

SOBRELUNA®

INVESTORS DECK

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LOCATION

Direct flight:

- TIJ: 3hr 40min
- GDL: 1hr 35min
- CDMX: 1hr

Flights from USA through CDMX + 1hr:

- LAX: 3hr 43min
- SFO: 4hr 31min
- JFK: 5hr 50min
- ORD: 4hr 38min

“Expectation for new international Puerto Escondido airport in 2024” - Ecos del Pacífico



PUERTO ESCONDIDO

Surf

World famous surf breaks with several annual competitions

Food

The perfect blend of traditional Oaxacan food and seafood: tlayudas, ceviches and more

Weather

Tropical, warm all year round, with a tempered period from December to April, and a lush period from June to October

Wellness

Countless yoga and fitness classes at several facilities as well as daily volleyball on the beach

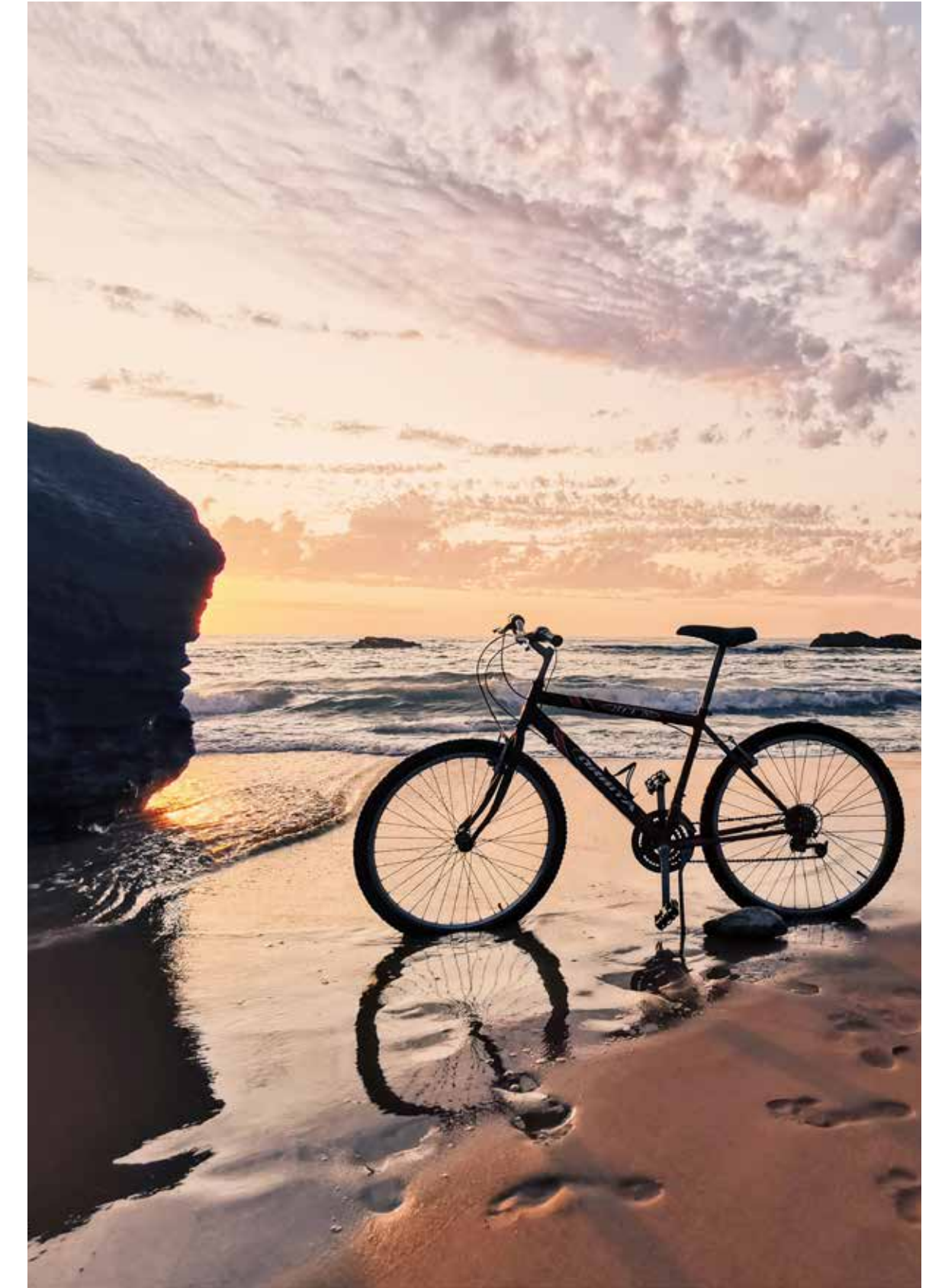
International Tourism

Mexico became one of the most sought after destinations after the pandemic, and Puerto Escondido has emerged as one of the most popular and beloved locations to visit in Latam

Growing music scene

The creative bohemian energy of Puerto Escondido has led to an influx of talented musicians and artists from all over the world

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CURATED ADVENTURES

- Surf some of the most well known waves and breaks in the area
- Enjoy the traditional gastronomy at a local market
- Discover the impressive nature of virgin island and beaches like Chacahua and Puerto Suelo
- Amaze yourself at a bioluminescence tour
- Visit the hot springs and waterfalls just outside of town
- Take a boat tour along hundreds of dolphins, and maybe spot whales, turtles and rays as well!
- Tour the coffee plantations and mezcal factories
- Enjoy the stunning architecture of Punta Pájaros
- Take a day trip to Zipolite and Mazunte, experience a breathtaking sunset at Punta Cometa



**"MEXICO'S LAST
COUNTERCULTURAL COAST."
THE NEW YORK TIMES**





THE NEIGHBORHOOD: LA PUNTA BRISAS DE ZICATELA

By foot:

- 5min: to the beach
- 7 min: to La Punta downtown

By car:

