



# Holiday Homes in the land of ancient vines and Greek colonies

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How to redevelop an ancient Calabrian village through the recovery of its agricultural heritage and by investing in the renovation of unused properties in the historic center

# The context

Guardavalle, an ancient village in Calabria, between Stilo and Badolato, rich in history and an ancient vine from which an excellent sparkling wine and an excellent still white wine are obtained.

Guardavalle, birthplace of Cardinal Sirleto, nestled among the valleys crossed by streams in whose valley floors there are still citrus groves, vegetable gardens and fruit of all kinds, while along the slopes and in the surrounding hills there are centuries-old olive groves, from which an excellent oil is produced and, until a few decades ago, vineyards with an enormous genetic heritage of ancient vines, including Guardavalle.

Hence the proposal to start the "Guardavalle" project with the recovery of buildings in the historic center and the creation of vineyards. The villages have optimal positions, on the hills, with excellent climate, sun, spectacular environments and landscapes, with urban structures that allow you to have quiet places that encourage sociality, conditions today sought after by more and more people.





# The project

**Guardavalle**, in the last century one of the most developed inhabited centers of the Ionian belt, with an important historical, cultural, artisanal and agricultural heritage, today characterized, however, by a slow economic and social impoverishment, with a largely abandoned historic centre, with many buildings registered in the names of people who died a long time ago and whose heirs emigrated years ago. Furthermore, the contiguity of several buildings makes it difficult to redevelop a single building.

Agricultural production was important, thanks to a **territory highly suited to producing high quality oil, citrus fruit, wines, from which Guardavalle**, which is also the name of an ancient vine that we have recovered and from which we have obtained an excellent still white wine and an equally excellent classic method dry sparkling wine. **Hence the proposal to start a single project to recover groups of buildings in the historic center and the Guardavalle vine**, bringing together the recovery of life in the village and the production of its territory. We are firmly convinced that we cannot talk about hospitality if a place does not come back to life, to be a place of interest not only for tourists but also and above all for those who live there and for the new generations.

This project could be an excellent driving force for the development of this area, which in synergy with other existing realities, will allow us to generate important job opportunities and thus stop the age-old exodus of people and give a perspective to the many border-line kids who today they live between choosing whether to leave or embark on a path of criminal marginalisation.

# What we want to do

The recovery of some buildings is planned, especially adjacent to each other, to overcome the many critical issues that characterize them, including those linked to the contiguity and management of the spaces. These structures, inserted in a network circuit, will become a sort of widespread hotel, providing users with all the hospitality services organized and integrated with the territory, thus allowing guests to fully enjoy their stay, offering them all the which they want to use, including the organization of travel and use of the area from arrival to departure.

All this thanks also to the businesses and associations already present, such as the Punta Stilo Association, leader of a network of agricultural and agritourism businesses scattered throughout the Calabrian territory which will also allow guests the opportunity to fully experience the entire Calabrian territory and enjoy it its products in the places of production.

The groups of renovated apartments, respecting the architectural structure of the village, welcoming and comfortable for those who want to spend part of their time in a quiet place and enjoy experiential holidays, with suggestive and unforgettable food and wine, historical, religious and naturalistic itineraries.





## The summary

The project involves an integrated intervention for the recovery of properties in the historic center of Guardavalle to provide hospitality services and, at the same time, the recovery of the Guardavalle vine, through the creation of new vineyards, to return to producing wine in this municipality, with very ancient traditions vines, and take advantage of this fortunate coincidence of having a vine that is of the same name as the municipality of cultivation and from which we obtain an excellent still wine and a classic method dry sparkling wine, which pairs very well with the main local products.

Perfect combination to relaunch this territory and finally link the Guardavalle name to positive elements.

The two interventions will move on parallel tracks, with separate investment plans per project, leaving investors to choose which project to invest in, for details of which please refer to the specific sheets with the financial plans of the individual projects.

