



# Guardavalle wine project

Recovery project of an ancient local vine for the production of high quality natural wines

Project developed in collaboration with the Punta Stilo Association



# The context

The Guardavalle vine has a very distant and mostly forgotten history, it has remained a trace in the Bivongi DOP with limited success and has not been vinified in purity for a very long time. The synonyms of the grape still refer to the oral tradition handed down by elderly farmers and by hearsay, while serious work on the vine has undoubtedly been done by Prof. Scienza with his "Vitigni d'Italia", where there is a sheet dedicated to the Guardavalle vine and its description.

In Guardavalle it was cultivated significantly in the pre-phylloseric age as it expresses itself well on marly-clayey soils of the southern Italian Apennines, which were evidently devastated by phylloxera. Today, a few small archaic plants survive on sand in the medium hills.





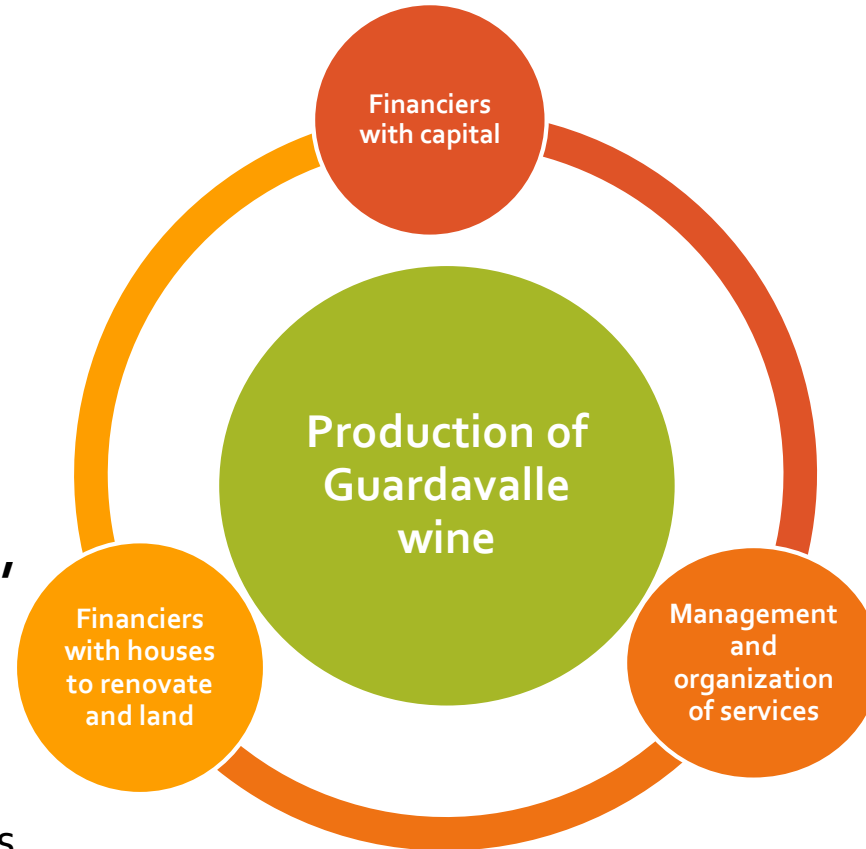


# The Guardavalle vine

The study of the vine and the grapes have demonstrated a rather marked capacity for resistance to vine diseases, a good acidity and a medium alcohol content with medium late maturation, indicating an almost natural predisposition for winemaking capable of producing young fruity wines with medium acidity. If harvested slightly early and has shown an important predisposition to give, in addition to a good classic method sparkling wine if properly managed in the vineyard, also a good dry still wine.

# How does it work?

Those who participate in the project with their own investment, which can be made either **with the payment of capital or with the contribution of land\***, will have, in addition to the benefit deriving from the capital increase of the sum invested, **an annual "premium".** , **for every 1,000 euros invested, of an amount between 45 and 65 euros** based on the times and methods of subscription and payment of the subscribed shares



\* the sale value, net of ownership transfer costs, represents the capital with which you participate



## How can you participate?

Joining the project is easy: It is possible to acquire shares in the LLC that manages the project through the equity-crowdfunding system. The term which indicates the process by which several people ("crowd" or crowd) contribute sums of money (funding), even of modest amounts, to finance an entrepreneurial project and purchase a real shareholding in a company (equity). In this specific case it is possible to join in the following ways:

- by subscribing to shares in the capital increase phase of the srl, the closing of which is expected by 31 December 2024

The value of the shares that can be acquired ranges from 1,000 euros and up, according to the methods described in the following sheet.



