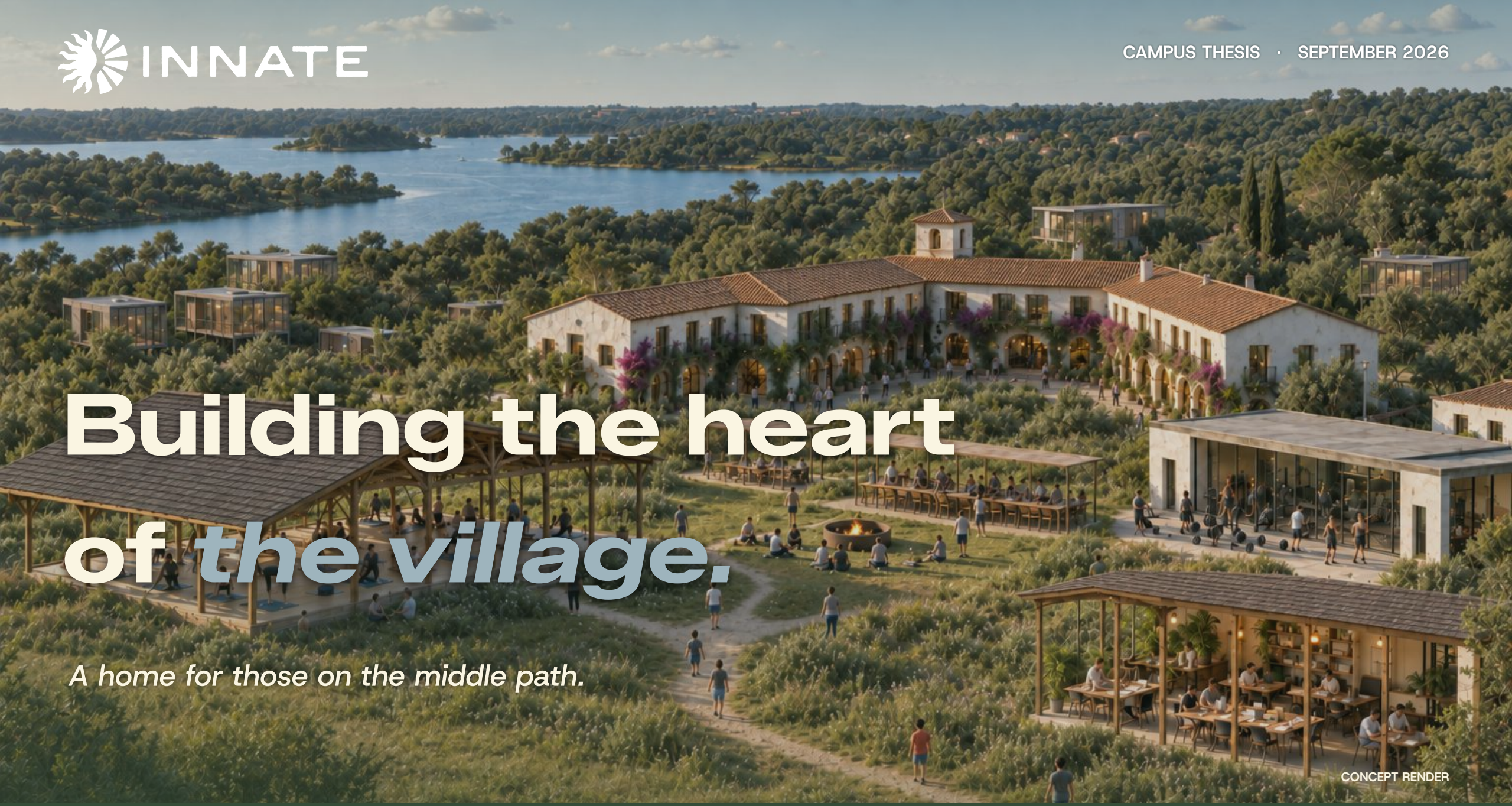
INNATE

CAMPUS THESIS · SEPTEMBER 2026

Building the heart of *the village.*

A home for those on the middle path.



