



ECOPHI

EcoPhi Southern Oregon Regenerative Villages

ECOPHI ASSOCIATES, L3C

11066 S. West Bayshore Drive, Traverse City, Michigan 49684

+1 231 883 0033

Prepared By:

Jess Allen Glowacki

Founder and Chief Executive Officer

jess@eco-phi.com

Table of Contents

1. Executive Summary.....	3
2. Company & Business Description.....	7
3. Product & Services Line.....	12
4. Market Analysis.....	20
5. Marketing Plan.....	31
6. Sales Plan.....	47
7. Legal Notes.....	53
8. Financial Considerations.....	58
9. Appendix.....	63

Executive Summary

EcoPhi Associates, L3C is seeking \$130,000,000 in development funding to establish **EcoPhi Southern Oregon Regenerative Villages**, a coordinated regional development and micro-manufacturing platform centered around the existing Ashland-area community and extending across Ashland, Medford, Jacksonville, Merlin, and surrounding areas of Southern Oregon. The project integrates housing, elder care, regenerative agriculture, wellness, hospitality, education, conservation, maker culture, local enterprise, and regenerative manufacturing into one connected economic ecosystem. Rather than relying on one property to perform every function, the project is designed as a network of complementary properties and enterprises where each asset serves a specific role in the success of the whole region.

This model builds on the strengths already present in Southern Oregon: local makers, builders, growers, artists, healers, educators, land stewards, entrepreneurs, and residents who are actively shaping a more resilient future. EcoPhi's role is to provide the capital, design framework, development structure, manufacturing systems, housing pathways, land stewardship strategy, and business infrastructure needed to help this existing community grow into a stronger and more self-supporting regional economy. The project is intended to help the area rise like a phoenix from the ashes of recent wildfire impacts by supporting fire-conscious rebuilding, local production, non-extractive material use, practical training, and long-term economic resilience.

Mission Statement

The mission of EcoPhi Southern Oregon Regenerative Villages is to create a replicable model where people of all ages can live, work, learn, heal, build, grow, create, and age with dignity while generating long-term environmental, social, and financial value. The project demonstrates that regenerative development can be economically viable, socially meaningful, and ecologically restorative when housing, food systems, land stewardship, manufacturing, education, wellness, and local enterprise are planned as one integrated system.

At its core, EcoPhi is working to turn the conventional development pyramid upside down. Instead of concentrating opportunity at the top, the model is designed to create pathways for residents, workers, makers, farmers, elders, youth, artists, builders, and local entrepreneurs to participate in the economic life of the villages. Through jobs, training, micro-enterprises, cottage businesses, product creation, stewardship roles, hospitality services, agricultural production, and shared infrastructure, the project creates a broader foundation for community success.

Company History and Leadership Model

EcoPhi Associates, L3C is a mission-driven, for-profit Low Profit Limited Liability Corporation founded to advance regenerative development, ecological design, housing innovation, distributed manufacturing, local economic resilience, and community-based development models. The company is led by Jess Allen Glowacki, Founder and CEO, whose background includes more than two decades of work in architecture, ecological design, LEED projects, Building Information Modeling, construction technology, regenerative materials, international project strategy, and place-based development.

The Southern Oregon initiative will be developed through a phased leadership and management structure. EcoPhi Associates, L3C will serve as the coordinating development entity responsible for project vision, strategic planning, funding coordination, design leadership, BIM coordination, regenerative manufacturing strategy, and integrated development execution. Site-specific operating teams, land stewards, hospitality managers, agricultural operators, elder-care providers, builders, makers, advisors, educators, and professional consultants will support implementation across each property and business unit.

This structure allows the project to remain locally responsive while operating with the discipline required for a large-scale regional development, manufacturing, agriculture, housing, and hospitality platform. EcoPhi will not impose a single fixed formula onto every site. Instead, each property will be evaluated for its best role within the larger ecosystem, allowing the region's housing, food, manufacturing, wellness, education, conservation, and enterprise needs to be addressed through a coordinated whole.

Project Overview

EcoPhi Southern Oregon Regenerative Villages is designed as a regional network of mutually supportive developments and enterprises. The portfolio includes intergenerational housing, senior living and elder care, workforce and multifamily housing, regenerative farms and ranch lands, food production areas, hospitality and retreat assets, education and wellness facilities, conservation areas, and micro-manufacturing facilities for regenerative building systems and locally needed products.

The project is not limited to manufacturing housing alone. EcoPhi's micro-manufacturing model is designed to scale and adapt to what the local community needs over time. Production may include ecological building components, modular housing systems, furniture, cabinetry, textiles, clothing, agricultural tools, food products, wellness products, and other locally useful goods. The purpose is to help transform regional resources, skills, creativity, and labor into real products, services, jobs, and passive income opportunities that keep value circulating within Southern Oregon.

The project will be implemented in phases. The first phase focuses on acquisition, due diligence, site planning, infrastructure review, operational activation, professional services, and early revenue-generating uses. The second phase focuses on housing development, agricultural operations, hospitality improvements, micro-manufacturing, education, and wellness facilities. The third phase expands long-term residential, elder care, food systems, manufacturing, hospitality, stewardship, and resident enterprise operations into a stable regional platform.

Competitive Advantages

EcoPhi's primary competitive advantage is its integrated regional economic model. Most developments isolate housing, agriculture, manufacturing, wellness, hospitality, education, and conservation into separate business categories. EcoPhi combines them into one coordinated ecosystem where each element strengthens the others. Housing supports workforce stability. Agriculture supports food resilience and product creation. Manufacturing supports construction, furniture, clothing, tools, and local enterprise. Hospitality and wellness bring visitors and recurring revenue. Education trains people to

participate in the system. Conservation and land stewardship protect the ecological foundation that makes long-term prosperity possible.

The project's second advantage is its distributed property strategy. Rather than forcing one site to carry the entire vision, EcoPhi uses multiple properties and facilities according to their strengths. Some sites are better suited for housing. Others are better suited for agriculture, hospitality, elder care, manufacturing, conservation, education, or community gathering. This reduces risk, improves land-use alignment, and creates a more resilient regional platform than a single-location development.

The third advantage is the micro-manufacturing model. EcoPhi will use flexible, small-scale production systems that can evolve as community needs change. In a high fire-risk region, this may include fire-conscious building systems, local material processing, landscape restoration products, and resilient housing components. As the villages mature, the same framework can expand into furniture, clothing, textiles, food products, wellness goods, and other locally needed products. This creates a practical pathway for residents and local participants to develop skills, start small businesses, and generate income from within the regional ecosystem.

The fourth advantage is EcoPhi's design and technology approach. EcoPhi will use architecture, BIM, regenerative materials, prefabrication, systems-based planning, and digital coordination to improve cost control, construction coordination, phasing, operations, and long-term asset performance. Technology is not used to replace local craft or community knowledge. It is used to support better planning, reduce waste, improve delivery, and help local makers and builders create higher-quality outcomes.

Financial Projections and Revenue Strategy

The total funding request is \$130,000,000. Funds will be used for strategic property acquisition, due diligence, infrastructure, site improvements, construction, manufacturing equipment, agricultural systems, hospitality activation, professional services, working capital, reserves, and phased operating support. A detailed Use of Funds schedule will be provided in the required funding spreadsheet.

The project is designed to generate revenue through multiple channels, including residential rentals, home sales, lease-to-own housing, senior living and elder-care services, hospitality and retreats, events, wellness programming, agricultural production, food and beverage operations, regenerative building materials, modular or prefabricated housing systems, furniture, textiles, clothing, locally manufactured products, educational programs, and long-term stewardship-based land operations.

Initial modeling from the Seven Springs and New Frontier component shows early years focused on infrastructure, staffing, repairs, hospitality activation, ecological restoration, and manufacturing setup, followed by stronger revenue growth as operations mature. Broader portfolio profitability is expected to increase as housing, agriculture, manufacturing, elder care, hospitality, education, wellness, and local enterprise operations come online across the Southern Oregon network. Full pro forma projections will be provided in the financial section and supporting appendix.

Company Goals

EcoPhi's primary goals for the Southern Oregon project are to establish a financially viable regenerative development and micro-manufacturing platform across Southern Oregon; support the existing Ashland-area community as a regional hub of makers, growers, builders, educators, healers, and land stewards;

create intergenerational housing, workforce housing, senior living, and elder-care environments; develop regenerative agriculture and food production systems; build local manufacturing capacity for ecological building systems and locally needed products; create meaningful employment across construction, agriculture, hospitality, wellness, education, manufacturing, land stewardship, and operations; protect and restore ecological systems through responsible land management; and demonstrate a replicable model for Co-Creation Villages that can be adapted to other regions. The project also aims to create pathways for residents and local participants to generate income through work, training, product creation, micro-enterprise, cottage industry, stewardship, hospitality, farming, education, and creative production. This is essential to the EcoPhi model. The villages are not only places to live. They are places where people can build livelihoods, share knowledge, make useful products, and participate in the prosperity of the whole system.

Anticipated Job Creation

EcoPhi Southern Oregon Regenerative Villages is anticipated to create approximately 250 to 350 direct long-term jobs and approximately 600 to 900 indirect jobs through construction, suppliers, contractors, professional services, hospitality, agriculture, manufacturing, education, wellness, and related regional economic activity. These estimates will be refined in the Use of Funds schedule and final job creation summary.

The job creation model is designed to be broad and participatory. Employment will include construction, ecological building, manufacturing, agriculture, orchard care, food production, event operations, hospitality, wellness services, elder support, education, land stewardship, restoration work, maintenance, administration, product development, and local enterprise support. The project is especially focused on creating flexible and meaningful opportunities for parents, elders, youth, apprentices, makers, and local residents.

Ask From Potential Investors

EcoPhi Associates, L3C is requesting \$130,000,000 in development funding to acquire, plan, improve, construct, activate, and operate the Southern Oregon regenerative development portfolio. The funding will allow EcoPhi to move from concept and early-stage planning into coordinated implementation, with capital deployed across land acquisition, infrastructure, construction, housing, elder care, agriculture, hospitality, manufacturing, design, permitting, professional services, staffing, training, local enterprise development, and reserves.

This is an investment in a diversified regional development model designed to generate long-term financial returns while also creating housing, jobs, food security, elder support, local manufacturing capacity, fire-resilient rebuilding, local enterprise, and ecological restoration. EcoPhi Southern Oregon Regenerative Villages is intended to become a replicable platform for how regenerative development can produce enduring prosperity for investors, residents, workers, elders, families, makers, land stewards, and the land itself.

Company & Business Description

Company Purpose

EcoPhi Associates, L3C is a regenerative development and micro-manufacturing company focused on building a regional model of economic resilience in Southern Oregon. The company is not proposing one isolated development or one property trying to do everything. Instead, EcoPhi is developing a coordinated network of properties, facilities, land assets, housing sites, agricultural areas, hospitality venues, wellness spaces, and manufacturing hubs that work together as one living economic system. Each property has a specific role within the larger model, and each role strengthens the whole. Housing supports workforce stability. Agriculture supports food security and local enterprise. Manufacturing supports housing, furniture, textiles, tools, building systems, and local product creation. Hospitality and wellness bring visitors, events, and recurring revenue. Education and training help residents and local participants gain practical skills that can become livelihoods.

The purpose of the business is to turn the conventional development pyramid upside down. Rather than concentrating wealth and decision-making at the top, EcoPhi is designed to create a framework where residents, makers, growers, builders, elders, families, artists, educators, and land stewards can participate in a shared model of success. The Southern Oregon project is centered around the existing Ashland-area culture and economy, including the regional maker movement, local farms, creative industries, wellness networks, ecological restoration efforts, and the community's ongoing recovery from wildfire impacts. The goal is to help create Co-Creation Villages where people are not only housed, but also equipped to produce, repair, teach, grow, fabricate, host, heal, and generate income from within the place where they live.

EcoPhi's products and services include regenerative housing, elder-centered living environments, workforce and multifamily housing, micro-manufacturing systems, local material processing, ecological building products, furniture, textiles, clothing, food products, wellness programming, hospitality, retreats, educational workshops, digital design, BIM coordination, and land-based enterprise development. The target market includes residents seeking attainable and meaningful housing, elders seeking dignity-based care, families seeking healthier and more connected living environments, local makers and entrepreneurs, agricultural producers, wellness and retreat guests, builders, regional employers, educational partners, impact investors, and communities seeking practical tools for fire-resilient and regenerative rebuilding.

EcoPhi is positioned to succeed because the business model is adaptive. Micro-manufacturing can scale to whatever the local community needs. At one stage, the system may prioritize fire-resilient housing components and ecological building panels. At another stage, it may produce furniture, cabinetry, textiles, clothing, food products, agricultural tools, wellness products, or other goods needed by residents and the surrounding market. The model uses local resources, local knowledge, local labor, and local creativity to create products that circulate value back into the region rather than extracting wealth out of it. This allows the project to evolve with the needs of Southern Oregon over time.

Mission Statement

EcoPhi Associates, L3C exists to create regenerative Co-Creation Villages and regional micro-manufacturing ecosystems where people can live, work, learn, heal, build, grow, and age with dignity. Through housing, agriculture, wellness, education, ecological manufacturing, and land stewardship, EcoPhi creates practical systems that restore land, strengthen local economies, and help people generate meaningful income from the places they call home.

Vision Statement

EcoPhi's vision is to demonstrate a replicable model for regenerative regional development where each property, person, enterprise, and natural resource plays a role in the success of the whole. Rather than developing isolated real estate assets, EcoPhi creates interconnected living economies that produce housing, food, materials, products, education, care, and culture from within the region itself. The Southern Oregon project is envisioned as a phoenix-from-the-ashes model for how fire-impacted and high-risk regions can rebuild with greater resilience, creativity, local ownership, and ecological intelligence.

Core Values

Regeneration

EcoPhi is committed to improving the health of land, water, soil, buildings, people, and local economies over time. Regeneration was chosen as a core value because the next generation of development must do more than reduce harm. It must actively restore the living systems that support long-term prosperity.

Local Resilience

The project is designed around the belief that strong regions produce more of what they need locally. Housing, food, materials, furniture, clothing, tools, wellness products, and building systems can be created through distributed micro-manufacturing and local enterprise. This reduces dependency on fragile supply chains and keeps economic value circulating within Southern Oregon.

Non-Extractive Enterprise

EcoPhi uses a non-extractive approach to land, materials, and people. The goal is not to take as much as possible from a place, but to understand what the land can responsibly provide, what the community truly needs, and how value can be returned through restoration, education, employment, and stewardship.

Dignity and Participation

EcoPhi's model is built around dignity for residents, elders, workers, families, makers, and land stewards. People are not treated only as tenants, consumers, or employees. They are participants in a living economy with pathways to learn skills, create products, build enterprises, contribute to the land, and generate income.

Distributed Prosperity

EcoPhi seeks to invert the traditional top-down development structure by creating opportunities for income participation across the system. This may include employment, apprenticeships, maker enterprises, cottage businesses, local product sales, stewardship roles, hospitality participation, agricultural production, educational programming, and other revenue pathways that allow people involved in the village ecosystem to benefit from its success.

Education Through Making

EcoPhi believes that people learn best by building, growing, repairing, designing, fabricating, and participating directly. Education is therefore embedded into manufacturing, construction, farming, restoration, hospitality, wellness, and daily village life. This creates practical pathways for youth, workers, parents, elders, and apprentices to gain useful skills.

Fire Resilience and Regional Healing

Southern Oregon's fire history makes resilience a central value. EcoPhi's work responds to the need for safer materials, defensible landscapes, ecological land management, decentralized production, and community-based rebuilding. The project honors the reality that the region has already experienced loss, and it seeks to help transform that loss into a new model of renewal.

Stewardship

EcoPhi views land as a living partner and long-term responsibility. Agriculture, forestry, conservation, water systems, pollinator habitat, beaver habitat, native seed saving, fire-conscious land management, and regenerative production all support the long-term health of the region.

Innovation With Roots

EcoPhi combines BIM, digital coordination, AI-supported planning, prefabrication, regenerative materials, and micro-manufacturing with local culture, local materials, and hands-on craft. Innovation is not used to replace people or place. It is used to help communities build better, safer, more beautiful, and more self-reliant systems.

Collaboration

EcoPhi's work depends on collaboration among residents, landowners, builders, farmers, makers, healers, educators, investors, public agencies, nonprofits, and local businesses. The model succeeds when each participant contributes their strength and the larger system is designed to help those strengths reinforce one another.