# What we have done

Not having identified companies in the area capable of "experimentally" making wine from the vine, a valid collaboration was activated with a company from the Oltrepò Pavese, which has always been available to collaborate with research bodies for the recovery of ancient vines and native winemaking techniques, a historic and organically managed company: I Doria di Montalto.

The activities carried out for the vinification of Guardavalle were: Identification of a vineyard in the territory of the municipality of Guardavalle that had vines of the Guardavalle vine. In this case, a vineyard was identified in the valley of the Assi stream, where there are many archaic vineyards and where the vine is still present with a few vines. Which we had confirmation of through genetic mapping of the material taken. A laborious experimental work that began in 2017 and led to two excellent results: The Guardavalle still wine and the classic method Guardavalle dry sparkling wine.



# The Project



Now, after over 7 years of experimentation, we are ready to start the recovery project of this ancient and particular vine. To do this, however, it will be necessary to create new vineyards to have an adequate quantity of Guardavalle grapes and to be able to produce a number of bottles of wine capable of satisfying the presence on at least some target markets.

For this purpose it is planned to start the creation of at least 2-3 hectares of new vineyards with the Guardalle vine in the area between Stilo and Santa Caterina dello Ionio, an area included in the specifications of the De.C.O. Guardavalle.

From this, based on the membership obtained, the objective when fully operational is to achieve approx. 25 hectares of new vineyards and, having done this, create a modern cellar to produce wine in the area.

To do this it is necessary to raise funds from investors interested in investing in the project. The expected total investment requires a basic collection of 130,000 euros and a target collection of approx. 1.1 million euros.



# Pre-money valuation 438.300,00 euro

## **Berkus method**

Of which the 5 key factors were analysed

- Base value (product risk)
- Technology (technological risk)
- Managerial qualities (execution risk)
- Relationships and partnerships (market risk)
- Production and sales (financial and market risk)

## **First Chicago method**

Based on the Venture Capital method and on the Discounted Cash Flow one and planning three scenarios: one optimistic, one normal and one pessimistic.

## **Risk Factor Summation method**

Based on all risks associated with the business and which can affect the ROI







# Capitalization plan

**MINIMUM OBJECTIVE €1300,000.00**

**MAXIMUM OBJECTIVE €1,100,000.00**

- **Equity crowdfunding**  
capitalization with transfer of part of company capital (equity)

**140,30%**  
**Equity distributed**

## **Shares A)**

Administrative and patrimonial rights minimum

**€20,000** (€510.20 share capital, premium  
€19.489.80)

## **Shares B)** Economic rights without voting rights

**€1,000** (€25.51 share capital, € 974.49 premium)  
max €20,000

NB: rewards are provided based on the subscription methods for the shares

CAPITAL RAISED BASE

**130.000€**

Investiment plain 2024-2029



DE.CO.

Guardavalle

DI GUARDAVALLE



ASSOCIAZIONE PUNTA STILO





# Investments

By reaching a collection target of **130,000** euros, approx. 3 hectares of vineyard with Guardavalle grapes in the first three years, in addition to the recovery of other land to start production activities to be included in an experiential journey in the area. This will allow the production of at least 20-25,000 bottles of wine/sparkling wine which represents a significant production capable of having a good presence on the Guardavalle wine and sparkling wine product market.

Once the planted vineyards have entered into production, it is expected, with the company's margins, to create approx. 0.5 hectares of vineyard every year.