# How does it work?

Those who participate in the project with their own investment, which can be made either with **the payment of a capital or with the sale of houses to renovate\***, will have, in addition to the benefit deriving from the capital increase of the amount invested in the goods subject to intervention, of an **annual "premium"**, for every 1,000 euros invested, of an **amount ranging from 45 to 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.

# Pre-money valuation

## 392.500,00 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 €220,000.00**

**MAXIMUM OBJECTIVE €1,000,000.00**

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

**158,01%**  
**Equity distributed**

## **Shares B)**

Administrative and patrimonial rights minimum

**€20,000** (€632.06 share capital, premium  
€19,397.94)

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

**€1,000** (€31.60 share capital, €968.40 premium)  
max €20,000

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

CAPITAL RAISED BASE

**220.000€**

Investment plan 2024-2029





# Investments

By reaching a collection target of **220,000** euros, they can be renovated approx. **6 houses** with 15-18 beds, which will be included in an experiential journey.

This collection could generate a total investment of approximately **325,000** euros for purchase, renovation, furnishings and home management, communication and coordination of the project.

The difference between capital raised and investments can be recovered through recovery of profits and public funding (e.g. Invitalia tenders, EU funds, etc.).

# The data

## INVESTMENTS



**6** renovated houses

**15** beds

approx. **1.500** annual attendances

## NEW JOBS



**2** full-time unit

**6** part-time unit

## ADVANTAGES



for **1,000** euros invested  
**45-65** euro/year in premium

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

# INVESTMENTS

Fundraiser

€ 220.000

Fundraising value

Final value

€ 325.000

Market value of investments  
made over 5 years

Yield

€ 370.000

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

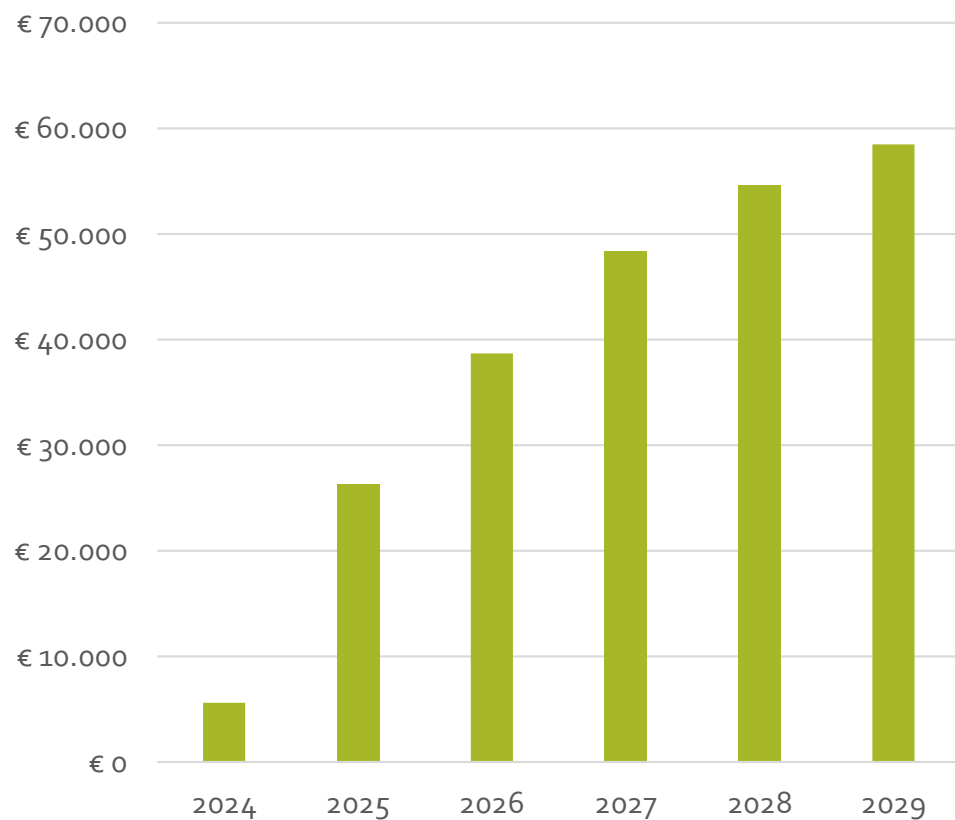
## EXPECTED RETURN

5-year return on invested  
capital forecast **26,40%**

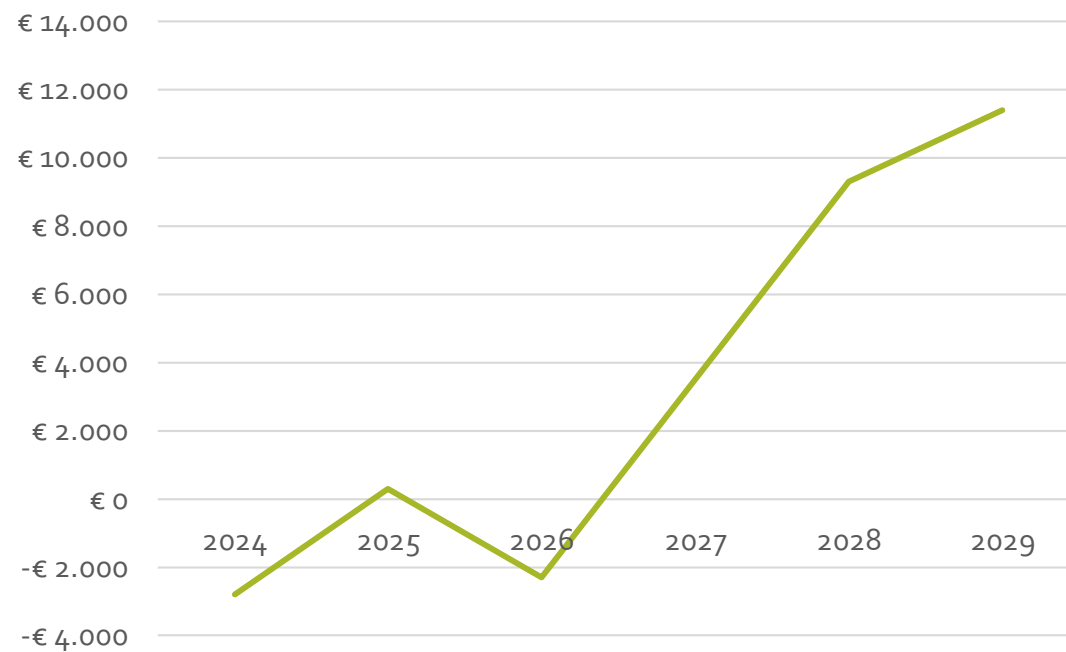
Forecast average annual  
return on invested capital **5,30%**

# Financial analysis 2024-2029

## Gross revenues



## Useful



# How the money raised will be used

## Investment plan based on a collection forecast of 220,000 euros

Investments	2024		2025		2026		2027		2028		2029	
purchase of furniture and equip	€	30.000,00	€	25.000,00	€	-	€	-	€	-	€	-
purchase of properties	€	40.000,00	€	30.000,00	€	-	€	-	€	-	€	-
construction supervision	€	13.230,00	€	10.440,00	€	-	€	-	€	-	€	-
renovation works	€	70.000,00	€	55.000,00	€	-	€	-	€	-	€	-
miscellaneous expenses	€	3.204,60	€	2.528,80	€	-	€	-	€	-	€	-
print information material	€	7.000,00	€	6.000,00	€	-	€	-	€	-	€	-
<b>Total</b>	<b>€</b>	<b>163.434,60</b>	<b>€</b>	<b>128.968,80</b>	<b>€</b>	<b>-</b>	<b>€</b>	<b>-</b>	<b>€</b>	<b>-</b>	<b>€</b>	<b>-</b>

