



E V O K A

walk the path of remembrance



THE HEART BEHIND EVOKA

EVOKA was born from Loraine's personal and professional journey, a realisation of the need for spaces where true healing, connection, and transformation can flourish. Through her work, she saw how many struggle to find a *safe, nurturing environment* to reconnect with themselves and their inner wisdom.

What sets Loraine apart is her deeply *personalised approach*, tailoring each retreat to meet her clients' unique needs. This is why EVOKA offers private retreats, providing a safe, supportive space for individuals and couples to explore their journeys.

More than a retreat center, EVOKA is a *sanctuary and community hub* for holistic healing rooted in compassion, authenticity, nourishment and balance. A place to heal trauma, rediscover strength, connect and harmonise the nervous system. For Loraine, EVOKA reflects her dedication to empowering others, fostering transformation that ripples far beyond its walls.





THE VISION

To create a place where individuals can heal, reconnect, and find belonging in a nurturing environment.



Goals:

- **Healing Trauma** through Holistic Practices
- **Fostering Local Community** by creating Inclusive Spaces
- **Promoting Sustainability** with Nature Focused infrastructure and supporting reforestation initiatives
- **Nurturing the Human Spirit** through Intentional Experiences



THE CRISIS OF MODERN HEALING

The modern world leaves little room for true healing.

- Over 70% of adults have experienced trauma
- Rising stress and mental health challenges.
- Limited access to trauma-informed healing spaces.

We all have a human need for belonging. Everyone longs for a space where they feel safe, supported, and valued—a space to heal, grow, and reconnect. Healing requires nourishment on all levels: body, mind, heart, soul, and spirit.

EVOKA answers this need, offering a sanctuary for personal transformation and community connection, surrounded by the nurturing power of nature.



THE SOLUTION

A Holistic Healing Space



EVOKA is more than a retreat center; it's a sanctuary designed to meet the diverse needs of those seeking healing, connection, and transformation. By combining tailored therapies, community spaces, and nature-inspired amenities, EVOKA offers a unique approach to addressing trauma and fostering a sense of belonging. Through short-term stays guests engage in personalised retreats, group experiences, and local community offerings.

Accommodations: Private, tailored retreats for healing and reconnection.

Shalas: Accessible community classes for yoga, breathwork, and more.

Café: A nature-inspired meeting place for nourishment and connection.





THE OFFERING

Accommodations

- Four private accommodations for guided stays.
- Trauma-focused therapies, yoga, breathwork, and detox cleanses.
- Affordable and premium options



Shalas

- Indoor and outdoor classrooms for local community classes.
- Supporting local teachers & facilitators with balanced exchanges

Cafe

- Breakfast, lunch, and drinks in a serene, nature-inspired setting.
- Weekly events: Sauna nights, music gatherings, and ecstatic dance evenings.



GIVING BACK

Our commitment

At EVOKA, we believe healing should be accessible to all.

Through our initiatives, we aim to foster community, support the planet, and pay it forward.



Our Initiatives:

- **Scholarship Retreats:** Life-changing healing experiences for individuals facing trauma or financial hardship.
- **Community Retreat Days:** “Open House” Retreat days for locals, ensuring accessibility for all.
- **Reforestation Projects:** Supporting local reforestation efforts to restore and sustain the environment.

Together, we create opportunities for healing, connection, and giving back.





THE LAND



Located in the SW of Alentejo, Portugal, just 10 minutes from the coast, EVOKA is set on 2.5 hectares (6 acres) of serene land—an ideal sanctuary for healing and connection.

- **Natural Beauty:** Alentejo's countryside with cork oaks, rolling hills, and scenic trails for relaxation and meditative walks.
- **Accessibility:** Centrally located between Lisbon and Faro, easily reachable for international visitors.
- **Local Highlights:** Alentejo's stunning coastline with untouched beaches and ocean cliff walks.
- **Climate:** Mediterranean climate, perfect for year-round retreats.