# The data

## INVESTMENTS



**3** hectares built

**20,000** bottles of wine and sparkling wine produced every year (market value approx. 140,000 euros)

## NEW JOBS



**2** full-time unit

**4** part-time unit

## ADVANTAGES



for **1,000** euros invested  
**45-65** euro/year in premium usable for the purchase of wine or other services

**1.359** euro the total value of the investment over **5** years



# INVESTMENTS

Fundraiser

€ 130.000

Fundraising value

Final value

€ 159.337

Market value of investments  
made over 5 years

Yield

€ 186.337

5-year total value of assets plus  
premiums accrued for  
investments

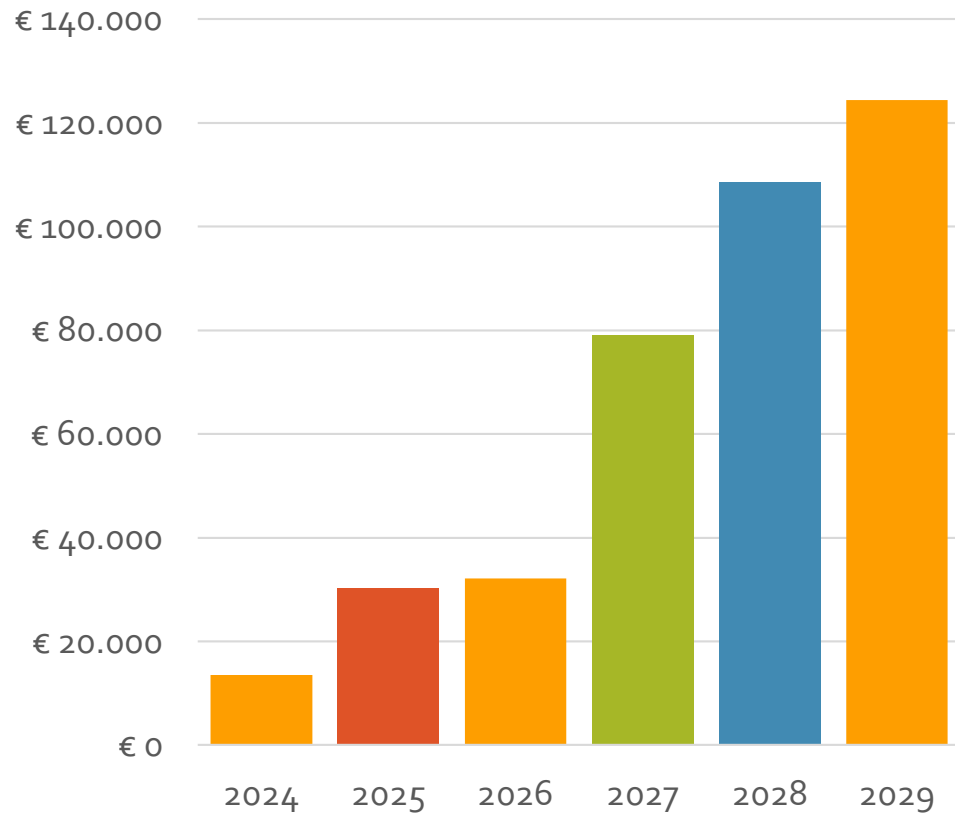
## EXPECTED RETURN

5-year return on invested  
capital forecast **35,90%**

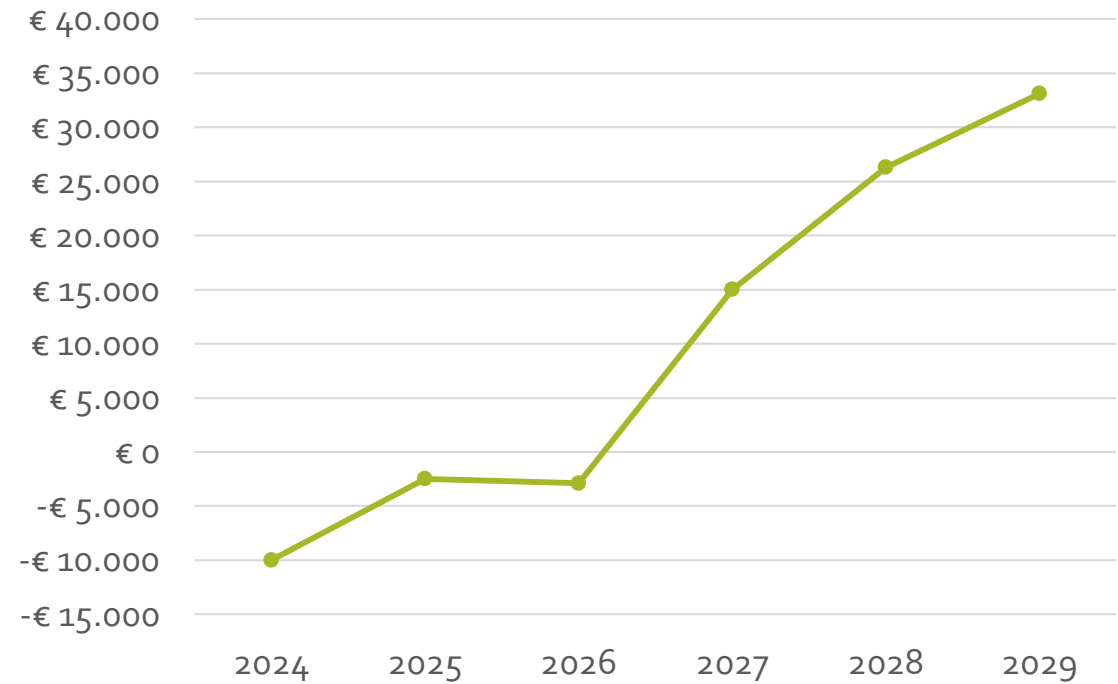
Forecast average annual  
return on invested capital **7,20%**

