

Promind Retreat Africa

# B2B Infrastructure for Retreats & Offsites in East Africa

We are building a specialized retreat asset in Kenya designed for organizers, founder communities, and corporate clients – combining infrastructure, curated experiences, educational formats, and a B2B operating model in a region where demand already exists but supply is not structured.

INVESTMENT OPPORTUNITY

EAST AFRICA · KENYA

EARLY STAGE



# Investment Thesis

Promind is an evolution of the traditional hotel model. We are not a hotel, and we are not a tour operator. We combine infrastructure, curated experiences, educational formats, and a B2B operating model into a single, operations-driven retreat business. We are building in a region where demand already exists but supply is not structured – a model with controlled CAPEX and a 5+ year asset lifecycle with the potential for strong operational margins.

## What We Are Building

Promind is a purpose-built retreat infrastructure asset in Kenya – designed from the ground up to serve the specific needs of retreat organizers, corporate offsite clients, and educational program leaders. Unlike existing hospitality solutions in East Africa, which were built for individual leisure travelers, Promind is engineered for group-based, program-driven formats that require operational flexibility, privacy, and curated environments.

Our model is built around controlled capital expenditure (~\$500K), a clear 5+ year asset lifecycle, and a revenue architecture designed to generate strong operational margins at steady state. The B2B core is complemented by a B2C fallback, providing flexible occupancy and meaningful risk mitigation.

## The Four Pillars of Promind

### Infrastructure

Purpose-built retreat camp with luxury and classic safari tents, wellness zones, and communal spaces designed for group programming and privacy.

### Curated Experiences

Intentionally designed environments that support transformation, strategic work, and meaningful connection – not just accommodation.

### Educational Formats

Spaces and infrastructure optimized for workshops, coaching programs, leadership development, and executive education.

### B2B Operating Model

Revenue driven by organizer relationships, not OTA platforms. Operator earns management fees (2% of net revenue) and incentive fees (15% of gross operating profit).

# The Problem: A Structural Gap in Africa's Retreat Infrastructure

Global demand for retreats, offline formats, and educational programs is accelerating — yet in Africa, there is virtually no infrastructure designed specifically for these formats. Existing solutions operate within a B2C model and do not address the needs of group-based experiences, educational programs, or executive-level formats. Organizers are forced to assemble products manually, creating high operational risk and severely limited scalability.

## What Exists Today

The current supply in East Africa consists of hotels, villas, and safari lodges — all designed and operated for individual leisure travelers. These assets were never built to support structured group programs, educational formats, or the operational complexity that retreat organizers require. They lack dedicated wellness spaces, flexible room configurations, and the operational support systems that professional retreat delivery demands.

## What Organizers Actually Need

Professional retreat organizers require control over the environment, flexibility in scheduling and space usage, retreat-ready infrastructure (yoga spaces, group dining, quiet zones), and operational support that allows them to focus on content delivery rather than logistics. No existing asset in East Africa is purpose-built to meet these requirements — organizers are forced to cobble together solutions from incompatible components, increasing risk and reducing quality.

## The Cost of This Gap

This structural gap creates real economic consequences: higher operational costs for organizers, inconsistent guest experiences, limited ability to scale programs, and ultimately, a suppressed market that cannot grow without the right infrastructure. Organizers either avoid Africa as a destination entirely or accept suboptimal conditions — both outcomes represent a market failure that Promind is positioned to correct.

**Key Insight:** Organizers use existing solutions not because they are suitable — but because there are no alternatives. This gap is the opportunity.

# Market Validation & Global Macro Trend

The market is already established and validated globally. Thousands of retreats operate annually in the US and Europe, with pricing ranging from \$1,500 to \$5,000 per participant and growing corporate budgets allocating significant resources to offsite and retreat formats. A global shift toward offline experiences is accelerating — driven by the growth of value-driven communities, founder and executive networks, and increasing demand for curated environments. Retreats are becoming essential tools for decision-making, networking, and strategic work.