# Income statement on a collection base of 220,000 euros

Profitability analysis	2024	2025	2026	2027	2028	2029
Revenues	€ 5.615,16	€ 26.308,55	€ 38.723,34	€ 46.439,86	€ 54.624,38	€ 58.507,31
Direct production costs	-€ 2.093,44	-€ 9.934,03	-€ 13.798,69	-€ 16.603,03	-€ 18.866,25	-€ 20.577,38
Inventories	€ 112,30	€ 526,17	€ 774,47	€ 928,80	€ 1.092,49	€ 1.170,15
Gross margin	€ 3.634,02	€ 16.900,69	€ 25.699,12	€ 30.765,63	€ 36.850,61	€ 39.100,08
Administration costs	-€ 19.778,80	-€ 15.873,60	-€ 9.500,00	-€ 8.500,00	-€ 8.500,00	-€ 8.500,00
Gross operating margin (EBITDA - MOL)	-€ 16.144,78	€ 1.027,09	€ 16.199,12	€ 22.265,63	€ 28.350,61	€ 30.600,08
Depreciation	€ -	-€ 4.971,43	-€ 9.000,00	-€ 9.000,00	-€ 9.000,00	-€ 9.000,00
Operating income (EBIT)	-€ 16.144,78	-€ 3.944,34	€ 7.199,12	€ 13.265,63	€ 19.350,61	€ 21.600,08
Financiers award	€ -	-€ 6.100,92	-€ 9.587,16	-€ 9.587,16	-€ 9.587,16	-€ 9.587,16
Extraordinary and financial charges	€ -	€ -	€ -	€ -	€ -	€ -
Gross profit/EBT	-€ 16.144,78	-€ 10.045,26	-€ 2.388,04	€ 3.678,47	€ 9.763,45	€ 12.012,92
Taxes	€ 13.322,01	€ 10.339,77	€ 119,40	-€ 183,92	-€ 488,17	-€ 600,65
<b>Net profit</b>	<b>-€ 2.822,77</b>	<b>€ 294,51</b>	<b>-€ 2.268,64</b>	<b>€ 3.494,54</b>	<b>€ 9.275,28</b>	<b>€ 11.412,28</b>
<b>Accumulated net profit</b>	<b>-€ 2.822,77</b>	<b>-€ 2.528,27</b>	<b>-€ 4.796,90</b>	<b>-€ 1.302,36</b>	<b>€ 7.972,92</b>	<b>€ 19.385,20</b>
Expenses for projects and activities	-€ 116.860,76	-€ 91.781,28	€ -	€ -	€ -	€ -
Capital quotas, debt amortization	€ 145.000,00	€ 80.000,00	€ -	€ -	€ -	€ -
<b>Balance availability</b>	<b>€ 25.316,47</b>	<b>€ 13.829,69</b>	<b>€ 11.561,06</b>	<b>€ 15.055,60</b>	<b>€ 24.330,88</b>	<b>€ 35.743,16</b>
<b>Number of beds created</b>	<b>8</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Value of investments made</b>	<b>€ 156.750,00</b>	<b>€ 283.361,25</b>	<b>€ 293.278,89</b>	<b>€ 303.543,66</b>	<b>€ 314.167,68</b>	<b>€ 325.163,55</b>
ROI	- 13,82	- 1,89	3,45	6,36	9,27	10,35
ROE	-2,0%	0,1%	-0,9%	1,4%	3,7%	4,4%
ROS	- 287,52	- 14,99	18,59	28,57	35,42	36,92



OBJECTIVE OF CAPITAL RAISED

**1.000.000€**

Investment plan 2024-2029





# Investments

By reaching a collection target of **1,000,000** euros, they can be renovated approx. 40 houses for approx. 110 beds, from which approx. 11,000 visitors per year.

With a total investment of **2,350,000** euros for the purchase of houses, renovation, furnishing and management of houses, communication and coordination of the project.