# Financial analysis 2024-2028

## Gross revenues



## Useful





# How the money raised will be used

Investment plan based on a collection forecast of 130,000 euros

Investments	2024	2025	2026	2027	20282	2029
land purchase	€ 8.500,00	€ 19.000,00	€ -	€ -	€ -	€ -
creation of vineyards	€ 14.000,00	€ 40.000,00	€ -	€ -	€ -	€ -
vineyard management	€ -	€ 3.255,81	€ 8.878,08	€ 8.878,08	€ 8.878,08	€ 8.878,08
cellar construction	€ -	€ -	€ -	€ -	€ -	€ -
cellar equipment	€ -	€ -	€ -	€ -	€ -	€ -
cellar management	€ -	€ -	€ -	€ -	€ -	€ -
technical expenses	€ 1.260,00	€ 3.893,02	€ 799,03	€ 799,03	€ 799,03	€ 799,03
miscellaneous expens	€ 1.125,00	€ 3.112,79	€ 443,90	€ 443,90	€ 443,90	€ 443,90
<b>Total</b>	<b>€ 24.885,00</b>	<b>€ 69.261,62</b>	<b>€ 10.121,01</b>	<b>€ 10.121,01</b>	<b>€ 10.121,01</b>	<b>€ 10.121,01</b>

