

Becoming an

# Ubuntopia<sup>®</sup>

Cultural Experience Park

Why tell a story when you can be part of it?

Partner in recreating horizons  
**GreenDream**  
Company





**Welcome to the wonderful world of**  
**Ubuntopia® - Park**

What can make an emerging market with a rich cultural heritage  
the envy of the world?

We welcome you to the flagship brand of GreenDreamCompany:

**Ubuntopia®**

This explanatory document will guide you through the steps to be taken to establish  
your Ubuntopia - Park. GreenDreamCompany can provide support at every step.



## Ubuntopia®

It's not only our passion to change the world with family edutainment and happiness: it is what drives us.

At GreenDreamCompany, we have developed this brand with special respect to history and cultural values in a way that fulfils the demands of emerging markets. The brand combines legends, old wisdom, modern challenges, and consumer demands into one: Ubuntopia®.

This innovative brand is born to preserve ancient (oral) legends and stories, creating at the same time, new adventures and new memories for tomorrow.

Ubuntopia - Park is *the* mythical world where the guest will discover and learn

about the rich history of your country or region. Whilst enjoying a memorable vacation.

At this stage, the Ubuntopia brand comprises **Ubuntopia – Park** and **Ubuntopia – Village**. But there is more to come.

Ubuntopia has been created as a brand to drive values: financial, ecological, socio-economical, and inspirational sustainability working in perfect harmony.

As part of the Ubuntopia brand, you, as a developer or franchisee, are bringing an impressive creative industry into your region, providing area development, a better future, and pleasure for everyone.



# Are you ready to become an Ubuntuia - Park?

## Who are you as an entrepreneur?

Are you an entrepreneur with a flair for leisure, hospitality & entertainment? Do you already operate a leisure facility that would benefit from new investment and rebranding? Or are you a project developer? Do you harbour ambitions to create a unique and exciting destination?

Are you aware that you, as the project owner, will be responsible for the investments and the franchise fees (initial and ongoing), including the costs for support and advice from us?

*Then you could become an Ubuntuia - Park franchisee.*

## Make your dreams come true

After you have read this 'Becoming an Ubuntuia - Park' document, you can request for our 'Quick Scan for Experience Park Development'. After we review your submitted Quick Scan, a first (Zoom) intake meeting will take place to evaluate the document and explain the concept and process of application. If we are all still comfortable after the Quick Scan and the Zoom meeting, we can proceed

further with the application process on receipt of a signed NDA.

After receiving the signed NDA, we ask you to provide your initial plans, ideas, resources (including real estate & financial), and qualifications. Our administration department will work with you to guide and assist you through this process.

Critical elements to the success of an Ubuntuia - Park branded location are the land position, the infrastructure, and key stakeholders. A legally secured site suitable for development and our inspection of this proposed location is the essential next step for us. This site inspection will take approximately three days. A schedule will be sent to you, including interviews with other key stakeholders.

After the site and development proposals are approved, a complete and professional feasibility study must be made. When approved, the steps to take to become an Ubuntuia - Park are clear. Then, the contract: 'To become an Ubuntuia - Park' can be entered into.



## The phase of creation and development

After we have entered this contract and additional legal documents have been approved, you will be allocated your own Ubuntopia - Park Project- and Program Manager. This manager is your connection to all the knowledge, creativity and experiences you will require and will guide you through the complete process of becoming an Ubuntopia - Park.

It's our philosophy to add additional professionalism to your project to reach brand standards. In practice, this means that your professionals will work closely with ours.

### Primary design and development guidelines

If you already have a legally secured land position or are converting an existing asset, like a theme park or resort, the custom-made *'Project Improvement Plan (PIP)'* will be your primary guide.

Your property will be evaluated with potential for storylines, attractions, hospitality, entertainment, theatre shows, retail and catering being identified. These aspects must be added or altered to align the property with the Ubuntopia brand characters, storylines, theming, products & standards.

In all cases, the *'Ubuntopia - Park Design and Construction Standards Manual'* will be your primary guide to a design and construction that will comply with all the brand standards. Being in line with the brand standards and characteristics is critical to operating an Ubuntopia - Park location.

### *Proud to offer the Dutch standard*

When looking to generate publicity, you need to ensure it is good publicity. Imagine the negative impact on your and our reputations because of lack of maintenance or occurrence of accidents. Confidence and trustworthiness are key values to be observed at all times. This means safety and quality must be guaranteed to the guests and staff.