Team & Org Structure

EcoPhi Associates, L3C will serve as the coordinating development and operating entity for EcoPhi Southern Oregon Regenerative Villages. Its role is to hold the overall vision, coordinate funding, guide

design and development strategy, organize the micro-manufacturing framework, support property-specific implementation, and ensure that each project asset contributes to the larger regional model. Jess Allen Glowacki, Founder and CEO of EcoPhi Associates, will lead the overall regenerative development strategy, architectural direction, BIM coordination, micro-manufacturing systems, ecological building technology, and portfolio integration. Jess brings experience in ecological design, regenerative development, LEED projects, BIM, international project delivery, modular building systems, bamboo and biomaterial networks, and community-based development. His role is to connect land, architecture, technology, local materials, manufacturing, and financial strategy into one executable framework.

EcoPhi's broader team and advisory network includes professionals in green building, LEED, WELL, SITES, regenerative design, circular economy strategy, international real estate development, architecture, engineering, AI, digital transformation, environmental technology, hospitality, interior design, landscape design, construction, wellness, and community-based project delivery. This team structure allows EcoPhi to combine visionary design with practical execution across real estate, manufacturing, agriculture, wellness, hospitality, education, and land stewardship.

The Southern Oregon project will operate through a distributed structure rather than a single centralized hierarchy. EcoPhi Associates, L3C will provide executive oversight, development strategy, investor coordination, design standards, and systems integration. Each property or enterprise node will have focused operating leadership based on its role in the larger ecosystem.

The organizational structure will include:

Executive Leadership and Portfolio Coordination

This group will manage strategic direction, funding coordination, investor communication, partnership development, capital deployment planning, and overall integration of the Southern Oregon portfolio.

Regenerative Development and Design

This team will oversee architecture, master planning, BIM coordination, site planning, permitting support, design standards, ecological infrastructure, and integration of regenerative building systems.

Micro-Manufacturing and Product Development

This division will coordinate small-scale and scalable manufacturing for local needs. Product categories may include ecological building components, modular housing systems, furniture, cabinetry, textiles, clothing, food products, agricultural tools, wellness products, and other locally needed goods. The purpose is to create flexible production capacity that can evolve with community demand.

Housing and Elder-Centered Living

This operating group will guide intergenerational housing, elder care, workforce housing, multifamily housing, lease-to-own models, stewardship-based housing structures, and resident support systems.

Agriculture, Food Systems, and Land Stewardship

This team will manage regenerative agriculture, orchards, gardens, food forests, grazing, native plants, pollinator habitat, fire-conscious land management, soil restoration, water systems, and land-based education.

Hospitality, Wellness, and Education

This group will coordinate retreats, guest stays, events, wellness programming, cultural gatherings, maker education, apprenticeships, workshops, and public-facing experiences that bring people into the model.

Finance, Legal, and Administration

This group will manage budgets, reporting, accounting, insurance, legal coordination, contracts, investor documentation, grant and foundation coordination, compliance, and use-of-funds tracking.

Local Enterprise and Steward Participation

This group will support residents, makers, growers, builders, artists, teachers, and entrepreneurs who wish to create products or services within the village economy. It is intended to help convert participation into income through cottage businesses, cooperative production, training programs, local product sales, hospitality support, land stewardship, and shared enterprise opportunities. The result is a professional yet flexible organization that can grow from local needs rather than imposing a fixed development formula. EcoPhi Southern Oregon Regenerative Villages is not simply a housing project, a farm project, a wellness project, or a manufacturing project. It is a regional framework for helping an already creative and resilient area become more self-reliant, fire-resilient, economically diverse, and ecologically aligned over time.

Strategic Partners and Local Implementation Capacity

EcoPhi Southern Oregon Regenerative Villages is being structured around local execution capacity, established regional relationships, and existing community infrastructure. This is important because the project is not intended to operate as an isolated real estate development. It is intended to support and expand the strengths already present in the Ashland, Talent, Phoenix, Medford, Jacksonville, Merlin, and broader Southern Oregon region.

Talent Maker City is expected to serve as a strategic community partner for workforce development, maker education, small-batch manufacturing, youth programming, community resilience, local enterprise development, and post-Almeda fire recovery. Talent Maker City has already established itself as a trusted nonprofit makerspace and resilience hub in Talent, Oregon, serving youth, adults, educators, artists, makers, nonprofits, businesses, and historically underserved populations through hands-on creativity and STEAM-based learning.

This partnership is directly aligned with EcoPhi's micro-manufacturing model. EcoPhi is not focused only on manufacturing housing. The larger objective is to create flexible, community-scaled production capacity that can evolve based on local needs. This may include ecological building components, furniture, cabinetry, textiles, clothing, food products, wellness products, adaptive equipment, repair services, small-batch manufacturing, and other locally useful goods. Talent Maker City provides an existing platform for training, tools, community trust, youth engagement, local business support, and creative production.

Talent Maker City's current and future needs also align with EcoPhi's regional funding strategy. The organization has identified near-term capital needs to complete and strengthen its makerspace and

resilience hub, as well as longer-term needs for expanded space, earned revenue growth, and greater small-batch manufacturing capacity. Subject to formal agreements, EcoPhi intends to explore ways that the broader Southern Oregon funding package can support mutually beneficial infrastructure, training, manufacturing, and local enterprise opportunities that strengthen both Talent Maker City and the EcoPhi regional model.

EcoPhi also intends to work with Christopher Brown and Arkitek Design & Architecture as the local Architect of Record. Arkitek brings Southern Oregon architectural experience, local permitting familiarity, sustainable design expertise, universal accessibility focus, and professional documentation capacity. This relationship strengthens the project by pairing EcoPhi's regenerative development, BIM, ecological manufacturing, and portfolio strategy with an experienced local architectural team capable of supporting agency coordination, design documentation, code compliance, and construction delivery. Together, these partnerships demonstrate that EcoPhi is not entering Southern Oregon as an outside concept. The project is being developed around local institutions, local professionals, local makers, local recovery needs, and existing community capacity. Talent Maker City provides community-facing maker, education, resilience, and workforce infrastructure. Arkitek provides local architectural leadership and professional execution capacity. EcoPhi provides the larger regional development, funding, land stewardship, housing, micro-manufacturing, and economic framework.

Products and Services Line

EcoPhi Southern Oregon Regenerative Villages will generate revenue through a diversified mix of products and services tied to housing, micro-manufacturing, agriculture, hospitality, wellness, education, land stewardship, and local enterprise. The business model is intentionally flexible. As the needs of the Ashland-area community evolve, the production systems, services, and educational programs can evolve with them.

The core product is not a single building, property, or manufacturing line. The core product is a regenerative regional framework that helps people live, work, learn, produce, heal, and create income within a connected local economy.

Product Offerings

1. Regenerative Housing Products

EcoPhi will develop a range of housing types across the Southern Oregon portfolio, including intergenerational rental housing, workforce housing, senior and elder-centered housing, multifamily housing, townhomes, lease-to-own homes, short-term intervention housing, and village-scale residential clusters. These housing products are designed to provide stability, dignity, and community connection while supporting long-term financial performance.

Functionality:

Housing provides the foundation for the regional model by giving residents, workers, elders, families, and local participants a stable place to live near the economic, agricultural, educational, and wellness systems they help create.

2. Elder-Centered Living Environments

The portfolio will include housing and care-based environments designed for elders, including assisted living, elder ease rentals, intergenerational living arrangements, and community-integrated senior housing. These offerings are designed to reduce isolation, support aging with dignity, and create opportunities for elders to remain connected to meaningful daily life.

Functionality:

Elder-centered housing creates recurring revenue while also addressing one of the region's most urgent social needs: dignified, connected, and supportive aging.

3. Micro-Manufactured Building Components

EcoPhi will produce ecological building components and systems that may include wall panels, modular housing components, structural assemblies, interior finish systems, insulation systems, cabinetry, millwork, and other construction-related products. Materials may include locally available or regionally sourced natural and regenerative resources such as hemp, timber, clay, lime, agricultural fibers, and other tested low-impact materials where appropriate and code-compliant.

Functionality:

These products reduce dependence on long supply chains, support local building capacity, create skilled jobs, and provide the physical components needed to build housing and community infrastructure.

4. Fire-Conscious and Resilient Building Products

Because Southern Oregon is a high fire-risk region, EcoPhi will prioritize building systems, landscape products, and site strategies that support fire-conscious design. Product development may include non-toxic, fire-aware assemblies, defensible landscape materials, modular replacement components, resilient exterior systems, and education around safer rebuilding practices.

Functionality:

These products help the region rebuild with greater resilience and provide a practical response to local wildfire risk.

5. Furniture, Interiors, and Local Product Fabrication

The micro-manufacturing platform will not be limited to housing components. As the system matures, EcoPhi may support production of furniture, cabinetry, built-ins, textiles, clothing, home goods, wellness products, tools, agricultural supports, and other locally needed products. These may be produced directly by EcoPhi or through resident-led, maker-led, or partner-led enterprises using shared facilities and equipment.

Functionality:

This expands the economic model beyond construction and creates income opportunities for makers, artists, craftspeople, designers, residents, and local entrepreneurs.

6. Agricultural and Food Products

Agricultural products may include vegetables, herbs, orchard fruit, livestock products where appropriate, nursery plants, native plants, seeds, honey or bee-related products where ethically managed, preserves, fermented foods, prepared foods, and value-added agricultural goods. Food production will be connected to hospitality, residents, local markets, educational programs, and cottage businesses.

Functionality:

Agriculture supports food security, local enterprise, hospitality operations, education, land restoration, and resident income opportunities.

7. Native Plant, Seed, and Restoration Products

EcoPhi may develop native plant propagation, seed-saving programs, pollinator habitat products, restoration plantings, and ecological landscape materials. These products support on-site restoration and may also serve regional restoration needs.

Functionality:

These products support ecological restoration, local biodiversity, land stewardship education, and long-term climate and fire resilience.

8. Hospitality and Guest Stay Products

The portfolio will include guest accommodations such as ecologically designed cabins, yurts, bell tents, tipis, campsites, retreat stays, short-term rentals, and elder ease rentals where appropriate. These offerings will serve retreat guests, event attendees, visiting families, educators, investors, wellness participants, and travelers seeking land-based experiences.

Functionality:

Hospitality creates early and recurring revenue, introduces people to the EcoPhi model, and supports the broader economic ecosystem.

9. Event and Retreat Packages

EcoPhi will offer event packages for retreats, workshops, festivals, weddings, educational gatherings, cultural events, wellness programs, and aligned private events. Packages may include venue rental, lodging, food, production support, facilitation, wellness programming, and land-based experiences.

Functionality:

Events and retreats provide significant revenue potential while activating the land as a place of education, culture, healing, and regional gathering.

10. Educational Products and Training Programs

Educational products may include workshops, apprenticeships, certificates, online learning, in-person training, maker courses, regenerative building intensives, permaculture training, land stewardship programs, hospitality training, elder care training, and micro-enterprise incubation programs.

Functionality:

Education creates revenue, builds the local workforce, transfers practical skills, and helps residents and participants turn knowledge into livelihoods.

11. Wellness Products and Programs

Wellness offerings may include retreats, movement classes, bodywork, meditation, healing arts, nature immersion, elder wellness programs, food-as-medicine experiences, and other integrative wellness services delivered by qualified practitioners and partners.

Functionality:

Wellness services provide recurring revenue, attract visitors, support residents, and reinforce the larger mission of whole-person and whole-place regeneration.

Service Offerings

1. Regenerative Development Services

EcoPhi will provide development strategy, project planning, feasibility coordination, site planning, project phasing, consultant coordination, funding strategy, and integrated development management for the Southern Oregon portfolio and future projects.

Reason for Offering:

These services allow EcoPhi to coordinate complex multi-property projects while creating a repeatable model for future regional development.

2. Architecture, BIM, and Design Coordination

EcoPhi will provide architectural visioning, BIM coordination, digital modeling, design integration, prefabrication planning, construction coordination, visualization, and documentation support.

Reason for Offering:

BIM and digital coordination improve cost control, reduce conflicts, improve construction planning, and support the manufacturing of repeatable building systems.

3. Micro-Manufacturing Operations and Training

EcoPhi will operate and support flexible micro-manufacturing systems that can produce building components, furniture, interiors, clothing, textiles, agricultural products, and other locally needed

goods. Training will be integrated so residents, apprentices, and local makers can participate in production.

Reason for Offering:

Micro-manufacturing is one of the central economic engines of the project. It creates jobs, supports local ownership, reduces supply-chain dependence, and allows the community to produce what it needs.

4. Housing Operations and Stewardship Services

EcoPhi will manage housing operations, leasing, lease-to-own structures, work-trade programs, sliding-scale housing models where appropriate, resident coordination, maintenance, and stewardship contribution systems.

Reason for Offering:

Housing must be managed as part of a living economic system, not only as a real estate product. These services create stability for residents while maintaining operational and financial discipline.

5. Elder Care and Intergenerational Support Services

EcoPhi will support elder-centered housing, assisted living partnerships, daily support services, mobility-sensitive design, intergenerational programming, elder mentorship opportunities, and care-based community systems.

Reason for Offering:

Elder care creates recurring revenue while also addressing the need for dignified, connected, and purpose-driven aging.

6. Hospitality and Event Operations

EcoPhi will provide lodging management, venue rental coordination, event production, guest services, retreat operations, booking management, food service coordination, and visitor experience design.

Reason for Offering:

Hospitality and events provide early revenue, strengthen public awareness, and bring outside capital into the local ecosystem through meaningful visitor experiences.

7. Agriculture and Food System Services

EcoPhi will coordinate regenerative agriculture, orchards, food forests, gardens, farm operations, value-added food production, local distribution, composting, biochar where appropriate, and food-based education.

Reason for Offering:

Food systems create local resilience, reduce dependence on outside supply chains, support hospitality, and provide meaningful work and enterprise opportunities.

8. Land Stewardship and Restoration Services

EcoPhi will coordinate ecological restoration, fire-conscious land management, soil building, pollinator habitat, native planting, water stewardship, beaver habitat restoration where appropriate, trail systems, and conservation planning.

Reason for Offering:

Long-term land health is the foundation of the entire development model. Stewardship also creates jobs, education, ecological value, and long-term asset protection.

9. Local Enterprise Incubation

EcoPhi will support residents, makers, farmers, artists, builders, educators, and wellness practitioners who want to create income through the village ecosystem. This may include shared workspace, equipment access, product development, business coaching, sales channels, cottage industry support, and cooperative production models.

Reason for Offering:

This service is essential to turning the conventional pyramid upside down. It helps people move from dependency into participation, production, and shared prosperity.

10. Education, Apprenticeship, and Workforce Development

EcoPhi will offer practical training in building, manufacturing, agriculture, restoration, hospitality, wellness, elder support, entrepreneurship, and regenerative systems.

Reason for Offering:

Workforce development ensures the project can grow with skilled local labor while giving participants practical pathways into long-term professions.

Pricing Model

EcoPhi's pricing model will combine market-based pricing, cost-plus pricing, value-based pricing, sliding-scale access where appropriate, and revenue-sharing structures for resident or maker-led enterprises. Final pricing will be refined through detailed pro formas, appraisals, construction budgets, operating budgets, local market comparisons, regulatory review, and investor underwriting.

1. Housing Pricing

Residential rentals, workforce housing, senior housing, and intergenerational housing will be priced based on local market conditions, operating costs, debt service, reserves, affordability goals, and stewardship commitments. Some housing may use standard rental rates, while other units may use sliding-scale rent, work-trade offsets, lease-to-own structures, or stewardship contribution models.

Pricing Approach:

Market-informed pricing with selected affordability, work-trade, and stewardship-based options.

2. Home Sales and Lease-to-Own Pricing

Homes offered for sale or lease-to-own will be priced based on land cost, site infrastructure, construction cost, soft costs, financing, reserves, and a reasonable development margin. EcoPhi will seek to balance financial performance with long-term attainability and mission alignment.

Pricing Approach:

Cost-plus pricing with target development margins generally refined by project type, financing requirements, and market absorption.

3. Micro-Manufactured Building Products

Building components, panels, modular systems, cabinetry, millwork, furniture, and related products will be priced using a cost-plus model. Pricing will include raw materials, labor, equipment, overhead, facility cost, packaging, quality control, warranty reserve, and profit margin.

Pricing Approach:

Wholesale and internal-use pricing may target lower margins to support portfolio construction. Retail or external sales may target higher margins based on product complexity and market demand.

Preliminary Margin Range:

20 percent to 40 percent gross margin depending on product type, customization, volume, and distribution channel.