# Income statement on a collection base of 130,000 euros

Profitability analysis	2024	2025	2026	2027	2028	2029
Revenues	€ 13.500,00	€ 30.250,00	€ 32.100,00	€ 78.900,00	€ 108.500,00	€ 124.400,00
Direct production costs	-€ 10.000,00	-€ 21.000,00	-€ 20.200,00	-€ 50.050,00	-€ 68.250,00	-€ 77.350,00
Inventories	€ 270,00	€ 605,00	€ 642,00	€ 1.578,00	€ 2.170,00	€ 2.488,00
Gross margin	€ 3.770,00	€ 9.855,00	€ 12.542,00	€ 30.428,00	€ 42.420,00	€ 49.538,00
Administration costs	-€ 16.200,00	-€ 14.000,00	-€ 9.500,00	-€ 8.500,00	-€ 8.500,00	-€ 8.500,00
Gross operating margin (EBITDA - MOL)	-€ 12.430,00	-€ 4.145,00	€ 3.042,00	€ 21.928,00	€ 33.920,00	€ 41.038,00
Depreciation	€ -	-€ 140,00	-€ 1.080,00	-€ 1.080,00	-€ 1.080,00	-€ 1.080,00
Operating income (EBIT)	-€ 12.430,00	-€ 4.285,00	€ 1.962,00	€ 20.848,00	€ 32.840,00	€ 39.958,00
Financiers award	€ -	-€ 3.600,00	-€ 5.850,00	-€ 5.850,00	-€ 5.850,00	-€ 5.850,00
Extraordinary and financial charges	€ -	€ -	€ -	€ -	€ -	€ -
Gross profit/EBT	-€ 12.430,00	-€ 7.885,00	-€ 3.888,00	€ 14.998,00	€ 26.990,00	€ 34.108,00
Taxes	€ 2.421,50	€ 5.374,71	€ 904,65	-€ 39,65	-€ 639,25	-€ 995,15
<b>Net profit</b>	-€ 10.008,50	-€ 2.510,29	-€ 2.983,35	€ 14.958,35	€ 26.350,75	€ 33.112,85
<b>Accumulated net profit</b>	-€ 10.008,50	-€ 12.518,79	-€ 15.502,14	-€ 543,79	€ 25.806,95	€ 58.919,80
Accumulated net profit	-€ 24.885,00	-€ 69.261,62	-€ 10.121,01	-€ 10.121,01	-€ 10.121,01	-€ 10.121,01
Expenses for projects and activities	€ 11.688,00	€ 1.055,00	€ -	€ -	€ -	€ -
Capital shares	-€ 25.000,00	€ -	€ -	€ -	€ -	€ -
Participations	€ -	€ -	€ -	€ -	€ -	€ -
Financing and debt repayment	€ 80.000,00	€ 50.000,00	€ -	€ -	€ -	€ -
<b>Balance availability</b>	€ 31.794,50	€ 11.077,59	-€ 2.026,78	€ 2.810,56	€ 19.040,29	€ 42.032,12
<b>Number of beds created</b>	<b>0,77</b>	<b>2,50</b>	<b>2,50</b>	<b>2,50</b>	<b>2,50</b>	<b>2,50</b>
<b>Value of investments made</b>	<b>27.045,45</b>	<b>108.829,55</b>	<b>119.712,50</b>	<b>131.683,75</b>	<b>144.852,13</b>	<b>159.337,34</b>
ROI	- 49,95	- 4,55	1,88	18,23	26,38	29,68
ROE	-44,5%	-3,4%	-3,7%	17,2%	23,8%	22,7%
ROS	- 92,07	- 14,17	6,11	26,42	30,27	32,12

OBJECTIVE OF CAPITAL RAISED

**1.100.000€**

Investment plan 2024-2029

DECO  
Guardavalle

DI GUARDAVALLE



ASSOCIAZIONE PUNTA STILO





# Investments

By reaching a collection target of **1,100,000** euros, approx. 25 hectares of vineyard with Guardavalle grapes in the first three years and the creation of a modern cellar in the production area. This will allow the production of at least 100,000 bottles of wine/sparkling wine which represents a very respectable production to have a good presence on the market of the Guardavalle wine and sparkling wine product.

Once the planted vineyards enter into production, it is expected, with the company's margins, to achieve approx. 2 hectares of vineyard every year to reach approx. 30 hectares.

You can also participate in the investment through the contribution of land (which must be suitable for planting vineyards), which will be capitalized based on their market value and whose value represents the share with which you participate in the investment.

# The data

## INVESTMENTS



**30** hectares built

**160,000** bottles of wine and sparkling wine produced every year (market value approx. 1.100,000 euros)

## NEW JOBS



**8** full-time unit

**25** part-time unit

## ADVANTAGES



for **1,000** euros invested  
**45-65** euro/year in premium usable for the purchase of wine or other services