CONCEPT RENDER

PORTUGAL · SINCE 2022 · 19 RESIDENCIES · 900+ LIVED TOGETHER

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THE DILEMMA

People want nature. *Not isolation.*

The city gives you work and events: and forty-plus minutes door-to-door to see one friend, tickets to rooms full of strangers, a coffee shop where you squeeze in.

So more of us are choosing towns in nature: with good amenities and nature on the doorstep. But a better setting doesn't automatically bring a shared life. Who do you sing with, train with, build with? Who do you raise your children alongside?

CITY — *the move already happening* — NATURE TOWNS

They can find the town. They can find the house.
They cannot find their people to live it with.



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THE QUESTION



“But where are *my people?”*

We’ve hosted 19 residencies: 900+ people living together – and this is the question we hear most. Not “Where should I live?” but “Who will I live near?”

Nobody has an answer for them. Yet.

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THE THESIS

People don’t move for houses. *They move for their people.*

1

Belonging and meaning are the scarcest assets

Modern life gave us abundance – a gym here, a desk there, a Tuesday event full of strangers – and quietly lost both. It’s not enough, and we know it.

2

The migration is already underway

Founders, young families, nomads – looking for something deeper, are drifting toward international towns near nature. Yet these places lack the intentional gathering spaces needed for true meaning & belonging.

3

Housing isn’t the missing piece

These towns have homes, schools, supermarkets, decent bakeries. What they don’t have is the heart – a place you can walk into and find your people. To create, to share, to be human together.

So we build a communal Campus beside a town people already want to live in.
Some stay on site. Others make their homes nearby and join as members.

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THE SIGNAL

They came back. They asked where to move.

Then thirty of them invested.

60%+

COME BACK

Six in ten people who join a residency return – for another residency, a retreat, a gathering. Year after year.

50+

ASKED WHERE TO MOVE

Have told us: tell us where the campus will be and we'll rent – *or buy* – nearby. Families included.

€240K

INVESTED BEFORE ANY LAND

Thirty community members backed the Campus through a private crowdfund. Before there was a site to point at.

Nobody theorised this. Our own community did it first ... with their time, their return flights and their money. That is the model.

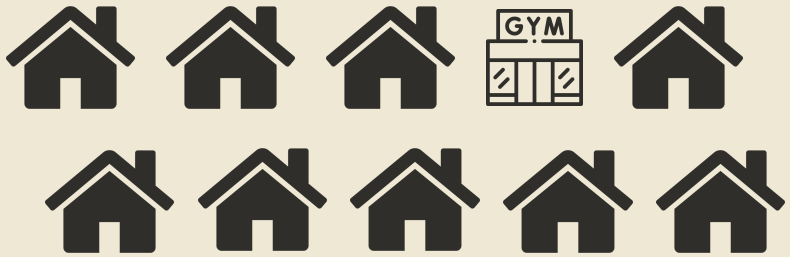
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THE INVERSION

The town provides the housing.

Innate provides the reason to move.

THE FORCED SEQUENCE



PRE-SELL THE HOUSES, DEVELOPMENT PROJECT

Community promised later. A five-year build, every amenity from scratch, and 200 strangers arriving one day in the future. Clustered around minimal communal facilities. With no clear, living *mythos.*

THE LIVING SEQUENCE



Most projects start with the real estate and layer community on top ... or just sell the idea of it.

We start with the community. The town already contains most of the village. We build its missing heart.

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THE PRODUCT

The product is *an ordinary Tuesday.*

You finish work and step outside. A few people you know are on the grass around a fire, with a guitar. Two of this month's residents are swimming in the lake. Someone's firing up the sauna. By the café a handful of kids are playing, one parent half-watching.

You head towards the fire this time. Someone asks how you are. You put your phone down and join in. Nobody organised this. Nobody bought a ticket. **It's simply where life happens.**

No plan. No drive. No ticket. You just ... walked outside.







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WHAT MAKES IT HOLD

People and place make a club. *Mythos makes a community.*

People *gives it belonging*

Those on the middle path. They dance under the stars, meditate at dawn, raise their kids differently … and talk finance, start companies, build things in the world.