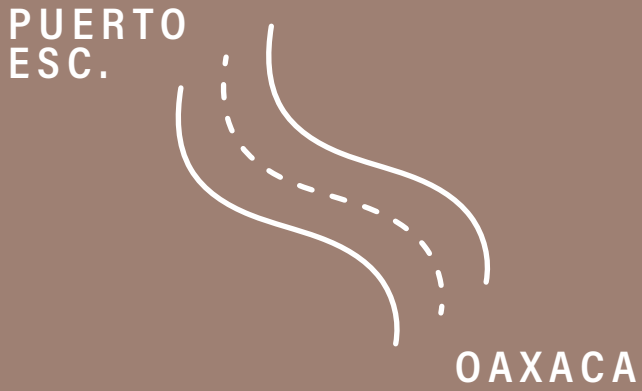
- 20min: to PXM

STATS

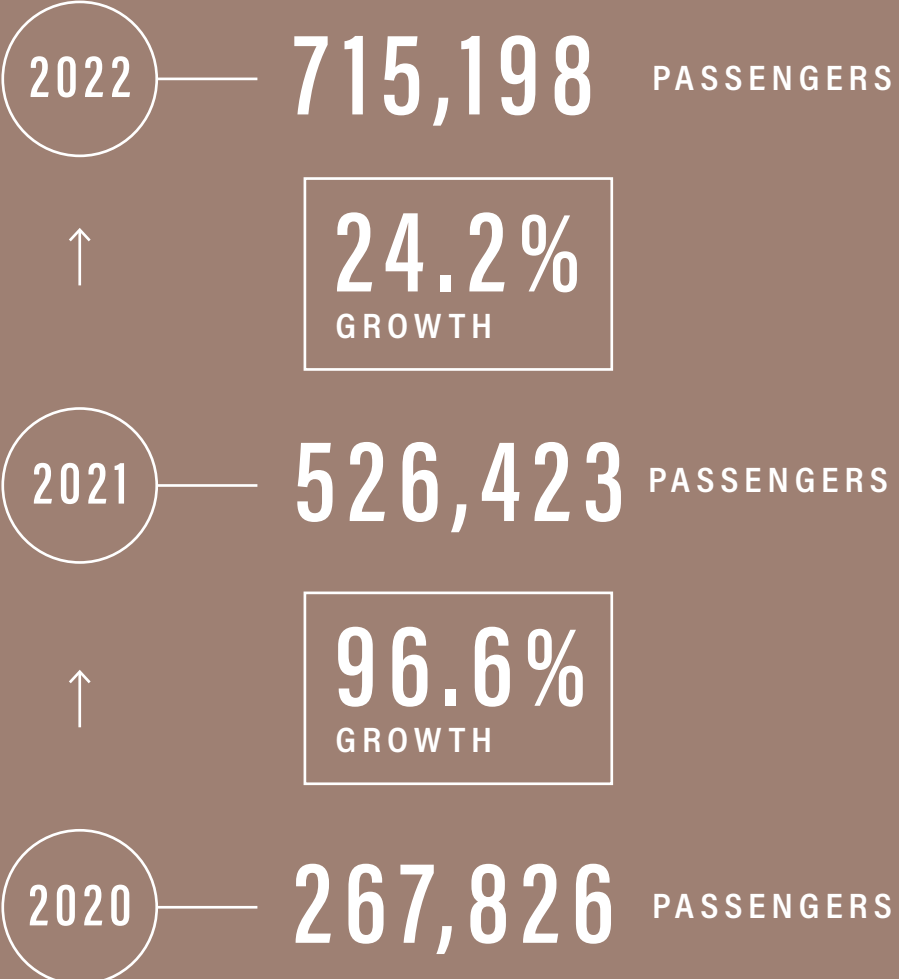
01 Puerto Escondido, Oaxaca, one of the top tourism destinations according to Airbnb with a constant demand for new accommodations.



03 New highway between Oaxaca and Puerto Escondido to open in 2023.



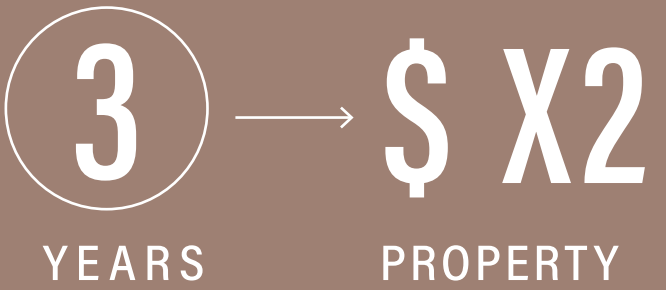
02 The International Puerto Escondido Airport served, in 2021, a total of 526K passengers, which reflects a growth of 96.6% against 2020. In 2022 the PXM airport served 715K passengers which represents a growth of 24.4%.



04 10% annual growth in local investments.