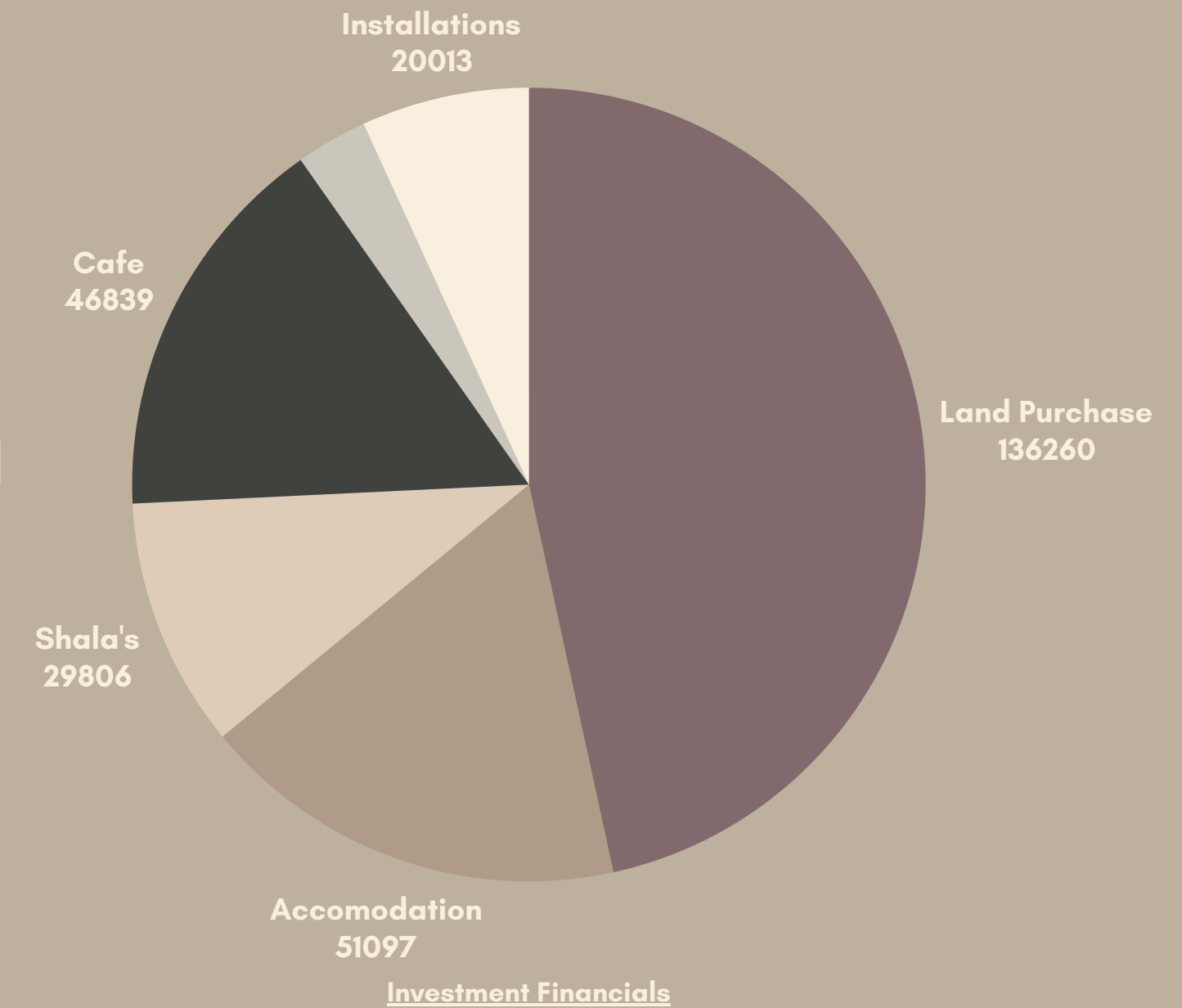
COST BREAKDOWN

Total Investment: £ 306,000 (€ 360,000)