4. Furniture, Clothing, Textiles, and Local Goods

Locally manufactured furniture, clothing, textiles, wellness goods, and home products may be sold through village stores, online sales, events, hospitality channels, local retailers, or direct commissions.

Pricing Approach:

Retail pricing based on material cost, maker labor, design value, overhead, sales channel, and market demand.

Preliminary Margin Range:

30 percent to 60 percent gross margin depending on whether products are wholesale, retail, custom, or consignment-based.

5. Agriculture and Food Products

Agricultural products will be sold through on-site food service, hospitality operations, community-supported agriculture, local markets, wholesale relationships, retail farm stands, value-added food products, and resident-led cottage businesses.

Pricing Approach:

Market-based pricing for fresh goods and value-based pricing for prepared, specialty, organic, regenerative, or locally branded products.

Preliminary Margin Range:

Fresh produce margins will vary by crop and season. Value-added food products may target stronger margins depending on processing, packaging, labor, and sales channel.

6. Hospitality and Guest Stays

Cabins, yurts, bell tents, tipis, campsites, short-term rentals, and retreat lodging will use dynamic pricing based on seasonality, occupancy, local market rates, event schedules, amenities, and length of stay.

Pricing Approach:

Nightly, weekly, retreat-based, and event-based pricing.

Revenue Strategy:

Early revenue will come from guest stays and small events, with increased revenue as bookings, events, and retreat packages mature.

7. Events, Retreats, and Venue Rentals

Event pricing will vary based on the size of the event, length of use, staffing needs, lodging requirements, kitchen use, production support, insurance requirements, cleanup, and whether EcoPhi is renting the venue or co-producing the event.

Pricing Approach:

Venue rental fees, per-attendee fees, package pricing, and co-production revenue shares.

Preliminary Revenue Models:

Flat venue rental

Per-person retreat package

Percentage of ticket sales

Hybrid rental plus revenue share

Food and lodging add-ons

8. Wellness and Education Pricing

Workshops, retreats, apprenticeships, trainings, and wellness programs will be priced based on instructor fees, facility use, materials, lodging, food, administration, scholarships, and market demand.

Pricing Approach:

Per-attendee tuition, cohort pricing, membership pricing, retreat package pricing, and selected scholarship or sliding-scale options.

9. Design, BIM, Development, and Consulting Services

EcoPhi may provide design, BIM, development coordination, and regenerative consulting services internally and externally. These services may be priced as fixed fees, hourly fees, monthly retainers, or percentages of construction or development cost.

Pricing Approach:

Fixed-fee or percentage-based pricing for defined scopes.

Hourly or retainer pricing for advisory, BIM, design, and planning services.

Development management fees for larger project coordination.

10. Local Enterprise and Maker Participation

Resident-led and maker-led enterprises may use shared facilities, equipment, storefronts, online platforms, hospitality channels, or event sales opportunities. EcoPhi may charge space-use fees, equipment-use fees, membership fees, wholesale commissions, retail commissions, or revenue shares depending on the enterprise model.

Pricing Approach:

Flexible participation model designed to support small business formation while covering facility, administration, maintenance, and platform costs.

Preliminary Revenue Share Range:

5 percent to 20 percent depending on facility use, sales support, equipment access, and administrative involvement.

Overall Pricing Philosophy

EcoPhi's pricing model is designed to be financially disciplined while remaining aligned with the project's regenerative mission. The goal is not to maximize extraction from each product or service, but to create a durable local economy where each revenue stream supports the others. Housing creates stability. Manufacturing creates products and jobs. Agriculture creates food and enterprise. Hospitality brings outside revenue into the region. Education builds capacity. Stewardship protects the land base. Together, these revenue streams create a diversified model that can adapt over time and support long-term regional prosperity.

Market Analysis

EcoPhi Southern Oregon Regenerative Villages is positioned within a region that has strong demand for housing, elder care, local production, regenerative agriculture, wellness, hospitality, fire-resilient rebuilding, workforce development, and community-based economic renewal. The target market is not limited to one customer type or one real estate category. The project is designed to serve a broad regional ecosystem that includes residents, elders, families, makers, builders, farmers, wellness practitioners, visitors, local businesses, investors, and public or private partners seeking practical models for regenerative economic development.

Southern Oregon, and specifically the Ashland, Talent, Phoenix, Medford, Jacksonville, and Merlin corridor, is an ideal market for this model because the region already contains many of the cultural, ecological, and economic ingredients required for success. The area has an existing creative and maker culture, a strong wellness and retreat economy, agricultural land, forestry and natural resource knowledge, a history of local craft, regional tourism, educational institutions, elder and retirement demand, housing pressure, wildfire recovery needs, and a population that is receptive to ecological and community-centered ways of living.

The project responds to four primary market needs:

1. The need for more diverse housing options, including workforce housing, intergenerational housing, senior living, elder-centered care, and attainable housing models.
2. The need for local economic resilience through micro-manufacturing, maker enterprise, food production, ecological building systems, and resident income pathways.
3. The need for fire-resilient rebuilding, land stewardship, local material use, and regional adaptation after major wildfire impacts.
4. The need for wellness, hospitality, education, and cultural gathering places that support both local residents and visitors.

Target Market

The primary geographic target market is Southern Oregon, with a focus on the Rogue Valley and the interconnected communities of Ashland, Talent, Phoenix, Medford, Jacksonville, Merlin, Grants Pass, and surrounding rural areas. The immediate market includes Jackson and Josephine Counties. The secondary market includes Northern California, the broader Pacific Northwest, West Coast wellness and retreat visitors, regenerative development investors, and other fire-impacted communities seeking replicable rebuilding models.

The project's total addressable market includes multiple customer categories rather than one narrow buyer group:

Residential Housing Market

This includes working families, local employees, remote workers, builders, service workers, creative professionals, agricultural workers, teachers, wellness practitioners, entrepreneurs, and residents

seeking more stable and connected housing options. Demand is supported by statewide and regional housing pressure, the need for more diverse housing types, and the challenge many workers face in living near the communities they serve.

EcoPhi's housing model is designed to serve people who want more than a conventional house or apartment. The target resident values community connection, food access, ecological design, shared amenities, work opportunities, wellness, safety, and long-term stability.

Elder and Senior Living Market

Southern Oregon has a significant aging population, especially in Ashland, Jackson County, and Josephine County. This creates demand for senior housing, assisted living, elder ease rentals, intergenerational living, mobility-sensitive housing, and care models that reduce isolation while supporting independence and dignity.

EcoPhi's elder-centered model targets seniors who do not want to age in an institutional environment and families who want elders to remain connected to daily life, nature, younger generations, food systems, arts, and meaningful contribution.

Maker, Artisan, and Micro-Enterprise Market

The Ashland-Talent area already has a strong culture of makers, artists, builders, fabricators, craft workers, educators, and creative entrepreneurs. Talent Maker City is a strong regional example of how hands-on creativity, maker tools, youth education, small business support, and community rebuilding can become part of the local economic fabric.

EcoPhi's target market includes makers who need access to tools, space, training, housing, product development support, and sales channels. This includes woodworkers, textile makers, furniture makers, natural builders, ceramic artists, welders, designers, food producers, clothing makers, herbal product makers, and small-scale manufacturers.

Construction and Building Products Market

The construction market includes homeowners, builders, remodelers, developers, architects, fire-recovery projects, and public or private housing initiatives that need locally produced building components, fire-conscious assemblies, ecological materials, modular systems, cabinetry, millwork, furniture, and interior products.

EcoPhi's micro-manufacturing model is designed to meet practical local needs while reducing dependence on fragile supply chains. The same production framework can evolve over time to produce what the community needs, including housing components, furniture, cabinetry, clothing, textiles, agricultural products, wellness goods, and other locally useful products.

Agriculture and Food Systems Market

Southern Oregon has strong agricultural identity, including orchards, vineyards, farms, ranch lands, herbs, specialty crops, food culture, and farm-to-table demand. EcoPhi's agricultural market includes residents, local restaurants, hospitality operations, farmers markets, value-added food businesses, wellness programs, educational partners, and visitors seeking land-based experiences.

The project is designed to connect food production to housing, hospitality, education, wellness, and local enterprise. This creates multiple markets for agricultural products and allows food systems to become part of the region's economic resilience.

Hospitality, Wellness, and Retreat Market

Ashland and Southern Oregon already attract visitors for arts, culture, outdoor recreation, wellness, food, wine, theater, and nature. EcoPhi's hospitality and wellness market includes retreat leaders, event organizers, wellness practitioners, cultural groups, educational cohorts, families, investors, ecotourism guests, and visitors seeking meaningful land-based experiences.

The target guest is not simply looking for lodging. They are looking for beauty, learning, healing, food, culture, community, nature, and a sense of participation in something meaningful.

Education and Workforce Development Market

EcoPhi's education market includes youth, apprentices, tradespeople, makers, builders, farmers, hospitality workers, land stewards, wellness practitioners, career changers, and residents seeking practical skills. Educational offerings may include micro-manufacturing training, natural building, BIM-supported design, regenerative agriculture, food production, fire-conscious land management, hospitality, elder support, entrepreneurship, and maker enterprise development.

This market is important because the project's success depends on training local people to participate in the economy being created.

Impact Investor and Funding Partner Market

The investor market includes impact investors, family offices, PRI-focused foundations, regenerative development funds, housing-focused capital partners, conservation-aligned funders, regional economic development partners, and lenders seeking projects with diversified revenue streams and measurable social and environmental benefit.

EcoPhi's investor value proposition is the combination of real estate, housing, manufacturing, agriculture, wellness, hospitality, and ecological restoration in one integrated regional platform.

Buyer Personas

1. The Intergenerational Family

This buyer is a working parent, couple, or multigenerational household seeking stable housing in a healthier and more connected environment. They may be priced out of traditional homeownership or may be dissatisfied with isolated suburban living. They value safety, nature, food access, educational opportunities, flexible work, community connection, and a setting where children can grow near elders, makers, gardens, and meaningful daily life.

Primary Need:

Attainable housing, childcare-compatible work, community support, food access, and long-term stability.

EcoPhi Solution:

Intergenerational housing, work opportunities, shared amenities, food systems, education, and village-based support.

2. The Elder Seeking Dignity and Belonging

This buyer is an older adult or family member seeking a better alternative to isolated retirement or institutional care. They value safety, accessibility, nature, purpose, intergenerational connection, wellness, and the ability to remain part of community life. They may want light work, mentorship roles, gardening, storytelling, teaching, arts, or simply a more meaningful daily environment.

Primary Need:

Secure housing, care access, social connection, dignity, and purpose.

EcoPhi Solution:

Elder-centered housing, assisted living partnerships, intergenerational programming, wellness services, and meaningful participation in village life.

3. The Maker or Creative Entrepreneur

This buyer is a woodworker, artist, textile maker, furniture maker, builder, designer, welder, food producer, herbalist, clothing maker, or small business owner who needs access to tools, workspace, housing, business support, and sales channels. They may already have skills but lack capital, space, equipment, or a supportive ecosystem.

Primary Need:

Affordable access to production tools, workspace, customers, mentorship, and income pathways.

EcoPhi Solution:

Micro-manufacturing facilities, maker spaces, shared equipment, local product development, village stores, hospitality sales channels, events, and enterprise incubation.

4. The Local Builder or Fire-Recovery Customer

This buyer is a builder, homeowner, developer, agency, or contractor looking for better ways to build or rebuild in a high fire-risk region. They need practical products, reliable supply, resilient assemblies, local fabrication, skilled labor, and construction systems that can reduce waste and improve delivery of fire-resistant solutions.

Primary Need:

Reliable local materials, fire-conscious design, prefabricated components, and skilled labor.

EcoPhi Solution:

Regenerative building components, fire resistant modular systems, BIM coordination, local fabrication, and training programs.

5. The Wellness and Retreat Guest

This buyer is a visitor, group leader, facilitator, educator, or wellness practitioner seeking a beautiful, grounded, nature-based place for retreats, workshops, healing, learning, and cultural gatherings. They value authenticity, food, land, comfort, beauty, ecological alignment, and meaningful experience.

Primary Need:

Lodging, gathering space, land-based experience, food, wellness programming, and event support.

EcoPhi Solution:

Guest accommodations, event venues, retreats, wellness services, educational programming, gardens, food systems, and cultural spaces.

6. The Regenerative Farmer or Food Entrepreneur

This buyer is a grower, rancher, orchardist, chef, food producer, herbalist, or value-added food entrepreneur seeking land access, processing capacity, local markets, and integration with hospitality and residents.

Primary Need:

Access to land, infrastructure, processing, distribution, and stable local demand.

EcoPhi Solution:

Regenerative agriculture, food forests, orchards, value-added production, hospitality markets, resident markets, education, and cottage business pathways.

7. The Impact Investor or Funding Partner

This buyer is a capital partner looking for a large-scale project with revenue potential, social impact, environmental restoration, and replicability. They want disciplined execution, real assets, diversified income, job creation, and a credible implementation structure.

Primary Need:

Financial return, risk diversification, measurable impact, job creation, and long-term value.

EcoPhi Solution:

A diversified regional portfolio with housing, agriculture, manufacturing, hospitality, wellness, education, and stewardship-based revenue streams.

Location Analysis

Southern Oregon is a strong location for EcoPhi Southern Oregon Regenerative Villages because the region already contains the cultural, ecological, and economic conditions needed for the model to succeed. The Ashland-area community is known for arts, wellness, education, food, ecological thinking, independent enterprise, and land-based culture. Medford provides the larger regional population center, healthcare hub, commercial services, airport access, workforce base, and logistics connection. Jacksonville, Merlin, Talent, Phoenix, and surrounding rural areas add historic character, agricultural land, maker culture, retreat potential, and land-based opportunity.

The project is not based on the assumption that one property should contain the entire vision. Instead, the location strategy uses multiple properties and facilities for different roles within the same regional system. Some locations are better suited for housing density. Others are better suited for agriculture, elder care, hospitality, manufacturing, conservation, education, or retreat uses. This distributed model creates a more realistic and resilient approach than attempting to place every function on one site.

The region's fire history is a major part of the market opportunity. The Almeda Fire profoundly affected the Ashland, Talent, and Phoenix corridor, destroying homes, businesses, and community fabric. This creates a continuing need for rebuilding models that are local, resilient, practical, and community-centered. EcoPhi's model responds by linking fire-conscious design, local materials, micro-manufacturing, workforce training, land stewardship, and housing into one framework.

Talent Maker City demonstrates that the region already understands how making, rebuilding, education, and community healing can work together. EcoPhi's model does not replace this existing maker culture. It builds around it, expands it, and connects it to housing, land, manufacturing, agriculture, and long-term economic development.

The region also has strong agricultural potential. The Rogue Valley supports orchards, vineyards, herbs, specialty crops, gardens, farms, ranching, and value-added food production. This gives EcoPhi the opportunity to connect food systems directly with residents, hospitality, wellness, education, local businesses, and ecological restoration.

The tourism and hospitality market is another location advantage. Ashland has an established visitor economy built around theater, arts, food, wellness, outdoor recreation, wine, and regional culture. EcoPhi can serve this market through guest stays, retreats, events, educational programs, wellness offerings, and land-based experiences while also bringing outside visitor spending into local enterprises. The location also benefits from Interstate 5 access, proximity to Northern California, connections to Medford and Grants Pass, access to regional healthcare and services, and a strong identity as a place for people seeking a more nature-connected lifestyle. These factors make Southern Oregon attractive to residents, visitors, retirees, remote workers, entrepreneurs, and investors.

At the same time, the region has challenges that must be addressed: wildfire risk, insurance costs, construction costs, permitting complexity, infrastructure needs, housing affordability, workforce limitations, and seasonal smoke impacts. EcoPhi's business model directly addresses these risks through distributed assets, local production, fire-conscious land planning, diversified revenue streams, workforce training, and a long-term stewardship approach.

Competitor Analysis

EcoPhi Southern Oregon Regenerative Villages operates across several overlapping industries: real estate development, housing, senior living, hospitality, regenerative agriculture, natural building, micro-manufacturing, education, wellness, and local enterprise development. Because the project is integrated, its competitors are not limited to one company type. Instead, competition comes from conventional developers, senior living operators, retreat centers, makerspaces, contractors, prefabricated housing companies, agricultural businesses, and hospitality venues.

The market is fragmented. Many competitors serve one category well, but few combine housing, elder care, agriculture, micro-manufacturing, hospitality, education, wellness, fire-conscious land stewardship, and local enterprise development into one connected regional model. This gives EcoPhi a distinct positioning advantage.