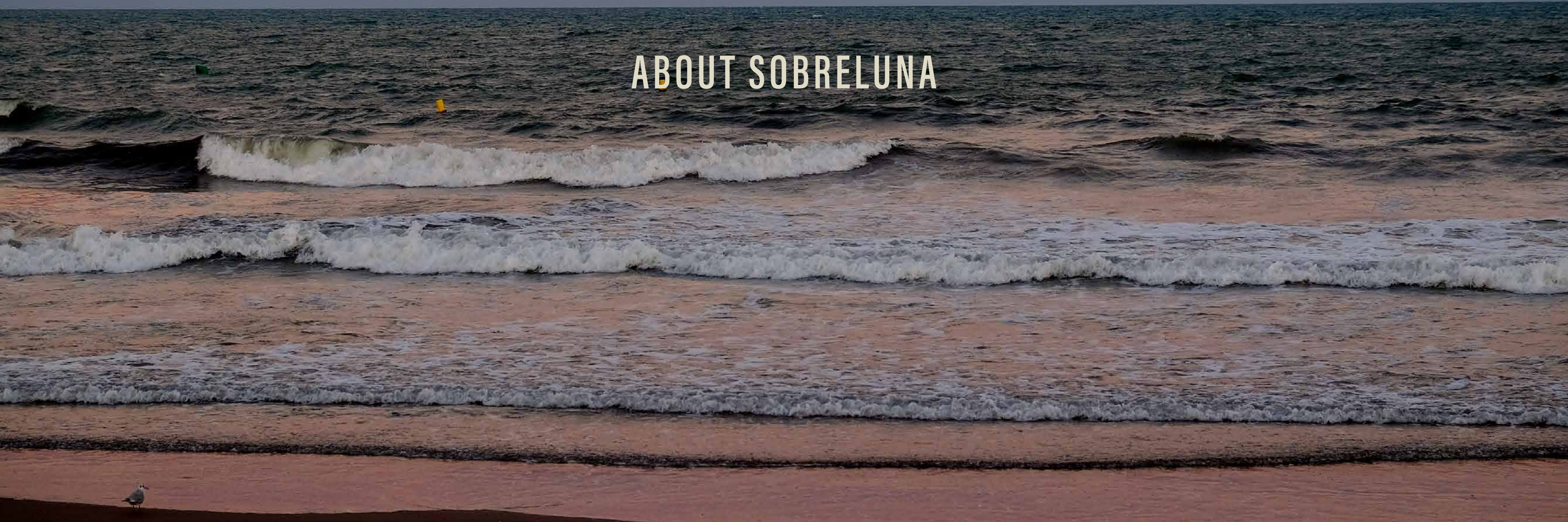


05 In the last three years, property has doubled in priced in Puerto Escondido.





ABOUT SOBRELUNA



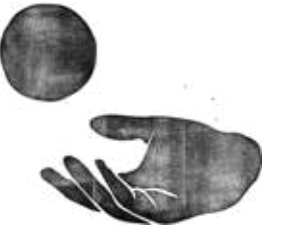


THE CONCEPT

Sobreluna is a paradise in which our **global community** connects to each other in a harmonious way, between moments of rest, thoughtful hospitality, work, and recreation. It includes a **Co-living** and a **Co-working** which **Co-exist** around a garden with a pool and bar, seamlessly connected to both the natural environment and the surrounding neighborhood of **La Punta**.

Sobreluna was designed with the intention of **giving what's been taken** from nature, back to the land, generating an architecture focused in the optimal orientation and integrated topography, sacrificing built area in order to generate perimeter gardens around every building, capturing and reusing **every natural resource available**.

FOUNDERS



MARÍA

Over a decade of operational experience in music festivals, hospitality and international consultancies.



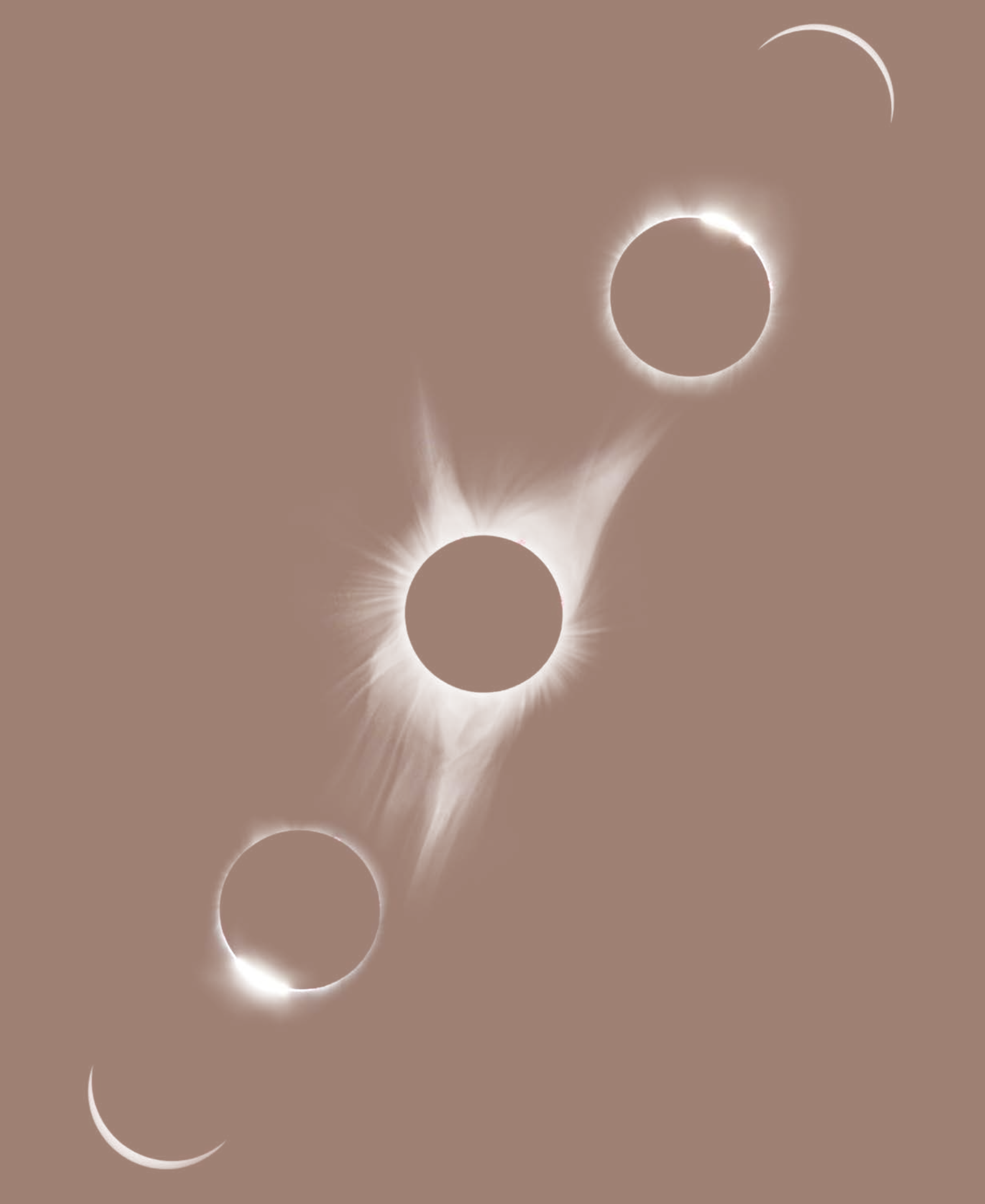
TRAVIS

Expert in community development and remote work, profoundly connected to the global digital nomad community after four years as Community Director at Remote Year.



DIEGO

With 10 years of experience in the development of responsible architecture, with a focus in elegant and sustainable design. Published in architecture media and with an award winning academic trajectory.



WHY SOBRELUNA



- Global explosion and universal acceptance of **remote work** since the beginning of the pandemic.
- Community living on the rise:
 - **Coliving** as a **solution for loneliness** and **financial stress** post-pandemic.
 - **30% new colivings** per year.
- Undeniable Worldwide buzz about this **charming bohemian beach town**.

NOVEMBER 2023

SOBRELUNA
PUERTO ESCONDIDO, OAX, MX.



SUSTAINABILITY

Eco building with beautiful architecture and multiuse spaces

A place in which it is impossible not to have a good time in the areas of social interaction, productivity, wellness, fun and personal growth.