Place *makes it tangible*

Land worth staying for, and spaces that pull you out of your house … the shala, sauna, lounges, cowork, gym , the water. The place lets those people gather.

Mythos *gives it meaning*

The values that hold us together, and the bigger story. Serious inner work inside a full life … practice, work, creation, family, play. People *contribute to the culture* rather than *consume an experience*.

Programming *makes it tangible*

Morning practice with serious teachers. Food grown on the land by people who teach it. Zen masters, founders of decades-old yoga schools, martial artists. Daily rhythm, lightly held.

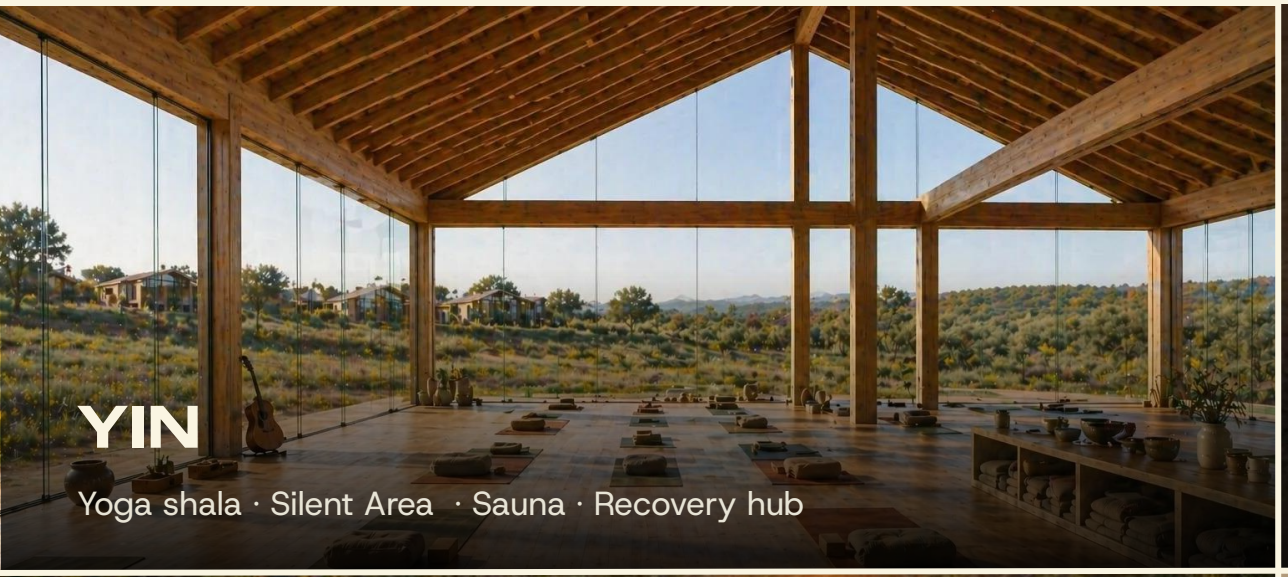
The people give it life. The place gives it a body. The mythos gives it meaning. The programming makes it real.

