

FEATHERBEE

THE FEATHERBEE

SPAIN EDITION



FEATHERBEE



INVESTOR PROPOSAL

FEATHERBEE HOSPITALITY GROUP

CO-FOUNDERS

CAT BIGGAR + DEREK RONSPIES

FOUNDED IN 2022, SEATTLE, WASHINGTON, USA



Business Plan

Featherbee Hospitality Group :: Investor Proposal

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All communications, inquiries and requests for information relating to the Business Plan or to a possible transaction involving Design Hospitality Holding, Featherbee Hospitality Group or Brunchers should be addressed to:

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OUR JOURNEY

FROM SEATTLE TO SPAIN

Our story began in a small work loft in Seattle, where we hosted intimate supper clubs that brought people together around a shared love for food and community. Cat had long dreamed of owning another boutique hotel, a gastronomic property where art, design, and hospitality could blend seamlessly. When she met Derek, a culinary artist also with a passion for creating unforgettable dining experiences, it was clear that he was the missing piece in her vision.

In pursuit of this dream, we moved to Poulsbo and founded Featherbee Hospitality Group, a venture that would bring our combined talents to life. Our first major project was a beautiful reimagining of a food truck, turning it into a moving work of art where we continued our supper clubs and introduced brunches. But our ambitions didn't stop there.

With Cat's creative vision, we took on the challenge of transforming the dilapidated Kingston Hotel into a charming boutique retreat. It was a labor of love, and during this time, we welcomed Truffle, our Bernedoodle puppy, into our lives. He quickly became our constant companion, a symbol of the joy and dedication we pour into our work.

Our journey then led us to the Northeast, where we spent four months searching for the perfect property. Though we didn't find it, we didn't give up. Instead, we leased a small cafe in Warren, Maine, and within six whirlwind weeks, we turned it into the Black Goat Test Kitchen. In just four months, our efforts were recognized nationally, as we were honored to be named one of the 46 best restaurants in the U.S. by USA Today along with the likes of the 3 michelin star restaurant, Atelier Crenn.

As our business grew exponentially, so did our dreams. Cat, who once owned a boutique hotel in Amsterdam, felt the call to return to Europe. Derek, having always been drawn to the rich culinary traditions and culture of Europe, was ready to make the leap. Together, we set our sights on Girona, Spain—a city that captivated us with its charm, its proximity to the sea, and its vibrant gastronomic community.

Now, we're ready to make this dream a reality. We've found the perfect place to create a boutique hotel that will not only reflect our passion for hospitality, design, and cuisine but will also provide an unforgettable experience for our guests. We invite you to join us on this exciting journey, to help us bring our vision to life, and to be part of something truly special.



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COMPANY VISION + PURPOSE

OUR PURPOSE + RESPONSIBILITY

Transforming a highly-rated vacation rental into a boutique hotel and high-end restaurant, combining exceptional accommodations with a unique dining experience inspired by the acclaimed Black Goat Supperclub (BGTK).... Our mission is to design and build venues that offer the highest quality human-centered hospitality. A place designed for people where they gather and can't wait to return. Serving high quality, healthy food and drinks in an authentic backdrop, where they are at ease to work, celebrate, create and live. Featherbee Hospitality Group wants to have the smallest possible footprint on the environment. Where possible we will optimize usage of recycled, recovered materials, sustainable products and reduce waste. We will support non-profits and encourage volunteer programs, and our vendors will also have a social justice platform

MISSION

To create a distinctive hospitality destination that offers guests unparalleled comfort and memorable culinary experiences, fostering lasting connections and elevating rural tourism.



BUSINESS MODEL

Featherbee Hospitality Group :: Vision

We believe people, when away from home, should feel safe, welcome and inspired. We believe growth comes from new connections. We believe people are different but equal.

Imagine a space filled with neighbors, travelers, artists and our team, interacting and collaborating.

We are building a place where people are encouraged to connect to each other. A place so full of acceptance and sincere appreciation that people are connecting on different levels, socially, personally, emotionally, creatively. Where people feel free to step in and express themselves or inspired to create. A place with a natural breathing-like rhythm.