SWOT Analysis

Strengths

EcoPhi's greatest strength is its integrated regional model. The project combines multiple revenue streams and multiple asset types, reducing reliance on any single market. Housing, agriculture, manufacturing, hospitality, wellness, education, and land stewardship all support one another. The model is locally responsive and can evolve as community needs change.

Additional strengths include:

Partnering with Local existing entities to create this evolutionary model for bringing back the village as a regional hub

Local micro-manufacturing strategy
Regenerative and fire-conscious positioning
Housing plus income-generation model
Elder care and intergenerational focus
Ashland-area cultural alignment
Distributed property strategy
BIM, design, and prefabrication expertise to create the digital twin for the whole community
Ability to create jobs across multiple sectors
Potential to attract impact capital and philanthropic alignment

Weaknesses

The primary weakness is complexity. The project requires coordination across real estate, construction, manufacturing, agriculture, hospitality, care services, education, legal structures, operations, and finance. Conventional projects are easier to underwrite because they usually involve fewer business lines.

Additional weaknesses include:

Large capital requirement
Need for phased permitting and approvals
Need for specialized operating partners
Need to prove micro-manufacturing economics at scale
Potential insurance and wildfire-related cost pressures
Need for strong governance and reporting systems

Opportunities

The project is positioned to respond to several major market opportunities:

Oregon's housing shortage
Strong regional senior and elder-care demand
Need for fire-resilient rebuilding
Interest in local manufacturing and resilient supply chains
Growth in wellness and retreat markets
Existing Ashland-area arts, food, and visitor economy
Maker culture and hands-on workforce training
Agricultural and value-added food production
Impact investing demand for real asset projects with measurable benefit
Replicable models for other fire-impacted and housing-constrained regions

Threats

The primary threats include construction cost escalation, interest rate volatility, permitting delays, wildfire and smoke impacts, insurance cost increases, labor shortages, operating complexity, and market absorption timing. These risks will be addressed through phased implementation, diversified revenue,

local production, strategic reserves, professional management, insurance review, fire-conscious design, and partnerships with experienced operators.

Porter's Five Forces Summary

1. Competitive Rivalry: Moderate

There are many housing developers, hospitality venues, senior living providers, contractors, farms, and wellness businesses in the region, but few offer an integrated model. Competition is strongest in individual service categories, but weaker against the full EcoPhi platform.

2. Threat of New Entrants: Moderate to Low

Small competitors can enter individual markets, such as retreats, food products, or maker services. However, the capital, land control, design coordination, operations, and multi-sector integration required to replicate the EcoPhi model create a higher barrier to entry.

3. Bargaining Power of Suppliers: Moderate to High

Construction materials, labor, insurance, equipment, and professional services may be expensive or constrained. EcoPhi reduces supplier risk by developing local micro-manufacturing, training local workers, using regional resources where appropriate, and diversifying production.

4. Bargaining Power of Buyers: Moderate

Residents, guests, builders, and customers have alternatives in conventional housing, senior living, hospitality, and retail products. However, EcoPhi's integrated offering creates value that conventional competitors do not provide: housing plus work, food, wellness, education, land stewardship, and local production.

5. Threat of Substitutes: Moderate

Substitutes include conventional apartments, retirement communities, single-family subdivisions, manufactured housing, retreat centers, makerspaces, online education, and standard building materials. EcoPhi's advantage is that it combines these functions into one integrated ecosystem rather than offering them separately.

Competitor Summary Table

Competitor Type	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
Conventional Residential Developers and Homebuilders	EcoPhi offers more than housing. The model integrates housing with food systems, local jobs, micro-manufacturing, wellness, elder care, and land stewardship.	Conventional developers may have simpler underwriting, faster delivery models, established lender relationships, and narrower permitting scopes.	EcoPhi should position itself as a diversified regional development platform rather than a standard subdivision developer. The project creates multiple revenue streams and broader community value, which can support impact capital

Competitor Type	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
			and long-term resilience.
Senior Living and Assisted Living Operators	EcoPhi integrates elder housing into an intergenerational village model with land, food, wellness, mentorship, and social connection.	Existing senior living operators may have licensing experience, care staff, referral systems, and established operating models.	EcoPhi can partner with experienced elder-care operators while providing a better physical and social setting. The project does not need to self-perform all care services in-house.
Retreat Centers, Event Venues, and Hospitality Operators	EcoPhi offers hospitality within a broader land-based economy including housing, agriculture, wellness, education, maker culture, and local products.	Established venues may already have brand recognition, repeat customers, booking systems, and operating history.	EcoPhi can start with phased hospitality activation and partner with existing retreat leaders. The project's differentiator is the depth of experience and integration with a living village model.
Makerspaces and Fabrication Shops	EcoPhi connects maker culture to housing, land, agriculture, micro-enterprise, product sales, and regional development.	Existing makerspaces may have stronger local trust, established users, youth programs, equipment, and community relationships.	Existing makerspaces should be viewed as collaborators and proof of demand, not only competitors. EcoPhi can expand the maker ecosystem by adding housing, land, capital, manufacturing scale, and sales channels.
Prefabricated Housing and Natural Building Product Companies	EcoPhi's advantage is local production tied directly to local housing, land, training, and product demand.	Existing prefab or materials companies may have certifications, manufacturing experience, distribution, warranties, and completed projects.	EcoPhi can begin with code-compliant products, prototypes, partnerships, and internal demand from its own portfolio before

Competitor Type	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
			expanding to external sales.
Agricultural and Food Businesses	EcoPhi connects agriculture to residents, hospitality, wellness, education, cottage businesses, and value-added production.	Existing farms and food businesses may have specialized expertise, established customer bases, and lower operating complexity.	EcoPhi should collaborate with local farmers and food entrepreneurs rather than displace them. The platform can provide land access, processing, hospitality demand, and sales channels.
Wellness Centers and Holistic Retreat Providers	EcoPhi offers wellness as part of a full living system that includes housing, food, land, elder care, education, and community.	Existing wellness providers may have loyal customers, specialized practitioners, and established brand identity.	EcoPhi can provide a platform for practitioners rather than compete with every provider directly. The project creates venues, lodging, programming, and resident demand for wellness services.

Market Positioning Conclusion

EcoPhi Southern Oregon Regenerative Villages occupies a distinct market position. It is not simply competing as a housing developer, retreat center, farm, senior living provider, or maker space. It is creating a regional framework where these functions reinforce one another. The market opportunity exists because Southern Oregon needs housing, elder support, fire resilience, local jobs, local production, food systems, and economic renewal, and because the Ashland-area community already has the culture and talent to support this model.

The project's greatest advantage is that it does not need one property, one product, or one customer type to carry the whole business. Each asset and enterprise can perform the role it is best suited for, while contributing to the larger ecosystem. This makes the model more adaptive, more resilient, and more capable of serving the region over time.

Marketing Plan

EcoPhi Southern Oregon Regenerative Villages will use a targeted, relationship-based marketing strategy focused on investors, strategic partners, future residents, makers, operators, local stakeholders, technology partners, and aligned regional institutions. The project is not being marketed as a conventional real estate development or single-property opportunity. It is being positioned as a coordinated regional platform that integrates housing, elder care, agriculture, hospitality, wellness, education, conservation, local enterprise, micro-manufacturing, BIM, digital twin coordination, and advanced decision intelligence into one connected economic model.

The marketing strategy will emphasize credibility, regional alignment, implementation capacity, technology-enabled transparency, and long-term financial viability. Because the project includes multiple properties, multiple revenue streams, multiple partners, and multiple community benefits, marketing must clearly explain the system without overwhelming the reader. The goal is to communicate that EcoPhi is creating a practical, fundable, and data-informed model for regional resilience, not simply presenting an abstract vision.

Positioning Strategy

EcoPhi Southern Oregon Regenerative Villages will be positioned as a regenerative development, local production, and economic resilience platform centered around the existing Ashland-area community. The project's central message is that Southern Oregon already has many of the cultural, creative, agricultural, ecological, technological, and professional ingredients needed for this model to succeed. EcoPhi's role is to organize those strengths into a coordinated system that can create housing, jobs, products, food systems, elder support, hospitality, education, land stewardship, and long-term regional value.

Potential buyers, partners, and funders will be interested in the project because it addresses several urgent regional needs at the same time. Southern Oregon needs more housing options, better elder-care models, local job creation, fire-conscious rebuilding, resilient food systems, workforce development, local production capacity, transparent project coordination, and practical ways for local people to participate in the economy. EcoPhi's model responds to these needs by linking land, housing, manufacturing, agriculture, wellness, hospitality, education, BIM, digital documentation, and scenario-based decision-making into one operating framework.

The project will be positioned around seven primary value propositions.

1. Housing Connected to Livelihood

EcoPhi's housing model is not isolated from work, food, wellness, or community life. The villages are designed to support residents through proximity to local enterprise, agriculture, micro-manufacturing, education, elder care, and shared amenities. This directly addresses the needs of families, workers, elders, and multigenerational households seeking stability, belonging, and income pathways.

2. Local Production and Micro-Manufacturing

EcoPhi's micro-manufacturing model is designed to help Southern Oregon produce more of what it needs locally. This may include ecological building components, furniture, cabinetry, textiles, clothing, food products, wellness goods, adaptive equipment, small-batch products, agricultural tools, and other locally useful goods. This positioning speaks directly to makers, builders, artists, entrepreneurs, educators, workforce development partners, and community resilience organizations.

3. Fire-Resilient Regional Rebuilding

The project will be positioned as part of Southern Oregon's long-term recovery and resilience story. The Almeda Fire and ongoing wildfire risk created a clear need for safer rebuilding strategies, local production capacity, workforce training, landscape stewardship, and resilient community infrastructure. EcoPhi's model responds by connecting fire-conscious design, micro-manufacturing, land management, housing, local training, and regional economic development.

4. Intergenerational and Elder-Centered Living

EcoPhi will position elder housing and care as part of a broader intergenerational model rather than an isolated senior facility. This directly addresses the needs of elders and families seeking dignity, purpose, safety, connection, wellness, and daily participation in community life. The model creates places where elders can remain connected to land, younger generations, food systems, arts, mentorship, and meaningful contribution.

5. Strategic Local Partnerships

EcoPhi's positioning will emphasize that the project is being built with local and regional capacity. Talent Maker City strengthens the workforce development, maker education, youth programming, small-batch manufacturing, and community resilience components. Arkitek Design & Architecture strengthens the local architectural execution strategy through Southern Oregon design knowledge, documentation capacity, permitting familiarity, and Architect of Record services. These relationships show that EcoPhi is not entering the region as an outside concept, but is building around existing community infrastructure and professional capacity.

6. Digital Twin and Decision Intelligence

EcoPhi will position its technology strategy as one of the project's major competitive advantages. The project will use BIM, digital twin coordination, centralized documentation, InteliBIM-supported workflows, and Dynex-supported advanced scenario modeling to evaluate major decisions before capital, labor, materials, or construction activity are committed. This allows EcoPhi to make highly informed decisions across property acquisition, design, infrastructure, phasing, construction, manufacturing, land stewardship, financial modeling, operations, and community impact.

7. Diversified Real Asset Investment

For investors and funding partners, EcoPhi will be positioned as a diversified real asset platform with multiple revenue streams and a connected information system. Revenue may be generated through housing, rentals, hospitality, events, agriculture, food products, education, micro-manufacturing, wellness programming, and long-term land-based operations. The digital documentation and scenario modeling layer strengthens investor confidence by improving transparency, risk analysis, reporting, and implementation discipline.

EcoPhi's website will be used as the central public-facing platform for this positioning strategy. The website should present the Southern Oregon portfolio in a clear and professional manner, including the

funding request, project locations, property summaries, business model, leadership team, strategic partners, anticipated job creation, implementation phases, technology strategy, digital twin framework, and contact pathways for qualified investors, partners, residents, operators, makers, and aligned organizations.

The website should function as a project portal rather than only a brand page. A visitor should quickly understand what the project is, where it is located, who is involved, what funding is being requested, how the project will be implemented, how each property contributes to the larger regional model, and how the technology platform will support transparency and better decision-making.

Acquisition Channels

EcoPhi's marketing strategy will prioritize direct relationships, strategic referrals, site visits, investor briefings, partner networks, technology demonstrations, and targeted digital communications. In the first year, the priority is not mass-market advertising. The priority is to secure funding, formalize partnerships, build local credibility, demonstrate implementation capacity, and prepare the platform for future resident, hospitality, education, product, and operating demand.

The primary acquisition channels are:

Investor and Funding Partner Outreach

Investor outreach will be the most important acquisition channel during the first phase. EcoPhi will directly engage impact investors, family offices, foundations, PRI-aligned funders, mission-driven lenders, economic development partners, conservation-aligned funders, housing funders, technology-aligned investors, and strategic capital partners.

This outreach will be supported by the business plan, use-of-funds schedule, financial projections, property summaries, team CVs, strategic partner profiles, technology overview, digital twin strategy, and a concise investor briefing document. The purpose is to show that the project is large in vision but specific in implementation, with clear uses of capital, identifiable assets, experienced leadership, measurable job creation, and a data-informed decision-making process.

Strategic Partner Referrals

Strategic partner referrals will be a major acquisition channel because this project depends on trust, local alignment, and coordinated implementation. EcoPhi will build relationships with organizations, businesses, landowners, architects, builders, makerspaces, agricultural partners, elder-care providers, wellness leaders, educational institutions, nonprofit organizations, technology providers, and regional economic development partners.

Talent Maker City is an important example of this channel. Its role as a community makerspace and resilience hub creates a natural bridge to workforce development, small-batch manufacturing, youth programming, maker education, local enterprise, and post-fire recovery. Partnerships like this help demonstrate that EcoPhi is working with local capacity rather than attempting to build everything from scratch.

Professional Partner Networks

EcoPhi will use professional partner networks to build credibility and implementation capacity. This includes architects, engineers, planners, legal advisors, financial advisors, construction teams, operators, care providers, hospitality consultants, BIM consultants, technology partners, and local agencies. The intended relationship with Christopher Brown and Arkitek Design & Architecture as local Architect of Record strengthens this channel by connecting EcoPhi's broader vision with professional Southern Oregon execution capacity.

Technology Partner Networks

EcoPhi's technology partnerships will also serve as an important acquisition and credibility channel. InteliBIM will support the BIM, documentation, and digital coordination framework. Dynex-supported scenario modeling will support the project's advanced decision intelligence strategy. These relationships help position EcoPhi as a regenerative development platform that uses high-level data, digital twin coordination, and advanced computation to reduce avoidable risk and make better decisions before implementation.

Site Visits, Private Briefings, and Digital Demonstrations

For a project of this scale, in-person experience will be one of the most important acquisition tools. EcoPhi will use curated site visits, private investor briefings, property tours, partner meetings, and regional visits to help serious funders and collaborators understand the full opportunity.

These in-person experiences should be supported by digital demonstrations. EcoPhi can use BIM models, property maps, digital twin diagrams, financial summaries, phasing studies, scenario comparisons, and project dashboards to show how the Southern Oregon portfolio functions as one connected system. This gives investors and partners a clearer understanding of how housing, agriculture, manufacturing, hospitality, wellness, land stewardship, and technology will work together.

Community and Event-Based Marketing

EcoPhi will participate selectively in events related to housing, wildfire recovery, community resilience, maker culture, regenerative development, agriculture, elder care, wellness, education, technology, BIM, and economic development. These events should be used to build credibility, identify partners, strengthen local relationships, and introduce the project to aligned audiences.

Community marketing should be handled carefully. The goal is to build trust and alignment, not to create premature expectations before property agreements, financing, and implementation steps are finalized.

Co-Marketing with Strategic Partners

Where appropriate, EcoPhi may use co-marketing with aligned partners. This may include shared workshops, public talks, maker demonstrations, workforce development initiatives, community resilience events, technology demonstrations, newsletter features, partner spotlights, and public education materials.

Co-marketing should only occur after roles, permissions, and expectations are clearly defined. The purpose is to show collaboration while maintaining professional clarity around each organization's role.

Website and Search Visibility

The EcoPhi website will support organic search visibility for terms related to regenerative development, Southern Oregon housing, intergenerational villages, elder-centered living, micro-manufacturing, fire-resilient rebuilding, regenerative building systems, BIM, digital twin planning, local production, and impact investment. The website will also serve as the destination for people who learn about the project through meetings, referrals, events, media coverage, investor outreach, or partner introductions.