## Global Market Signals

# \$5K

### Top-Tier Pricing

Premium retreats in the US and Europe consistently command \$1,500–\$5,000 per participant, with luxury formats reaching \$6,000+

# 1000s

### Active Retreats

Thousands of retreats operate annually across the US and Europe, with consistently sold-out programs at premium price points

# \$2.5K

### Average Ticket

Mid-to-premium retreat programs average \$2,000–\$2,500 per participant, with customers willing to travel globally for the right experience

## Macro Trend: The Offline Shift

We are witnessing a structural global shift away from digital-only engagement toward high-value, in-person experiences. This trend is being driven by several converging forces:

- **Growth of value-driven communities** — founder networks, executive peer groups, and transformation-focused communities are prioritizing in-person connection
- **Corporate budget reallocation** — companies are increasing investment in offsite retreats as tools for strategic alignment, team cohesion, and leadership development
- **Educational program demand in Africa** — particularly among middle and top management, there is growing appetite for structured learning and development experiences
- **Retreats as strategic infrastructure** — retreats are no longer just wellness escapes; they are becoming essential platforms for decision-making, networking, and high-stakes strategic work

📌 **"Demand exists. The problem is infrastructure."**

# Global Validation: Existing Models Confirm Demand

Multiple established players across different segments validate the demand for retreat and experiential formats — but none are optimized for B2B infrastructure in an emerging market context. Each model has limitations that Promind is positioned to overcome by combining destination, infrastructure, and a B2B operating model into a single, scalable proposition.



## [Esalen Institute](#)

**Price Point:** \$900–\$2,500 per program |

Esalen validates the program-driven retreat concept at scale. Their model is built around transformational workshops and personal development programs that attract a loyal, high-value audience. However, Esalen is a single-location, program-driven concept that is not scalable and does not operate a B2B infrastructure model. Their success demonstrates that demand for structured, meaningful retreat experiences is deep and enduring.



## [Six Senses](#) / [COMO](#) / [Aman](#)

**Price Point:** \$2,000–\$6,000+ per night |

**Model:** Hospitality-driven

These ultra-premium hospitality brands validate the willingness of high-net-worth individuals to pay significant premiums for curated, destination-level experiences. However, their monetization is based on individual guests, not organizers. They operate B2C models optimized for leisure travel, not structured group programs. The pricing power they demonstrate confirms the premium that the market will bear for quality retreat infrastructure.



## [Offsite.com](#) / [Surf Office](#)

**Model:** Remote work retreats | **Gap:**

Infrastructure missing

These platforms validate demand for structured offsite and remote work retreat formats, particularly among tech companies and distributed teams. They have proven that companies will invest in curated offsite experiences — but they rely on existing hospitality infrastructure that was not designed for their needs. The demand signal is clear; the infrastructure gap remains unaddressed, which is precisely the opportunity Promind captures.

✔ **Promind's Differentiator:** We combine destination + infrastructure + B2B model — addressing the gap that all existing players leave open.

# Africa Market & The Structural Opportunity

The African market for retreat and experiential formats exists but is deeply fragmented. Safari operators, villas, tours, and hotels — all primarily B2C — dominate the landscape. There is no purpose-built retreat infrastructure serving the growing demand from corporate clients, founder communities, and educational program organizers. Growth drivers including infrastructure development (e.g., Tatu City), a growing expat population, and regional corporate HQ presence are actively forming local demand that has no appropriate supply to serve it.

## Why Africa – Why Now

Several converging factors make this the right moment to build retreat infrastructure in East Africa:

- **Infrastructure development** — Projects like Tatu City are creating the physical and logistical backbone needed to support premium experiential assets
- **Growing expat and diaspora population** — A rising cohort of internationally experienced, high-income residents in Kenya and the broader region
- **Regional corporate HQ presence** — Multinational and regional companies headquartered in Nairobi create a built-in corporate client base for offsite and retreat programs
- **Underdeveloped educational ecosystem** — Africa lacks the retreat and executive education infrastructure that exists in the US and Europe, creating a first-mover opportunity
- **1440 Multiversity validation** — Retreat campuses with community-driven, influencer-led distribution models are proving strong demand signals globally; customers priced at \$2K–\$5K are consistently sold out and willing to travel

## The Structural Gap = Opportunity

Organizers currently using African hospitality assets for retreats are doing so out of necessity, not preference. They need:

### → Control

Ability to shape the environment, schedule, and experience without competing with hotel leisure operations

### → Flexibility

Space configurations that adapt to different program formats — from intimate coaching circles to large group workshops