Ubuntopia - Park is proud to offer you a Dutch standard of health, hygiene and safety certification in its design, construction and operation standards. All design, construction, investment, and operations must comply with all necessary laws and regulations.

### Ready to implement

The Ubuntopia - Park Project- and Program Manager and his team will assist you and your on-site teams in implementing the themed real estate, the interior and creative design plans, etc. All design and renovation projects require the prior approval of the brand. The Project- and Program Manager will set milestone deadlines, including expected opening date and Grand Opening Ceremony.

### Time to confirm the Franchise Licence Agreement

Now you have met all conditions and standards: it's time to confirm the *'Franchise Licence Agreement'*. Any proposed management company or general manager appointment requires Ubuntopia brand approval.



There are stories longing to be told...

# Ubuntopia

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

Welkom  
Welcome  
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Velkommen  
Wamukelekile  
Kaabo



Example of a themed main entrance

## Bring the storylines to the audience, creative support

While your property is being integrated into the brand system, the creative development of transforming legends and stories into storylines, attractions, themed real estate, the family village, and merchandise will be realised simultaneously. It all has to be ready and working towards Opening Day. Our storytellers, historians, imagineers, creative designers, landscapers, etc., will work in team spirit with your local storytellers and professionals.

## Learning the Ubuntopia language & business culture

Within an Ubuntopia - Park, park employees and hospitality staff are trained to high professional standards and within business ethics and culture. All Ubuntopia - Park employees have a dual role: not only a host, a waiter, a chef, a dancer, a retail manager, but also a contributor to the stories. They work closely together to serve and entertain the guests.

To ensure each local employee is valued and equipped to contribute at their best, individual assessments will be done by GreenDreamCompany's GreenDreamAcademy. Based on the assessment result, you will receive a Preparatory Training Program by our trainers to train your trainers or directly train your team.

All trainees will receive Ubuntopia certificates. It is part of our philosophy to create value for all.

## All Ubuntopia

All key employees will receive details which give access to *All Ubuntopia*: this secure web-based tool contains all resources, forms, reports, etc., necessary

to operate your Ubuntopia - Park within our domain. Again, you will receive all the technical assistance and support you need to navigate the system comfortably. Your management will also receive access to our helpdesk.

With personnel security checks cleared, attractions approved, and your brand-supplied email accounts in place, you are ready to connect with brand-related communication.

## Less visible but very dedicated teams

While your on-site team, GreenDreamAcademy trainers, and the Grand Opening Ceremony Team are all working in harmony together, other dedicated teams are working behind the scenes to ensure that all systems are 'up and running' on Opening Day. An impression of what is done 'behind the scenes':

### *Digital connection to the intranet*

After the approved Information Technology System Agreement is returned, the property management system software will be delivered and implemented on-site on your workstations. We will advise you which workstations are suitable for our programs. To build your ICT team, an assessment will take place. Based on the results, your ICT team will be trained by GreenDreamAcademy to complete at various levels.

You will be required to set up a computer training classroom, including workstations, at least 60 days before opening. Our Communication Team is in charge of building your database, website, third-party websites and platforms and Ubuntopia - Park functions, into our system. This complex set of data will supply and positively affect your daily operations.



## Marketing, sales & e-commerce

Ubuntopia has its own corporate identity that needs to be protected carefully. It results in providing templates, videos and images for marketing communications designed at the headquarters of Ubuntopia in the Netherlands. These templates will be shared with you. It is possible to make minor adjustments to fit your audience, subject to approval in advance.

## Pre-sell & creating awareness

Before the opening day, it's essential to create awareness among your audience. Therefore, the House of Creation at GreenDreamCompany produces media productions based on the cultural and mythical stories and legends of Ubuntopia to generate attention and interest for your project.

Ideally, the audience will meet your Ubuntopia - Park one year before opening via online and offline campaigns.

Ubuntopia® merchandise



## Preparing for opening

### Final brand inspection

The development process will be closed with a final brand inspection. During this inspection, all systems, attractions, and teams must be in position.

### A dedicated opening team

We will address an Interim- General Manager for the first period of opening, with the assignment to assist, train and prepare your General Manager and teams on site. By this, adequate support can be delivered directly, and you will have the time to get into the groove.