Email and Newsletter Communication

Email communication will be used to maintain relationships with investors, partners, advisors, local stakeholders, and interested participants. Communications should be professional, consistent, and milestone-based. The newsletter should not overwhelm recipients with philosophy. It should provide clear updates on funding progress, property status, partnerships, permitting, job creation, project phases, digital coordination, technology milestones, and implementation progress.

Media and Public Relations

EcoPhi has a strong media narrative because the project connects housing, elder care, fire recovery, local manufacturing, agriculture, wellness, maker culture, conservation, technology, and job creation. Media outreach should focus on the practical regional impact rather than abstract vision. Priority audiences include Southern Oregon media, regional business publications, housing and planning outlets, architecture and design media, technology and BIM platforms, regenerative development networks, and impact investment audiences.

Social Media and Video

Social media will be used to build credibility, document progress, and share the story visually. LinkedIn should be prioritized for investors, professionals, institutions, technology partners, and strategic partners. Instagram can support visual storytelling, site identity, maker culture, hospitality, land stewardship, and community engagement. YouTube or embedded video can be used for project explainers, site walkthroughs, interviews, investor updates, BIM demonstrations, digital twin visualizations, and educational content.

Social media should remain professional and grounded. The project should avoid overpromising and focus on real milestones, real properties, real partners, real people, real systems, and real implementation steps.

Year One Marketing Priorities

The first-year marketing priorities are:

Complete a professional Southern Oregon project page on the EcoPhi website.

Finalize the business plan, use-of-funds schedule, financial projections, property summaries, team CV appendix, and strategic partner profiles.

Develop a concise investor briefing document and short presentation.

Create a clear technology overview explaining IntelliBIM, BIM coordination, digital twin strategy, centralized documentation, and Dynex-supported scenario modeling.

Build a structured investor and partner outreach list.

Create a CRM and relationship tracking system for funders, investors, partners, landowners, operators, technology partners, and professional contacts.

Schedule private briefings and Southern Oregon site visits.

Prepare digital demonstrations using property maps, BIM visuals, scenario planning diagrams, and phased implementation graphics.

Formalize partner language with Talent Maker City, Arkitek, InteliBIM, Dynex-related technology partners, and other key collaborators as appropriate.

Develop clear public language around housing, job creation, micro-manufacturing, fire resilience, elder dignity, land stewardship, digital transparency, and regional economic development.

Prepare media-ready summaries for local, regional, investment, architecture, and technology audiences.

Create a disciplined update process for funders, partners, and stakeholders.

The first-year goal is to build trust, secure funding, establish local credibility, strengthen partnerships, demonstrate technology-enabled implementation capacity, and prepare the project for launch. Broader public marketing for residents, hospitality guests, workshops, products, and events will be phased in as specific offerings become available.

Tools and Technology

EcoPhi's marketing tools will not be selected only for promotion. They will be part of a larger technology framework that supports investor communication, relationship management, BIM coordination, digital documentation, scenario modeling, financial tracking, hospitality operations, community transparency, and future customer acquisition.

The purpose of the technology stack is to simplify complexity. EcoPhi Southern Oregon Regenerative Villages includes multiple properties, multiple teams, multiple revenue streams, multiple phases, and multiple community functions. The technology system must help organize these moving parts into one transparent and usable structure.

Website and CMS

EcoPhi will use its website as the primary public-facing marketing platform. The site should include the Southern Oregon project overview, location summary, funding request, team overview, strategic partners, property portfolio summary, job creation narrative, technology strategy, digital twin framework, implementation phases, and contact pathways. The website should be easy to update through a CMS or existing site management platform.

The website should not function as a static brochure. It should become the public front door to the EcoPhi Southern Oregon platform, with the ability to grow into a more complete project portal over time.

CRM and Relationship Tracking

A CRM system will be used to track investors, funders, partners, advisors, property contacts, operators, technology partners, and stakeholders. In the early phase, this may be managed through HubSpot,

Airtable, Notion, Zoho, or a structured spreadsheet. As the project grows, this relationship tracking should connect with the larger EcoPhi information platform.

The CRM should track contact information, relationship type, meeting history, funding interest, partner category, next steps, follow-up dates, documents shared, site visit status, and potential role in the regional model.

Email Marketing

EcoPhi will use email marketing software for stakeholder updates, investor communication, partner announcements, project milestones, and implementation updates. Email lists should be segmented by audience, including investors, local partners, professional advisors, potential residents, makers, wellness partners, hospitality partners, technology partners, and public stakeholders.

Document Management and Central Information System

Basic cloud storage alone is not sufficient for the full EcoPhi model. Google Drive or a comparable cloud-based document system may be used in the early phase for business plan files, financial schedules, property summaries, CVs, partner documents, investor packets, and version control. However, EcoPhi's long-term goal is to create a more integrated central information platform where all major project information can be organized, connected, reviewed, and accessed by the appropriate stakeholders. EcoPhi will partner with InteliBIM to support BIM coordination, digital documentation, model organization, and centralized project information management. This partnership is important because the Southern Oregon platform includes multiple properties, multiple teams, multiple phases, and multiple operating categories. A project of this scale requires a disciplined digital structure so drawings, models, budgets, schedules, partner documents, permitting files, financial projections, property information, and implementation records can be organized in one transparent and accessible location. Over time, EcoPhi intends to develop its own integrated project information system for regenerative villages, micro-manufacturing, land stewardship, housing, elder care, hospitality, agriculture, education, wellness, and community enterprise. This platform will support internal coordination, investor reporting, partner collaboration, operating accountability, and replication of the model in other regions.

Digital Twin Analytics and Scenario Modeling

EcoPhi's analytics strategy will go far beyond standard website traffic or basic marketing performance. The Southern Oregon platform is being designed as a connected regional development system where each property, building, landscape, business unit, and community function can be modeled, documented, analyzed, and improved before major decisions are made.

EcoPhi intends to use BIM, digital twin modeling, centralized documentation, and advanced computational analysis to support decision-making across the full life cycle of the project. This includes acquisition planning, site planning, design, engineering, construction, manufacturing, land stewardship, housing operations, hospitality, agriculture, energy systems, water systems, transportation, financial performance, job creation, and long-term asset management.

EcoPhi also intends to explore the use of Dynex-supported quantum computing resources to evaluate very large scenario sets within the BIM and digital twin environment. The objective is to compare

possible outcomes before committing capital, labor, materials, or construction activity. This may include testing large numbers of combinations across design, cost, schedule, infrastructure, energy performance, land use, construction phasing, housing demand, material supply, wildfire resilience, staffing, transportation, agriculture, and financial performance.

The goal is not to replace professional judgment. The goal is to give the project team a deeper decision-making engine so architects, engineers, builders, land stewards, operators, investors, and community partners can make better decisions with better data.

Design, BIM, Media, and Visualization Tools

EcoPhi's design and media tools will not be used only for visual presentation. They will be part of the larger digital planning, documentation, and decision intelligence system. The purpose is to connect design, investment materials, site planning, BIM, digital twin modeling, project storytelling, property documentation, community transparency, and long-term operations into one coordinated framework. EcoPhi will use professional design and visualization tools for investor materials, site diagrams, renderings, maps, project graphics, video content, property summaries, digital presentations, and public-facing communication. These tools may include Revit, Twinmotion, Adobe Creative Cloud, Canva Pro, Google Earth, GIS mapping tools, drone imagery, video editing software, and other visual documentation platforms.

The visual material should remain clear, professional, and grounded in real implementation steps. Renderings, diagrams, maps, and presentations should help investors, partners, local stakeholders, and future residents understand how each property contributes to the larger Southern Oregon regional model. The goal is not to create abstract marketing imagery. The goal is to show how housing, agriculture, manufacturing, hospitality, wellness, elder care, conservation, technology, and community enterprise fit together in a practical and financially organized system.

Booking, Hospitality, and Community Operations Platforms

As hospitality, retreat, education, wellness, housing, and community programming move closer to launch, EcoPhi will use operating platforms that connect back into the larger project information system. Booking and hospitality tools should not remain separate from the broader EcoPhi platform. They should help the team understand occupancy, guest demand, event activity, revenue, staffing, maintenance, food service, local product sales, education programs, and community use of the properties.

These systems may include lodging management, event registration, payment processing, waiver management, guest communication, workshop registration, retreat scheduling, campsite management, wellness programming, resident communication, and hospitality reporting. The purpose is to manage day-to-day operations while also feeding useful data back into the larger business intelligence and digital twin framework.

For example, hospitality and retreat data can inform staffing needs, food production planning, transportation, maintenance schedules, local product demand, resident enterprise opportunities, and future capital improvements. Education and workshop data can inform workforce development, maker

training, product development, and community programming. Housing data can support resident needs, operating costs, shared services, elder care planning, and long-term affordability strategies.

Project and Knowledge Management

EcoPhi's project management system will be more than a task tracker. It will become part of the larger knowledge management environment for the regional platform. Standard project management tools may still be used for daily coordination, but the larger system will be organized around BIM, digital twin documentation, partner coordination, financial tracking, scenario modeling, reporting, and long-term operating intelligence.

This structure will help EcoPhi coordinate architects, engineers, consultants, manufacturers, contractors, land stewards, hospitality teams, agricultural partners, elder-care operators, funders, technology partners, and community partners. It will also support replication by documenting what works, what does not work, what costs were incurred, what systems performed best, and what decisions created the greatest financial, ecological, and social value.

Impact Reporting and Transparency

The EcoPhi information platform will also support transparent reporting. This may include project milestones, use-of-funds tracking, job creation, construction progress, manufacturing outputs, housing delivery, hospitality activity, agricultural production, land restoration, energy performance, water systems, partner participation, and community benefit.

This transparency is essential to investor confidence and community trust. EcoPhi intends to create one connected place where the appropriate stakeholders can understand what is happening, how decisions are being made, how funds are being deployed, and how each property and enterprise contributes to the larger regional model.

Overall Marketing Technology Strategy

EcoPhi's marketing technology strategy is not simply to remain organized or track basic outreach. The strategy is to create a connected information and decision-making platform that supports the entire regional model from concept through design, funding, construction, operations, reporting, and replication.

The system must help EcoPhi explain the project clearly, manage investor relationships, coordinate partners, document properties, track funding, support BIM and digital twin modeling, analyze scenarios, manage hospitality and housing operations, report outcomes, and make intelligent decisions before major actions are taken.

This technology layer is one of EcoPhi's core competitive advantages. It allows the project to combine regenerative development, BIM, digital twin modeling, micro-manufacturing, hospitality systems, financial planning, land stewardship, scenario analysis, transparent documentation, and community-scale implementation into one integrated framework.

For investors, this creates stronger reporting, clearer risk analysis, better visibility into use of funds, and more disciplined implementation. For partners, it creates better coordination and shared access to current project information. For the EcoPhi team, it creates a decision intelligence system that supports design, construction, operations, and long-term management. For future replication, it creates a documented model that can be studied, improved, and adapted to other regions.

The goal is to simplify complexity by connecting everything. EcoPhi is building a regional platform with many moving parts. The technology strategy must make that system easier to understand, easier to manage, easier to fund, easier to operate, and easier to replicate.

BIM, Digital Twin, and Central Information Platform

EcoPhi will also partner with IntelliBIM to support BIM coordination, digital documentation, project information management, and the development of a centralized project knowledge system. This partnership is important because EcoPhi Southern Oregon Regenerative Villages involves multiple properties, multiple teams, multiple phases, and multiple operating categories. A project of this scale requires a clear digital structure so drawings, models, property information, budgets, schedules, partner documents, operating assumptions, financial information, and implementation records can be organized in one accessible and transparent location.

The long-term goal is to create a connected information environment for the EcoPhi regional platform. This system will allow the team to manage project documentation across design, construction, manufacturing, operations, land stewardship, housing, hospitality, agriculture, and community programming. Instead of allowing information to remain fragmented across separate folders, emails, drawings, spreadsheets, and consultant files, EcoPhi intends to build a more integrated system where the right people can access the right information at the right time.

IntelliBIM's role will support the technical side of this strategy through BIM services, digital coordination, Scan-to-BIM, Virtual Design and Construction, modeling support, reality capture coordination, and documentation workflows. EcoPhi will use this capacity to strengthen project planning, design coordination, cost control, construction sequencing, manufacturing integration, operations planning, and long-term asset management.

This digital infrastructure also supports EcoPhi's larger community model. The project is intended to operate as a transparent, connected regional ecosystem, not a disconnected group of properties. A central information platform will help EcoPhi document what is being built, where funds are being deployed, what jobs are being created, what properties are active, what partners are involved, what systems are operating, and how each asset contributes to the whole.

Over time, EcoPhi intends to create its own integrated project information system built around the needs of regenerative villages, micro-manufacturing, land stewardship, housing, elder care, hospitality, and community enterprise. This system will support internal coordination, investor reporting, partner collaboration, operating accountability, and long-term replication of the model in other regions.

This digital infrastructure also supports EcoPhi's larger community model. The project is intended to operate as a transparent, connected regional ecosystem, not a disconnected group of properties. A central information platform will help EcoPhi document what is being built, where funds are being deployed, what jobs are being created, what properties are active, what partners are involved, what systems are operating, and how each asset contributes to the whole. Over time, EcoPhi intends to create its own integrated project information system built around the needs of regenerative villages, micro-manufacturing, land stewardship, housing, elder care, hospitality, and community enterprise. This system will support internal coordination, investor reporting, partner collaboration, operating accountability, and long-term replication of the model in other regions.

Digital Twin Analytics, Scenario Modeling, and Decision Intelligence

EcoPhi's analytics strategy will go far beyond standard website traffic, marketing metrics, or basic project reporting. The Southern Oregon platform is being designed as a connected regional development system where each property, building, landscape, business unit, and community function can be modeled, documented, analyzed, and improved before major decisions are made.

EcoPhi will use BIM, digital twin modeling, centralized documentation, and advanced computational analysis to support decision-making across the full life cycle of the project. This includes acquisition planning, site planning, design, engineering, construction, manufacturing, land stewardship, housing operations, hospitality, agriculture, energy systems, water systems, transportation, financial performance, job creation, and long-term asset management.

The purpose of this system is to allow EcoPhi and its partners to evaluate a large number of possible outcomes before committing capital, labor, materials, or construction activity. Instead of making decisions from isolated drawings, spreadsheets, reports, or assumptions, EcoPhi intends to create a data-connected decision environment where the project team can compare scenarios, test assumptions, identify risks, improve sequencing, and select the most intelligent path forward.

Digital Twin Framework

EcoPhi will use BIM and digital twin workflows to create a living model of the Southern Oregon portfolio. This model may include site information, building models, infrastructure systems, manufacturing data, phasing schedules, cost assumptions, energy performance, water systems, fire-risk conditions, ecological restoration areas, agricultural production areas, housing units, hospitality assets, and operating systems. The digital twin will not be limited to design visualization. It will be used as an active decision-making tool. The model will help the team understand how each property performs individually and how the entire regional portfolio performs as a connected system.

This approach will support decisions related to:

1. Property acquisition and asset prioritization.
2. Site planning and land-use alignment.
3. Infrastructure needs and utility sequencing.
4. Housing density and unit mix.
5. Construction phasing and cost control.
6. Micro-manufacturing capacity and material flows.
7. Fire-conscious planning and landscape management.
8. Energy, water, and waste systems.
9. Agriculture, food production, and land stewardship.
10. Hospitality, wellness, and event operations.
11. Staffing, job creation, and workforce planning.
12. Financial performance and long-term operating resilience.

InteliBIM Partnership and Central Documentation System

EcoPhi will partner with InteliBIM to support BIM coordination, documentation workflows, digital model organization, and centralized project information management. This partnership is important because EcoPhi Southern Oregon Regenerative Villages involves multiple properties, multiple teams, multiple phases, and multiple operating categories. A project of this scale requires a disciplined digital structure so information does not become fragmented across drawings, spreadsheets, emails, consultant folders, financial models, permitting files, and operating documents.

EcoPhi intends to use InteliBIM's support to help organize project data across design, construction, manufacturing, operations, land stewardship, housing, hospitality, agriculture, and community programming. This will allow the right people to access the right information at the right time while maintaining professional control over versioning, documentation, approvals, and project records. Over time, EcoPhi intends to create its own integrated project information system specifically designed for regenerative villages, micro-manufacturing, land stewardship, elder care, housing, hospitality, agriculture, and community enterprise. This system will support internal coordination, investor reporting, partner collaboration, operating accountability, and replication of the model in other regions.

