



HERON
ECO RETREAT

Pitch Deck

ReDeFining Wealth Retreat





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- **45-minute** drive from Hanoi center
- Total area of **30,000m2**
- **Breathtaking nature:** lake, forests and gardens





Find the complete privacy, tranquility and serenity at **Heron Eco Wellness Retreat** - without compromising on luxury



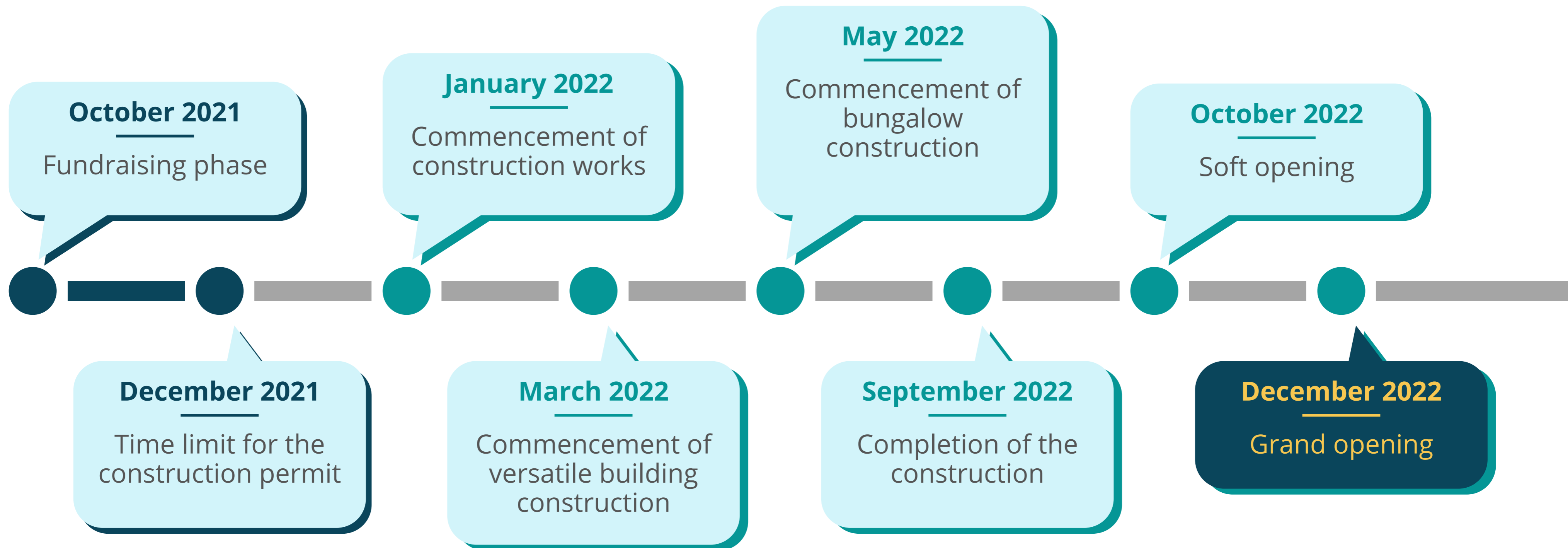


- **26** ecolux bungalows
- **16** deluxe rooms
- **600m²** of restaurant, cafe, and cocktail bar
- **70%** of the area covered with plants and flowers
- Spa, yoga and meditation center
- Infinity swimming pool
- Local campfire and gathering site



- Mountain view or Lake view accommodation
- **100%** organic fine dining
- Outdoor dining venues
- Healthy vegan menu
- Frequent festive buffets
- Morning meditation and yoga
- Daily cycling tour
- Spa therapy
- Shuttle service