- Coliving and Coworking, focused in Coexisting
- Biodigestors
- 60% of unbuilt land
- Solar powered
- Live gardens with water recycling



The background of the image is a close-up, top-down view of water. The water's surface is covered in a complex pattern of ripples and waves, creating a textured, undulating appearance. Sunlight is reflecting off the water, creating bright, shimmering highlights that contrast with the darker, teal-blue tones of the water. The overall effect is one of natural, organic movement and light. Centered in the middle of the image is the text "THE PROJECT" in a bold, black, sans-serif font.

THE PROJECT



PROJECT COMPONENTS

- Four types of accommodation for different tastes and needs
- Coworking for over 40 users
- Restaurant
- Bar
- Pool
- Garden
- Yoga deck
- Community kitchen
- Wellness Area
- Pavilion

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CO-LIVING

018

4 hotel rooms

King size bed, full bathroom, private yard, work area and plunge pool

4 villas

2 rooms with Queen sized beds, full bathroom, integrated kitchen, living room, dining room, private yard or balcony, work area and plunge pool

1 coliving

Volunteer quarters for 2, 16 single beds, 3 private rooms, 4 showers and dressing rooms, 4 bathrooms, storage area, common area and communal kitchen

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COWORKING

019

Restaurante/bar/café

18 patrons inside and 12 outside

Coworking

40 individual seats and 3 private rooms

Shared terrace

For coworking and café users

Social calendar

With daily options for social, wellness, and professional development



SHARED AMENITIES

020

Pavilion

Designed for recreational activities, yoga, music events and social gatherings

Pool bar

Shared pool

Sundeck and water hammocks

Green areas

Hammocks, sitting and vegetable garden

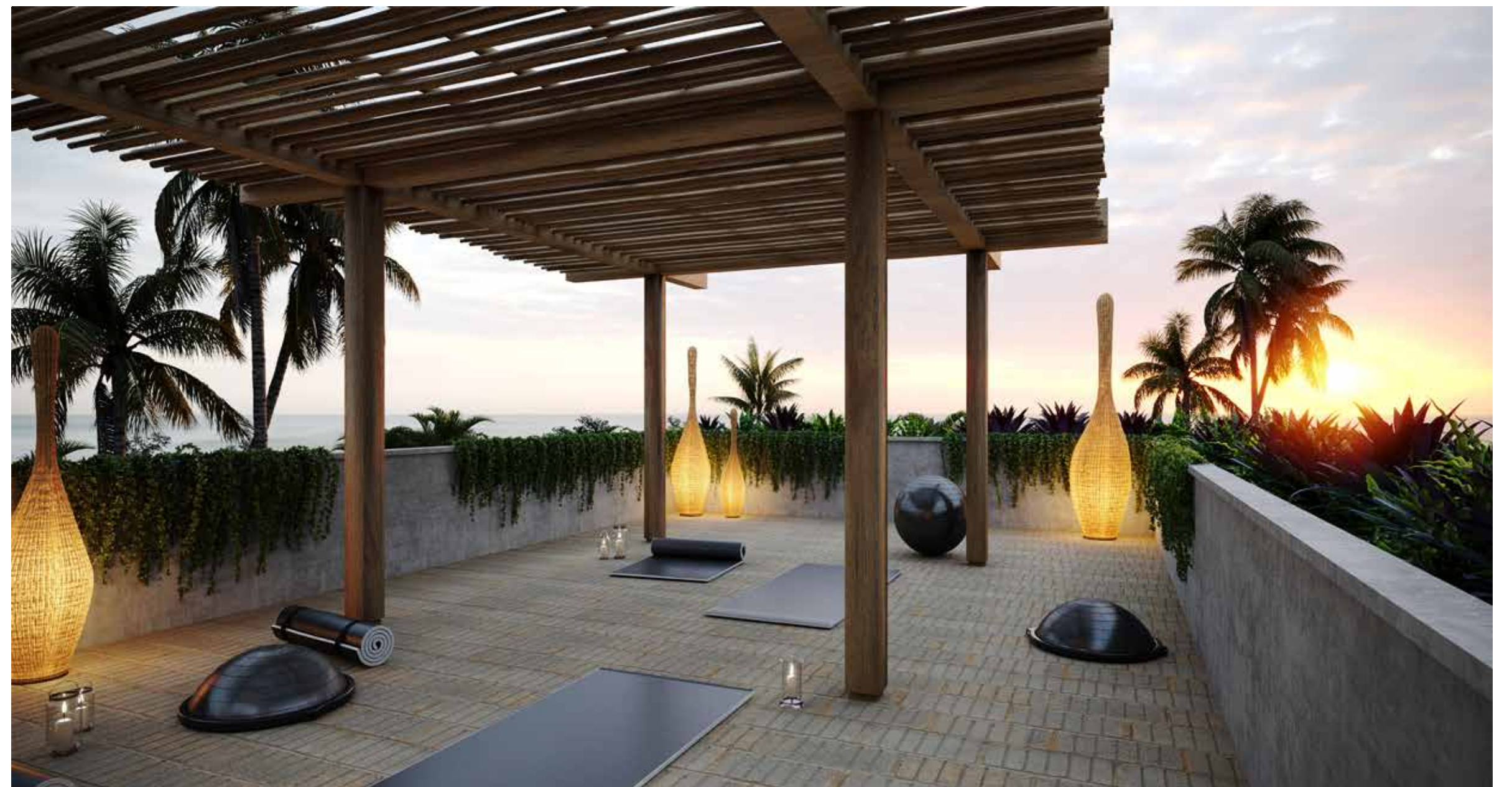
Laundry service

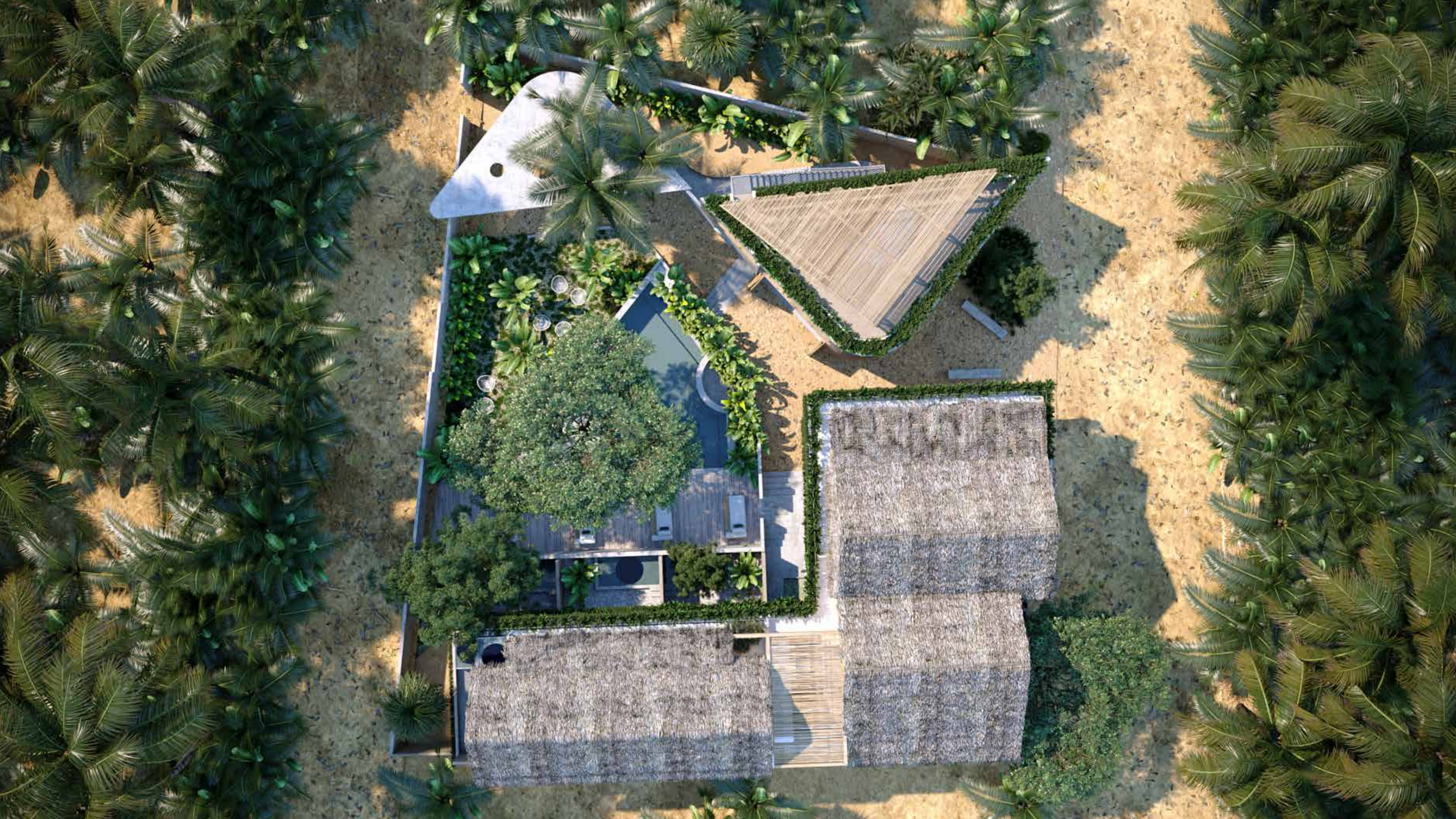
Bicycle and surf board rental and parking