The difference between capital raised and investments will be recoverable through public funding (e.g. Invitalia tenders, EU funds, etc.).

# The data

## INVESTMENTS



**40** renovated houses

**110** beds

approx. **11.000** annual attendances

## NEW JOBS



**6** full-time unit

**14** part-time unit

## ADVANTAGES



for **1,000** euros invested  
**45-65** euro/year in premium

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

# INVESTMENTS

Fundraiser

€ 1.000.000

Fundraising value

Final value

€ 2.115.000

Market value of investments  
made over 5 years

Yield

€ 2.300.000

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

## EXPECTED RETURN

5-year return on invested  
capital forecast

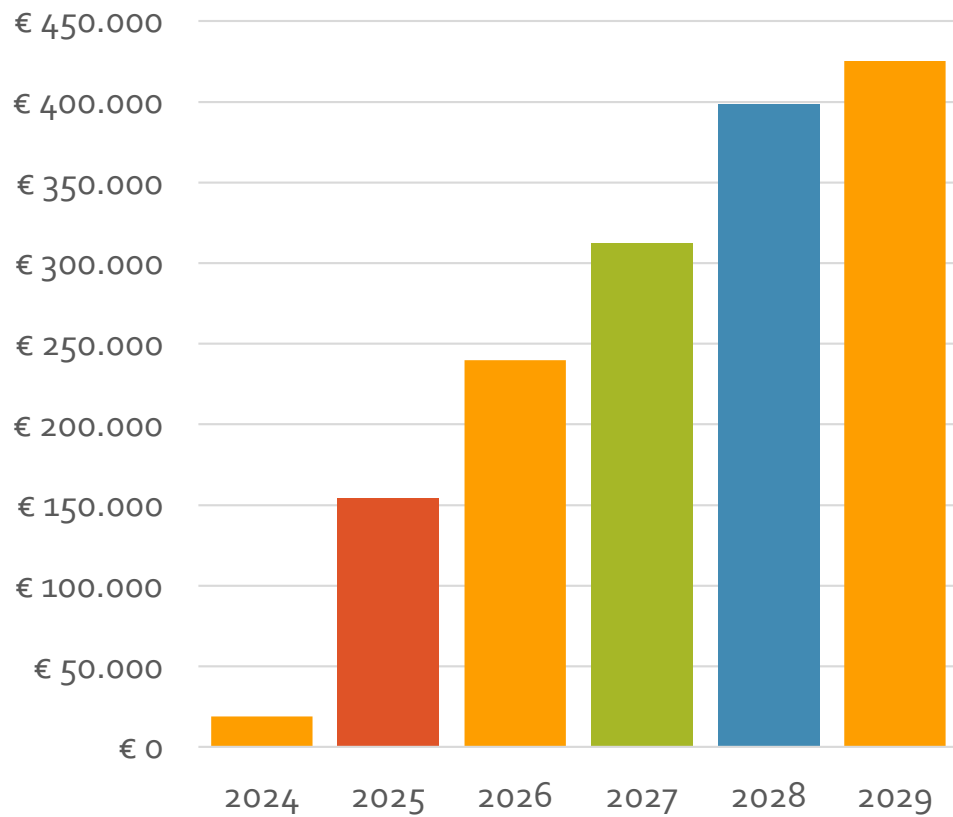
**76,50%**

Forecast average annual  
return on invested capital

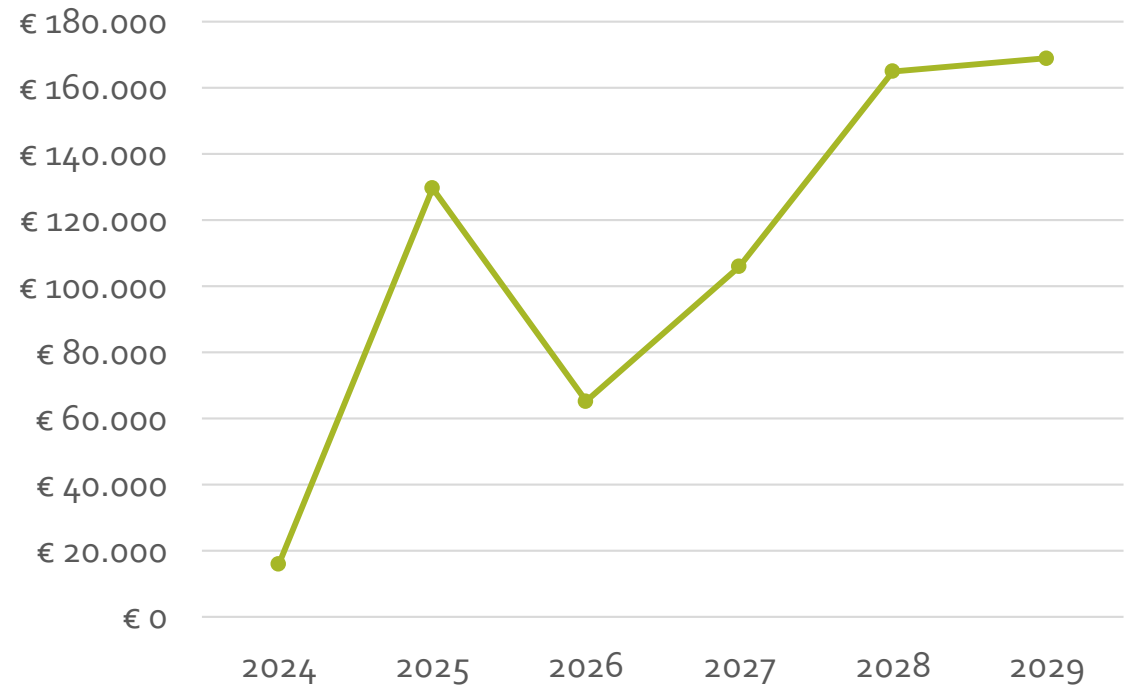