- **Heron Token**

- **Specification**

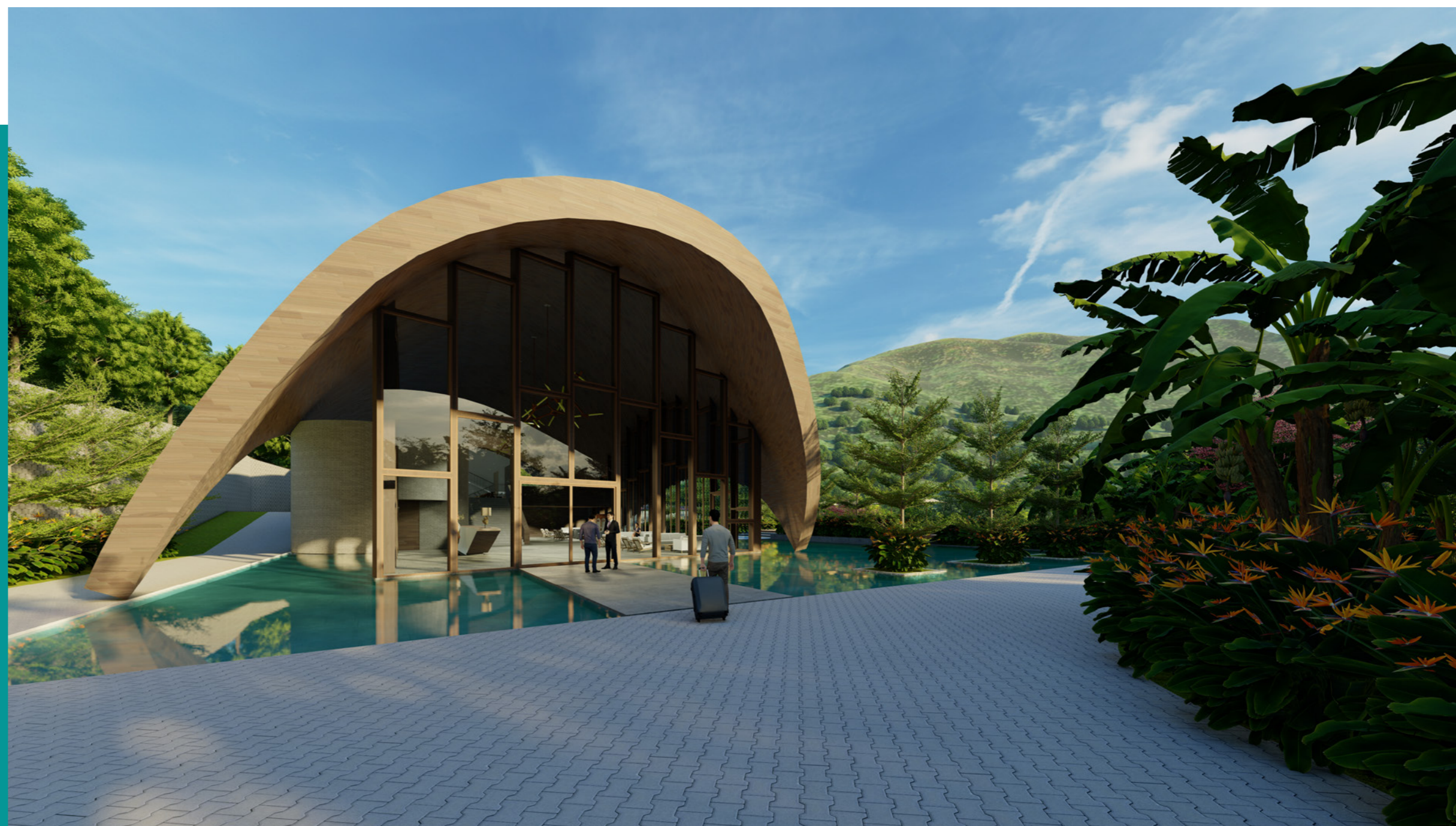
Token ticker: **\$HER**

Spec: **BEP-20**

Contract Address: TBA

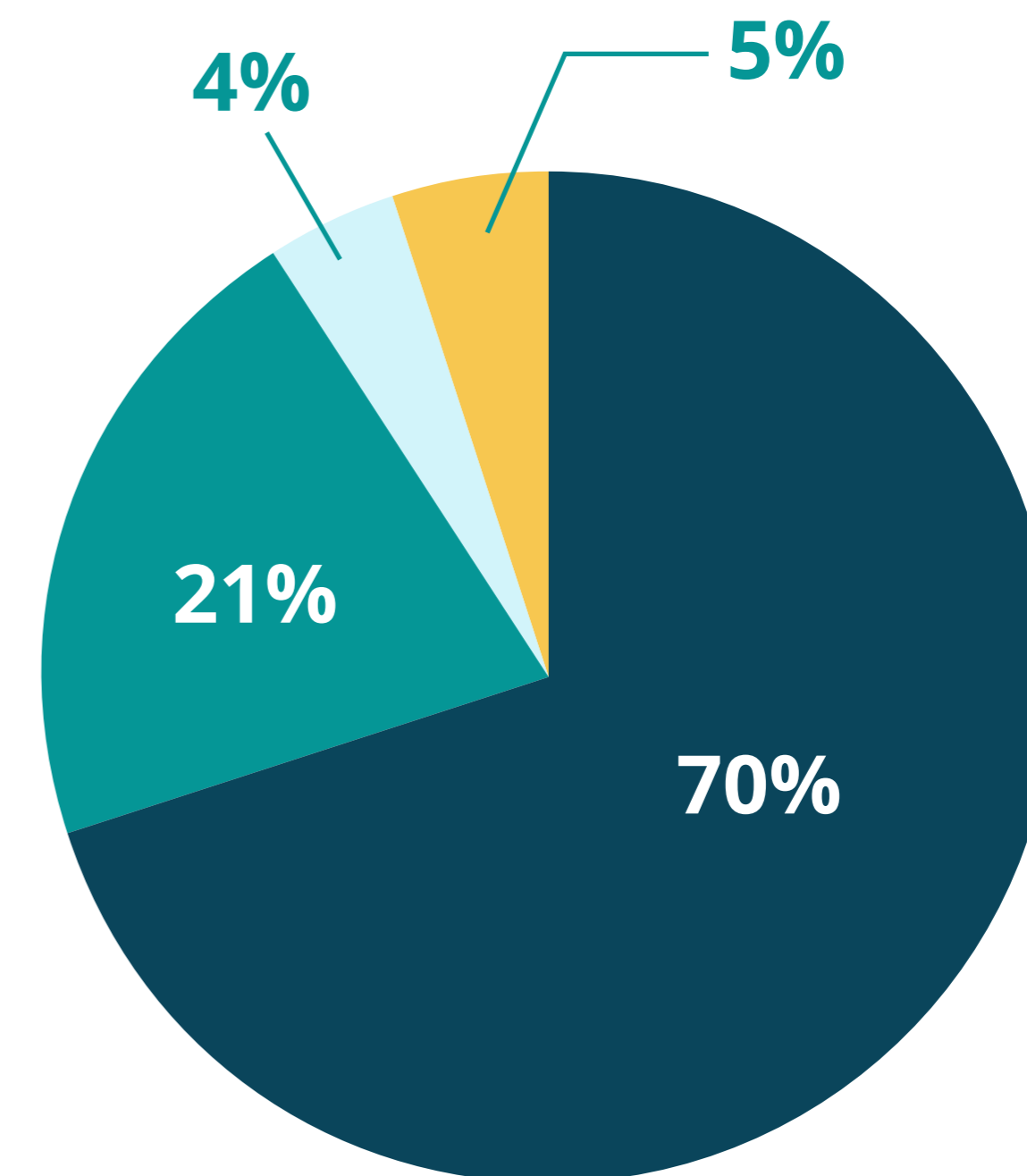
- **Allocation**

Total Supply: 235,000,000 \$HER





No.	Item	Ratio(%)
1	Investment & Construction Costs	70%
2	FF&E and OS&E Costs	21%
3	Pre-Opening Costs	4%
4	Initial working capital	5%
Total		100%





Allocation for the Private Sale: 222,000,000 \$HER

- Private Sale Price: **1 \$HER = 0.01014 BUSD**
- Hard cap: 2,250,000 BUSD

Allocation for the Public Sale: 13,000,000 \$HER

- Four IDO rounds on October 01, 2021
- Public Sale Price: **1 \$HER = 0.015 BUSD**
- Hard cap: 195,000 BUSD

Vesting Schedule

To maintain a healthy growth of **\$HER** value, we introduce the following vesting schedule for both Private Investors and Public Investors:

- **10%** to be released at TGE
- **90%** to be released in the next 12 months at the monthly rate of 7.5%.
- Cliff for one month