The restaurant will be booked out weeks in advance because of the chef's engaging personality and passion to cook for the individual.

Private events where friends have rented out rooms and restaurant tables for a spectacular party, or the entire venue fully customized to meet their requests.

Many different opportunities for events will take place at the Featherbee Hospitality Group. Gastronomic events, corporate functions, weddings, creative workshops, seminars, community dinners, catch up with friends, inspiring fashion, while people are reading a book or newspaper, work on a laptop, or just hang out.

It is all about the individual walking in. We treasure to create for them a fond memory that will turn a smile on their faces long after they have left.

Imagine those who came as guests and leave as friends with a newfound talent. Imagine never feeling alone and always feeling like you belong.

We create a rhythm of hospitality that makes you feel you belong.

This is the Featherbee Hospitality Group.

FEATHERBEE :: BUILDING COMMUNITY BY DESIGN

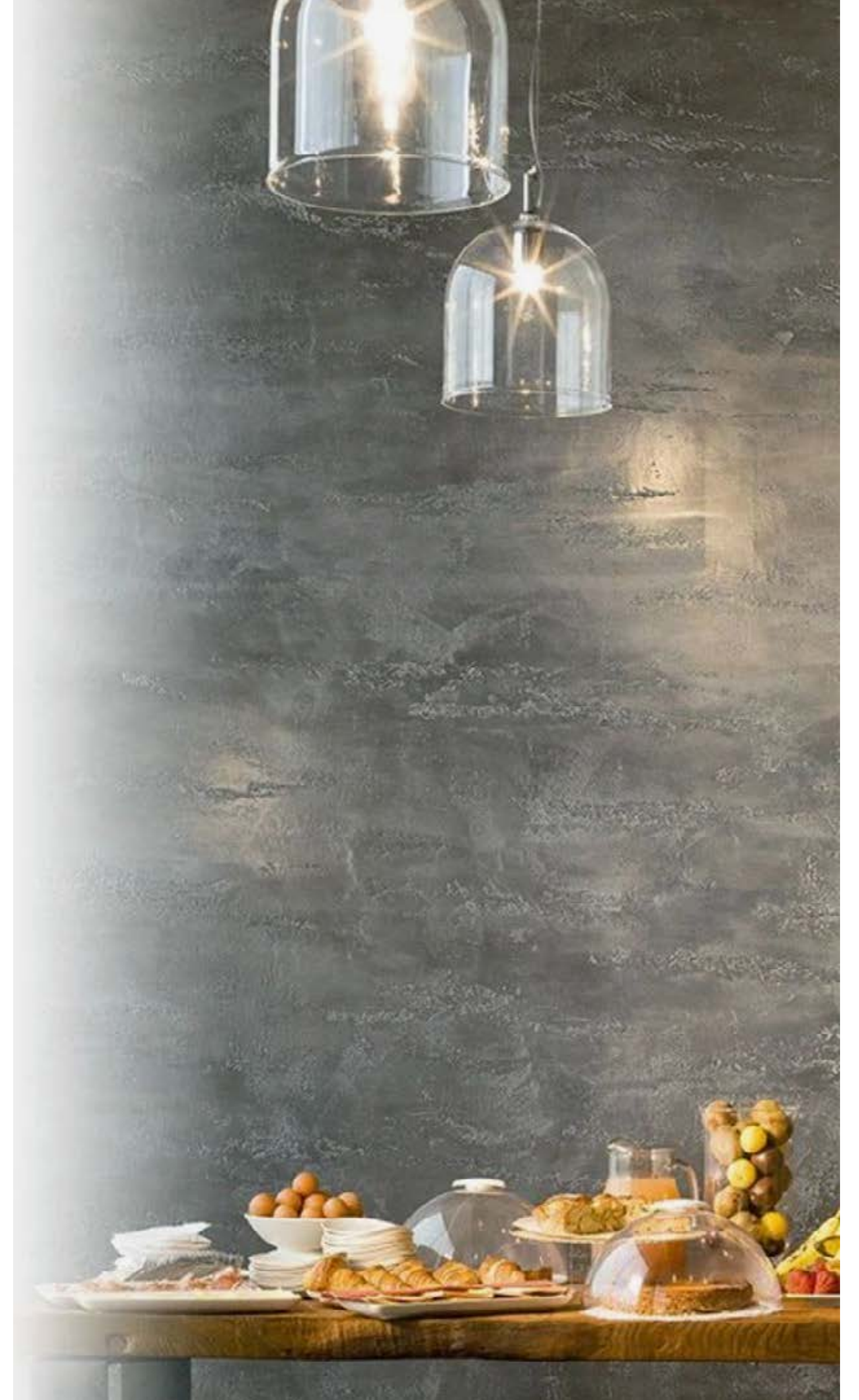
At Featherbee Hospitality Group, we blend modern design, professionalism, and a relaxed style to create exceptional hospitality experiences. Our team is dedicated to sustainability, ethical practices, and sourcing high-quality ingredients directly from farms. The goal of the Featherbee is to offer something new to the quality of hospitality in Spain. Create places that bring community together, cultivate creativity, and encourage people to engage in opportunities. By offering a human-centered approach to serving guests, great attention to details and special attention to welcoming guests. Building great relationships in offering excellent service and products. We focus on hospitality and positively influencing the community around us. Guests will experience life, joy and fun in a new way. A thriving business. Shaping the future. Offering a welcome place to breathe, relax and meet people.

