COMMUNITY ESTATE PLAYBOOK

Founding Edition – Working Draft

Building a Resilient Estate through Community, Infrastructure and Long-Term Stewardship

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1. Why This Document Exists

This document is not an investment prospectus.

It is not a business plan.

It is not a legal agreement.

It is a working document created to develop a long-term model together with a small group of founders, advisors and future investors.

The goal is simple:

Build something worth owning together before deciding how to own it.

Every comment, objection and improvement helps shape the next version.

2. Our Long-Term Vision

We are not developing a traditional vacation property.

We are creating a **Community Estate**.

A place where:

- people work
- people reconnect
- ideas emerge
- infrastructure becomes invisible
- nature becomes productive
- architecture supports life instead of dominating it

The estate combines:

- premium rural living
- workation
- resilient infrastructure
- productive landscape
- long-term land stewardship
- community

Rather than optimizing a single building, we optimize an entire ecosystem.

3. Project Architecture

The project consists of three independent but connected layers.

Layer 1 – Anchor Asset

Property #1

Owner:
Founder

Purpose:

- primary residence
- workation prototype
- first infrastructure node
- proof of concept

This property remains privately owned.

Operations are conducted through a long-term lease agreement with the operating company (OpCo).

Layer 2 – Community Estate Asset

Property #2

Purpose:

- long-term land appreciation
- landscape identity
- future community expansion
- productive landscape

- future lodges
- community hub
- shared amenities

Rather than acting as an isolated investment, Property #2 increases in value through the successful development of the entire estate.

Layer 3 – Operating Company (OpCo)

The OpCo develops and operates the estate.

Responsibilities include:

- community
- workation operations
- infrastructure
- maintenance
- hospitality
- development
- reinvestment

The OpCo is intentionally **not** designed to become the long-term landowner.

Its purpose is to continuously increase the value and attractiveness of the estate.

4. Guiding Principles

Principle 1

Long-term stewardship over short-term optimization

We prefer durable decisions over fast returns.

The estate should become more valuable every year.

Principle 2

Simplicity before complexity

The first ownership structure should be practical.

Possible future structures include:

- trustee model
- co-ownership
- SPV
- club deal

Complex institutional structures are intentionally postponed until the project justifies them.

Principle 3

Reinvestment before distribution

During the development phase, operational profits are expected to be reinvested.

Priority:

- infrastructure
- landscape
- additional modules
- shared spaces
- resilience

The goal is long-term asset appreciation rather than early distributions.

Principle 4

Transparency before co-management

Investors should receive:

- transparent reporting
- information rights
- participation in strategic decisions

Operational execution remains lean.

Principle 5

Not every contribution creates equity

Different contributions deserve different recognition.

Potential equity contributions include:

- capital

- infrastructure
- local development work

Other contributions may be recognized through the community reward system rather than ownership.

5. Development Logic

Buildings alone do not create value.

Value emerges from the interaction of:

- landscape
- water
- energy
- architecture
- infrastructure
- community
- identity

Each completed development stage increases the value of every future stage.

6. Development Roadmap

Milestone 0



Caption: Secure Property #1
Status: Completed

Decision: Project officially begins.

Milestone 1



Caption: Core Infrastructure

Time horizon: 12–18 months

Objectives

- water
- electricity
- wastewater
- first expandable module
- first workation stays

Decision Gate: Is the core infrastructure robust enough for long-term development?

Milestone 2

Estate Masterplan

Objectives

- integrate Property #1 and #2
- landscape design
- water strategy
- internal roads
- parcel strategy
- community layout

Decision Gate: How should the complete estate evolve?

Milestone 3



Caption: Modular Architecture

Objectives

- expand the main building
- derive standardized lodge modules
- refine construction system

Decision Gate: Which building components become scalable?

Milestone 4

Estate Expansion

Time horizon: 5–7 years

Objectives

- lodges
- shared spaces
- community hub
- restaurant
- seminar space
- recreation

Decision Gate: Continue expanding or consolidate?

Milestone 5



Caption: The Resilient Estate

Time horizon: 10–15 years

Fully integrated system:

- architecture
- energy
- water
- productive landscape
- workation

- hospitality
- community

Possible outcomes

- long-term ownership
- partial exit
- complete estate sale

7. Governance (Current Thinking)

The following topics remain intentionally open.

They should be shaped together with the founding group.

Current discussion topics include:

- ownership structure of Property #2
- governance
- exit mechanics
- contribution model
- cap table
- investor rights
- operating model
- future expansion

8. Open Questions

Some of the questions we are currently exploring:

- What is the simplest ownership model for the first investor group?
- Which contributions should create ownership?
- How should future investors enter?
- What governance protects all participants?
- Which development decisions create the highest long-term value?
- At what point should the structure evolve into something more institutional?

9. Invitation

This document is intentionally unfinished.

It is designed to evolve.

We are looking for people who want to contribute more than capital.

People who are willing to improve assumptions, challenge decisions and help build a model that could eventually become much larger than a single estate.

The objective is not simply to build a remarkable place.

The objective is to build a governance model, a development model and a community that are worth replicating.