**15,30%**

# Financial analysis 2024-2029

## Gross revenue



## Useful



# How the money raised will be used

## Investment plan based on a collection forecast of 1.000,000 euros

Investments	2024	2025	2026	2027	2028	2029
purchase of furniture and equipmer	€ 92.571,43	€ 190.928,57	€ 18.514,29	€ 18.514,29	€ 18.514,29	€ 18.514,29
purchase of properties	€ 80.000,00	€ 165.000,00	€ 16.000,00	€ 16.000,00	€ 16.000,00	€ 16.000,00
construction supervision	€ 280.000,00	€ 577.500,00	€ 56.000,00	€ 56.000,00	€ 56.000,00	€ 56.000,00
renovation works	€ 10.066,06	€ 20.588,74	€ 2.093,21	€ 2.093,21	€ 2.093,21	€ 2.093,21
miscellaneous expenses	€ 10.000,00	€ 12.000,00	€ 6.000,00	€ 6.000,00	€ 6.000,00	€ 6.000,00
print information material	€ 40.731,43	€ 84.008,57	€ 8.146,29	€ 8.146,29	€ 8.146,29	€ 8.146,29
<b>Total</b>	<b>€ 513.368,91</b>	<b>€ 1.050.025,89</b>	<b>€ 106.753,78</b>	<b>€ 106.753,78</b>	<b>€ 106.753,78</b>	<b>€ 106.753,78</b>

