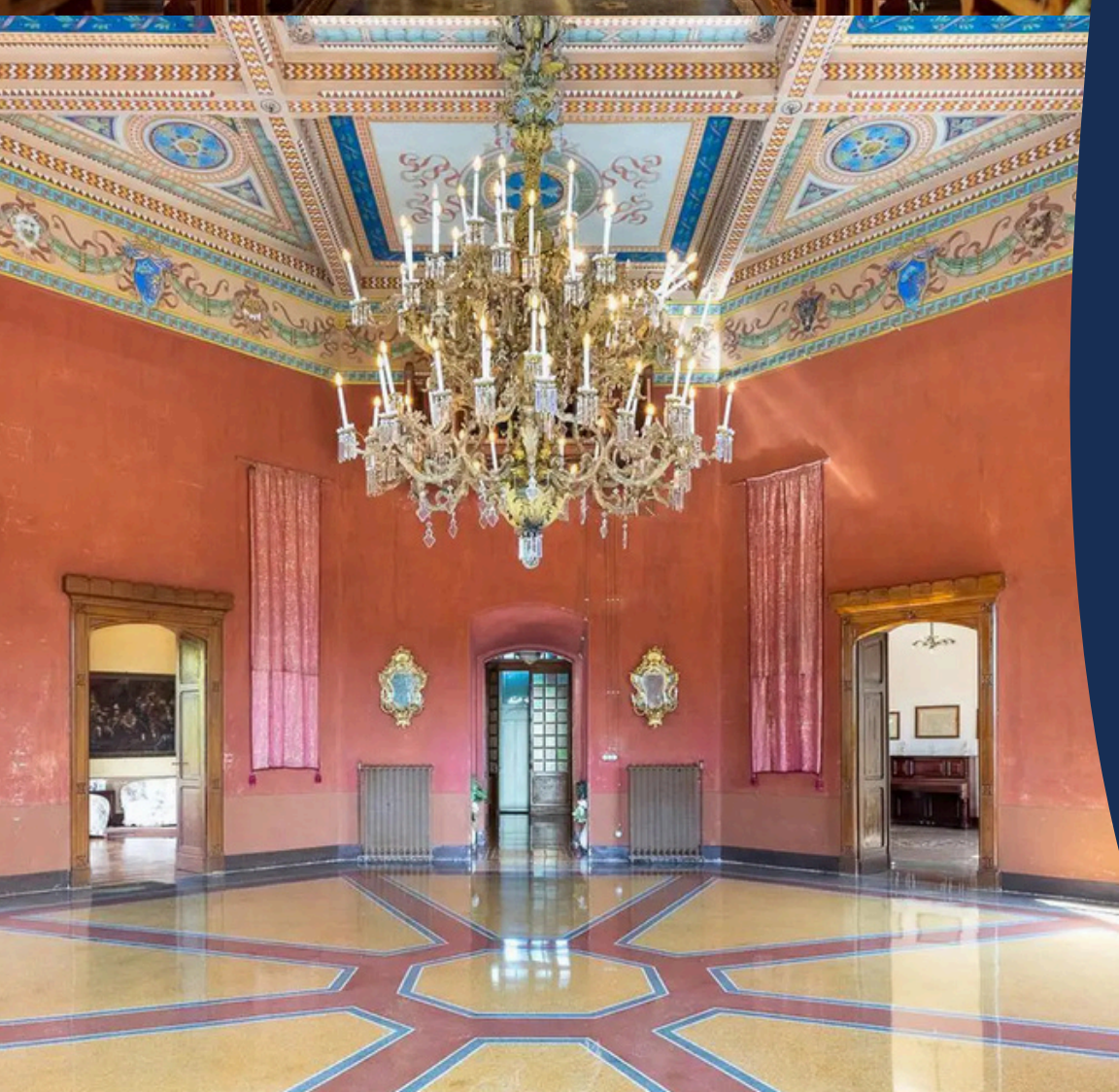
**Eco-Architectural Village**



**Retreat & Integration Center**

<b>Products</b>	Seasonal festivals, monthly salons, artist residencies, private events, educative programs	Eco-villas & lots, long-stay rentals management, architectural tourism	Retreats, workshops, F&B, space rental, day passes, experiential tourism
<b>Revenue Levers</b>	Rooms & Villas rental income	Real estate sales, design fees, services/HOA	Tickets, space rental, licensing, F&B
<b>Launch Cadence</b>	Start Q2 '26 with festivals, events, workshops	Pre-sales Q1 '26, first handovers by Q4'26	Soft launch Q3 '26, steady state by Q4 '26