Dynex-Supported Quantum Scenario Modeling

EcoPhi also intends to explore the use of Dynex quantum computing resources to support advanced scenario modeling for the BIM and digital twin environment. The objective is to evaluate extremely large sets of possible project scenarios so EcoPhi can make more informed decisions before capital is deployed, construction begins, or long-term operational commitments are made.

This type of analysis may be used to evaluate trillions of possible combinations across design, cost, schedule, energy performance, land use, construction phasing, housing demand, material supply, wildfire resilience, infrastructure sequencing, staffing, transportation, agriculture, and financial performance. The goal is not to replace professional judgment. The goal is to give the project team a deeper decision-making engine so architects, engineers, builders, land stewards, operators, investors, and community partners can make better decisions with better data.

Potential scenario modeling applications include:

1. Determining the most efficient phasing sequence across multiple properties.
2. Comparing housing layouts, density options, and infrastructure requirements.
3. Testing different construction systems, material strategies, and manufacturing outputs.
4. Optimizing micro-manufacturing production based on internal project demand and external market opportunity.
5. Evaluating fire-risk mitigation strategies across buildings, landscapes, access roads, defensible space, and water systems.
6. Modeling energy, water, waste, and food systems at both property and regional scale.
7. Comparing different financial models, revenue assumptions, cost escalation risks, and investment timelines.
8. Identifying the best allocation of capital across acquisition, construction, infrastructure, operations, manufacturing, agriculture, and reserves.
9. Testing different job creation scenarios and workforce development pathways.

10. Evaluating long-term operating resilience under different market, climate, labor, and cost conditions.

Decision Intelligence Platform

The long-term goal is to create a transparent decision intelligence platform for the EcoPhi regional model. This platform will allow EcoPhi to connect real estate data, BIM data, financial data, construction data, manufacturing data, ecological data, operational data, and community impact data into one coordinated system.

This creates a major advantage for investors and implementation partners. Rather than relying only on static reports or disconnected pro formas, EcoPhi will be able to show how assumptions are tested, how decisions are made, how risks are identified, and how project performance is tracked over time.

This system also supports transparency. EcoPhi intends to create one connected place where project information can be organized, reviewed, and understood by the appropriate stakeholders. This may include property documentation, design models, financial projections, use-of-funds tracking, construction progress, manufacturing outputs, job creation, ecological restoration metrics, housing delivery, partner participation, and long-term operational performance.

This is essential to EcoPhi's larger mission. The Southern Oregon platform is intended to function as a living regional ecosystem. The information system must reflect that. Every property, building, product, enterprise, job, resident pathway, and land stewardship activity should be connected to the larger whole.

Project and Knowledge Management

EcoPhi's project management system will therefore be more than a task tracker. It will become part of the larger knowledge management environment for the regional platform. Standard project management tools may still be used for daily coordination, but the larger system will be organized around BIM, digital twin documentation, partner coordination, financial tracking, scenario modeling, and long-term operating intelligence.

This structure will help EcoPhi coordinate architects, engineers, consultants, manufacturers, contractors, land stewards, hospitality teams, agricultural partners, elder-care operators, funders, and community partners. It will also support replication by documenting what works, what does not work, what costs were incurred, what systems performed best, and what decisions created the greatest financial, ecological, and social value.

Overall Technology Strategy

EcoPhi's technology strategy is to create a connected, transparent, and intelligence-driven operating system for regenerative development. The goal is to make highly informed decisions before action is taken, reduce waste, reduce avoidable cost, improve coordination, increase investor confidence, and create a replicable model that can be adapted to other regions.

This technology layer is one of EcoPhi's major competitive advantages. It combines regenerative development, BIM, digital twin modeling, micro-manufacturing, scenario analysis, transparent documentation, and community-scale implementation into one integrated framework. This allows

EcoPhi to operate with a level of planning intelligence that is far beyond conventional real estate development.

Design, BIM, Media, and Digital Twin Tools

EcoPhi's design and media tools will not be used only for visual presentation. They will be part of a larger digital planning, documentation, and decision intelligence system. The purpose is to connect design, investment materials, site planning, BIM, digital twin modeling, project storytelling, property documentation, community transparency, and long-term operations into one coordinated framework. EcoPhi will use professional design and visualization tools for investor materials, site diagrams, renderings, maps, project graphics, video content, property summaries, digital presentations, and public-facing communication. These tools may include Revit, Twinmotion, Adobe Creative Cloud, Canva Pro, Google Earth, GIS mapping tools, drone imagery, video editing software, and other visual documentation platforms.

The visual material should remain clear, professional, and grounded in real implementation steps. Renderings, diagrams, maps, and presentations should help investors, partners, local stakeholders, and future residents understand how each property contributes to the larger Southern Oregon regional model. The goal is not to create abstract marketing imagery. The goal is to show how housing, agriculture, manufacturing, hospitality, wellness, elder care, conservation, and community enterprise fit together in a practical and financially organized system.

EcoPhi will also partner with IntelBIM to support BIM coordination, digital documentation, model organization, and centralized project information management. This partnership is important because the Southern Oregon platform includes multiple properties, multiple teams, multiple phases, and multiple operating categories. A project of this scale requires a disciplined digital structure so drawings, models, budgets, schedules, partner documents, permitting files, financial projections, property information, and implementation records can be organized in one transparent and accessible location. The long-term objective is to create a living digital twin of the EcoPhi regional platform. This digital twin will allow the team to evaluate each property individually while also understanding how the full portfolio operates as one connected system. The model may include building information, site data, infrastructure needs, construction sequencing, manufacturing capacity, energy systems, water systems, fire-risk planning, agricultural production, hospitality assets, housing units, financial assumptions, job creation, land stewardship metrics, and operating performance.

EcoPhi also intends to explore Dynex-supported quantum computing and advanced scenario modeling as part of this digital twin environment. This would allow the team to evaluate extremely large numbers of possible scenarios before major capital, design, construction, or operational decisions are made. The goal is to use the best available data to make deeply informed decisions before acting, reducing avoidable waste, improving project sequencing, strengthening financial planning, and increasing confidence for investors and implementation partners.

Potential scenario modeling may include property acquisition sequencing, infrastructure phasing, building placement, housing mix, construction cost sensitivity, micro-manufacturing capacity, energy and water systems, fire-conscious land planning, agricultural productivity, staffing, hospitality operations, financial performance, and long-term regional resilience. This approach gives EcoPhi a major

advantage over conventional development models that rely primarily on static drawings, isolated pro formas, and disconnected consultant reports.

Booking, Hospitality, and Community Operations Platforms

As hospitality, retreat, education, wellness, housing, and community programming move closer to launch, EcoPhi will use operating platforms that connect back into the larger project information system. Booking and hospitality tools should not be separate from the broader EcoPhi platform. They should help the team understand occupancy, guest demand, event activity, revenue, staffing, maintenance, food service, local product sales, education programs, and community use of the properties.

These systems may include lodging management, event registration, payment processing, waiver management, guest communication, workshop registration, retreat scheduling, campsite management, wellness programming, resident communication, and hospitality reporting. The purpose is to manage day-to-day operations while also feeding useful data back into the larger business intelligence and digital twin framework.

For example, hospitality and retreat data can inform staffing needs, food production planning, transportation, maintenance schedules, local product demand, resident enterprise opportunities, and future capital improvements. Education and workshop data can inform workforce development, maker training, product development, and community programming. Housing data can support resident needs, operating costs, shared services, elder care planning, and long-term affordability strategies.

Over time, EcoPhi intends to develop its own connected operating system for regenerative villages, where hospitality, housing, education, land stewardship, manufacturing, agriculture, wellness, and community enterprise can be managed in a coordinated way. This system will help the team avoid fragmentation and ensure that every operating area contributes useful information to the whole.

Central Information and Transparency Platform

EcoPhi's technology strategy will be organized around one central principle: all critical project information should be connected, organized, and accessible to the appropriate stakeholders in one transparent system. The project should not be managed through disconnected folders, scattered emails, isolated drawings, separate spreadsheets, and separate operating systems.

The central information platform will support project documentation, investor reporting, partner coordination, team collaboration, design records, financial tracking, property data, permitting records, construction progress, manufacturing outputs, hospitality performance, housing delivery, agriculture systems, land stewardship metrics, job creation, and community impact reporting.

This is especially important because EcoPhi Southern Oregon Regenerative Villages is intended to function as a regional ecosystem, not a single development. Each property has a role. Each partner has a role. Each revenue stream has a role. Each job, product, building, farm, event, and operating system should be connected to the larger whole.

The IntelBIM partnership will support the professional BIM and documentation foundation for this system. EcoPhi's internal platform will build on that foundation to create a more complete information environment for regenerative development, micro-manufacturing, land stewardship, housing, elder care, hospitality, agriculture, and community enterprise.

Overall Marketing Technology Strategy

EcoPhi's marketing technology strategy is not simply to remain organized or track basic outreach. The strategy is to create a connected information and decision-making platform that supports the entire regional model from concept through design, funding, construction, operations, reporting, and replication.

The system must help EcoPhi explain the project clearly, manage investor relationships, coordinate partners, document properties, track funding, support BIM and digital twin modeling, analyze scenarios, manage hospitality and housing operations, report outcomes, and make intelligent decisions before major actions are taken.

This technology layer is one of EcoPhi's core competitive advantages. It allows the project to combine regenerative development, BIM, digital twin modeling, micro-manufacturing, hospitality systems, financial planning, land stewardship, scenario analysis, and transparent documentation into one integrated framework.

For investors, this creates stronger reporting, clearer risk analysis, better visibility into use of funds, and more disciplined implementation. For partners, it creates better coordination and shared access to current project information. For the EcoPhi team, it creates a decision intelligence system that supports design, construction, operations, and long-term management. For future replication, it creates a documented model that can be studied, improved, and adapted to other regions.

The goal is to simplify complexity by connecting everything. EcoPhi is building a regional platform with many moving parts. The technology strategy must make that system easier to understand, easier to manage, easier to fund, easier to operate, and easier to replicate.

Sales Plan

EcoPhi Southern Oregon Regenerative Villages will use a relationship-based, mission-aligned sales strategy that supports both financial performance and long-term community benefit. The project is designed to generate strong revenue, but the purpose of sales is not simply to extract profit. Sales are the mechanism that allows the villages, manufacturing systems, housing, agriculture, hospitality, education, wellness, elder care, and local enterprises to become self-sustaining and continually reinvest in the people and places that make the system work.

EcoPhi's sales strategy is built around the idea of flipping the conventional economic pyramid upside down. Instead of concentrating value only at the top, the goal is to create a regenerative economic structure where value generated by the properties, businesses, products, and services can circulate back into the broader community ecosystem. Some participants will earn more because of the skill, effort, capital, leadership, or responsibility they contribute. At the same time, the system is intended to create broader pathways for community benefit, resident enterprise, patronage-style participation, shared services, local ownership opportunities, and passive income potential where legally and financially appropriate.

EcoPhi is not selling a conventional product. It is creating a living regional system that sells housing, services, experiences, products, education, hospitality, and development opportunities in a way that strengthens the village model. Sales will be used to enhance the village way of life, support local creativity, respect elders, create work, fund stewardship, expand maker culture, and demonstrate how a civilized group of people can live in greater harmony with land, culture, individuality, family, faith, and community.

Sales Methodology

EcoPhi will use a blended inbound and outbound sales methodology. Outbound sales will be used for investors, funding partners, landowners, institutional partners, operators, strategic partners, and major buyers. Inbound sales will grow through the EcoPhi website, referrals, public visibility, project updates, partner networks, events, media coverage, digital twin demonstrations, resident interest forms, hospitality inquiries, product demand, and community engagement.

The sales process will begin with education and trust-building. Because EcoPhi Southern Oregon Regenerative Villages is a multi-property, multi-revenue, community-benefit platform, prospects must first understand the larger system. Sales materials will explain how each property, business, and partner contributes to the whole. The goal is to help potential investors, residents, makers, operators, buyers, and partners see that this is not a fragmented collection of ideas. It is a connected regional model designed to create housing, jobs, products, food, care, hospitality, education, local enterprise, and long-term stewardship.

The primary sales methodology will include the following steps:

1. Qualification

EcoPhi will qualify prospects based on alignment, capacity, role, timing, and strategic fit. Investors will be evaluated based on funding capacity and alignment with the project's regenerative purpose.

Residents and future village participants will be evaluated based on timing, housing needs, and compatibility with the village model. Makers, farmers, operators, educators, and wellness partners will be evaluated based on skill, contribution, and ability to strengthen the whole ecosystem.

2. Education

Prospects will be introduced to the full EcoPhi model through the business plan, property summaries, investor briefings, website materials, digital presentations, site maps, BIM visuals, financial projections, partner profiles, and in-person conversations. The sales process must help people understand that the project is designed to generate financial returns while also creating community benefit.

3. Engagement

EcoPhi will engage qualified prospects through private briefings, site visits, digital twin demonstrations, partner meetings, workshops, calls, and curated introductions. Serious investors and partners will be invited to experience the Southern Oregon context directly, including Ashland, Talent, Phoenix, Medford, Jacksonville, Merlin, and the key properties in the portfolio.

4. Scenario-Based Decision Support

EcoPhi will use BIM, IntelBIM-supported documentation, digital twin modeling, and Dynex-supported advanced scenario analysis to support major sales conversations. Instead of relying only on static pro formas or conceptual renderings, EcoPhi intends to show how different property, phasing, housing, manufacturing, agriculture, hospitality, and infrastructure scenarios can be evaluated before decisions are made. This strengthens investor confidence and helps partners understand the depth of the planning system.

5. Agreement and Conversion

Once prospects are qualified and aligned, EcoPhi will move toward formal agreements. This may include funding commitments, acquisition agreements, partnership agreements, operating agreements, resident applications, leases, product purchase agreements, retreat bookings, education contracts, manufacturing orders, or professional service agreements.

6. Long-Term Relationship Management

EcoPhi's sales process does not end at the transaction. The model depends on long-term relationships. Investors need transparent reporting. Residents need support and participation pathways. Makers and entrepreneurs need ongoing market access. Hospitality guests may become repeat participants or future residents. Partners may become operators, educators, suppliers, or co-developers. The sales process is therefore designed around long-term stewardship, not one-time conversion. This methodology makes sense because EcoPhi is selling trust, participation, and long-term value as much as it is selling products or services. The project requires people to understand how they fit into the larger ecosystem and how their participation can create value for themselves and the wider community.

Sales Organization Structure

EcoPhi's sales organization will be structured around the major revenue and relationship categories of the project. Sales and marketing will work closely together. Marketing will create the public-facing narrative, investor materials, website content, digital presentations, partner profiles, property summaries, and communications strategy. Sales will convert that interest into funding commitments, partnerships, leases, bookings, product orders, operating agreements, and resident participation.

The sales structure will include the following roles and responsibilities:

Executive Sales and Investor Relations

Jess Allen Glowacki, Founder and CEO of EcoPhi Associates, L3C, will lead executive-level investor relations, strategic partnerships, major funding conversations, and vision-level sales. This role is responsible for communicating the full regional platform, coordinating with capital partners, leading high-level presentations, and ensuring that the project remains aligned with EcoPhi's mission.

Regional Development and Property Sales

A regional development sales function will manage property-related opportunities, including housing, leases, lot or unit sales where applicable, development partnerships, acquisition strategy, operator agreements, and property-specific business opportunities. This role will work with brokers, legal counsel, architects, planners, local officials, and operating partners.

Resident and Housing Sales

The resident and housing sales function will manage future resident interest, housing applications, leases, lease-to-own pathways, intergenerational housing opportunities, elder-focused housing, workforce housing, and studio or apartment units. This function will also coordinate with the community participation model so that residents understand the work, enterprise, stewardship, and shared benefit opportunities available to them.

Elder Care and Intergenerational Living Partnerships

A dedicated elder-care partnership function will work with care providers, health partners, families, operators, and licensing consultants to develop the elder-centered housing and care model. This area will focus on dignity, safety, accessibility, licensing, service delivery, and intergenerational integration.

Micro-Manufacturing and Product Sales

The micro-manufacturing sales function will manage building components, furniture, cabinetry, textiles, clothing, food products, wellness goods, adaptive equipment, small-batch products, and other locally useful goods produced through the EcoPhi system. This function will coordinate with Talent Maker City, local makers, production teams, builders, designers, and retail or wholesale buyers.

Hospitality, Retreat, and Event Sales

The hospitality sales function will manage cabins, campsites, retreat bookings, event rentals, wellness programs, workshops, festivals, education events, and guest experiences. This function will coordinate with property managers, retreat leaders, wellness practitioners, food providers, event teams, and community programming partners.