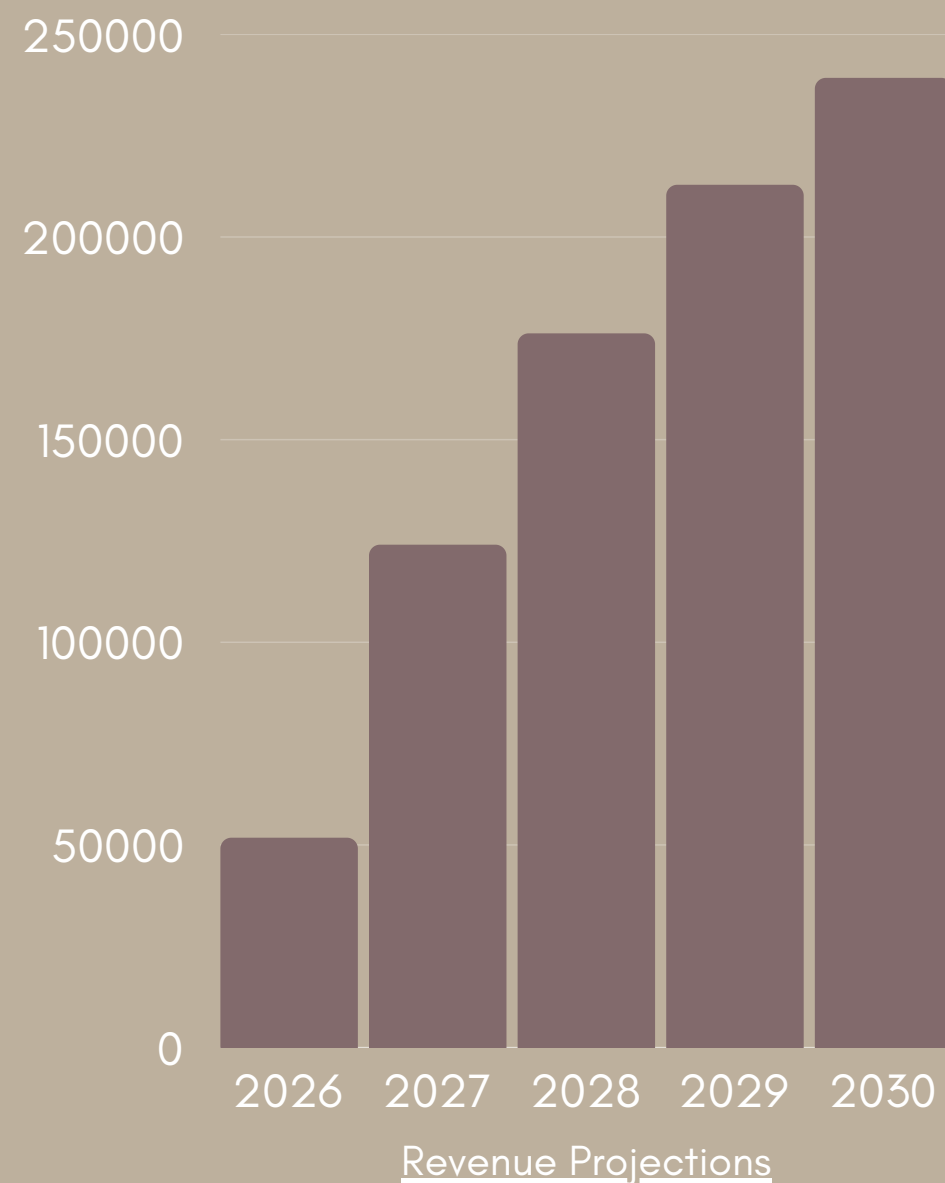
The initial investment focuses on essential facilities like accommodations, wellness spaces, and sustainable energy solutions to launch the retreat and generate income.

By prioritising high-impact features, we ensure immediate functionality and revenue generation. Additional elements, such as the café interior, will be completed over time as EVOKA grows.

This phased approach balances financial responsibility with long-term vision, laying a strong foundation for sustainable development.



REVENUE PROJECTIONS



Our revenue model focuses on key income streams: accommodations, event hosting, and private retreats. These provide a strong foundation for early operations, with significant growth potential as the retreat evolves. The café is excluded from current revenue projections, as it will initially serve as a community gathering space rather than a direct income source.

Revenue is expected to increase over time through:

- Higher occupancy rates and seasonal pricing adjustments.
- Expanded retreat offerings and packages.
- Enhanced marketing efforts to attract new audiences.

This approach lays a strong foundation for long-term growth while ensuring financial sustainability in the early phases.