# Income statement on a collection base of 1.000,000 euros

Profitability analysis	2024	2025	2026	2027	2028	2029
Revenues	€ 19.051,88	€ 154.119,16	€ 240.721,12	€ 312.481,97	€ 398.195,24	€ 425.315,14
Direct production costs	-€ 6.851,25	-€ 56.165,48	-€ 83.110,56	-€ 111.717,56	-€ 133.943,12	-€ 145.760,18
Inventories	€ 381,04	€ 3.082,38	€ 4.814,42	€ 6.249,64	€ 7.963,90	€ 8.506,30
Gross margin	€ 12.581,66	€ 101.036,06	€ 162.424,98	€ 207.014,05	€ 272.216,03	€ 288.061,27
Administration costs	-€ 38.000,00	-€ 38.000,00	-€ 10.500,00	-€ 9.000,00	-€ 9.000,00	-€ 9.000,00
Gross operating margin (EBITDA - MOL)	-€ 25.418,34	€ 63.036,06	€ 151.924,98	€ 198.014,05	€ 263.216,03	€ 279.061,27
Depreciation	€ -	-€ 16.000,00	-€ 49.000,00	-€ 52.200,00	-€ 55.400,00	-€ 58.600,00
Operating income (EBIT)	-€ 25.418,34	€ 47.036,06	€ 102.924,98	€ 145.814,05	€ 207.816,03	€ 220.461,27
Financiers award	€ -	-€ 15.750,00	-€ 45.000,00	-€ 45.000,00	-€ 45.000,00	-€ 45.000,00
Extraordinary and financial charges	€ -	€ -	€ -	€ -	€ -	€ -
Gross profit/EBT	-€ 25.418,34	€ 31.286,06	€ 57.924,98	€ 100.814,05	€ 162.816,03	€ 175.461,27
Taxes	€ 41.540,43	€ 82.265,27	€ 7.414,05	€ 5.269,60	€ 2.169,50	-€ 6.513,46
<b>Net profit</b>	<b>€ 16.122,09</b>	<b>€ 113.551,33</b>	<b>€ 65.339,04</b>	<b>€ 106.083,65</b>	<b>€ 164.985,53</b>	<b>€ 168.947,80</b>
<b>Accumulated net profit</b>	<b>€ 16.122,09</b>	<b>€ 129.673,42</b>	<b>€ 195.012,46</b>	<b>€ 301.096,10</b>	<b>€ 466.081,63</b>	<b>€ 635.029,43</b>
Expenses for projects and activities	-€ 344.021,35	-€ 700.815,53	-€ 72.852,27	-€ 72.852,27	-€ 72.852,27	-€ 6.072,00
Capital quotas, debt amortization	€ 345.145,00	€ 659.555,00	€ -	€ -	€ -	€ -
<b>Balance availability</b>	<b>€ 17.245,74</b>	<b>€ 73.786,54</b>	<b>€ 21.273,31</b>	<b>€ 9.504,68</b>	<b>€ 56.637,94</b>	<b>€ 174.513,75</b>
<b>Number of beds created</b>	<b>32</b>	<b>96</b>	<b>103</b>	<b>109</b>	<b>115</b>	<b>115</b>
<b>Value of investments made</b>	<b>€ 504.000,00</b>	<b>€ 1.561.140,00</b>	<b>€ 1.716.579,90</b>	<b>€ 1.877.460,20</b>	<b>€ 2.043.971,30</b>	<b>€ 2.115.510,30</b>
ROI	- 7,39	4,50	9,21	12,25	16,45	17,37
ROE	3,6%	8,1%	4,1%	6,2%	8,9%	8,6%
ROS	- 133,42	30,52	42,76	46,66	52,19	51,83

# 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 1,000,000.00, of which nominal Euro 31,600.00, with a premium of Euro 968,400.00, 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	**	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	**	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@guardallewine.it](mailto:crowdfunding@guardallewine.it)

For further details, please refer to the information sheet downloadable from [www.guardavallewine.it](http://www.guardavallewine.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	
			€ 220.000,00	€ 1.000.000,00
Shares B and C *	10-Sep-24	65,00 €	77,1%	176,9%
Shares B and C Early bird **	30-Sep-24	55,00 €	26,4%	76,5%
Shares B and C *	31-Dec-24	45,00 €	22,4%	72,5%

\* 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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