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THE CAMPUS

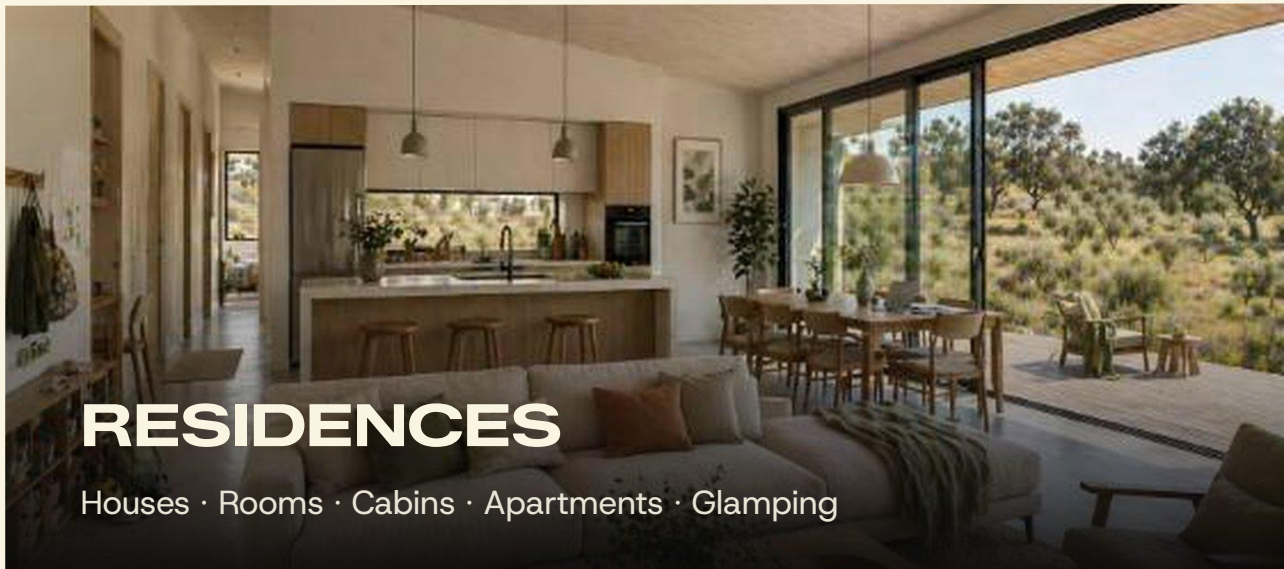
The *Campus* is organised around *four areas.*

CONCEPT RENDERS









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THE MODEL

Three revenue streams.

Two growing trends, and one that's always worked.

COLIVING · A GROWING MARKET

Residencies

One to four months on campus. It's what we've done since 2022. A higher ticket than ordinary coliving, because of the programming. And it creates loyalty.

People arrive as strangers and leave saying: these are my people.

RELOCATION · A GROWING TREND

Membership

For people who've experienced Innate and want it in everyday life. Gives you access to the spaces, practices and community that make the Campus *your home*.

Some relocate to the town nearby and build a life around the campus.

THE ONE THAT'S ALWAYS WORKED

Return stays + more

People come back every year – one week to a couple of months. Plus weekly open-house day passes, food & drink, gatherings.

Every return the culture is stronger … new faces, people months in, people living nearby.

Residencies create the loyalty that unlocks membership. Membership creates the living community that residencies arrive into.

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THE UNLOCK

Residencies build the culture.

Membership makes it continuous.

Time together turns strangers into participants. Shared practice, meals and ordinary days create relationships that last beyond the stay.



Members sustain the daily community that welcomes each new residency. And returners come back to a culture they already know.

Most venues live on short stays, and a few nights brings a different guest – a tourist, not a participant.

That's why they can't build this culture. We can, because we've never needed them.

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THE ECONOMICS · ILLUSTRATIVE

Membership turns belonging into *recurring revenue.*

RESIDENCIES · THE ANCHOR

20–40

people on site, medium-term

An ensuite room at ~€1,300 a month in quieter seasons, ~€1,900 in peak … before food & drink and everything else.

MEMBERSHIP · RECURRING

€500k+

a year at 120 members × €360/month

A members-club model layered on top, activated by the residencies. At minimal marginal cost per additional member.

RETURN STAYS · AND THE REST

1 wk–2 mo

every year, on top

People come back every year. Plus weekly open-house day passes, food & drink, gatherings and programming.

Membership adds recurring revenue from the same land, facilities and daily programming that serve residents and returning guests. People can remain part of Innate without needing an onsite room. The community can grow beyond the accommodation.