Wellness area

Workout equipment and massage table

INVESTORS DECK

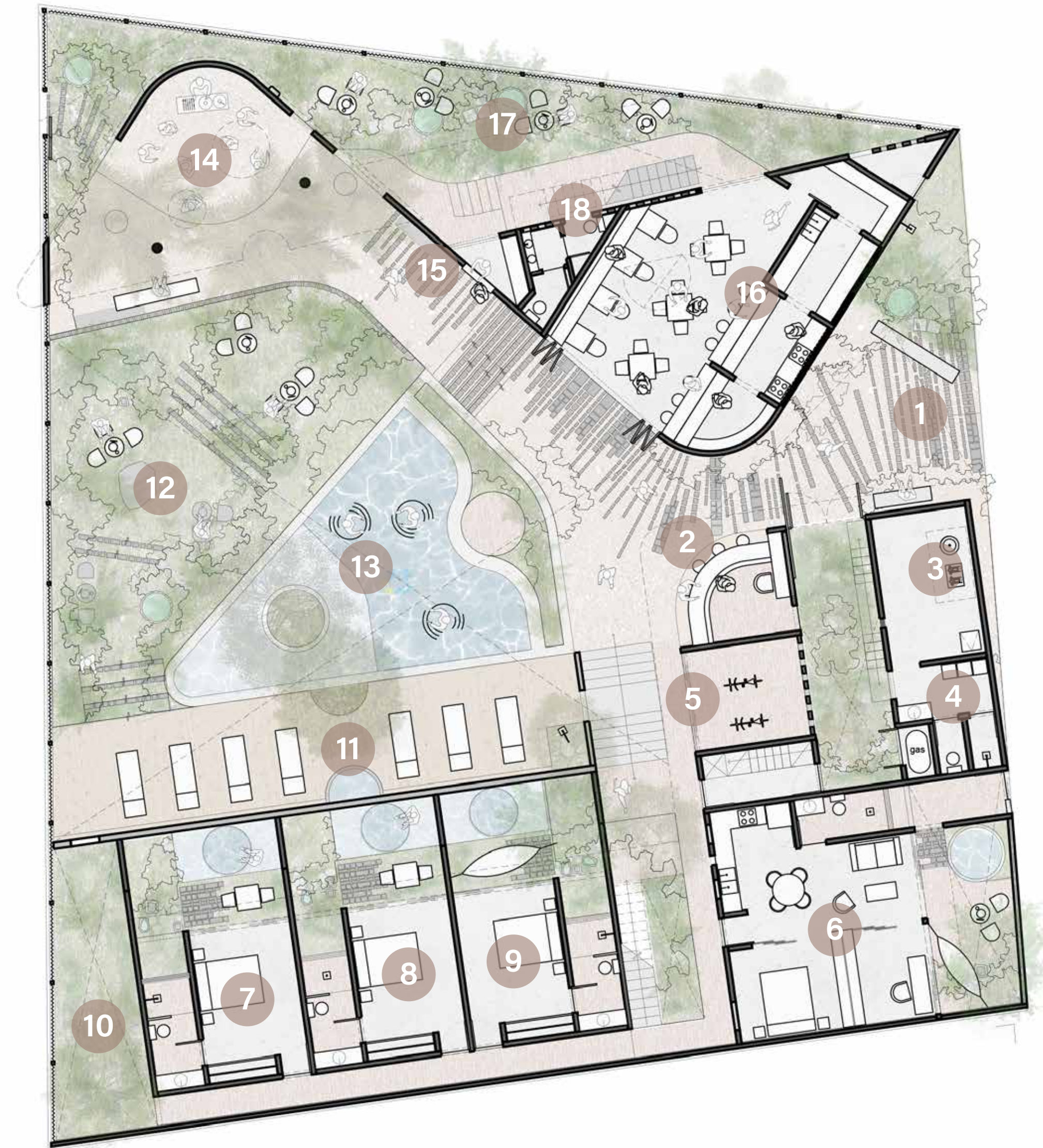




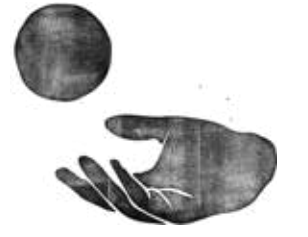
FLOOR PLANS

Lower level

- 1 Access
- 2 Reception
- 3 Storage
- 4 Employee area
- 5 Multiuse space
- 6 Villa n.1.
- 7 Room n.1
- 8 Room n.2
- 9 Room n.3
- 10 Garden
- 11 Sundeck/Cold plunge
- 12 Main green area
- 13 Pool
- 14 Pavilion (multi-use forum)
- 15 Pool bar
- 16 Bar/café
- 17 Backyard
- 18 Restrooms



022



FLOOR PLANS

First floor

- 1 Coworking
- 2 Villa n.2
- 3 Villa n.3
- 4 Villa n.4
- 5 Room n.4



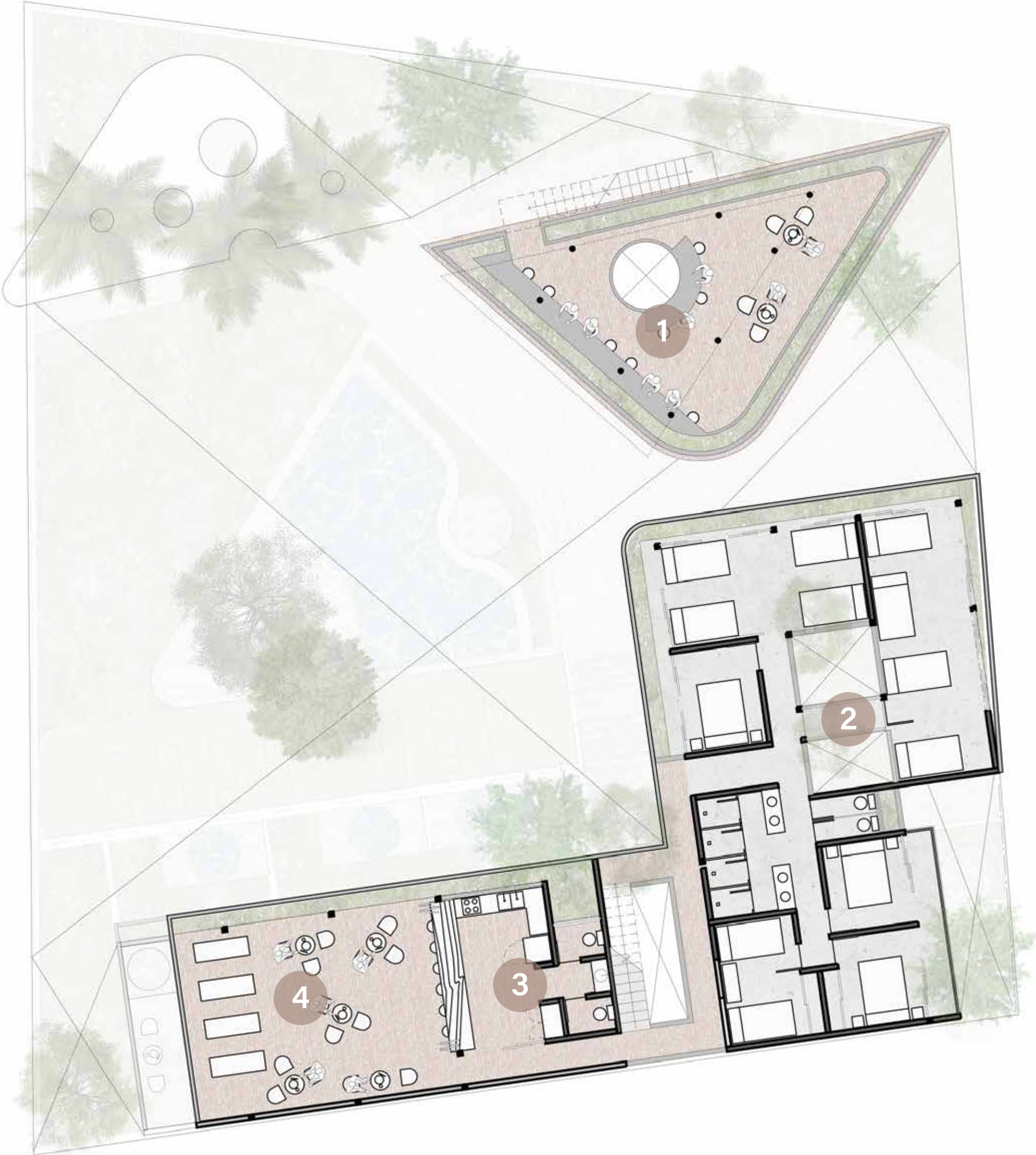
023



FLOOR PLANS

Second floor

- 1 Coworking terrace
- 2 Coliving
- 3 Communal kitchen
- 4 Multiuse Palapa





INVESTMENT OPPORTUNITY

MARKET STUDY OF COMPARABLE PROJECTS IN THE AREA

026

Hotel	ADT	Rooms
Casa To	\$365 USD	6
Casa Kuua	\$260	8
Casa Bicachi	\$190	14
SOBRELUNA	\$140	7
Casa Beu	\$135	4
Casa de Olas	\$115	15
Losodeli	\$115	10
Selina	\$100	14



Casa To



Casa Bicachi



Casa Kuua



Selina

PROJECT COSTS IN MXN

027



SOBRELUNA

LAND	10161 sf ² /944m ²
BUILT AREA	10452 sf ² /971 m ²
FOOTPRINT	4284 sf ² /398 m ²
OPEN AREA	5931 sf ² /551 m ²
MOVEMENT AREA	58%
ROOFED AREA	42%