Aiming for the highest quality while exceeding expectations. Passionately working for the best customer experience.

Featherbee Hospitality Group will be a multi-purpose venue with a high-quality profile. We see four business lines combined: Luxury Boutique Hotel, High-End Restaurant, Artist Gallery, and specially Curated Events. Each quarter the gallery will host a featured artist/designer 'in residence' to offer personalized experience to customers. We will drive the cross selling of the four business lines and bridge the gaps between different audiences through our in-house events.

We welcome everyone to come as they are, focusing on high design and fine dining with a commitment to comfort. As we expand, we seek properties with proven income streams and development opportunities.

Our ultimate vision is to become a premier boutique hotel and dining destination, renowned for luxury, personalized service, and innovative cuisine, setting new standards in the hospitality industry.



LOCATION

GIRONA, SPAIN

Girona, Spain, one of the largest cities in Costa Brava, a population of over 100k (2018), considered one of Spain's oldest towns. It is known for medieval architecture colorful houses along the river and its vibrant cuisine. Girona's gastronomy has become an international model of quality, with several Michelin-starred restaurants, markets, and local specialties.

The Girona area has emerged as a favoured refuge for professional cyclists.

Girona strikes a perfect balance between historical charm and vibrant modern life. Its rich history is tangible in its medieval walls, narrow winding streets, and well-preserved Jewish quarter.

Girona was used as a filming location for the sixth season of Game of Thrones.



LOCATION

The property is situated in a prime rural location just 10 minutes north of the city center of Girona, 7 acres bordering a calm river ideal for offering a serene and luxurious escape. This property has shown strong occupancy rates and premium pricing, reflecting high demand for exclusive accommodations, and events with opportunity for growth



LOCATION

The property runs along picturesque River Ter, offering a protected natural environment that enhances its appeal. This serene setting provides ample opportunities for recreation, including kayaking, paddle boarding, and fishing. Located just 10 minutes from the city center, it offers the perfect blend of convenience and tranquility, making it feel like a world away from the urban hustle.



GIRONA :: 10 MIN

COSTA BRAVA :: 30 MIN

FRANCE :: 1 HR

BARCELONA :: 1.5 HRS

DRIVING TIMES FROM CA L'ARNAU

STRATEGIC BLUEPRINT

RELOCATION OF FEATHERBEE HOSPITALITY GROUP TO SPAIN : NOVEMBER 2024

We plan to relocate Featherbee Hospitality Group to Spain, leveraging the Golden Visa program while it is still available. Due to recent governmental decisions to revise this program, there is an urgent need to act swiftly. Relocating now will ensure we benefit from the current investment-friendly climate, allowing us to establish a strong foothold in Spain and expedite our growth strategy.