**1.570** euro the total value of the investment over **5** years

# INVESTMENTS

Fundraiser

€ 1.100.000

Fundraising value

Final value

€ 2.282.800

Market value of investments  
made over 5 years

Yield

€ 2.483.100

5-year total value of assets plus  
premiums accrued for  
investments

## EXPECTED RETURN

5-year return on invested  
capital forecast

**57,00%**

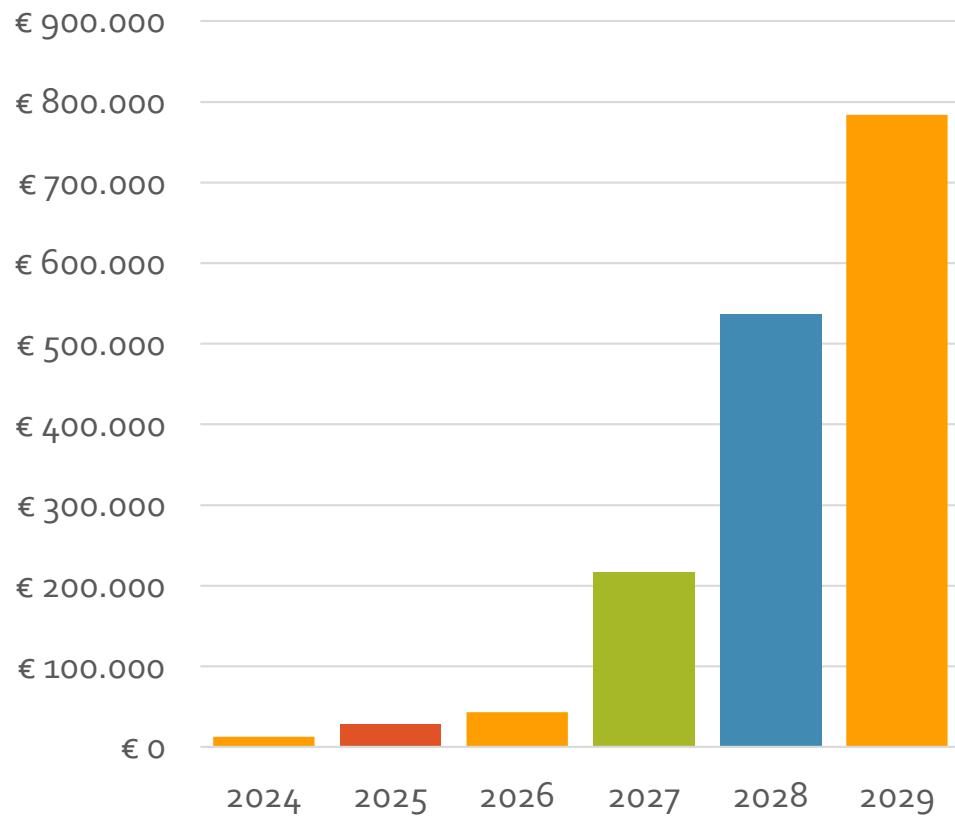
Forecast average annual  
return on invested capital

