

There are stories longing to be told...

Ubuntopia

Ubuntopia® is the
flagship brand of

Partner in recreating horizons

GreenDream
Company



Ubuntopia® Park
Cultural Experience Park

Pitch deck

April 2022



PROBLEM STATEMENT

1

Lack of (intercontinental) visitors to emerging markets

Your hotel, location or area is not running as expected (anymore) and you need a transformation in concept to increase the number of visitors. You do not know what suits the target group and how to approach this.

2

Unilaterally developed tourism sector

Given the potential of tourism earnings, and as competition intensifies, many areas and countries are looking to diversify their tourism offering which is attractive from generation to generation.

3

Rising middle class, expecting high-end tourism options

In emerging markets, the middle class is growing rapidly and are in need for new and exciting tourism and entertainment attractions. They are ready to spend their money.

4

High unemployment in emerging economies

Emerging economies will face enormous challenges to recreate the millions of jobs being lost due to Covid-19, which will likely lead to permanently higher levels of unemployment and further polarization of skills and income.

5

Cultural heritage is getting lost

Cultural stories are getting lost as the interest of new generations shifts from offline to online media. A library of wisdom and cultural heritage is getting lost. There is a need to pass on these stories in a modern and exciting way to new generations.

6

Searching for identity and ways to express themselves

People are having an intense curiosity about their identity, culture, history and origin and are looking for connection and ways to express themselves.

This results in business opportunities!



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Ugbanitopia

Welkom
Welcome
歡迎
Receber
Добро пожаловать
Karibu
Willkommen
Murakaza neza
مرحباً
Velkommen
Wamukelekile
Kaabo

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The mission of the **Ubuntopia® Cultural Experience Park** is to bring all legendary and historical stories of the region alive, told by our IP characters, in a thrilling and exciting theme park experience that fits modern demands. A high-tech, eco-friendly park where families, young adults, international business travelers and tourists can go to and have a look into the culture of a region. This is what we call 'edutainment'.

A walking distance from the park visitors can extend their experience by staying in the **Ubuntopia® Themed Family Village**. Guests have the opportunity to enjoy accommodation which has facilities inspired by cultural heritage and our IP characters. Most notably, during their entire stay, guests will have unlimited access to the Ubuntopia® Cultural Experience Park.



ELEMENTS

Ubuntopia® Cultural Experience Park & Themed Family Village



Themed Roller Coaster



Themed Dark Rides



Themed Attractions



Live Entertainment



Dining Spots



Shops



Themed Accomodation



Other activities...



SOLUTION

Ubuntopia® Experience Park and Themed Family Village are products that...

Ubuntopia®
is the home
of
cultural
family
edutainment

- 1 ... diversifies the tourism sector by drawing inspiration from your cultural heritage. This results in a timeless, unique product that is interesting for the standards of the rising middle class families, business travelers and tourists.
- 2 ... transforms your legends into hi-tech tourism attractions, creating immersive experiences to the young and old. In this way, we protect and conserve cultural heritage and tell them to the rest of the world.
- 3 ... transforms a (semi) rural area or hotel, into a bustling, urban hotspot that has the potential of becoming a major GDP contributor!
- 4 ... actively involve local boosts the local economy and increases the development of small- and medium-sized businesses in the area. This includes the creation of new jobs contributing to the socio-economic development of the area.
- 5 ... offers benefits for sustainable growth of the industry and opportunities to strengthen the link between the tourism industry and other industries and sectors.



VISITORS PROFILE

The Ubuntopia Cultural Experience Park and Themed Family Village are for everyone who loves beautiful cultural stories and immersive experiences (3-99 y). These products are suitable for families, young adults, international business travellers and tourists.

*Because they go on vacation and want to know more about the region,
because they are curious about worlds they don't know yet.*

Or because they want to know more about the culture from which they or their (grand)parents originate.



In 2020, more than 28% of all 0- to 25-year-olds in the Netherlands have a migration background. This is an increasing number. (Source: NJI Netherlands Youth Institute)



14,6% of the US population is African American. This is 47,8 million inhabitants.