PROPERTY ACQUISITION AND FUNDING STRATEGY

To acquire the property, we will leverage our extensive experience and execute a crowdfunding campaign through Crowdfunder. By pre-selling rooms and experiences, we aim to quickly raise the necessary funds while avoiding the complexities of investor partnerships. This customer-driven funding approach will establish a robust foundation for our brand, rooted in community support and engagement.

EXPANSION STRATEGY

Our strategy involves acquiring an existing income-generating property with significant growth potential. We aim to enhance the property's value through targeted updates and expand our business lines, maximizing opportunities for further development and construction. This approach will ensure sustainable growth and long-term success for Featherbee Hospitality Group.



LINKS TO CURRENT PROPERTY

[REAL ESTATE LISTING](#)

[CURRENT INSTAGRAM PAGE](#)

OPPORTUNITY

There is a strong sense of urgency on our short timeline to raise the funds and apply for the Golden Visa as the government has voted for it to be reworked. At the moment, it is still active, offering a unique opportunity we aim to leverage.

Spain Golden Visa Overview:

Spain launched its Golden Visa program in 2013, which requires an investment of €500,000 in real estate to gain family residency. The Spanish investor visa can be renewed every two years. After five years, it is possible to gain permanent residency, and after ten years, citizenship. Importantly, it is not necessary to live in Spain to retain and renew the residency visa permit.

However, should the Golden Visa program cease to be available, there is an alternative: the Entrepreneurs Visa. This visa process is more extenuating and less favorable, making it imperative that we act swiftly to take advantage of the Golden Visa while it is still an option.

Securing the necessary funds promptly will enable Featherbee Hospitality Group to establish a robust presence in Spain, ensuring long-term growth and success while leveraging the benefits of the Golden Visa program.

GOLDEN VISA



From €500,000 +
costs



Real Estate



Full family



Flexible. No
minimum stay.



EU Schengen Zone
travel



POINTS OF INTEREST

CULINARY EXCELLENCE The province boasts 13 Michelin-starred restaurants across six regions, making it a haven for food enthusiasts.

ESPERIT ROCA Just up the hill, this gem features a museum housing a Tiffany collection, a Michelin-starred restaurant, and a boutique hotel.

THE TER RIVER Vast Flowing through the property, the Ter River connects the coast and runs past Girona, offering scenic beauty and recreational opportunities.

DALI MUSEUMS The home of Salvador Dali is within 30 minutes, as are 3 museums dedicated to his life and work.

COSTA BRAVA Just a half-hour away, the stunning rocky coastline of Costa Brava and its surrounding beaches and islands. Featuring numerous national parks.

SKIING A ski resort is conveniently location 1.5 hours to the north, perfect for winter sports enthusiasts.

REVENUE STREAMS

1



BOUTIQUE HOTEL

The designer decorated rooms will include luxurious products and high-end finishings. The guests will enjoy a highly unique experience for a weekend getaway or business trip. To enhance the boutique hotel atmosphere, each room will be individually designed and include revolving art displays in collaboration with the art gallery. Elevated hospitality includes a pillow library, spa services, in-room mini-spa products and boutique mini-bar, shuttle service, day trip planning, private dinners and event planning.

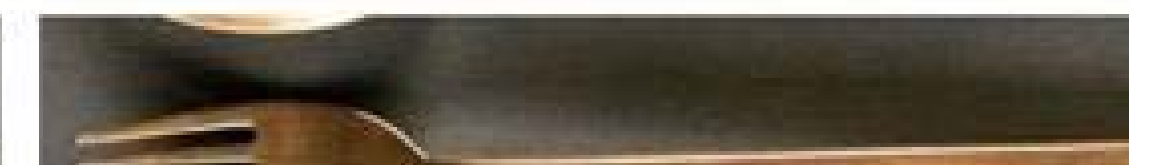
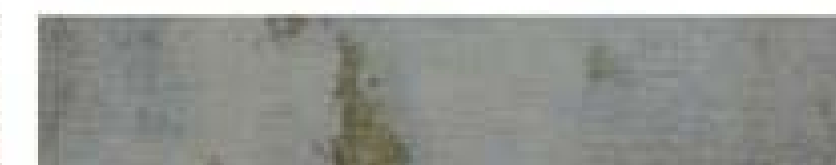


REVENUE STREAMS

2

ABEJA

A high-end dining experience serving locally sourced sustainable seasonal products, featuring Chef D + Cat at the helm. The supperclub will specialize in multi-course dinners and wine pairings in a unique communal dining experience. Dependent on the day; breakfast, brunch, lunch, high-tea and dinner will be offered. Throughout the year the restaurant hosts events such as gallery opening nights, private events, weddings, and communal dinners in the art gallery.