### Grand opening ceremony

Upon successful completion of required training- and assuming that the park and village databases are built into all systems- your property will open under the Ubuntopia brand. Your timeline of realisation may vary based on construction schedules.

Is everything ready? A tremendous job has been realised. Let's celebrate with all involved and tell the world your amazing legends, myths, and stories.

Visual of Ubuntopia® Academy





Ubuntopia® Park

## Daily operation

### Ramping up & ongoing support

At Ubuntopia, we want to set a constantly high level of service, entertainment, and safety. Meeting and maintaining high standards is paramount. This cannot be accomplished without the owners' and management teams' efforts, commitment and dedication. It's the people that make the difference. We value and appreciate those commitments and respond by ensuring that your Ubuntopia - Park receives everything it needs to be a top-quality cultural experience park.

After opening, you will receive regular visits, training, materials, evaluation, and help from headquarters in The Netherlands, such as brand performance support, an education manager and/or a manager of revenue management.

### Creating more future memories together

It's a permanent challenge to transform guests into fans and stimulate repeat visits. After all, Ubuntopia - Park is about creating memories for generations of people. Therefore, new storylines, brands, and experiences, big or small, must be added every year.

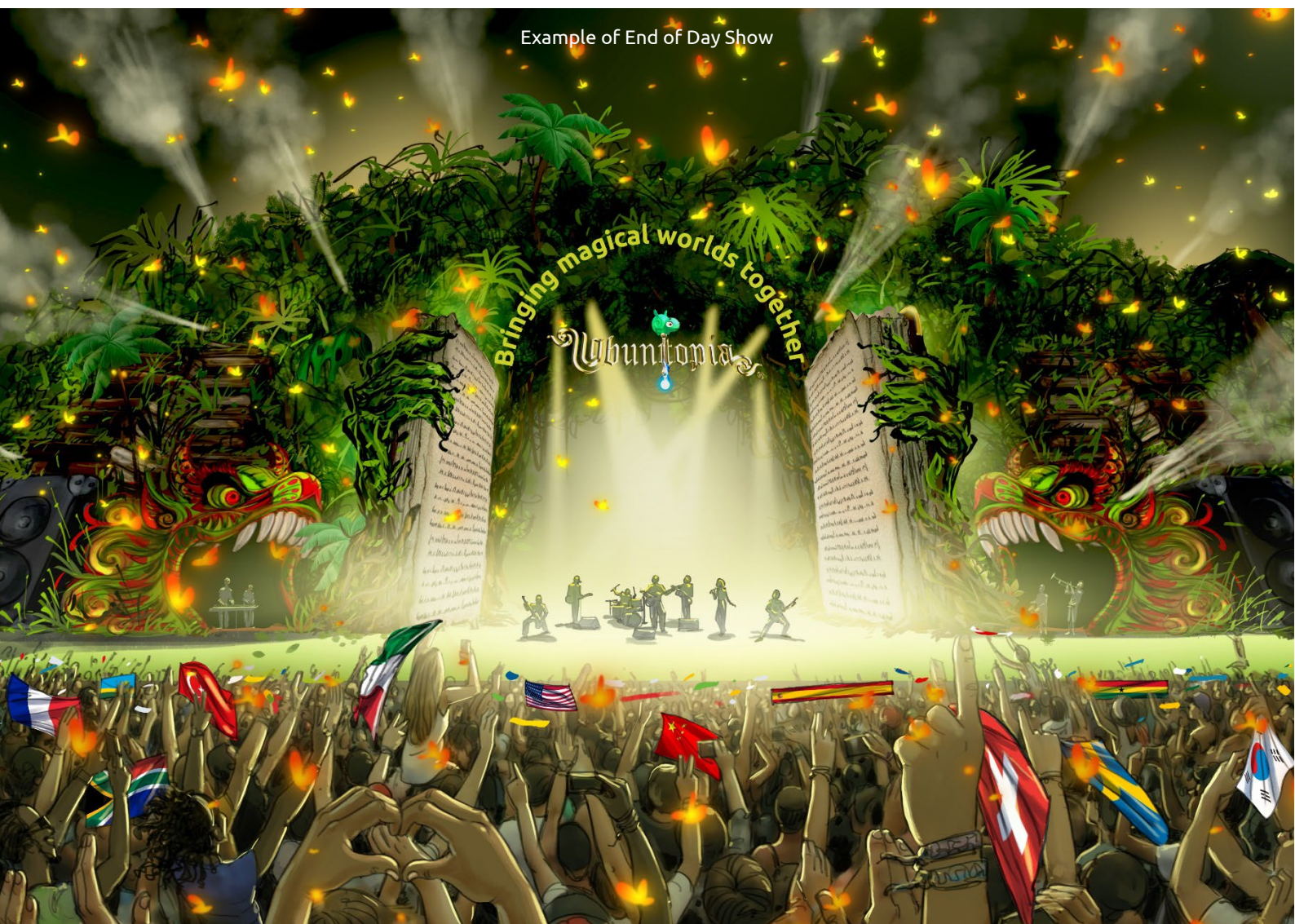
## Time frame

Depending on your property size, location and condition, the time required to finalise a franchise Licence Agreement to open as an Ubuntuia - Park is a minimum of 9 months for conversion alone. This is in the case of an excellent existing project. Completing the PIP items in compliance requires a lot of effort; it may take significantly longer. In the case of greenfield development, the process will take at least 14 months.

A timeline with all the key milestones has been added to give you a clear overview.



Ubuntuia® character Harish



## Key milestones

### Step 1: Decision made

- Signed Contract 'To become an Ubuntopia - Park'



### Step 2: Implementation of the brand guidelines and manuals

- Results of the Project Improvement Plan (PIP) and Ubuntopia Design and Construction Standards are approved
- Signed Franchise Licence Agreement



### Step 3A: Training and licenses

- Team certified
- Database: All Ubuntopia
- Brand software
- Health, safety & hygiene certified



### Step 3B: (Pre) Sales & revenue

- Marketing, sales & E-commerce plan implemented
- Media productions ready for publishing
- Confirmed revenue and rate strategy



### Step 4: Opening day

- Team celebration
- Grand opening ceremony



### Step 5: Up and running

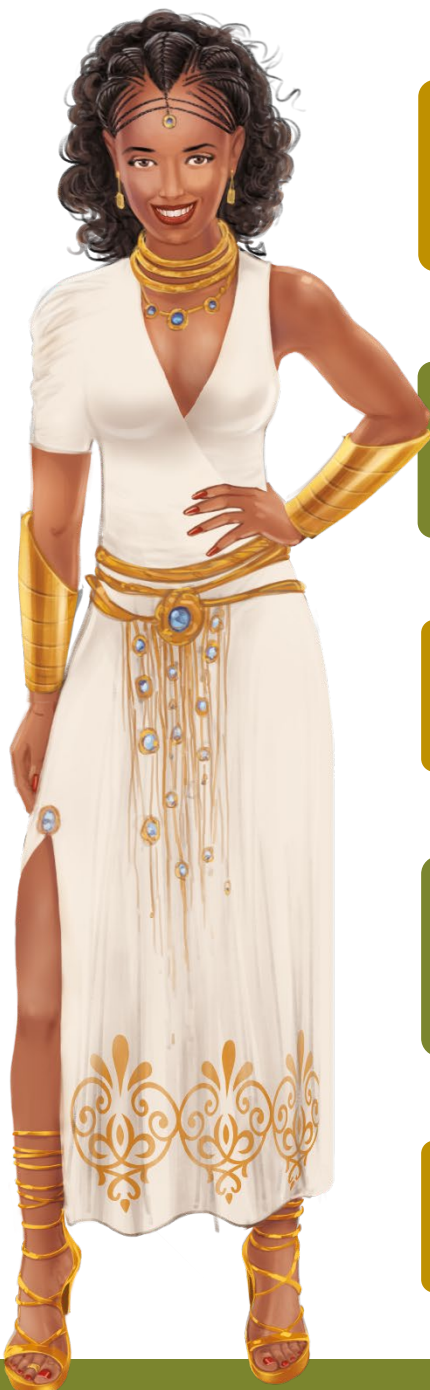
- Monitoring and making adjustments
- Brand support
- Training new staff

