

Aquapriva executive summary

Aquapriva is a new and unique swimming and wellness center concept that can be build at suitable metropolitan areas around the world.

Imagine living in one of the metropolitan areas of the world and wanting to go for some swimming, sauna, relaxing and having fun, with your friends, colleagues or family – and with them only!
That is what Aquapriva is all about.

Aquapriva consists essentially of (eight) rentable wellness areas with swimming pool, showers, hot tub whirlpool and sauna. A central café and catering area is at the guests service whenever they want, with an assorted variety of fine coffee and tea specialties, fresh fitness drinks and some wholefood snacks.

According to our research, nothing even close to Aquapriva exists. If you don't own a private pool or sauna, you can't do your wellness program in peace and private company only.



Aquapriva's target groups

The general target group is just everyone who likes to go to a pool or sauna in good company.
The special target group are those who like to be in private company for various reasons, like:

- VIP's
- Couples in love
- People celebrating birthday or other events.
- (Big) Families with small kids
- Overweighted people
- Yoga, health and wellness groups
- Nudist bathers
- Religious groups (monks, nuns, muslim women)

Aquapriva core design

Aquapriva's core design is circular, because in this way a central café and catering area can be easily integrated and run with just a few waitresses or waiters.

For a cost effective building and for keeping the online booking simple, we suggest to equip every area with the same components, which may vary only in size and details according to the budget.

The interior design should be stylish and create a pleasant atmosphere of wellness. The look however could be different for each or only a few areas. For example one area could be designed in a maroccan style, one in a Hundertwasser or Gaudi like Style, another in a zen like asian style and so on.

Finances:

The targeted total costs for the first Aquapriva is 15 million €.

The targeted annual sales are 6,3 million €.

The targeted EBIT is 3,4 million €.

(Figures may vary by country specific energy and labor costs and desired components.)

The proposed entrance fee is 10 € per person for 2 hours.

A non-refundable minimum number of 10 entry fees has to be paid in advance upon booking.

On weekends and holidays the entrance fee could be raised to 12 €.

Each additional person pays only 5 € extra. (An incentive to lower the average by inviting more friends.)

The site

The site for the first Aquapriva is of central importance. In an area of 4 million inhabitants, statistically each inhabitant must only come once every 16 years in order to achieve the full capacity of 230,400 people a year. (Tourists and bathers from further away cities not yet included.)

In places like New York, Tokyo, Mumbai, Beijing, Los Angeles, Moscow or London, Aquapriva would be definitely running risk free at full capacity all year round.

Investment

Aquapriva is an early stage startup and needs funding.

We want to offer our potential partners or investors the best possible conditions and are open to proposals.

At the present stage we will need an initial minor investment to continue efficiently.

Ultimately we are looking not just for money, but for a partner who believes in the potential of Aquapriva and is able and willing to invest about 15 million € for the first Aquapriva.

About Aquapriva

Aquapriva is an early stage startup, founded to do research on the Aquapriva concept and to find investors. The Aquapriva concept was developed by Thomas Koertge and is a protected proprietary design.

Contact

We'd love to hear your feedback, proposals and enquiries.

Please contact us at invest@aquapriva.com and use an email address of your company.

We try to answer all incoming emails within one business day.