Agriculture, Food, and Market Sales

The agriculture and food sales function will manage produce, value-added products, farm-to-table relationships, farmers market opportunities, restaurants, hospitality supply, resident food access, education programs, and local food enterprise opportunities.

Technology and Platform Partnerships

The technology partnership function will support relationships with IntelliBIM, Dynex-related scenario modeling partners, BIM consultants, software partners, data partners, and future users of the EcoPhi information platform. This role will help demonstrate the project's digital twin, documentation, reporting, transparency, and decision intelligence capabilities to investors and implementation partners.

Community Benefit and Cooperative Participation

EcoPhi will also develop a community participation function to support the cooperative-style economic model. This role will help manage resident participation, maker enterprise, patronage-style benefit systems, community benefit pools, shared services, blockchain-supported transparency, and future passive income pathways where legally and financially appropriate. This role is essential to ensuring that the economic system evolves for the mutual benefit of community members rather than becoming a conventional top-down development model.

Sales Channels

EcoPhi will use multiple sales channels because the project includes several different categories of products, services, and relationships. The sales channels will be phased based on project readiness.

Direct Investor Sales

Direct investor sales will be the first priority. EcoPhi will engage investors and funding partners through private introductions, direct outreach, investor briefings, site visits, business plan materials, financial summaries, property summaries, digital twin presentations, and strategic partner profiles.

Broker and Professional Referral Channels

EcoPhi will use brokers, architects, attorneys, financial advisors, local professionals, landowners, consultants, and aligned business networks as referral channels for investors, properties, operators, tenants, and strategic partners.

Website and Digital Inquiry Channels

The EcoPhi website will include structured inquiry pathways for investors, strategic partners, residents, makers, operators, hospitality guests, educators, and product buyers. These inquiries will be routed into the CRM and managed by the appropriate sales function.

On-Site Sales and Visitor Experience

As properties activate, EcoPhi will use site visits, open houses, retreats, workshops, tours, markets, demonstrations, and hospitality experiences as direct sales channels. The village experience itself will become one of the most important ways to convert interest into participation.

EcoPhi Store and Local Product Sales

EcoPhi will develop retail and marketplace channels for locally produced goods. These may include an EcoPhi store, village stores, farmers markets, pop-up markets, online stores, wholesale relationships,

hospitality gift shops, partner retail, and event-based sales. Products may include furniture, cabinetry, textiles, clothing, food products, wellness goods, art, educational materials, building components, and maker-produced items.

Micro-Manufacturing Sales Channels

Micro-manufacturing sales may occur through direct contracts with builders, homeowners, designers, developers, hospitality operators, internal EcoPhi projects, and external customers. Internal demand from EcoPhi's own housing and property portfolio will help stabilize early production before expanding to broader market sales.

Talent Micro-Manufacturing EcoVillage Channel

EcoPhi intends to explore acquisition and adaptive reuse of the former big-box retail property in Talent, Oregon as a potential Micro-Manufacturing EcoVillage in collaboration with Talent Maker City and other local partners. This site could become a national demonstration of how old box stores and underused commercial properties can be converted into thriving mixed-use villages with maker production, farmers markets, education, elder care, studio apartments, restaurants, activity spaces, public stages, roof gardens, permaculture systems, and community enterprise.

This model would allow EcoPhi to show how existing commercial infrastructure, parking areas, large-span structures, utilities, and urban access can be transformed into a micro-city within the city. The property could support housing for multiple stages of life, elementary education, elder care, maker spaces, workshops, small-batch manufacturing, food markets, restaurants, clubs, public performance spaces, and rooftop ecological systems. This would become an important sales and demonstration channel because it allows investors, public partners, and other communities to see how adaptive reuse can create housing, jobs, culture, food, learning, and enterprise from underutilized retail infrastructure.

Hospitality and Booking Channels

Hospitality sales will occur through direct booking, retreat leader relationships, event partnerships, wellness practitioners, education partners, curated travel channels, regional tourism referrals, and selected online platforms. The goal is to attract guests who are aligned with the land, programming, and values of the project.

Education and Workforce Sales Channels

Education and workforce development programs may be sold through schools, nonprofits, workforce agencies, apprenticeships, maker partners, community organizations, employers, local governments, and direct enrollment. Talent Maker City and other local education partners may help strengthen this channel.

Blockchain-Supported Community Participation Channel

Over time, EcoPhi intends to explore a blockchain-supported transparency and participation system that allows project activity, contributions, revenues, community benefit pools, and participation rights to be tracked in a clear and accountable way. This system may support future resident participation,

cooperative economics, patronage-style rewards, community benefit tracking, and passive income pathways where legally structured. The intent is to create an evolving economic model where decisions are made for the mutual benefit of the community and where the value created by the system can circulate more fairly among participants.

Tools and Technology

EcoPhi's sales tools will be part of the larger EcoPhi information and decision intelligence platform. The goal is to avoid fragmented systems and create one connected environment where investor communication, property information, BIM models, digital twin analysis, sales pipelines, hospitality bookings, resident interest, product sales, financial reporting, and community benefit tracking can be organized and understood.

CRM and Sales Pipeline Management

EcoPhi will use a CRM system to track investors, funders, partners, landowners, residents, operators, makers, hospitality leads, education partners, product buyers, technology partners, and professional contacts. The CRM should track relationship type, meeting history, funding interest, sales category, next steps, documents shared, site visit status, agreement status, and potential role in the regional model.

Website and Lead Capture

The EcoPhi website will include lead capture forms for investors, residents, partners, operators, makers, hospitality guests, workshop participants, and product buyers. Each form should connect to the CRM so that inquiries can be followed up by the correct team member.

Investor Portal and Document Access

EcoPhi will develop a secure investor and partner document access process for business plan materials, property summaries, use-of-funds schedules, financial projections, pro formas, team CVs, partner profiles, due diligence materials, BIM visuals, digital twin summaries, and project updates.

E-Commerce and Marketplace Tools

EcoPhi will use e-commerce tools for local product sales, workshop registration, event tickets, memberships, deposits, and future village store activity. These tools should connect to inventory, accounting, CRM, and reporting systems where possible.

Booking and Operations Tools

Hospitality, retreat, education, and wellness bookings will be managed through systems that support lodging reservations, event registration, payments, waivers, guest communication, workshop enrollment, campsite management, and attendance tracking. These systems should feed useful data into the larger EcoPhi platform.

BIM, Digital Twin, and Scenario Modeling Tools

EcoPhi will partner with InteliBIM to support BIM coordination, digital documentation, model organization, and centralized project information management. EcoPhi also intends to explore Dynex-supported quantum computing and advanced scenario modeling to evaluate large numbers of possible

outcomes before decisions are made. This creates a stronger sales process because investors and partners can see that major decisions are being supported by data, not only vision.

Blockchain and Transparency Tools

EcoPhi intends to explore blockchain-supported tools for transparency, participation tracking, community benefit accounting, patronage-style rewards, and long-term cooperative economics. This system will need to be carefully structured with legal, securities, tax, and governance advisors. The purpose is to create a transparent record of how value is created, how contributions are recognized, how benefits circulate, and how the system evolves over time.

Legal Notes

EcoPhi Southern Oregon Regenerative Villages will require a thoughtful legal structure because the project integrates real estate development, housing, elder care, hospitality, agriculture, food systems, education, wellness, micro-manufacturing, digital documentation, blockchain-supported transparency, and community benefit mechanisms. The legal strategy must protect the mission, protect investors, protect residents, protect community partners, and allow the project to operate as a financially strong, for-profit regenerative development platform.

The legal structure will be designed to support both profitability and long-term community benefit. EcoPhi's intention is not to create a conventional extractive development model where all value is removed from the place and concentrated at the top. The goal is to create a legally sound structure where value generated by the project can support investors, operations, land stewardship, residents, makers, workers, elders, local entrepreneurs, and community benefit over time.

Legal Structure

EcoPhi Associates, L3C will serve as the primary mission-driven, for-profit umbrella entity for the EcoPhi Southern Oregon Regenerative Villages platform. The L3C structure supports a blended purpose: generating financial returns while advancing community benefit, ecological stewardship, housing innovation, local production, elder dignity, workforce development, and regional economic resilience. Because the project includes multiple properties and multiple business activities, EcoPhi anticipates using a multi-entity structure. Final structure will be determined with legal, tax, securities, real estate, cooperative, trust, and governance counsel.

The anticipated legal structure may include:

EcoPhi Associates, L3C as the lead development, coordination, and strategic management entity.

Property-specific LLCs for acquisition, ownership, development, leasing, financing, and asset protection.

Operating entities for hospitality, micro-manufacturing, agriculture, education, wellness, food service, events, and local product sales.

A community benefit, cooperative, stewardship trust, foundation-aligned, or similar mission-protection structure to support shared benefit, long-term stewardship, resident participation, and reinvestment into the regional model.

A technology platform entity or division to manage BIM, digital twin documentation, data systems, blockchain-supported transparency, reporting tools, and future replication systems.

Formal partnership agreements with local organizations, professional consultants, operators, makers, educational partners, care providers, technology partners, and community collaborators.

This structure allows the project to separate risk by activity while keeping the larger vision coordinated.

Real estate ownership, hospitality operations, manufacturing, elder care, education, food service, and technology systems each carry different legal and operational responsibilities. Separating these activities into the correct legal entities will improve risk management, investor clarity, reporting, financing, and long-term governance.

The long-term goal is to create a structure where EcoPhi can raise capital, acquire property, develop housing, operate businesses, sell products and services, support residents, protect the land, create jobs, and return value to the community without creating legal confusion or unmanaged liability.

Legal Considerations:

Entity Formation and Governance

EcoPhi will need formal legal documents for the L3C, property-specific entities, operating entities, partnership agreements, investor agreements, management agreements, resident agreements, employment policies, vendor agreements, community participation policies, and internal governance procedures.

Governance will be especially important because EcoPhi intends to create a system that evolves over time for the mutual benefit of the people and places involved. The legal documents should define decision-making authority, management roles, investor rights, community benefit commitments, conflict resolution procedures, reporting obligations, and the boundaries between mission alignment and business operations.

Securities and Investment Compliance

Any investor offering, preferred return, revenue participation, profit-sharing model, tokenized participation, passive income pathway, community dividend, cooperative return, or blockchain-supported economic participation system must be reviewed by qualified securities counsel before being offered or promoted.

EcoPhi should not publicly offer investment products, tokens, ownership rights, profit rights, or revenue-sharing opportunities without a compliant legal structure. This is especially important if the project uses blockchain tools to track participation, contributions, community benefit, patronage-style rewards, or distributions.

The blockchain layer should initially be positioned as a transparency, tracking, reporting, and governance-support tool, not as an unreviewed investment instrument. Any future financial participation system must be legally structured before implementation.

Cooperative Economics and Community Benefit

EcoPhi intends to explore a regenerative economic model where value generated by the project can circulate back into the broader community ecosystem. This may include patronage-style benefits, resident enterprise opportunities, maker participation, shared services, community benefit pools,

stewardship credits, local ownership pathways, or passive income mechanisms where legally and financially appropriate.

This model must be carefully designed with legal, tax, securities, cooperative, and governance advisors. The goal is to create a system that is fair, transparent, compliant, and financially durable. Some participants may receive greater compensation or benefit based on capital invested, skill contributed, labor performed, risk assumed, or responsibility carried. At the same time, the broader structure should support mutual benefit and avoid concentrating all value at the top.

Real Estate Acquisition and Due Diligence

Each property acquisition will require title review, survey, appraisal, environmental review, zoning review, utility review, access review, easement review, water rights review, tax review, insurance review, financial review, and closing documentation.

The portfolio includes multiple property types, including rural land, potential housing sites, hospitality assets, agricultural land, manufacturing facilities, mixed-use opportunities, and adaptive reuse opportunities. Each property must be reviewed independently and also evaluated for its role within the larger regional platform.

The proposed Talent Micro-Manufacturing EcoVillage opportunity will require special due diligence because it involves adaptive reuse of a former big-box commercial property. Review items may include zoning, building condition, change of use, residential conversion potential, structural capacity, roof garden feasibility, parking reuse, utilities, fire and life safety, ADA accessibility, environmental conditions, traffic, food service, assembly use, and mixed-use entitlements.

Zoning, Land Use, and Entitlements

Each site must be reviewed for allowable uses, conditional uses, zoning overlays, comprehensive plan alignment, urban growth boundary status, density, parking, access, public assembly, agriculture, manufacturing, residential use, short-term rental use, elder care, education, childcare, food service, events, markets, and mixed-use development.

The project should be phased according to what each property can legally and practically support. Some sites may be best suited for housing. Others may be best suited for agriculture, manufacturing, hospitality, conservation, elder care, education, or community enterprise. This legal and land-use analysis will help EcoPhi avoid forcing inappropriate uses onto the wrong properties.

Architecture, Building Permits, and Code Compliance

EcoPhi will work with licensed professionals, including local Architect of Record support where appropriate, to address building codes, occupancy classifications, accessibility, fire and life safety, structural requirements, energy codes, mechanical systems, plumbing, electrical systems, exiting, assembly spaces, residential standards, food service spaces, manufacturing spaces, and mixed-use requirements.

Adaptive reuse, rooftop agriculture, micro-manufacturing, public assembly, elder care, education, and residential uses may trigger different code requirements. These requirements must be addressed before construction or operations begin.

Elder Care and Health-Related Services

Any assisted living, residential care, memory care, licensed health service, or elder-care operation must be reviewed under applicable Oregon licensing requirements. EcoPhi may provide housing, physical setting, wellness programming, food systems, intergenerational design, and community structure, but licensed care services should be operated or supervised by qualified providers where required.

Elder housing must address accessibility, emergency response, transportation, medication support if applicable, caregiver access, mobility needs, insurance, staffing, and resident protection.

Education, Youth Programming, and Childcare

Any elementary education, childcare, youth program, afterschool program, apprenticeship program, or formal educational service must be reviewed for applicable licensing, safety, insurance, background check, facility, staffing, and supervision requirements.

If the Talent Micro-Manufacturing EcoVillage includes elementary education, youth programming, or intergenerational learning, those uses must be legally structured and operated in compliance with applicable requirements.

Food Service, Restaurants, Farmers Markets, and Value-Added Products

Restaurants, cafes, commercial kitchens, food carts, packaged food production, value-added agricultural products, farmers markets, catering, hospitality food service, and prepared food sales will require applicable health, food safety, inspection, labeling, kitchen, and operating approvals.

Food-related operations must address storage, refrigeration, sanitation, water, wastewater, waste handling, employee training, pest control, allergen management, and product liability.

Hospitality, Lodging, Retreats, and Public Assembly

Cabins, campsites, retreats, events, workshops, festivals, amphitheaters, stages, clubs, public performances, and gathering spaces will require review for lodging regulations, occupancy limits, public assembly permits, fire safety, emergency access, sanitation, parking, noise, alcohol service if applicable, insurance, waivers, and event operating policies.

Hospitality and event operations should be phased carefully so early revenue can begin without exceeding what each property is legally permitted and insured to support.

Manufacturing, Maker Space, and Workplace Safety

Micro-manufacturing, makerspaces, woodshops, textile production, welding, food production, fabrication, furniture production, cabinetry, and building component production will require workplace safety systems. This may include OSHA compliance, ventilation, dust collection, fire protection, hazardous material handling, equipment training, personal protective equipment, workers compensation, liability coverage, and written operating procedures.

Partnerships with maker organizations should include clear responsibility for equipment use, training, supervision, insurance, intellectual property, product ownership, and revenue sharing where applicable.

Agriculture, Roof Gardens, Permaculture, and Land Stewardship

Agricultural uses, rooftop permaculture, greenhouses, composting, orchards, food forests, livestock if applicable, water systems, irrigation, soil amendments, stormwater, native habitat, and ecological restoration must comply with applicable local, state, and environmental requirements.

Rooftop gardens and agriculture on adaptive reuse commercial buildings must be reviewed for structural capacity, waterproofing, drainage, wind exposure, maintenance access, guardrails, irrigation, life safety, and long-term maintenance.

Insurance and Risk Management

EcoPhi will need layered insurance coverage based on property type and operating activity. Coverage may include general liability, property insurance, builder's risk, professional liability, directors and officers coverage, workers compensation, cyber insurance, event insurance, product liability, auto coverage, hospitality coverage, food service coverage, elder-care-related coverage, environmental coverage, and wildfire-specific risk review where available. Insurance requirements will be reviewed during due diligence and updated as each operating activity comes online.