**11,40%**

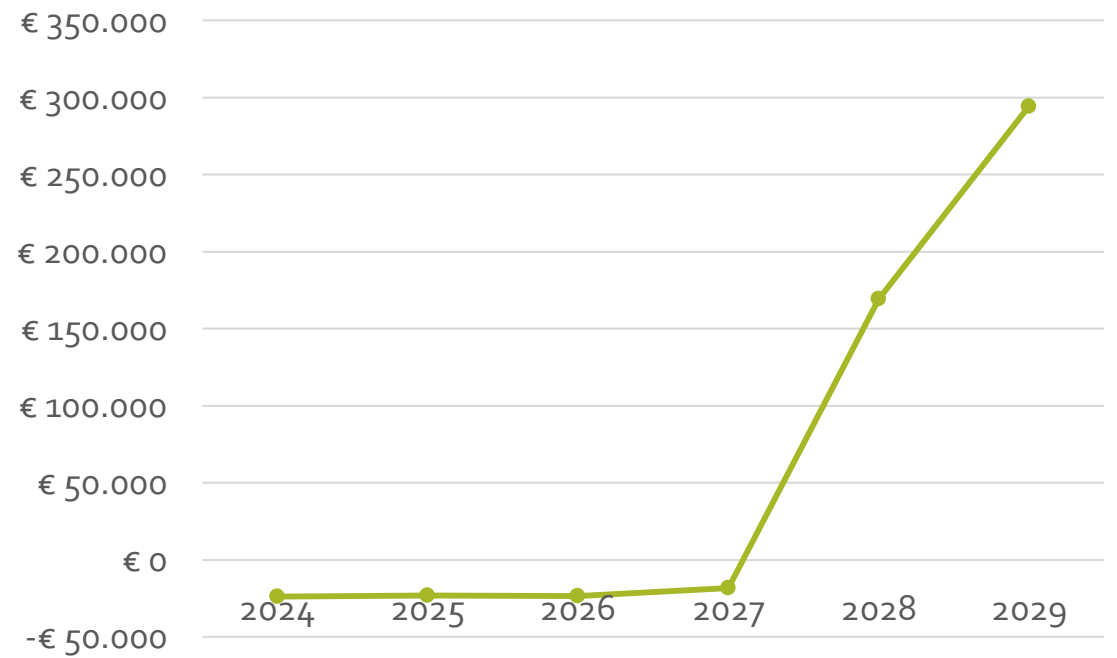


# Financial analysis 2024-2029

## Gross revenue



## Useful



# How the money raised will be used

Investment plan based on a collection forecast of 1.100,000 euros

Investments	2024	2025	2026	2027	2028	2029
Purchase of land	€ 22.000,00	€ 66.000,00	€ 77.000,00	€ 33.000,00	€ 33.000,00	€ 33.000,00
Creation of vineyards	€ 42.000,00	€ 126.000,00	€ 154.000,00	€ 66.000,00	€ 66.000,00	€ 66.000,00
Vineyard management	€ -	€ 7.000,00	€ 28.000,00	€ 52.500,00	€ 63.000,00	€ 73.500,00
Cellar construction	€ -	€ -	€ 360.000,00	€ -	€ -	€ -
Cellar equipment	€ -	€ -	€ 220.000,00	€ -	€ -	€ -
Miscellaneous expenses	€ 3.200,00	€ 9.950,00	€ 41.950,00	€ 7.575,00	€ 8.100,00	€ 8.625,00
Technical costs and works management	€ 3.780,00	€ 11.970,00	€ 48.780,00	€ 10.665,00	€ 11.610,00	€ 12.555,00
<b>Total</b>	<b>€ 70.980,00</b>	<b>€ 220.920,00</b>	<b>€ 929.730,00</b>	<b>€ 169.740,00</b>	<b>€ 181.710,00</b>	<b>€ 193.680,00</b>

# Income statement on a collection base of 1.100,000 euros

Profitability analysis	2024	2025	2026	2027	2028	2029
Revenues	€ 13.120,00	€ 28.880,00	€ 43.500,00	€ 216.714,29	€ 535.767,86	€ 783.644,64
Direct production costs	-€ 7.700,00	-€ 16.750,00	-€ 23.800,00	-€ 116.057,14	-€ 281.678,57	-€ 402.008,93
Inventories	€ 262,40	€ 577,60	€ 870,00	€ 4.334,29	€ 10.715,36	€ 15.672,89
Gross margin	€ 5.682,40	€ 12.707,60	€ 20.570,00	€ 104.991,43	€ 264.804,64	€ 397.308,61
Administration costs	-€ 36.000,00	-€ 46.000,00	-€ 14.500,00	-€ 10.000,00	-€ 10.000,00	-€ 10.000,00
Gross operating margin (EBITDA - MOL)	-€ 30.317,60	-€ 33.292,40	€ 6.070,00	€ 94.991,43	€ 254.804,64	€ 387.308,61
Depreciation	€ -	-€ 1.260,00	-€ 37.885,71	-€ 39.205,71	-€ 40.525,71	-€ 41.845,71
Operating income (EBIT)	-€ 30.317,60	-€ 34.552,40	-€ 31.815,71	€ 55.785,71	€ 214.278,93	€ 345.462,89
Financiers award	€ -	-€ 6.750,00	-€ 45.000,00	-€ 49.500,00	-€ 49.500,00	-€ 49.500,00
Extraordinary and financial charges	€ -	€ -	€ -	€ -	€ -	€ -
Gross profit/EBT	-€ 30.317,60	-€ 41.302,40	-€ 76.815,71	€ 6.285,71	€ 164.778,93	€ 295.962,89
Taxes	€ 6.635,88	€ 17.985,12	€ 53.360,79	€ 11.805,71	€ 4.721,05	-€ 998,14
<b>Net profit</b>	-€ 23.681,72	-€ 23.317,28	-€ 23.454,93	€ 18.091,43	€ 169.499,98	€ 294.964,75
<b>Accumulated net profit</b>	-€ 23.681,72	-€ 46.999,00	-€ 70.453,93	-€ 52.362,50	€ 117.137,48	€ 412.102,23
Accumulated net profit	-€ 70.980,00	-€ 220.920,00	-€ 661.438,00	-€ 99.740,00	-€ 111.710,00	-€ 123.680,00
Expenses for projects and activities	€ 23.165,00	€ 16.880,00	€ -	€ -	€ -	€ -
Capital shares	-€ 50.000,00	€ -	€ -	€ -	€ -	€ -
Participations	€ -	€ -	€ -	€ -	€ -	€ -
Financing and debt repayment	€ 150.000,00	€ 850.000,00	€ 100.000,00	€ -	€ -	€ -
<b>Balance availability</b>	€ 28.503,28	€ 651.146,00	€ 66.253,07	-€ 15.395,50	€ 42.394,48	€ 213.679,23
<b>Number of beds created</b>	<b>2,29</b>	<b>9,14</b>	<b>17,39</b>	<b>20,93</b>	<b>24,46</b>	<b>28,00</b>
<b>Value of investments made</b>	<b>80.000,00</b>	<b>400.571,43</b>	<b>1.411.907,14</b>	<b>1.712.205,00</b>	<b>2.042.532,64</b>	<b>2.405.893,05</b>
ROI	- 42,71	- 11,84	- 4,80	7,31	32,50	41,61
ROE	-37,0%	-9,7%	-4,9%	3,0%	21,6%	26,2%
ROS	- 231,08	- 119,64	- 73,14	25,74	39,99	44,08