Demographics of the United Arab Emirates: nationals 11%, expatriates 89%. (Source: population statics UAE GMI)

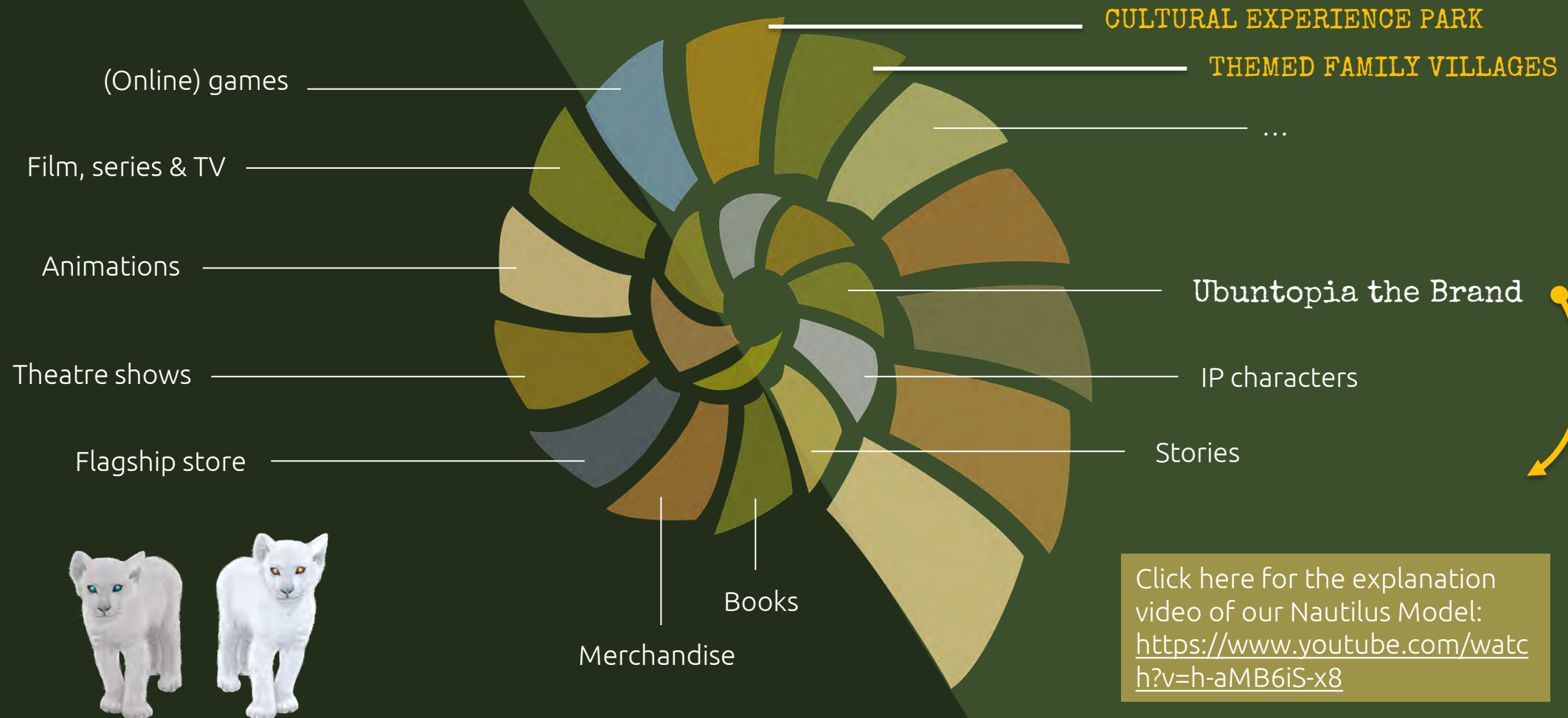


(Source: WorldPopulationReview.com)



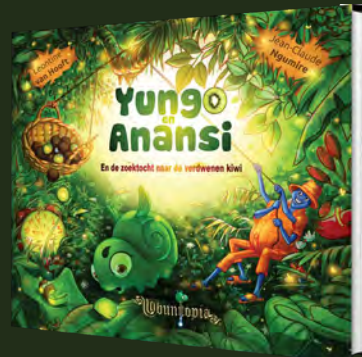
OUR BUSINESSMODEL

Over the years, we have developed our own business model. We call it the **Nautilus Model**, meaning that we follow the growth of a Nautilus shell. In the core we start with a character, the character becomes a storyline, the storyline becomes a book, a series, a theatre show, a game, a cultural experience park and so on. In this way, we share the cultural stories to a wide audience.



THE UBUNTOPIA CAST

Our IP characters become the companions of children in their room, in their place and in their lives.