REVENUE STREAMS

3

ARTISTS GALLERY

The Artist Gallery is 600m2 convertible raw space with natural light to increase the experience. Equipped with a hanging grid and lighting system.

The gallery is approachable by all, focuses on creativity, encouraging interaction and as an extension of the hotel. Quarterly evolving art exhibits put on by the artist in residence, creating the art during workshops or just for people to watch the artist work. The revealing of a new exhibit will be showcased by a gallery opening event and the closing will include a popular art auction. The public is welcome to experience the gallery free of charge during normal opening hours with the option to purchase the art. During the exhibit the artist will, on occasion, be present to meet and greet, provide workshops and artist demonstrations.



REVENUE STREAMS

4

EVENTS

An ongoing series of events will combine the different parts of the business while raising interests and engaging people. Drawing focus to the community, the art, fashion or food. Creating a new sense of belonging. The events will drive the marketing and hospitality fame of Featherbee. The events will be aligned to the season, local events and the current exhibits. Private events can be booked when the space is available throughout the year.



FEATHERBEE



SERVICES

HOTEL

High-end boutique hotel rooms
Uniquely and individually designed rooms
Luxury bed and linens, walk-through shower, luxury bath products
Pillow library
Hand-selected, local and boutique mini-bar items [no cost]
Ad-hoc opportunity for stay
Fully integrated app allowing services and purchases from the entire Featherbee operation

ART

Revolving private art display
Gallery Space
Extended access to art gallery and special event incentives
Option to stay the night after a special event

SPA

In-room massages
Private Spa time [phase 2]

GASTRO

Supperclub @ Abeja
In-house 24/7 Café, always open to hotel guests
On-site Restaurant and unique dining experience
Local, organic breakfast
Pop-ups: BBQs, Sunday Brunches, Private Events, Makers Dinners