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THE PROOF

We've already built *the hard part.*

Innate's superpower is creating belonging. Facilities can be copied; the ability to attract the right people, hold a shared mythos and turn strangers into a living community **cannot.**

19
RESIDENCIES

900+
LIVED TOGETHER

60%+
COME BACK

30+
NATIONALITIES HOSTED

€1m+
REVENUE SINCE 2022,
BOOTSTRAPPED

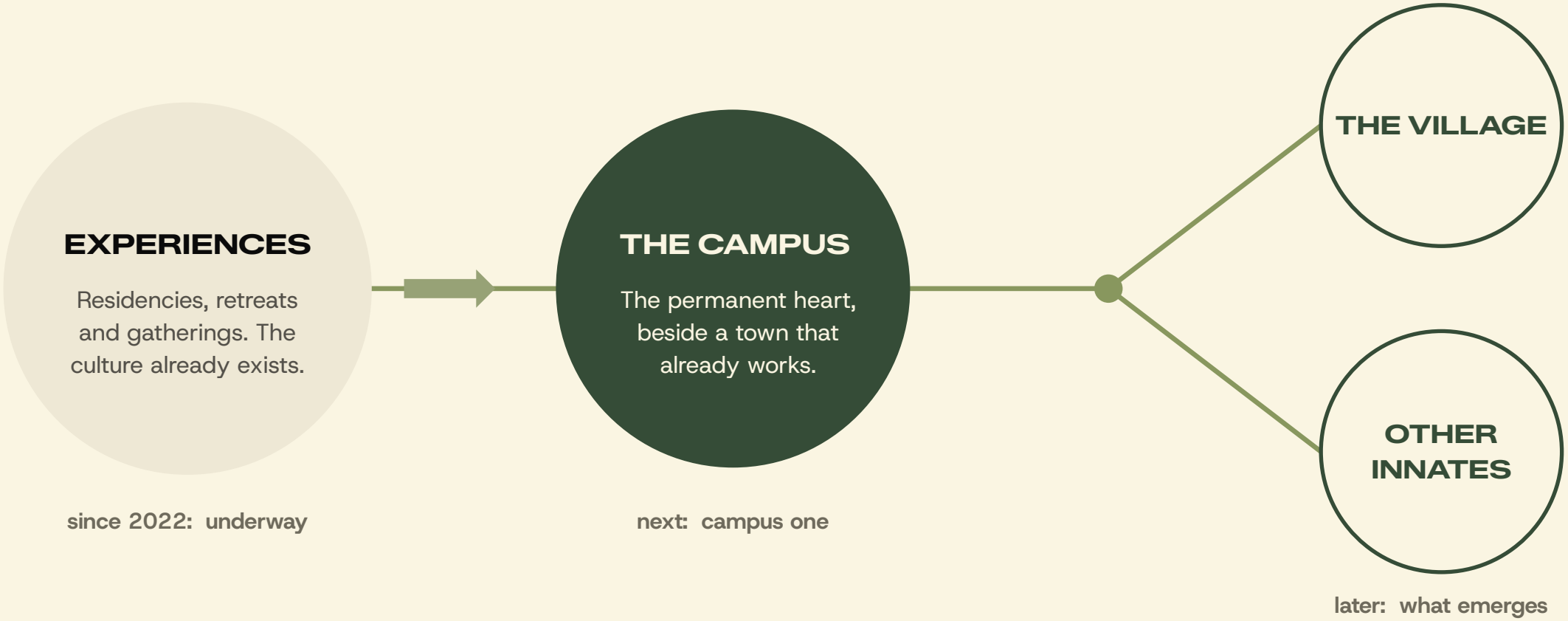
4.9★
AVERAGE RATING
FROM 100+ PEOPLE

The beginning is done. Now let's create a home.

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THE ROADMAP

The *Campus* is step two, *not the destination.*



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WHAT IT OPENS UP

The first *Campus* unlocks *two paths of growth.*



The Village

Houses are pre-sold, either on the land or nearby … for permanent living., to a community that already exists. Schools, permaculture, and aligned projects grow around the Campus too.



InnateX

Other Innates in other parts of the world – each one carried by people who came through ours. Franchise, almost – except what travels is a culture, not a menu.

INNATE

Home is a people.

We're building the place they gather.

We're shortlisting land now – within twenty minutes of a town that already works

We want sharp conversations, introductions to land and capital,
and founding members who want in before it exists:

TALK TO HARRY → HARRY@INNATE.GLOBAL

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