



Introducing the Next Generation of Health Clubs and health care, and spa, and dining, and adult learning, and...

“Capturing that illusive 70% market share...”

Cross the original visions of *Canyon Ranch*, the *BioSphere*, and *Disney's EPCOT Center (Experimental Prototype Community Of Tomorrow)*, and you get **The Pavilion**: an immersive, 75,000 square foot, futuristic 'solutions' center for *living well*, delivering the latest tech, tools, and information that people need, to live healthier, happier, and more productive lives.

Featuring a health club, spa, learning and arts center, a next generation 'precision medicine' integrative medical and dental facility, a farm-to-table restaurant, an organic wine bar and café, weekly TED-like talks and social activities, integrative veterinary services, and an educational, 501c3 *Life Sciences Center*, The Pavilion is a resource to build more vital communities; a place where people can come together to expand their minds, rejuvenate their bodies, and nourish their souls.

Opportunity Highlights

1. **Triple Bottom Line:** Serving **People**, supporting the **Planet** and returning **Profit**
2. **Proven Business Model:** The Pavilion's business model, like a hotel or health resort, features seven-plus independent revenue centers under one roof, enabling management to help mitigate risk and maximize returns.
3. **Solid Financial Projections:** Conservative projections show a viable ROI with potential cash flow of \$350 -- \$515 million for 10 properties, depending upon the build out schedule. This can increase depending on the funding mix.
4. **Seasoned, Passionate Management:** The Pavilion's [world class advisory and management team](#) includes leisure services industry leader [WTS International](#), and top professionals in their fields.
5. **Trillion Dollar Market:** SRI estimates the current world market for Pavilion related products and services at \$1.9 trillion and growing. Two feasibility studies validated The Pavilion concept, with WTS concluding, "The Pavilion may well be the first concept to successfully capture the illusive, 70% of the market that health clubs have traditionally tried, and failed, to attract."
6. **Caters to a Wide Demographic:** The Pavilion serves a wide demographic and draws in that 'missing 70%' of the community with its novel programming, tiered memberships, and community and public programs.
7. **Non-profit and For-profit Complement Each Other:** The Pavilion is grounded by a 501c3 Life Sciences Center that features exhibits and performs ongoing research. The Center is there to showcase and validate the innovative science, thinking, and advanced health approaches which underpin The Pavilion's programming and offerings.
8. **A More Efficacious and Cost Effective Brand of Healthcare:** The Pavilion's Integrative Medical and Dental *Bio-Center* is leading edge and aligned with the new ACA directives. Coupled with The Pavilion's spa, fitness, and wellness programming, supplemental Pavilion insurance programs are designed to save employers and consumers money.
9. **Scalability:** The Pavilion concept can be scaled up, down, or demographically, as desired -- from a smaller *Pavilion Express* to complete *Pavilion Residential* developments -- all with active, 'healthy building' design.
10. **Exit Strategy:** To franchise Pavilions and/or sell to a leading (hotel / active living community) operator, such as a Hyatt, or Marriott.
11. **Spin-off Opportunities:** The Pavilion is positioned to become a true center of innovation, an incubator for new technologies. (For example, Pavilion Architect and Board Member, Dr. Ibrahim Karim, ScD, has demonstrated a technology that allows for the growth of healthy food crops using untreated saltwater taken directly from the sea.)
12. **Beyond Green:** The Pavilion's stunning, scientifically grounded, architectural design will give it a unique competitive edge. The building design is capable of neutralizing harmful EMF radiation and data will show that it actively supports people's health when inside.



[Artist's Concept Rendering](#)