DIRECT COST	
M2 BUILT	\$17,188.57

COST SUMMARY

LAND	\$4,000,000	17.2%
DEED	\$23,640	0.1%
ADMINISTRATION	\$800,900	3.4%
ARCH PROJECT	\$901,225	3.9%
CONSTRUCTION	\$16,406,493	70.5%
DEVELOPER	\$910,000	3.9%
SALES	\$231,467	1.0%
TOTAL	\$23,273,724	100.0%
TOTAL IN USD	\$1,292,984	

SOFTCOSTS

ADMINISTRATION	\$800,900
Legal	\$278,400
Licenses	\$296,900
Accounting	\$111,360
Site Expenses	\$50,000
Damage Insurance	\$64,240

ARCH PROJECT	\$901,224
Architecture	\$461,664
Installations	\$147,680
Structure	\$207,000
Lighting	\$30,880
Landscape	\$54,000

DEVELOPER	\$910,000
ADM	\$49,800
Developer fee	\$750,000
Consulting	\$30,200
Oversight expenses	\$80,000

SALES	\$231,467
Graphic Identity	\$150,000
Web expenses	\$25,000
Advertising	\$40,000
Photograph	\$16,467

HARDCOSTS

LAND	\$4,000,000
CONSTRUCTION	\$16,406,493
TOTAL	\$20,406,493
TOTAL IN USD	\$1,133,694

GROSS INCOME CALCULATION IN MXN



028

INCOME CALCULATION

SEASON	PERIOD	WEEKS	COMPOSED DAILY RATE	OCCUPANCY	WEEKS RENTED	GROSS INCOME
NEW YEARS	20 DEC -3 JAN	2	\$ 22,838	100%	2	\$ 1,004,547
HOLY WEEK AND EASTER	14 APR - 28 APR	2	\$ 21,941	90%	2	\$ 790,265
HIGH	JAN, FEB, MAR, APR, JUL and NOV	23	\$ 20,146	75%	17	\$ 7,461,740
REGULAR	MAY, AGO, OCT and DEC	15	\$ 18,351	60%	9	\$ 3,736,215
LOW	JUN and SEPT	10	\$ 15,658	40%	4	\$ 1,226,445
TOTAL		52		65%	34	\$ 14,219,212

SUMMARY

GROSS INCOME (+)	\$ 14,699,212
MAINT AND REINVEST FUND (-)	\$ 440,976
OPERATION COST (-)	\$ 5,261,388
TAXES 30% (-)	\$ 2,699,054
NET INCOME	\$ 6,297,794

RETURN OF INVESTMENT

PROJECT VALUE	\$ 23,237,725
GROSS INCOME	\$ 14,699,212
GROSS ROI	63.2%
NET INCOME	\$ 6,297,794
NET ROI	27.1%

SERVICES AVERAGE RATES

HOTEL	\$ 2,565
VILLA	\$ 3,478
COWORKING	\$ 199
COLIVING	\$ 1,193
BAR AVERAGE TICKET	\$ 200

SERIES C & D PROJECTION

COST \$200,000 PER SHARE

RATE OF RETURN	% OCCUPANCY	PAYBACK (YEARS)
20.0%	65%	5.0
22.1%	70%	4.5
26.4%	80%	3.8

INVESTMENT MODEL

Action purchase of the company SOBRELUNA SAPI DE CV
under the following structure:



029

SHARE HOLDERS

SERIE A (30%)

Founding Partners

SERIE B-C-D (70%)

SERIE	N. ACTIONS	COST	NOTES
SERIE B	6	\$100,000 mxn	Closed round.
SERIE C	38	\$200,000 mxn	Current round. Discounts on-site offered.
SERIE D	66	\$200,000 mxn	Current round. Villa package actions with opportunity to personalize each villa. Exclusive discounts during high season and 25 nights available per year.

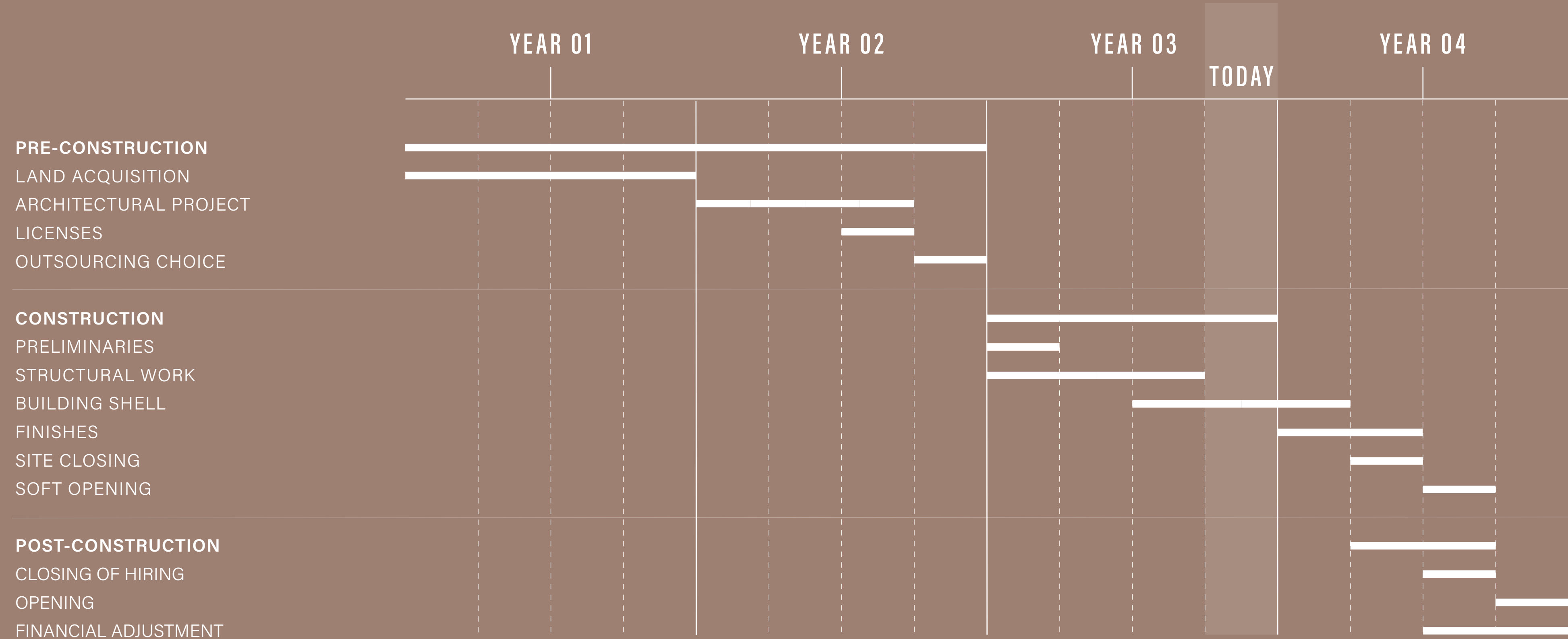
VILLA PRICES. SERIE D

VILLA	N. ACTIONS	COST	NOTES
VILLA PACKAGE 1	20	\$4,000,000 mxn	Villa acquired through land purchasing
VILLA PACKAGE 2	14	\$2,800,000 mxn	
VILLA PACKAGE 3	14	\$2,800,000 mxn	SOLD
VILLA PACKAGE 4	18	\$3,600,000 mxn	