### → Retreat-Ready Environments

Dedicated wellness spaces, quiet zones, communal dining, and natural settings that support transformation — not just accommodation

### → Operational Support

A partner who understands the complexities of group program delivery and can handle logistics so organizers can focus on content

# The Solution: Promind Retreat Camp

Promind is retreat-focused infrastructure. We do not sell just a location – we create environment, experience, meaning, and infrastructure. Our product is a purpose-built retreat camp in Kenya designed to serve the specific operational and experiential needs of retreat organizers, corporate clients, and educational program leaders. The model extends the traditional hotel concept from pure accommodation into retreats, education, and community – with a B2B core and a B2C fallback for flexible occupancy and risk mitigation.

## Physical Product: The Retreat Camp

### 5 Luxury Tents

Providing a high level of privacy and exclusivity for premium guests, facilitators, and VIP participants. Designed for individuals who expect an elevated experience within a group retreat context.

### 15 Classic Safari Tents

Suitable for individuals and couples attending group programs. Balances comfort, authenticity, and cost-effectiveness to maximize camp capacity and revenue per retreat.

### Capacity: Up to 25 Guests

Small group format ensures intimacy, quality of experience, and operational manageability. Ideal for executive retreats, founder communities, and high-end educational programs.

### Wellness Zone

Spacious tent for yoga, educational programs, and retreat sessions. Restaurant area for communal dining and networking. Designed to support the full arc of a retreat program.

## Why Kenya as the Destination

Kenya offers a unique combination of factors that make it an ideal location for a destination-level retreat product:

- **Economic hub** – Nairobi is East Africa's primary business and financial center, providing a built-in corporate and professional client base
- **International accessibility** – Direct flight connections from Europe, the Middle East, and major African cities make Kenya accessible for international participants
- **English-speaking environment** – Reduces friction for international organizers and participants, particularly from the US and UK markets
- **Iconic locations** – National parks, Mount Kilimanjaro views, and the Indian Ocean coastline provide a powerful emotional and visual backdrop for transformational experiences
- **Local paying demand** – A growing base of high-income private clients, expats, and corporate entities in East Africa creates a reliable B2C fallback and local B2B demand
- **Strong emotional appeal** – Kenya carries a powerful brand as a destination for authentic, nature-immersive, life-changing experiences

📌 **Positioning:** Premium, privacy-focused, luxury tent concept, small group format – Location + Experience + Community

# Business Model & Unit Economics

Promind operates a hybrid B2B/B2C revenue model with multiple income streams. The B2B core generates revenue through retreat program partnerships, operator management fees, and incentive fees – while the B2C fallback provides flexible occupancy through local client relationships, coliving projects, and influencer collaborations. This dual-engine approach ensures revenue resilience and reduces dependence on any single demand source or OTA platform.

## Revenue Architecture

### Retreat Programs

Primary revenue driver. At steady state: **\$1.2M annually** generated through organizer partnerships and direct retreat programming.

### Operator Basic Fees

**2% of net revenue** – management fees earned by the operator for day-to-day camp management and operational oversight.

### Operator Incentive Fees

**15% of gross operating profit** – performance-based fees that align operator incentives with asset profitability.

### Corporate Programs

Additional upside potential from corporate offsite clients, executive education programs, and institutional partnerships.

## Unit Economics at Steady State

Our unit economics are built on realistic, conservative assumptions that prioritize operational sustainability over aggressive projections:

**\$2,200**

Per Participant

Average revenue per participant per retreat, positioned in the mid-to-premium segment of the global retreat market

**25**

Participants

Maximum capacity per retreat, ensuring an intimate, high-quality group experience

**\$102K**

Monthly Revenue

At steady state with 3 retreats per month and 75 total participants

**37%**

Operating Margin

At steady state, reflecting the efficiency of the B2B model and controlled cost structure

**i** **Operating Model:** 3 retreats per month · 75 participants per month · Occupancy driven by relationships, not platforms · B2C fallback scenario available for local client base

# Financials & Investment Overview

Promind represents a capital-efficient opportunity to enter a validated, high-margin market segment with a clear path to profitability. Total CAPEX of approximately \$500K funds a fully operational retreat camp with a projected payback period of under 3 years and an IRR of 32.1%. The financial model is built on conservative, relationship-driven occupancy assumptions – not dependent on OTA platforms or speculative demand.