# 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

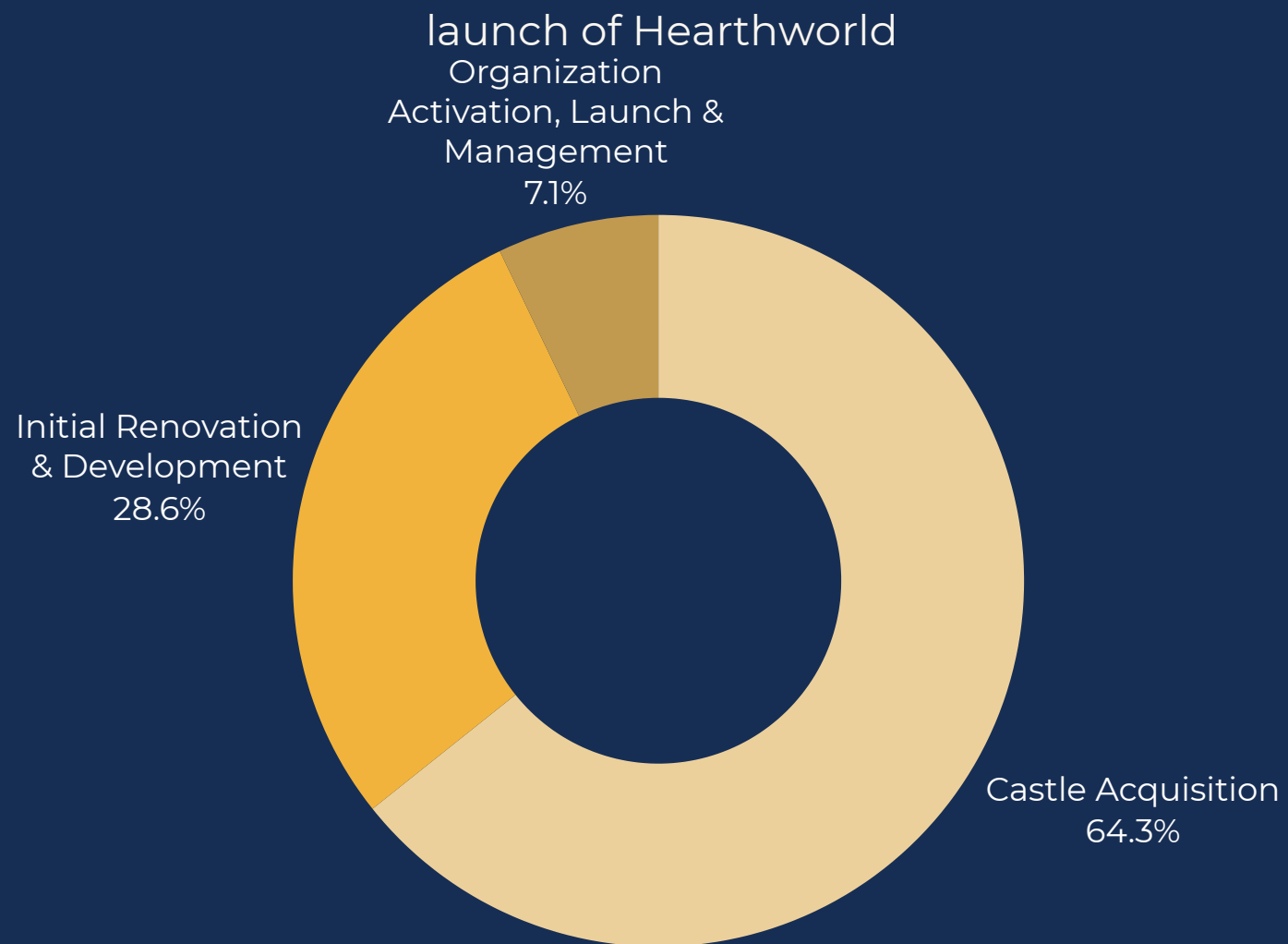
## Investment Fundamentals

- **Investor Protection:** If land development returns fall short, investors keep ownership in the revalued castle.
- **Clear Exit Path:** Initial capital targeted for recovery through accomodation & memberships.
