



# HEIMA

Creative living in nature

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# OUR REASON WHY

Heima started from our quest for reconnection to our roots, Nature, and our desire to share it among like minded individuals.

To do so, the way we interact with our surroundings and ourselves needs to pivot radically, shifting from limiting impact and recovery to fostering positive change through actions.

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# HOSPITALITY IN NATURE

Despite the increasing demand of authentic experiences in nature, landowners or investors face the following challenges

- Tradeoff between conservation and development
- Lack of a comprehensive unique solution from project to management

# OUR OFFER

We design, build and operate eco resorts in pristine natural environments that spark and harness discovery in all of its facets: from outdoors adventures to inner journeys.

Our venues are living ecosystems blurring the boundaries between resort and surroundings while conserving heritage and keep the site pristine.

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# OUR SUSTAINABILITY APPROACH

- In-depth environmental study & on-going area conservation efforts
- Light footprint modular installations without the need for concrete foundations
- On-going R&D commitment and integration of Swiss University-backed cleantech solutions
- Focus on off-grid self-sustainability
- Circular approach to preserve heritage and empower local communities

*Shifting Paradigms: sustainability not as an afterthought, but as an essential component from development to management*

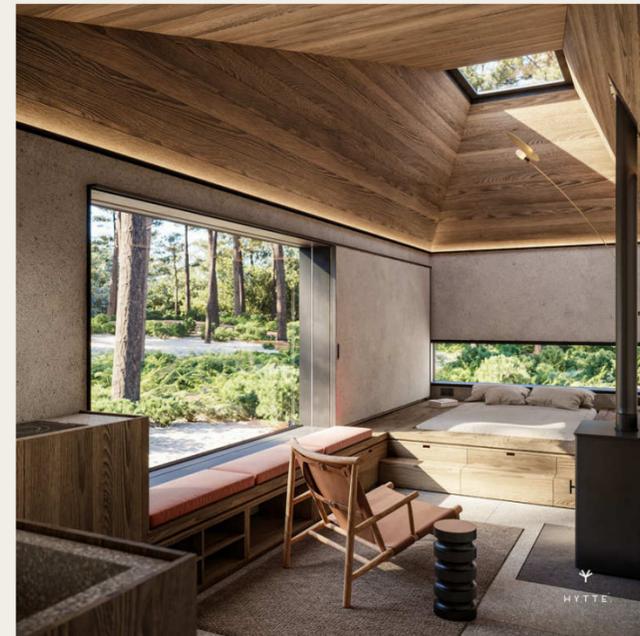


# OUR VALUE PROPOSITION

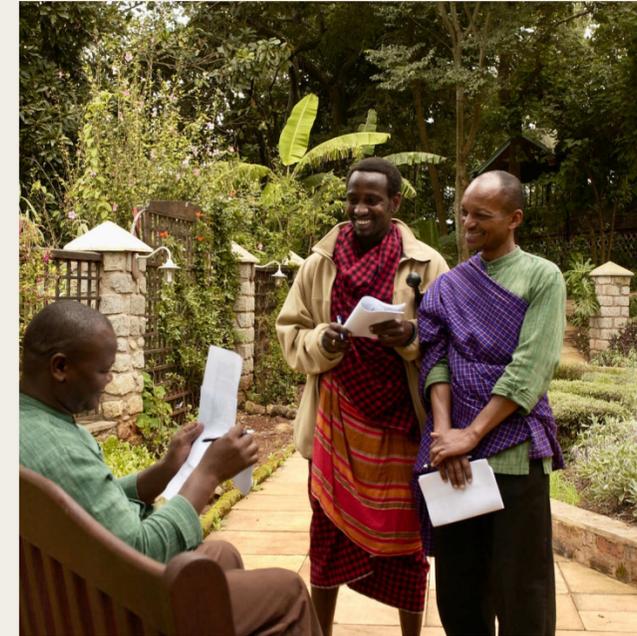
## Resort development



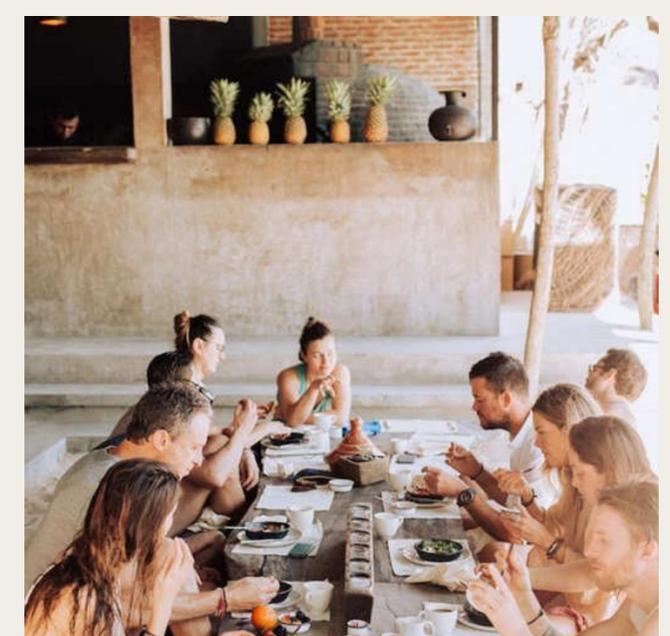
Concept



Technical  
Services



Pre-opening  
Services



Management  
Services

Excellence is ensured by the curation of the whole value chain, from development to management.

# RESORT DEVELOPMENT



## CONCEPT DESIGN AND FEASIBILITY STUDIES

- ❖ Sustainability feasibility
- ❖ Preliminary design
- ❖ Schematic design
- ❖ Customer journey mapping and choice of services offered



## TECHNICAL SERVICES AND BUILDING SUPERVISION

- ❖ Design Development and Construction Documentation Review
- ❖ Infrastructure optimisation (on grid /off grid services)
- ❖ Exteriors layout and landscaping
- ❖ Interior design
- ❖ Construction site observation
- ❖ Safety and compliance enforcement

# MANAGEMENT SERVICES



## *Pre-opening Services*

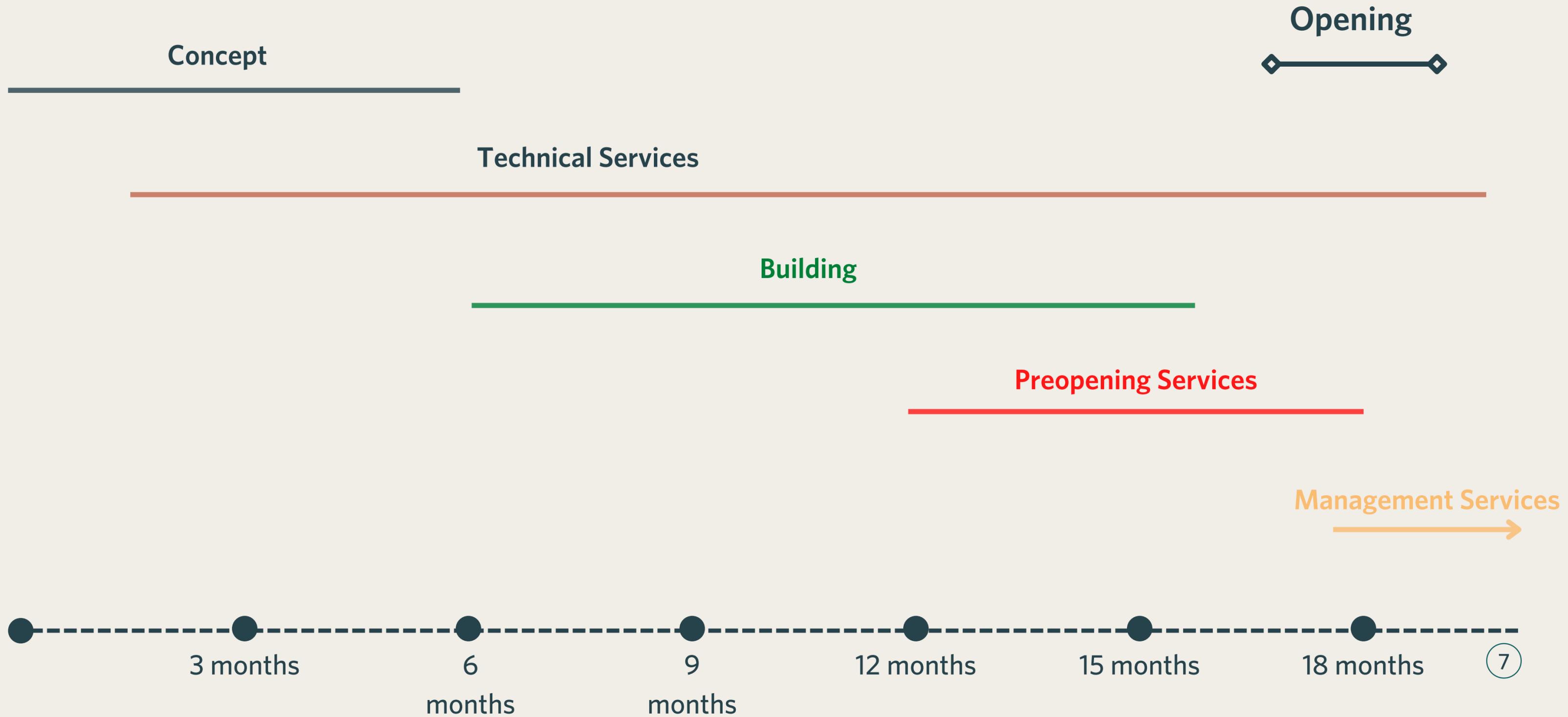
- ❖ Marketing, commercial and revenue management strategy
- ❖ Local staff involvement, selection and training
- ❖ Wellness concept setup
- ❖ F&B concept implementation (farm to table)
- ❖ Involvement of local stakeholders (social integration activities)