The cast is constructed based on cultural diversity and historical legends. These IP characters are used for the expressions of the Nautilus business model and are available for licensing.



VALUES & CONDITIONS

Ubuntopia is a value-driven brand

Value Creation through Impact

Environmental value through the improvement of landscapes, wildlife and ecosystems. We believe it is important that the materials we use for our products are based on eco-friendly material and production methods.

Social value through a strong sense of community and the showcase and preservation of cultures reflected in music, dance and entertainment.

Economic value through the creation of jobs with fair working conditions and a vibrant local economy, including the growth of several supporting industries and sectors.

Inspirational value as evident in the pride of the inhabitants over their country's cultural heritage, the empowerment of women and the lofty dreams of the younger generation.

Business for good,
is good for business.

We contribute to the



Ubuntu philosophy – I Am because we Are

Within our stories, team, leadership, and relationships with other parties, we practice the Ubuntu philosophy. This means that we strive to work in a close and solid community. We value unifying leadership, see diversity as a richness and prefer open dialogue as opposed to formal meetings.



IN DEVELOPMENT



Latest update

- **First Ubuntopia Experience Park and holiday village on African soil**
Several African embassies and entrepreneurs have shown their interest in bringing an Ubuntopia Experience Park & Themed Holiday Village to their country. At this moment we are in a process of selection and feasibility studies.
- **International book adaptation of The Chronicles of Ubuntopia by award-winning Dutch film director**
Together with award-winning Dutch film director Dennis Bots, we have started an international film project in which we will work together with foreign professionals in the context of knowledge sharing.
- **Partnerships with NGOs in emerging markets to set up merchandise lines**
Partnerships have been set up with foreign NGOs to set up Ubuntopia merchandise lines created by their social projects. These are being expanded.



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WHAT MEDIA AND PARTNERS SAY ABOUT US

“★★★★★ for *Balla and the Forest of Legends*

It's a beautiful book about making the world a better place together.” –
Blogger Annette Leest about the Chronicles of Ubuntopia book series

“We aim to unearth and nurture *young and raw talent* with facilities such as Ubuntopia Cultural Experiences”

- Abe Ntatleng, Hospitality Quality Assurer,
South Africa

“The typical African experience that we know from, for example, *The Lion King* (savannas with elephants, lions and drums) is very clearly recognizable (in this book) and that makes it a bit *Disney-like* at first sight. But, to be honest, the stories have *much more depth and mysticism.*”

– Michael Vink, Africa News



FRANCHISE OPTIONS

Ubuntopia® Experience Park and Ubuntopia® Family Village are a franchise by GreenDreamCompany. Our franchise model combines years of experience, a full comprehensive set-up package, top-notch training and guidance, Dutch safety and quality standards, hi-tech engineering and the latest digital trends to give your new business a competitive edge.

While we encourage franchisees to take the majority of full ownership of the projects, we offer access to our vast network of international product and service providers, our expertise (as well as that of our partners) and, theme park business models based on years of research and business practice.

Phase wise Project Investment

- 🌀 Initiative & Quick Scan
- 🌀 Masterclass Theme Park Development (NL)
- 🌀 Site visit & Stakeholders Analysis
- 🌀 Pre-Master plan & Pre-Design
- 🌀 Business plan & Organizing Funding

If you would like to become a franchisee, please contact us!

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Local commitment: 30%
External funding: 70%
Projected IRR > 20%



ABOUT GREENDREAMCOMPANY

Ubuntopia® is the flagship brand of GreenDreamCompany.

We connect and inspire people and businesses in the tourism and family entertainment industry through innovative and creative area- and destination development. Our goal is to make the largest, positive impact possible in emerging markets.

With our brands, we share cultural stories and design magical experiences for kids, parents, families and friends.

Partner in recreating horizons



GreenDream
Company

www.greendreamcompany.com

OUR AWARDS

Doing business in Africa Award –
Digital Africa Business Days –
Netherlands African Business
Council, Nominee 2020

NGO Global Leadership &
Excellence Award -
NGO Global , winner 2019, India

Super Achiever Award – sector
Leisure, Hospitality & Tourism –
World Women Leadership
Congress , winner 2017, India

Sector Super Achiever Award –
Multi Value Driven Organization –
World Women Leadership
Congress, winner 2017, India

The Voice Achievers Award –
The Voice, winner 2015, Africa