Yearly Revenue Streams (Year 1 Estimates):

Accommodations:

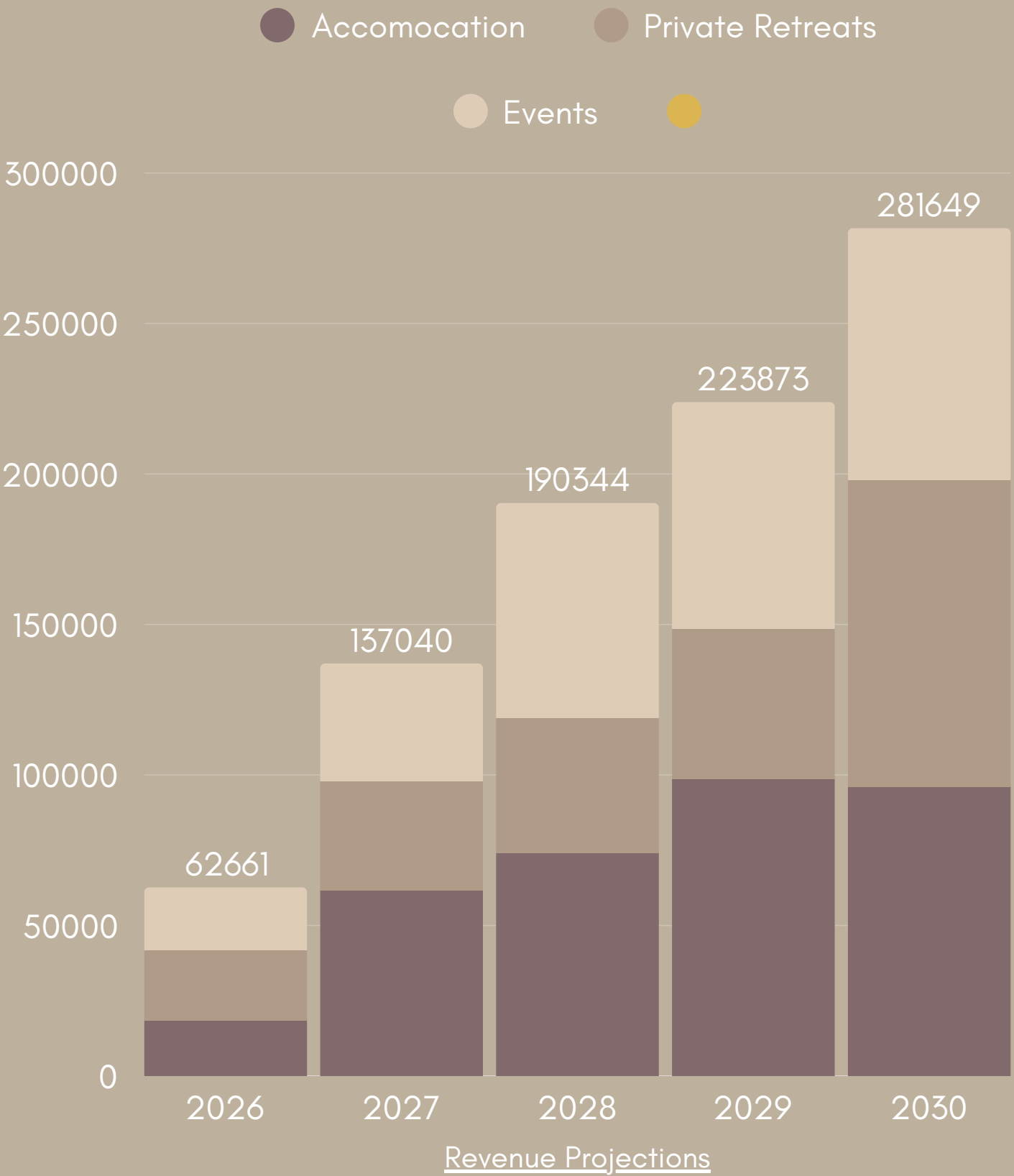
- Average Occupancy: 30% initially, growing as awareness increases.
- Estimated Annual Income: £ 18,504