## *Management Services*

- ❖ Accounting and finance
- ❖ Sales & Marketing
- ❖ HR management
- ❖ Guest loyalty building
- ❖ Local community and social engagement
- ❖ Retreats and residency programming

# DEVELOPMENT TIMELINE



# OUR PATH SO FAR

- Awarded finalists at major startup challenges
- Incubated at Ecole Hotelière de Lausanne
- Approved Innosuisse R&D project of 650.000 CHF with BFH
- Tailor made leasing product in collaboration with UBS
- First three MVP in Europe and Asia
- First project for the Richemont group (Jaeger LeCoultre) in canton de Vaud
- Second project in Valle Verzasca (in construction)
- Third project Resort development in Tuscany



# OUR DEVELOPMENT TEAM



Marco A. Caporale



Experienced hospitality consultant and serial entrepreneur, brings to the table 12 years of experience in the hospitality industry, a passion for wellness and a powerful network from his EMBA at the Ecole Hôtelière de Lausanne.



Paolo Danesi



Architect in Tokyo Japan, from the world renowned Kengo Kuma Office, he is taking care of our cabin designs, construction processes supervision and tailor-made developments.

Paolo developed some of today's most famous Hyatt and Aman resorts in Asia and UAE



Emanuel Tutek



Experienced Partner in global management consulting companies, with leadership roles covering building teams and global practices: Hospitality & Tourism, Strategic Advisory.

- Consulting expertise in Strategy, Marketing & Sales; Restructuring; Operations and Process optimization; Procurement; Organization & Transformation; Project management and implementation.

# OUR OPERATION MANAGEMENT TEAM



Monique Hoeben



Being able to successfully build and scale companies and manage diverse teams and their cultural journeys have enabled me to develop, grow and excel myself as a person, coach and as an empowered leader.

I have extensive leadership experience in building and scaling companies, leading teams, value management, strategic planning, and people and culture management.



Mark Tosi



Young hospitality talent & professional, his experience is a unique blend of hospitality operations in world renowned hotels such as Gleneagles and The Retreat Costa Rica, management experiences in his family-owned hotel in Tuscany and a strong commitment to integrate a holistic philosophy (from his training months in India and several transformational trips to Asia and Central America) into the company culture.



Erika Noaro



With Extensive experience both in the Shipping Industry and in Oil & Gas field I covered different positions Erika developed strong HR and commercial skills covering top management positions. She has been involved in the daily operations of ships, yachts and different kinds of offshore vessels, dealing with personnel onshore and offshore.