- **Mission Alignment:** Property steward by Hearthworld Foundation ensuring cultural and financial sustainability.

# Financial Projection

## Use of Capital

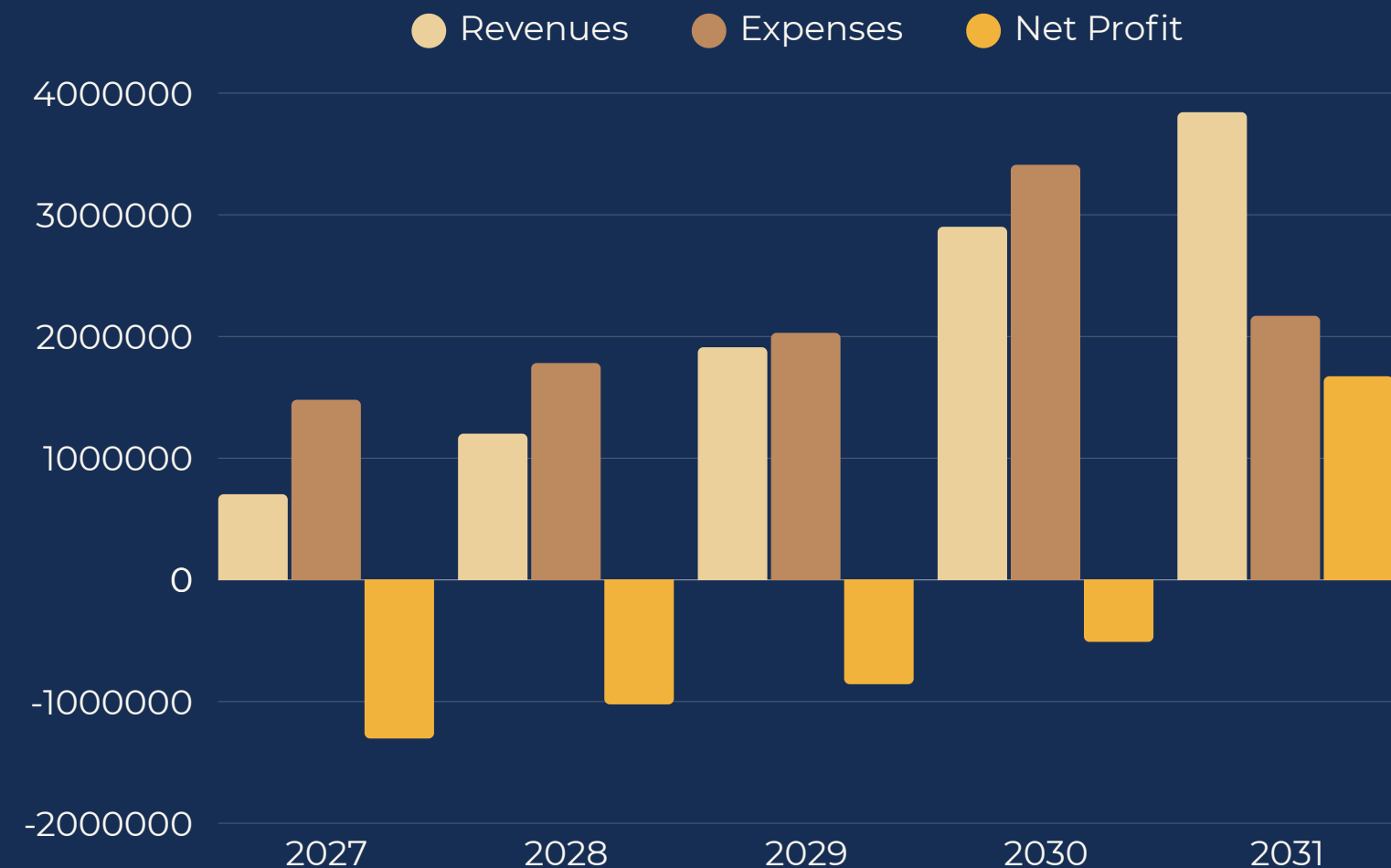
The initial 7 Million Capital raise will be strategically deployed for property acquisition, renovation, and operational