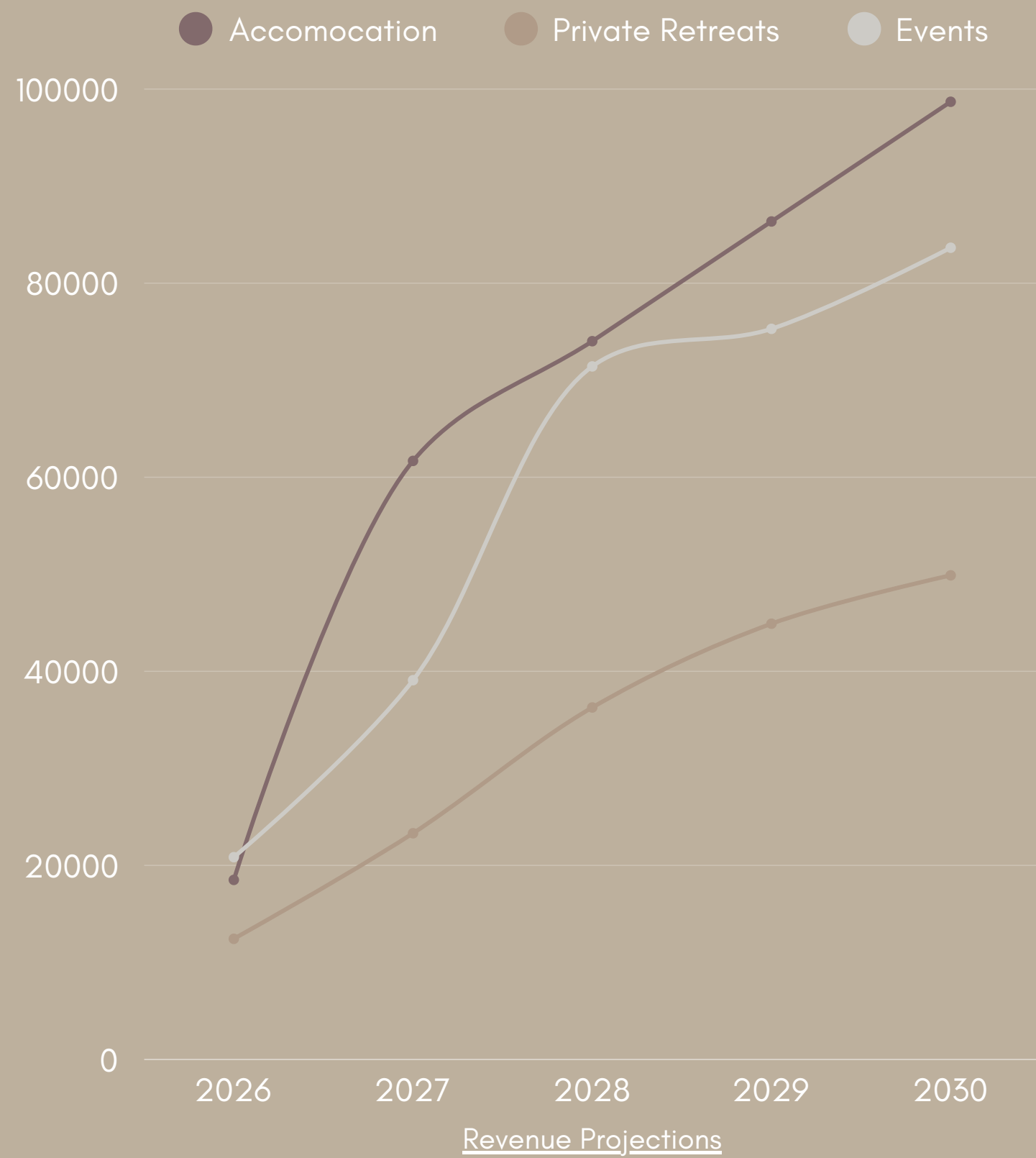
Private Retreats:

- Therapy, detox packages, and personalised retreats for individuals and couples.
- Estimated Annual Income: £ 12,432

Event Hosting:

- Classes & Workshops: Generated through partnerships with local and visiting teachers.
- Estimated Annual Income: £ 20,846





Future Projections:

These figures do not take into account potential delays in construction, which could postpone the retreat’s opening and operations by up to a year. While the projections assume timely completion, any delays may affect the timeline for market entry and revenue growth.

Year 1 to Year 2 (2026–2027):

- Revenue growth driven by increased occupancy and expanded private retreat offerings.
- Estimated Growth: +87.5% (from £ 51,782 to £ 124,080 annually).

Year 2 to Year 3 (2027–2028):

- As the retreat gains visibility and becomes established, private retreats and events drive significant growth.
- Estimated Growth: +55.6% (from £ 124,080 to £ 181,710 annually).