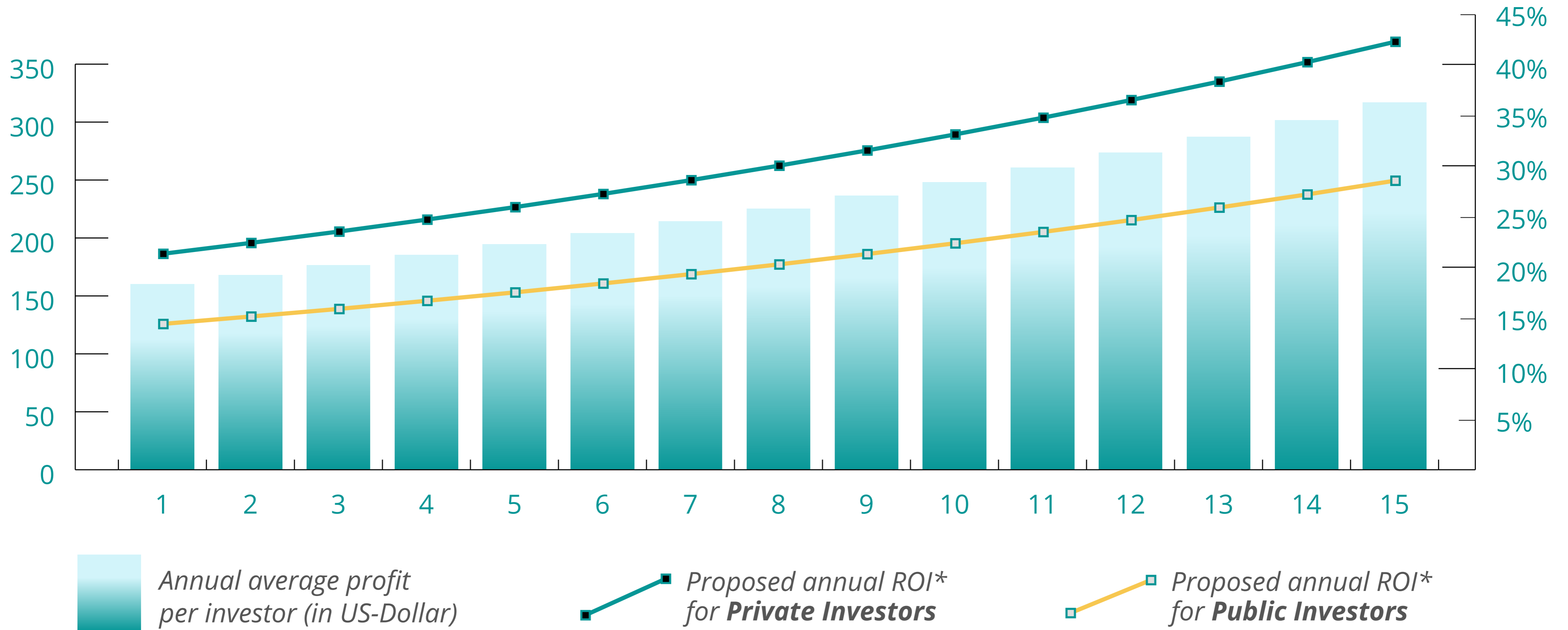


Year		1	2	3	4	5	6	7	8
Annual average profit per investor (in US-Dollar)		160	168	176.40	185.22	194.48	204.21	214.42	225.14
Proposed ROI*	Private investors	21.33%	22.40%	23.52%	24.70%	25.93%	27.23%	28.59%	30.02%
	Public investors	14.41%	15.14%	15.89%	16.69%	17.52%	18.40%	19.32%	20.28%

Year		9	10	11	12	13	14	15	Total
Annual average profit per investor (in US-Dollar)		236.39	248.21	260.62	273.65	287.34	301.70	316.79	3,452.57
Proposed ROI*	Private investors	31.52%	33.10%	34.75%	36.49%	38.31%	40.23%	42.24%	460.34%
	Public investors	21.30%	22.36%	23.48%	24.65%	25.89%	27.18%	28.54%	311.04%

* Based on the expected sale price (inflation adjusted) of a 2-day-1-night stay at Heron Retreat

And this is just for holding \$HER!





Stake \$HER to get \$HERNFT - tokenized vouchers for accommodation at Heron Retreat every year for the next 15 years





YOUR ALL-IN-ONE RETREAT APP

- Converting **\$HERNFT** into accommodation vouchers
- **Room & Services Booking:**
All services are in the form of digitalized proof of services (NFTs)
- **Integrated Payment System**
Fiat payment gateways
Supporting multiple crypto wallets



Farm \$HER in LZ Farm to earn \$LZP



TEAM MEMBERS



Phu Nguyen

General Manager



Hanh Nguyen

Real Estate Specialist



Thang Trinh

Project Manager



Khanh Mai

Construction Manager



Thang Nguyen

Financial Specialist



Son Tran

Architecture Manager

ADVISORS



Arfan Mohammed

- 26 years in Hospitality and Real Estate
- Former General Manager of the FLC Group
- Managing Director of the Flamingo Group
- General Manager of Best Western International
- CEO of Ecopark Property Management ECOPM
- Residence Manager of Capitaland



Le Viet Thanh Ha

Brand & Marketing Advisor

CHIEF ADVISORS



Thanh Dao

Co-founder & CTO of ezDeFi
CTO of LaunchZone



Loc Dinh

Co-founder & CMO
of LaunchZone



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Thank you!

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