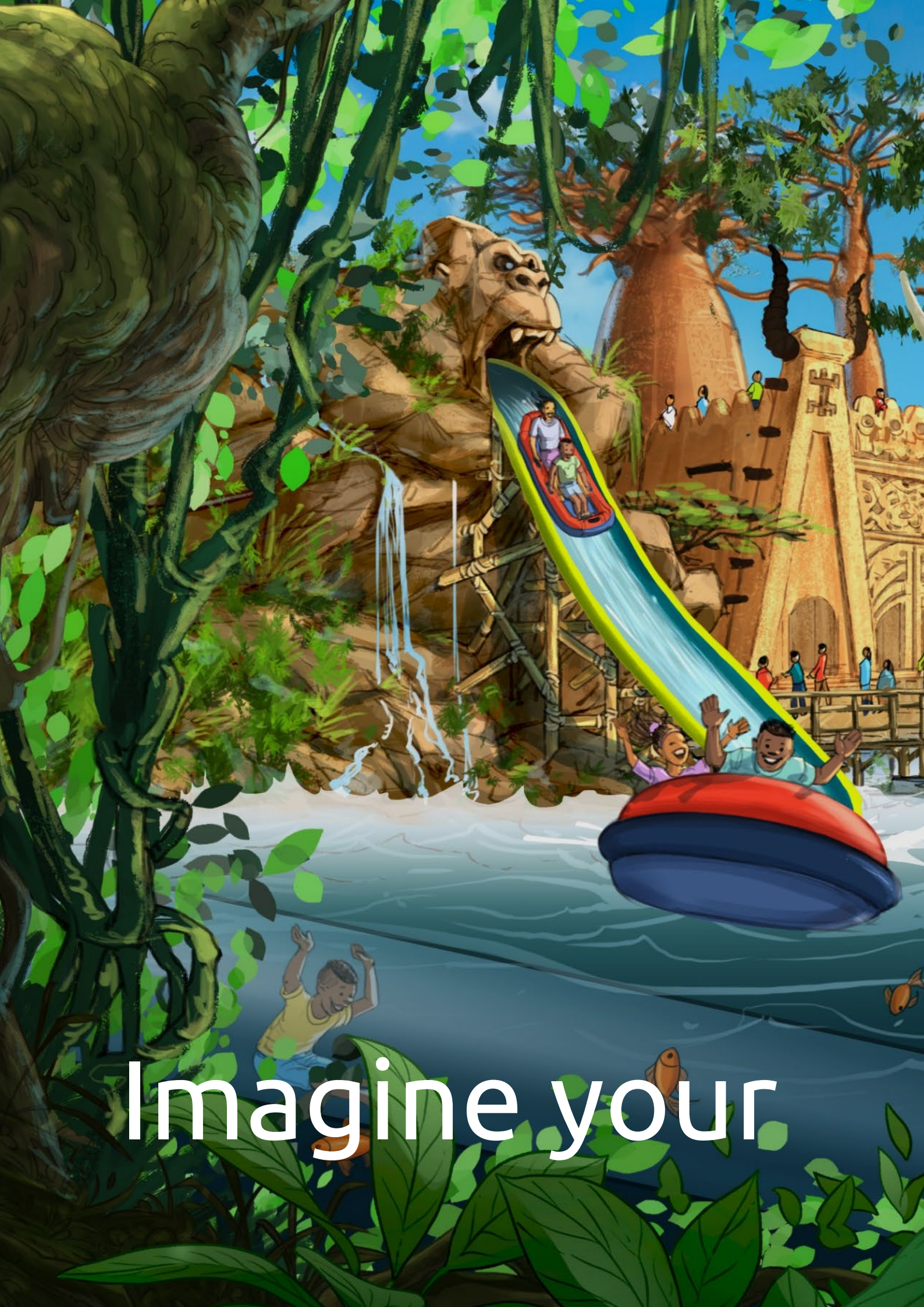


### Step 6: Expansion plan

- Implementing of new storylines, products, attractions etc.

Ubuntopia® character Makeda





Imagine your



# Whuntopia

Park



# Ubuntopia<sup>®</sup>

Park



## Cultural Experience Park

### Why tell a story when you can be part of it?

Many countries want to diversify and grow their tourism industry. If done right, a theme park can bring tremendous benefits to a country. It can increase tourist numbers, create jobs, grow sectors like agriculture and construction, stimulate the raw materials, manufacturing and service industries, and transform its environs through area development.

A theme park is different from an amusement park. While both have attractions like games and rides, a theme park has a strong storytelling element based on a central theme.

We have developed this brand with special respect to history and cultural values, in a way that fulfils the demands of emerging markets into one: *Ubuntopia*<sup>®</sup>. In this brochure, you can read how to become part of this international chain.

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