Year 3 to Year 4 (2028–2029):

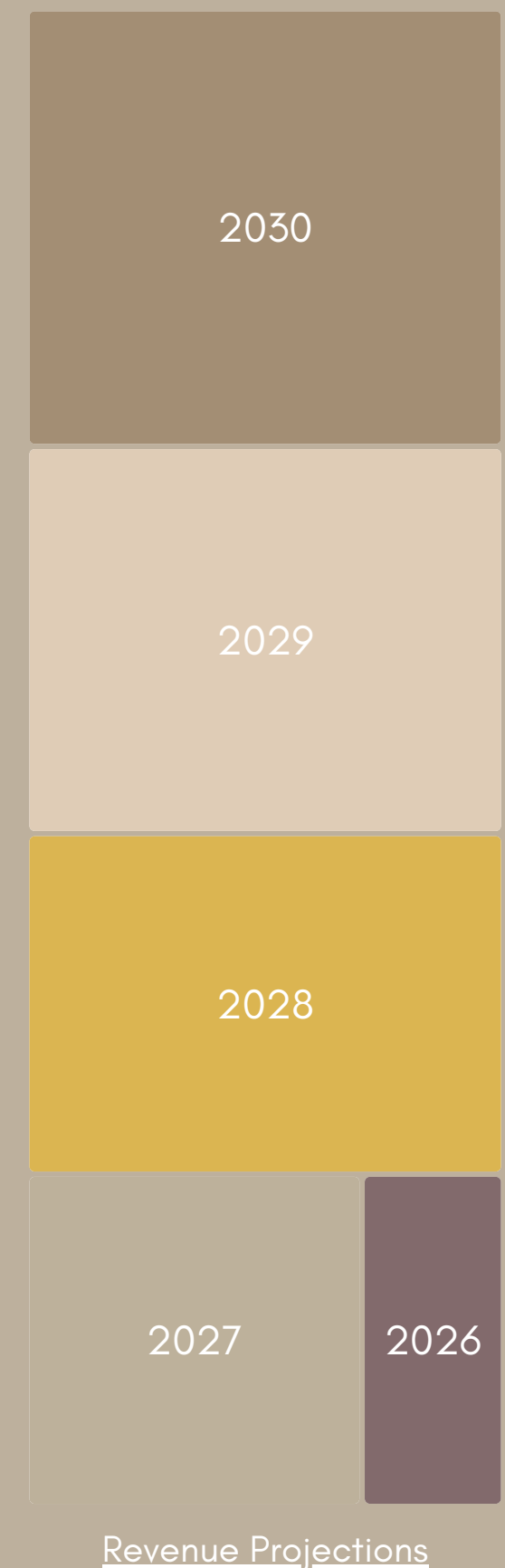
- The café begins generating revenue, enhancing its role as a community hub.
- Moderate growth across all streams.
- Estimated Growth: +23.8% (from £ 181,080 to £ 206,553 annually).

Year 4 to Year 5 (2029–2030):

- Revenue targets are achieved, marking operational maturity.
- Café and events emerge as stronger income sources.
- Opportunity to assess future growth strategies.
- Estimated Growth: +11.1% (from £ 206,553 to £ 232,230 annually).

Evaluation at Year 5:

By Year 5, EVOKA will have reached its projected revenue targets, with room for future growth. At this point, we will conduct a detailed evaluation to identify opportunities for scaling, diversification, or introducing new offerings to enhance long-term impact and profitability.





MARKET ANALYSIS

The wellness tourism industry is growing rapidly, with a projected annual growth of 7%. Our retreat aligns with key trends, including the rising demand for mental and physical well-being, eco-conscious travel, and personalised experiences.

- **Growing Demand:** More people seek wellness-focused getaways.
- **Sustainability:** Guests prioritise eco-friendly retreats.
- **Tailored Packages:** Customised programs like detox and private retreats attract diverse audiences.

By addressing these trends, our retreat is well-positioned to capture a growing and loyal market.



JOIN US

- **Impact:** Create a haven for healing and sustainability.
- **Returns:** Benefit emotionally and financially while supporting a meaningful vision.
- **Flexibility:** Options to invest, buy a timeshare or donate based on your goals.

By investing in EVOKA, you contribute to healing individuals, nurturing sustainability, fostering global connections, and promoting holistic well-being, creating a transformative ripple effect that benefits both people and the planet.

Your Support Matters.
Together, we can transform lives.

Let's make this vision a reality, starting today.

CONTACT

Connect with us to explore how you can be part of the EVOKA vision.

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