



# ARCO ISIS SANCTUARY

*Proposal Points Summary — 10-Year Rebuild, Autonomy & Exit Plan · Lake Atitlán, Guatemala · June 2026*

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## 1 - The mission and the exit

- Rebuild Arco over 10 years into an ultra-efficient, autonomous retreat company that does not depend on any one person.
- Target compound value: **\$3M as the floor**; the scenario models support \$5–10M upside. Sellable as a complete business: land, brand, retreat operation, facilitator network, app, Arco Ancestral, coffee brand, merchandise line, trained team, and financial history.
- Exit value grows on two engines: rising profit, and a rising multiple (3–4x for a young turnaround, 6–8x for an autonomous company with clean books).

## 2 - The first 90 days

- Stabilize and sell: confirm current retreats, prepare July, rebuild kitchen team, hire 2 support people, create the facilitator sales packet, start weekly reports.
- **Deposit policy: \$2,000** reserves dates. The rainy-season bridge: 5 confirmed retreats × \$2,000 = **\$10K** to cross this low season and fund what must be built for the next one.

## 3 - The business model — three revenue lines

- **Facilitator retreats:** outside leaders pay the rate sheet per guest per night; facilitator + 1 assistant stay free. The stable base.
- **Yoga teacher trainings:** already ~4 cohorts/year of 28–30 people. We are verifying dates and details of all current and upcoming retreats and YTTs — their revenue stacks on top of all projections.
- **In-house retreats:** Arco keeps the entire ticket. Placed in gap dates and unfilled low season; guest facilitators carry the agenda, Arco carries logistics and ads. Near-pure incremental profit (~\$24K per retreat at 15 guests).

## 4 - Pricing without conflict — the tier ladder

- Current facilitators and YTT partners become **Tier 1 — Founding**: rates locked while they book at least once a year. New clients enter at higher tiers (+20% steps), each launched with a visible upgrade. Nobody ever receives a price increase; the blended rate still doubles by year 10.
- The ~15-guest profitability line is protected on every booking.

## 5 - Partners and governance

- Each of the 3 partners draws a salary of at least **\$1,500/month** — kept modest so finances reinvest into more spaces and more comfortable areas for guests.
- No major purchase, hire or construction without **2-of-3 partner approval**; pre-approved budget for daily operations. Weekly reports during the rebuild, then biweekly/monthly.

## 6 - Brand, awards and people

- New identity: the **Dance of Venus** — the five-petaled rose Venus and Earth draw together every 8 years, watched by the Maya from this same lake.
- The Arco line (clothing, journals, beanies, ritual kits) as passive income and walking brand; the Arco app as the digital layer; Arco Ancestral and the coffee brand as long-term digital and physical assets.
- From year 2: a deliberate push into international hospitality & wellness awards — proven pricing power (The Farm at San Benito: 110+ awards).
- The Arco career path: scholarships and internships that create a continuous stream of trained, loyal, A-level staff — the heart of the autonomy plan.

## 7 · The 10-year milestones

- Years 1–2: stabilization, calendar rebuilt, Tier 2 launch with the classroom. Year 3: **revenue crosses \$1M**. Years 3–5: autonomy, ceremonial platforms, career path launch. Years 5–10: maturity, awards, exit-readiness — keep the profit machine or sell the complete company.

## 8 · The commitment

- Trust is rebuilt with consistency, communication, structure, and results — clear agreements, clear responsibilities, clear reports, clear expectations from day one.

*"The land deserves to be protected. The guests deserve to be held. The facilitators deserve support. The owners deserve a profitable, stable business."*