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 5, with the exact allocation methods yet to be finalized

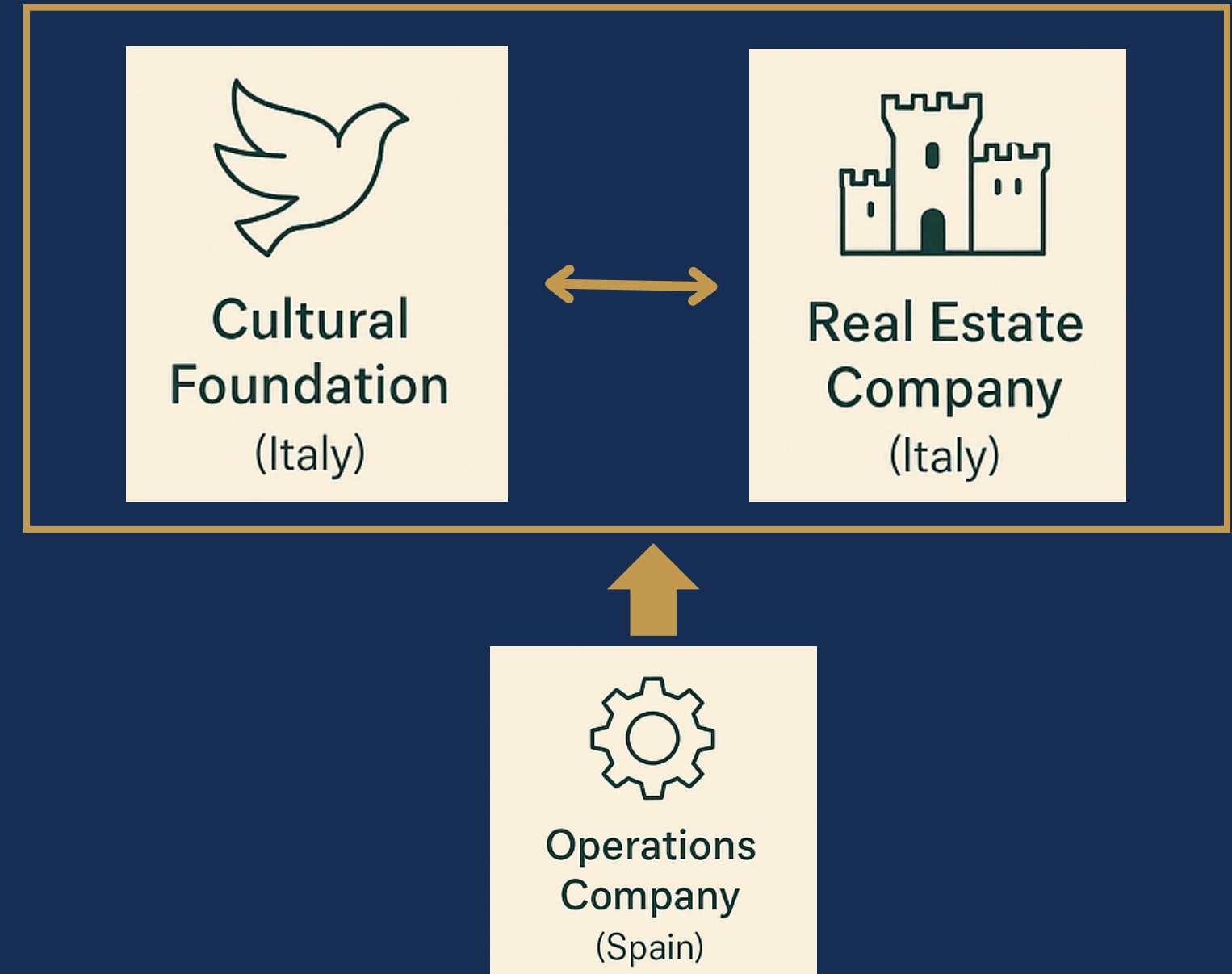
# Legal Structure

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

Q4.2025 - Q1.2026

Q2.2026

Q3.2026



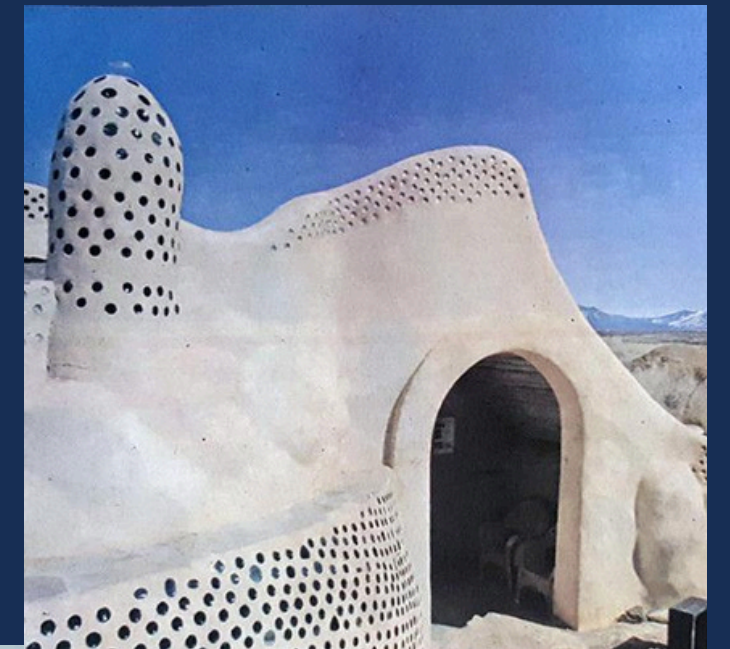
## PHASE 2

Land Use Checks  
+  
Initial Permit  
Submissions  
+  
Deposit Withdraw



## PHASE 04

Renovations  
+  
Initial Activation  
+  
Permit-exempt  
structures



## PHASE 1

Visit Property  
+  
Price Negotiation  
+  
Due Diligence &  
Legal Costs  
Coverage



## PHASE 03

Foundation Creation  
+  
Financial  
Commitment  
+  
Property Acquisition



## PHASE 05

Residential  
Development  
+  
Community Life &  
Full Programming

# 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 Systems & 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](#)

# 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

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## Natural Materials

All homes built with local, regenerative materials

02

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## Collaborative Design

Created with leading architects and ecological builders

03

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## Educational Platform

Host Bio-Architecture Master's Degree Program

04

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## 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](#)