## CAPEX Breakdown – \$500K Total

### \$343K – Tent Units

Fully equipped luxury and classic safari tent units – the primary capital expenditure and core revenue-generating asset

### \$59K – Infrastructure

Site infrastructure including utilities, pathways, communal areas, and wellness zone construction

### \$59K – Supervision & Legal

Construction supervision, financing costs, and legal/permitting expenses

### \$38K – Contingency

Reserve fund for unforeseen costs during construction and initial operational ramp-up

## Financial Projections at Steady State

# \$1.2M

Annual Revenue

Projected revenue at steady state across retreat programs, management fees, and corporate partnerships

# \$387K

EBITDA

Projected EBITDA at steady state, reflecting the efficiency of the B2B operating model

# 32.1%

IRR

Internal Rate of Return – a strong return profile for an infrastructure-backed hospitality asset

# 2.7x

Equity Multiple

Projected return on invested equity over the asset lifecycle

# 2.9yr

Payback Period

Full capital recovery projected in under 3 years from operational cash flow

## Go-to-Market Strategy

Promind's demand generation is built on relationship-driven channels rather than platform dependency. Our go-to-market leverages personal networks, strategic partnerships with retreat organizers and corporate HR/L&D teams, influencer collaborations with experts who have social capital in the transformation and leadership development space, and community partnerships with founder networks and coliving projects. This approach creates repeatable, scalable demand that is NOT dependent on OTA platforms – reducing customer acquisition costs and building durable competitive advantage.

### Testing

Validate concept and market hypotheses



### Scaling

Expand capacity and regional corporate programs



### Launch

Run small-scale retreats and B2B pilots

The roadmap follows a disciplined, phased approach – validating demand and refining operations before scaling to full capacity.

# Founders & Why This Works

Promind is led by a founding team with deep, complementary expertise across premium real estate, international finance, and large-scale development – with direct, on-the-ground experience in Kenya and East Africa. This combination of skills is uniquely suited to execute a project that requires both sophisticated financial structuring and hands-on operational delivery in an emerging market context.



## Ekaterina Vladyka – Co-Founder

**15 years** of experience in premium real estate sales across international markets (Moscow and global), with an average deal size of ~\$1.5M. International background spanning the USA, Europe, and Africa – currently based in Kenya with deep local market understanding. Extensive experience working with HNWI clients (High Net Worth Individuals), building trust and closing high-ticket deals. ICF-certified coach with 1,000+ hours, specializing in transformation and mindset work. Leading the development of the retreat and transformation segment, including retreat center development in Africa and engagement of international facilitators.



## Dmitry Markov – Co-Founder

**20 years** of experience in finance, investments, and project management in construction and real estate. Delivered projects across three continents – Europe, Africa, and Asia – including direct experience in East Africa. Structured project financing and implemented cash flow and cost control systems, ensuring on-time and on-budget delivery. ACCA Affiliate (Association of Chartered Certified Accountants). Responsible for financial modeling, investment structuring, and operational financial control.



## Andrey Lyubimov – Co-Founder

**20+ years** of experience in real estate, construction, and development. Worked with private investors, family offices, developers, and contractors across Russia, the UK, Western Europe, the Middle East, and Africa. Deep expertise across the full development cycle: from investment analysis and site selection to team formation, design, procurement, construction, and operations. Hands-on experience in Kenya and East Africa. Member of RICS (since 2012), MSc in Real Estate Investment (UK). Leading asset development and construction execution.

## Why This Works



### Demand Exists

Validated globally and forming locally – this is not a speculative market



### Supply Is Broken

No existing infrastructure in Africa is designed for B2B retreat formats



### B2B Model

Relationship-driven, platform-independent, high-margin revenue architecture



### Strong Returns

32.1% IRR, 2.7x equity multiple, 2.9-year payback on \$500K CAPEX

## Promind Retreat Africa

We are building infrastructure and a global community for HNWI clients, decision-makers, and the organizers who serve them. The market is ready. The team is in place. The model is validated. The opportunity is now.

✔ **Investment:** \$500K CAPEX | **IRR:** 32.1% | **Payback:** 2.9 years  
| **Equity Multiple:** 2.7x