TIMELINE

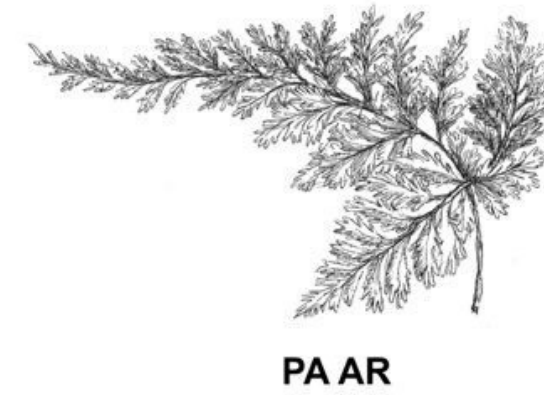
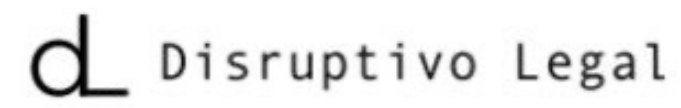
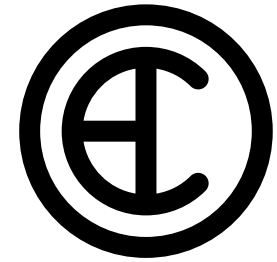
030



COLLABORATORS



031





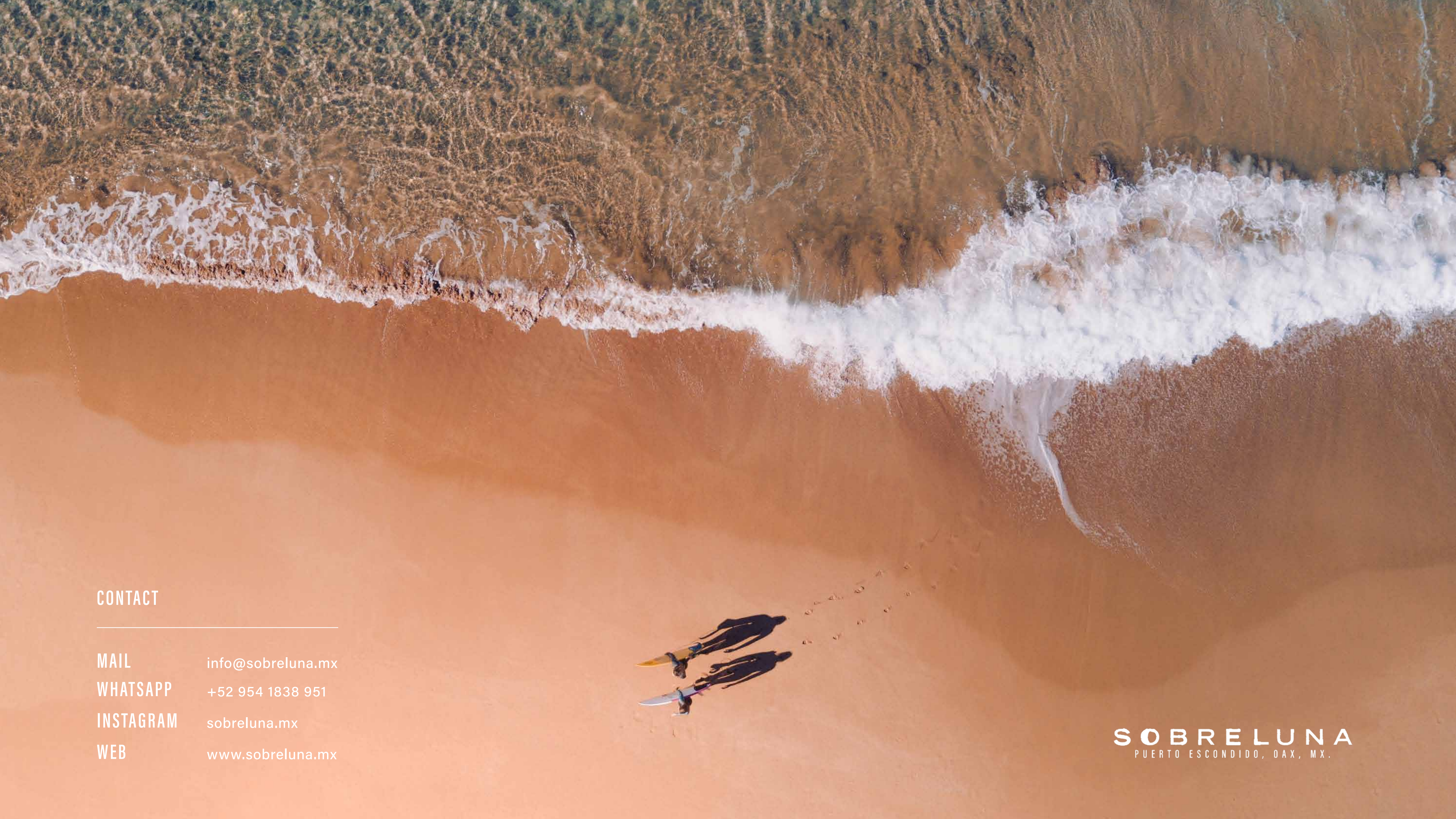
SO WHY SOBRELUNA?



- Team Synergy
- Puerto Momentum
- Community Involvement: Open mic, Sostenible PE, tournaments, etc.
- Underpromise and Overdeliver (65%)
- Icing on the cake: Event profits, swag sales, rentals, etc.
- No cap and no clock!

NOVEMBER 2023

SOBRELUNA
PUERTO ESCONDIDO, OAX, MX.



CONTACT

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