



Business Plan v1.1

Voyager Park
by Willems Ventures

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Executive Summary

1.1 Key Facts

- **Company:** Willems Ventures
- **Headquarters:** Näsåker, Sweden
- **Founder:** Nayiem Willems
- **Project:** Voyager Park
- **Location:** Tågsjötorp 102, 880 50, Sollefteå, Sweden.
- **Type:** Holiday resort

1.2 Brief Description

- Willems Ventures is a company focused on e-commerce, tourism, renewable energy, real estate and small disruptive technologies and businesses.
- Voyager Park will be a holiday resort in Sweden, 10km north of Junsele. It will offer (floating) glass igloos, mini cottages (stugas), a small store and a restaurant in the middle of the forest, with several activities on the park with a lake directly nearby.

1.3 Our Mission & Vision

- Our mission and vision is to drive adoption for all of our projects, striving for excellence, innovation and investor profitability and by employing several unique technologies and renewable energy with real use-cases in the tourism, financial and energy sector in environmentally conscious solutions.

The Market

3.1 Market Opportunity

- Willems Ventures headquarters stands close to a region called 'Höga Kusten' or 'Västernorrland', in the North part of Sweden.
- The region attracts many foreign tourists as well as southern Swedish people that like to spend their holiday here.
- Here are a few quotes from a firm called 'High Coast Invest'
(Source: <http://www.highcoastinvest.com/investment/dolorem-totam>)
 - Tourism is the fastest-growing service industry in Sweden, and the High Coast has a booming tourism industry. In 2018 summer tourism skyrocketed on the High Coast — there was a 29.4 percent increase in overnight trips
 - The High Coast's tourism industry is a largely unexploited market and there is a high demand for new products and services. This indicates significant, untapped potential and provides an interesting opportunity for new businesses.
 - Voted the most beautiful place in Sweden, the Swedish High Coast is becoming a hotspot for domestic as well as international tourists — a well-known tourist destination for some; a recently discovered gem for others.
 - "The High Coast has never been as hot as it is right now. Camping and hiking tourism is increasing, and visitors are staying for a record-breaking number of nights. Meanwhile, the proportion of foreign visitors is steadily increasing."
 - "We experience constant demand for rooms throughout the year from tourists, conference guests and weekend travellers. There is a huge demand for rooms and we often have to turn down booking requests. Encouraged by this high occupancy rate we want to invest further."

3.2 Market and Region Development

- Astronomy Study Program
 - Voyager Park will offer studies in Astronomy and Astrophotography for park visitors and nearby schools.
- Foreign Job Opportunities
 - Voyager Park offers summer and winter jobs for students from all over the world and allows them to experience Sweden while working for a green company that is conscious of the ecological challenges of the 21st century.
- Local Work Opportunities
 - Voyager Park will increase job opportunities in the region of Västernorrland in Sweden.
- Heat Utilisation Showcase
 - Hodler Energy will demonstrate environmentally friendly and cost-efficient technologies in re-using heat from data-centres to warm up igloos.
- Renewable Energy Showcase
 - Antares Energy will demonstrate how everyone can benefit from renewable energy sources.

The Marketing Mix

4.1 Product & Location

- The location for Voyager Park has already been decided and it's close to the current Willems Ventures headquarters.
- The region offers several spectacular views like northern lights in the winter, beautiful lakes on every corner and breathtaking mountains.
- The area is perfect for outdoor activities, in the winter and in the summer.
- The location is in the middle of 4 nearby airports (Örnsköldsvik, Kramfors, Östersund, Sundsvall).

4.2 Marketing

- Marketing phase will begin on February 2020 along with first building phases.
- A detailed marketing plan will be announced by that time.

4.3 Management & Organization

- The Willems Ventures team currently has 5 core team members and 4 part-time workers.
- We have a very diverse team from various backgrounds, including real estate, traditional tourism/hospitality industry, and blockchain.

Investment Opportunity

5.1 Return on Investment

- Up to 40% of the profit will be shared with investors of this project, while the rest of the profit will be used for re-investment.
- The first payouts start on July 2020. Voyager Park will be completely finished in November 2020. The ROI should be counted from this date (November 2020)
- The ROI is based on the actual profit and not on revenue. Salaries, maintenance, electric, insurance, tax and all other costs are already counted in the profit. Please check the laws and regulation in your country for reclaiming tax
- Extra income, earned through activities on the park are difficult to calculate in the first year, and therefore not included in the calculation