Data, Cybersecurity, Blockchain, and Privacy

The EcoPhi information platform, BIM database, digital twin, investor portal, booking systems, resident records, payment systems, blockchain-supported transparency tools, and community participation records will require cybersecurity, access controls, privacy policies, data governance, user permissions, record retention, and compliance with applicable data protection laws.

Because the platform may include investor information, resident information, financial data, project records, and operational data, data management must be treated as a core legal and risk-management responsibility.

Intellectual Property and Replication Rights

EcoPhi's model includes design systems, BIM workflows, digital twin methods, regenerative village frameworks, micro-manufacturing processes, education materials, visual assets, brand identity, software concepts, community benefit systems, and replication tools. These assets should be protected through intellectual property agreements, copyright, trademarks, licensing agreements, confidentiality agreements, consultant contracts, and partner agreements where appropriate.

This is important because EcoPhi intends for the Southern Oregon platform to become a replicable model for other regions.

Cultural Respect, Religious Inclusion, and Anti-Discrimination

EcoPhi's model is intended to honor cultural diversity, religious freedom, individuality, elders, families, makers, and people from many backgrounds. The project should create space for many cultures, traditions, and beliefs without legally privileging one religion or excluding others.

This should be reflected in clear non-discrimination policies, accessibility practices, community standards, conflict resolution procedures, resident policies, event policies, employment practices, and cultural programming guidelines.

Summary

The legal strategy for EcoPhi Southern Oregon Regenerative Villages must protect both the business and the mission. The project must be profitable, fundable, insurable, permitted, and professionally managed. At the same time, it must remain aligned with its larger purpose: creating a regenerative regional model that supports housing, elders, makers, workers, land stewardship, local enterprise, transparency, and community benefit over time.

All legal structures, investor documents, cooperative mechanisms, blockchain tools, property acquisitions, operating agreements, and licensing strategies will be finalized with qualified professional counsel before implementation.

Financial Considerations

Startup Costs

EcoPhi Associates, L3C is seeking approximately \$130,000,000 in funding to launch the Southern Oregon regional platform. This capital will support acquisition, due diligence, infrastructure, construction, adaptive reuse, micro-manufacturing, agriculture, hospitality, technology, professional services, staffing, and reserves.

The preliminary startup cost categories are:

Acquisitions and Property Control: \$50,000,000

This includes acquisition, deposits, option agreements, land control, and related property costs for the Southern Oregon portfolio, including Seven Springs, supporting campground and hospitality assets, Ashland-area properties, Medford housing assets, agricultural land, manufacturing facilities, and the proposed Talent adaptive-reuse micro-manufacturing EcoVillage opportunity, subject to due diligence.

Due Diligence, Closing, Legal, Title, and Environmental Review: \$4,000,000

This includes appraisals, legal review, title work, surveys, environmental studies, zoning analysis, financial review, insurance review, closing costs, and acquisition-related professional work.

Site Improvements and Infrastructure: \$14,000,000

This includes roads, utilities, grading, parking reuse, water systems, sewer or septic systems, stormwater, fire access, landscape systems, public spaces, trails, site preparation, and infrastructure upgrades.

Construction, Adaptive Reuse, and Housing Development: \$25,000,000

This includes early housing construction, adaptive reuse of existing buildings, mixed-use buildout, elder housing, studio apartments, workforce housing, village amenities, public spaces, and phased residential improvements.

Micro-Manufacturing Facilities, Tools, and Equipment: \$7,000,000

This includes manufacturing equipment, maker equipment, shop buildout, tools, safety systems, material processing, storage, small-batch production systems, product development, and early production capacity.

Agriculture, Food Systems, Hospitality, and Wellness Activation: \$7,000,000

This includes food systems, greenhouses, gardens, roof agriculture feasibility, commercial kitchens, hospitality activation, retreat facilities, wellness spaces, markets, restaurants, event spaces, amphitheater or stage improvements, and public gathering areas.

Digital Twin, BIM, IntelliBIM, Dynex Scenario Modeling, and Information Platform: \$4,000,000

This includes BIM coordination, digital documentation, reality capture, project data systems, digital twin development, scenario modeling, investor reporting systems, blockchain-supported transparency tools, and development of EcoPhi's integrated information platform.

Professional Fees, Design, Engineering, Planning, and Permitting: \$5,000,000

This includes architecture, engineering, planning, land use, legal, accounting, tax, securities, environmental, insurance, elder-care consulting, food service consulting, technology consulting, and professional documentation.

Working Capital, Staffing, Training, Insurance, and Launch Operations: \$6,000,000

This includes salaries, administrative operations, staff recruitment, workforce development, training, insurance, marketing, business development, community engagement, early operating expenses, and project management.

Contingency and Strategic Reserves: \$8,000,000

This reserve supports cost escalation, schedule delays, insurance volatility, permitting adjustments, infrastructure surprises, acquisition changes, and other risks that may arise during phased implementation.

Total Preliminary Startup Requirement: \$130,000,000

A more detailed use-of-funds schedule will be provided in the required funder format as an appendix. Financial projections, pro formas, and property-specific budgets will also be provided as appendices.

Sales Forecasts

EcoPhi's sales forecasts will be phased because the project includes acquisition, planning, activation, construction, operations, and long-term stabilization. Early revenue is expected to come from hospitality, events, workshops, education, consulting, early product sales, existing property operations, and limited manufacturing activity. Larger revenue is expected as housing, adaptive reuse, micro-manufacturing, hospitality, agriculture, food systems, and property operations come online.

Preliminary portfolio-level revenue expectations are:

Year 1: Early Activation and Predevelopment

Revenue will be limited as the focus will be acquisition, due diligence, legal structuring, planning, website and investor platform development, partner agreements, early operations, and project activation. Expected revenue may come from consulting, limited events, early hospitality, workshops, and initial product or service activity.

Year 2: Infrastructure and Operating Launch

Revenue is expected to increase as hospitality, education, micro-manufacturing pilots, food systems, early rentals, events, and partner programs begin to activate. This year remains investment-heavy, with significant spending on infrastructure, staffing, permitting, design, and property improvements.

Year 3: First Major Revenue Expansion

Revenue is expected to grow materially as housing, adaptive reuse, hospitality, education, micro-manufacturing, events, agricultural products, and local enterprise systems begin operating at a larger scale. This is the first year where portions of the portfolio may begin moving toward operating profitability.

Year 4: Portfolio Scaling

Revenue is expected to strengthen as more properties become active, more units are leased or sold, manufacturing output increases, hospitality matures, agriculture expands, and local product sales grow. Investor reporting and digital twin performance tracking will help guide capital allocation and operating improvement.

Year 5: Stabilized Multi-Revenue Platform

By year five, EcoPhi expects the portfolio to have multiple active revenue streams, including housing, rentals, lease-to-own, hospitality, retreats, events, education, food systems, micro-manufacturing, wellness, local product sales, and operating partnerships. This is the stage where the model begins to demonstrate its full economic value and community benefit potential.

The detailed sales forecast will be provided in the financial appendix. The main business plan should summarize the forecast without overloading the reader with excessive detail.

Break-Even Analysis

EcoPhi expects the overall portfolio to move toward operating break-even as major revenue streams come online during years three through five. The exact break-even point will depend on acquisition timing, phasing, construction cost, financing structure, property activation, housing delivery, hospitality ramp-up, manufacturing output, and operating expenses.

The first two years will be investment-heavy. During this period, the project will focus on acquisition, legal structuring, due diligence, planning, permitting, design, infrastructure, staffing, partner development, and early operations. These years are not expected to represent the mature operating performance of the platform.

Break-even is expected to occur when the combined revenue from housing, hospitality, manufacturing, agriculture, education, wellness, and local product sales is sufficient to cover operating expenses, property costs, staffing, insurance, maintenance, technology systems, and debt or investor obligations. EcoPhi's break-even strategy is strengthened by diversification. The project does not depend on one product, one property, or one customer group. Housing provides stability. Hospitality provides outside revenue. Manufacturing creates products and jobs. Agriculture supports food systems and value-added products. Education supports workforce development. Technology supports better decisions.

Community enterprise expands participation and shared benefit.

A detailed break-even analysis will be provided in the appendix after property acquisition terms, phasing, operating assumptions, and financing structure are finalized.

Projected P&L

The projected profit and loss will show early losses during acquisition, setup, and development, followed by improving operating performance as revenue streams mature. This is expected for a project of this size and complexity.

Year 1 is expected to show a net operating loss because capital will be used for property control, due diligence, legal structuring, professional fees, planning, early staffing, technology setup, and predevelopment. Revenue will be limited.

Year 2 is expected to show reduced but continued losses or near break-even performance for selected operating units, depending on how quickly hospitality, education, early manufacturing, and rental income begin. Most capital will still be directed toward infrastructure, permitting, construction, adaptive reuse, and operating setup.

Year 3 is expected to show stronger revenue growth as first-phase housing, manufacturing, hospitality, education, agriculture, and local product sales begin contributing more materially. Certain business units may become profitable at this stage even if the full portfolio remains in scale-up mode.

Year 4 is expected to show positive operating performance across a larger portion of the portfolio as more units, properties, events, products, and programs become active.

Year 5 is expected to show stronger portfolio-level profitability, with diversified revenue streams supporting operations, investor returns, reserves, community benefit pools, resident enterprise opportunities, stewardship, and reinvestment into the regional model.

EcoPhi's goal is to generate strong profitability while keeping the project aligned with its regenerative purpose. Profit is not treated as the endpoint. Profit is treated as the fuel that allows the system to continue building housing, supporting elders, creating jobs, training makers, funding land stewardship, growing food, improving resilience, and giving back to the community.

Funding Requirements

EcoPhi is seeking \$130,000,000 in funding to launch the Southern Oregon regional platform. This funding is required to secure property assets, complete due diligence, begin infrastructure and site improvements, initiate construction and adaptive reuse, activate micro-manufacturing, develop the digital twin and information platform, support local partnerships, fund early operations, and create the foundation for long-term revenue generation.

The funding will be used to move the project from concept and relationship development into implementation. Immediate funding priorities include:

1. **Secure and control priority properties.**
2. **Complete due diligence, legal review, surveys, zoning review, environmental review, and closing requirements.**
3. **Establish the legal and governance structure for the L3C, property entities, operating entities, and community benefit framework.**
4. **Begin site planning, architectural documentation, BIM coordination, and digital twin development.**
5. **Launch InteliBIM-supported documentation systems and begin development of EcoPhi's central information platform.**

6. Explore Dynex-supported scenario modeling for property phasing, cost analysis, infrastructure planning, digital twin decision-making, and long-term resilience.
7. Begin early infrastructure, repairs, adaptive reuse, and construction planning.
8. Activate micro-manufacturing capacity and local production systems.
9. Advance the Talent Micro-Manufacturing EcoVillage concept as an adaptive reuse model for old box stores and underused commercial properties.
10. Support strategic partnerships with Talent Maker City, Arkitek, IntelIBIM, and other key collaborators.
11. Prepare housing, elder care, hospitality, education, agriculture, and local enterprise systems for launch.
12. Create job pathways, maker pathways, resident enterprise models, and community participation structures.
13. Build reserves and contingency capacity to protect the project from cost escalation, insurance volatility, permitting delays, and market changes.

The funding request is designed to support a diversified platform rather than one isolated development. This allows EcoPhi to create a regional model where multiple properties, multiple businesses, and multiple revenue streams support one another. The long-term intention is to create a self-reinforcing regenerative economy that generates financial returns while returning value to the people, places, and communities that make the system possible.

Appendix List:

Appendix A: Principal and Team CVs

This appendix will include CVs and bios for the project principals, key leadership, advisors, and professional partners involved in implementation. This may include EcoPhi leadership, project principals, architectural partners, BIM and technology partners, operating partners, community partners, advisors, and any individuals who will be signing or directly supporting the funding package.

Appendix B: Strategic Partner Profiles

This appendix will include supporting information for key strategic partners, including Talent Maker City, Arkitek Design & Architecture, IntelBIM, Dynex-related technology partners, and other formal collaborators. Supporting materials may include partner profiles, letters of support, proposals, collaboration summaries, emails confirming alignment, capability statements, and relevant organizational background.

Appendix C: Property Portfolio Summaries

This appendix will provide simple one-page descriptions of each property in the Southern Oregon portfolio, including location, intended role, acquisition or development purpose, major existing assets, zoning or entitlement notes, preliminary opportunities, and anticipated contribution to the regional model.

This appendix should include Seven Springs/New Frontier Ranch, the adjacent campground opportunity, the Ashland Main Street property, The Highlands East Medford, Logtown Estate, C2 Ranch, Galice Resort, Ashland industrial/manufacturing facilities, and the proposed Talent adaptive-reuse Micro-Manufacturing EcoVillage opportunity.

Appendix D: Talent Micro-Manufacturing EcoVillage Concept

This appendix will provide a focused description of the proposed adaptive reuse opportunity in Talent, Oregon. The concept is to explore acquisition and transformation of an underutilized former big-box retail property into a mixed-use micro-manufacturing village with housing, maker space, small-batch production, farmers markets, restaurants, elder care, education, studio apartments, roof gardens, public gathering spaces, performance areas, and local enterprise.

This appendix will explain how the model could demonstrate a replicable national strategy for converting old box stores and underused commercial properties into thriving mixed-use villages that support housing, food systems, local production, workforce development, elder care, and community revitalization.

Appendix E: Financial Projections and Pro Forma

This appendix will include financial projections, preliminary pro formas, revenue assumptions, operating assumptions, phased implementation schedules, sales forecasts, break-even assumptions, and projected profit and loss summaries. Property-specific projections and portfolio-level projections may be separated for clarity.

Appendix F: Use of Funds Draw Schedule

This appendix will include the required use-of-funds draw schedule in the funder's required format. It will remain an expense-only document and will be prepared separately from revenue projections, profit assumptions, and pro forma schedules.

Appendix G: Technology, BIM, Digital Twin, and Decision Intelligence Platform

This appendix will describe the technology framework supporting EcoPhi Southern Oregon Regenerative Villages. It will include InteliBIM-supported BIM coordination, digital documentation, centralized project information management, digital twin development, reality capture, property data organization, investor reporting, and long-term asset management.

This appendix will also describe the intended use of Dynex-supported quantum computing and advanced scenario modeling to evaluate large sets of possible outcomes before major decisions are made. Scenario modeling may include property acquisition sequencing, infrastructure phasing, housing mix, construction cost sensitivity, micro-manufacturing capacity, energy and water systems, fire-conscious land planning, agriculture, staffing, hospitality operations, financial performance, and long-term resilience.

Appendix H: Blockchain, Cooperative Economics, and Community Benefit Structure

This appendix will describe the intended framework for transparency, community participation, shared benefit, and future cooperative-style economics. It may include blockchain-supported tracking for project activity, contribution recognition, community benefit pools, resident enterprise, patronage-style rewards, passive income pathways, and transparent reporting, subject to final legal, tax, securities, and governance review.

The purpose of this appendix is to show how EcoPhi intends to flip the conventional economic pyramid upside down by allowing more value generated by the project to circulate back into the people, makers, residents, workers, elders, entrepreneurs, and community members who help create it.

Appendix I: Legal, Governance, and Risk Management Support

This appendix will include legal structure summaries, entity structure notes, governance concepts, property ownership structures, investor compliance considerations, securities considerations, cooperative or community benefit structures, insurance requirements, zoning requirements, licensing needs, food service considerations, elder-care considerations, hospitality regulations, building code considerations, and other legal or regulatory items relevant to implementation.

Appendix J: Supporting Market and Community Materials

This appendix may include market research, housing need documentation, wildfire recovery context, job creation support, Talent Maker City materials, community partner information, workforce development support, regional demographic information, tourism and hospitality context, elder-care demand support, and other relevant market validation materials.

Appendix K: Visual Materials, Maps, Diagrams, and Property Exhibits

This appendix will include maps, site diagrams, photographs, renderings, property exhibits, regional diagrams, digital twin visuals, BIM graphics, adaptive reuse diagrams, portfolio maps, phasing diagrams, and other visuals that support the plan without overloading the main business plan narrative.

Appendix L: Implementation Schedule and Milestone Plan

This appendix will include phased implementation timelines, acquisition sequencing, planning milestones, permitting milestones, design and documentation milestones, construction phases, manufacturing activation, housing delivery, hospitality activation, agriculture activation, technology platform development, and reporting milestones.