# INFORMATION ABOUT THE OFFER

## Total amount and type of securities planned for capital raising:

The Offer provides for the possibility of subscribing to shares issued by the Project Owner company in the form of a public offering for the raising of capital from bidders (equity crowdfunding). The capital increase is equal to Euro 1,100,000.00, of which nominal Euro 35,509.85, with a premium of Euro 1,069,490.15, with the issue of different categories of shares, in detail:

**Unit surcharge:** the shares covered by the offer are issued with an unit surcharge of €40.00 to cover the costs of registration and acceptance of the offer. In particular, the following can be assigned::

Shares	Investor type	Minimum investment	Of which nominal	Of which surcharge	Annual reward	Unit surcharge*	Offer expiry
B	Early bird **	20.000,00 €	1.000,00 €	19.000,00 €	65,00 €		09/10/2024
B	Early bird	20.000,00 €	422,69 €	19.577,31 €	55,00 €	40,00 €	09/30/2024
B		20.000,00 €	422,69 €	19.577,31 €	45,00 €	40,00 €	12/31/2024
C	Early bird **	1.000,00 €	50,00 €	950,00 €	65,00 €		09/10/2024
C	Early bird	1.000,00 €	21,13 €	978,87 €	55,00 €	40,00 €	09/30/2024
C		1.000,00 €	21,13 €	978,87 €	45,00 €	40,00 €	12/31/2024

\* The unit surcharge is applied to cover the costs of registration and transcription of membership in the capital of the LLC. This applies on a one-off basis to each subscription, regardless of the value of the investment subscribed.

\*\* B and C investors are those who join in the phase preceding the start of the collection campaign on the Platform, and in any case by 09/10/2024, by subscribing and paying a portion of the share capital.

B and C Early Bird investors are: those who book the subscription of the capital increase before the sale on the platform, expected by 09/30/2024 and have the right to reconsider by communicating the waiver or modification of the amount booked to [crowdfunding@guardallevine.it](mailto:crowdfunding@guardallevine.it)

For further details, please refer to the information sheet downloadable from [www.guardallevine.it](http://www.guardallevine.it)

# BENEFITS FOR INVESTORS

The membership options vary in terms of the amount subscribed and the timing of membership and payment of the fee, as described in the previous sheet.

The benefits for investors vary based on the amount subscribed and paid within the indicated times.

Subscribing to the different types of shares allows relative financial advantages, as indicated in the table below:

Investor reward	subscription deadline	reward for every 1,000	Expected return on a collected basis	
			€ 130.000,00	€ 1.100.000,00
Shares B and C *	10-Sep-24	65,00 €	92,8%	197,2%
Shares B and C Early bird **	30-Sep-24	55,00 €	35,9%	57,0%
Shares B and C *	31-Dec-24	45,00 €	31,9%	53,0%

\* Investors are those who join in the phase preceding the start of the collection campaign on the Platform, and in any case by 09/10/2024, by subscribing and paying a portion of the share capital.

\*\* Investors are those who book the subscription of the capital increase before the sale on the platform, expected by 09/30/2024 and have the right to reconsider by communicating the waiver or modification of the amount booked

Nb: The returns indicated are based on forecasts of increases in the value of the investments 5 years after subscription.



For any other  
information and/or  
clarification do not  
hesitate to contact us

# Thanks

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