# THEY SAY ABOUT US



**Zina Winaretta Singer - Director of EHL innovation foundation**

"Heima brings an elegant and sustainable solution to a growing segment of travellers that seek close to nature luxury in their hospitality experience"



**Frederic Dreier - Innovation and ecosystem manager at EPFL university**

" Since two years I am proud to support and see a hospitality startup finally integrating cutting edge clean techs and material development as a priority of their strategy "



**Stéphane Belmont - Patrimony Director at Richemont Group**

"Heima's tailormade hospitality experiences are fulfilling today's luxury customers need for authenticity"

**Michael Levie - Cofounder CitizenM**

"Heima's passion and product solution will unlock hidden nature gems and heritage locations for unique guest experiences and stays"

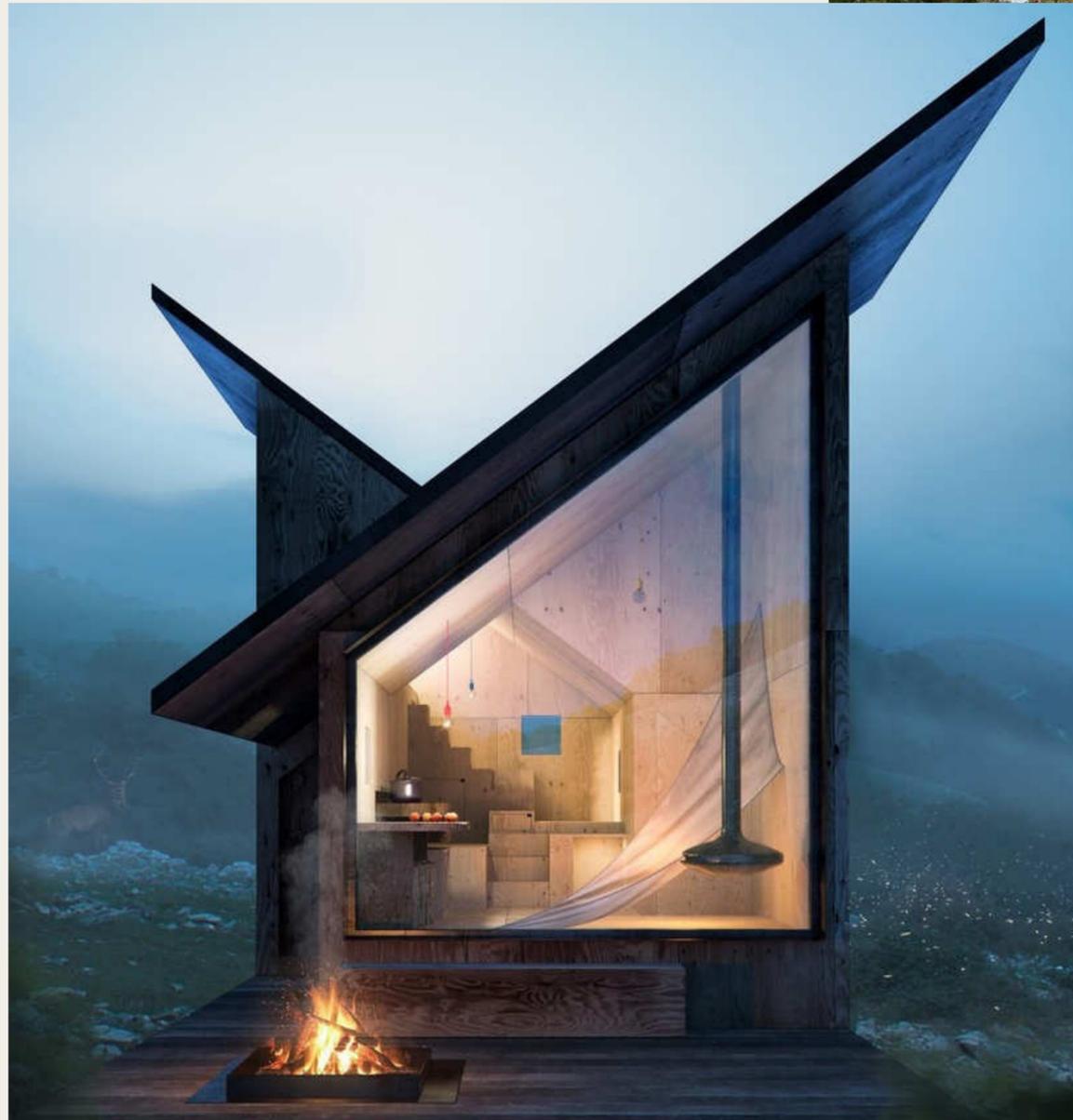


**Christoph Hoffmann - Ceo of 25 hours**

"Heima brings a sustainable solution for outdoor hospitality matching elegance with creativity"



# SOME OF OUR PROJECTS





HEIMA

DISCOVERY MADE  
POSSIBLE

## Contact

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