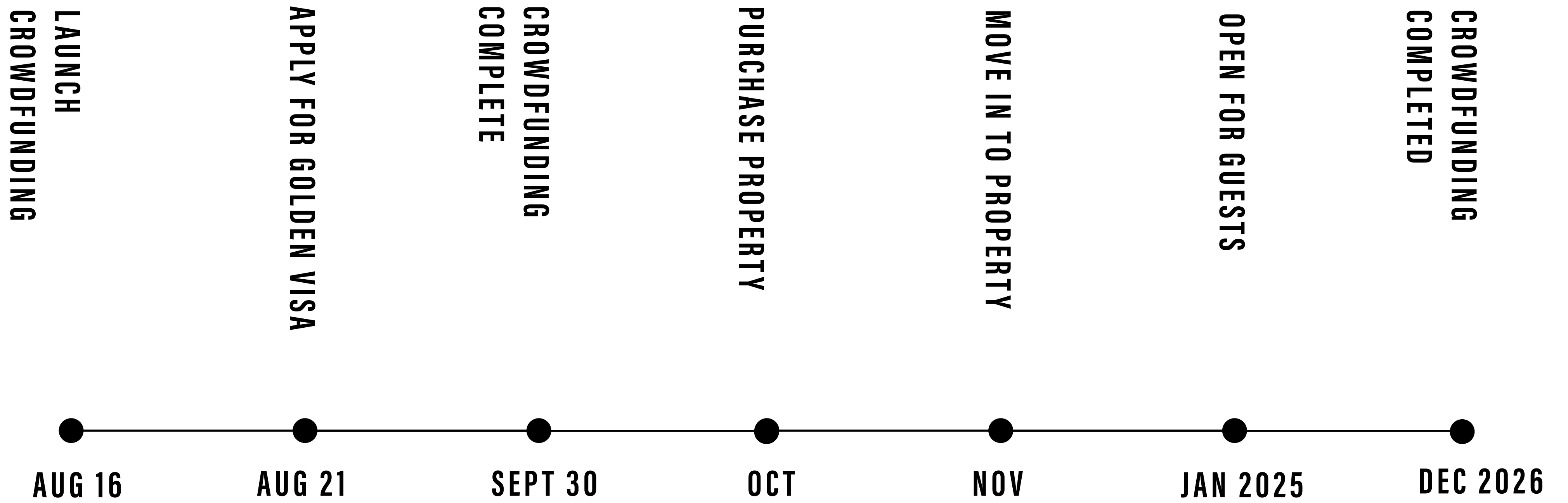
ATMOSPHERE

Signature atmosphere set by friendly staff
Customizable lighting and music settings

OFF-SITE

Experience dinner parties in the home of locals
Shuttle service between airport or train station

TIMELINE



After an extensive tour of 18 similar properties throughout Northern Spain in May 2024, we have narrowed down the area to one that aligns well with our target demographic and quantifiable comparables. We feel confident about making a decision in this region. In case this particular property does not meet our requirements or goes under contract before we are ready to make an offer, there are several other viable options nearby. Here are three alternative properties, each with a Tourist License.

ALTERNATE PROPERTIES



1. CASTLE €3.49M

Location: La Selva, Girona

Key Features: 40 acres, Spectacular modern castle for sale in a protected natural park

Licensed for tourism

19 guest rooms

Mountain Views, Swimming Pool, Commercial kitchen, Wine cellar, Forest path

Separate owners house and attached chapel

Fully renovated 2018, high potential to become a luxury relais-chateaux hotel property



1. ECORESORT €2.35M

Location: Penedès, Barcelona

Key Features: 20 acres, Walking to town center and expansive views

Licensed for tourism

9 High-end Holiday Apartments (18 bedrooms, 12 bathrooms)

Solar Energy, Spring Well, EV Charging Station, Saltwater Pool

Possibility to add 650 m² (6 apartments) and a second plot of 1,500m² (glamping)



1. RIVER HOUSE €1.25

Location: [Insert Location]

Key Features: 6.6 acres,

Licensed for tourism

4 guest rooms

Commercial kitchen

Spacious outdoor area

Property is located around a meander of the Fluvià river

PLAN B

Our goal is to raise €1.5 million to purchase a premier property in Girona, which will serve as the new hub for our operations. However, our immediate priority is to raise a minimum of €500,000 to satisfy the Golden Visa requirements and initiate our move.

If we are only able to raise the minimum amount of €500,000, we have identified a charming alternative property in the historic old town of Corça. This Rural Hotel property is ideally situated between the city center of Girona and the picturesque coastline, offering a strategic location for both urban and coastal access.

The Corça property, while smaller, provides 6 keys, a fully-equipped kitchen, and a quaint garden space. These features align perfectly with our plans to establish a high-quality hospitality experience and execute our vision for Featherbee Hospitality Group. This smaller-scale operation will allow us to continue building towards our larger goal of acquiring the Girona property while maintaining our standards of excellence and guest satisfaction.



TOURISM PROPERTY

Location: CORCA, GIRONA, SPAIN

Key Features: 6 Rooms, Garden

Licensed for tourism

Across the street from a 2 Star Michelin Restaurant

COMPS

The hotels we listed as comps excel in offering exceptional food programs and perfectly align with our unique style and price point. These are destinations we would personally love to stay at, and they serve as inspirations for our design ethos. Our vision is a seamless blend of modern sophistication and historical charm, creating an inviting and memorable experience for our guests.



COMPS

CAN BUCH



ECOTurisme Can Buch HOTEL €295 night
45 north of Ca l'Arnau
canbuch.com/en

ESPERIT ROCA



Hotel Esperit Roca €450night
Next Door to Ca l'Arnau
hotelesperitroca.com/ca/

LLIMONA SUITES



Llimona Suites €262-448 Night
25 min from Ca l'Arnau
llimonasuites.com

CAN FONT DE MUNTANYA



Can Font de Muntanya €360
40 min from Ca l'Arnau
canfontdemuntanya.com

HOTEL PALAU FUGIT



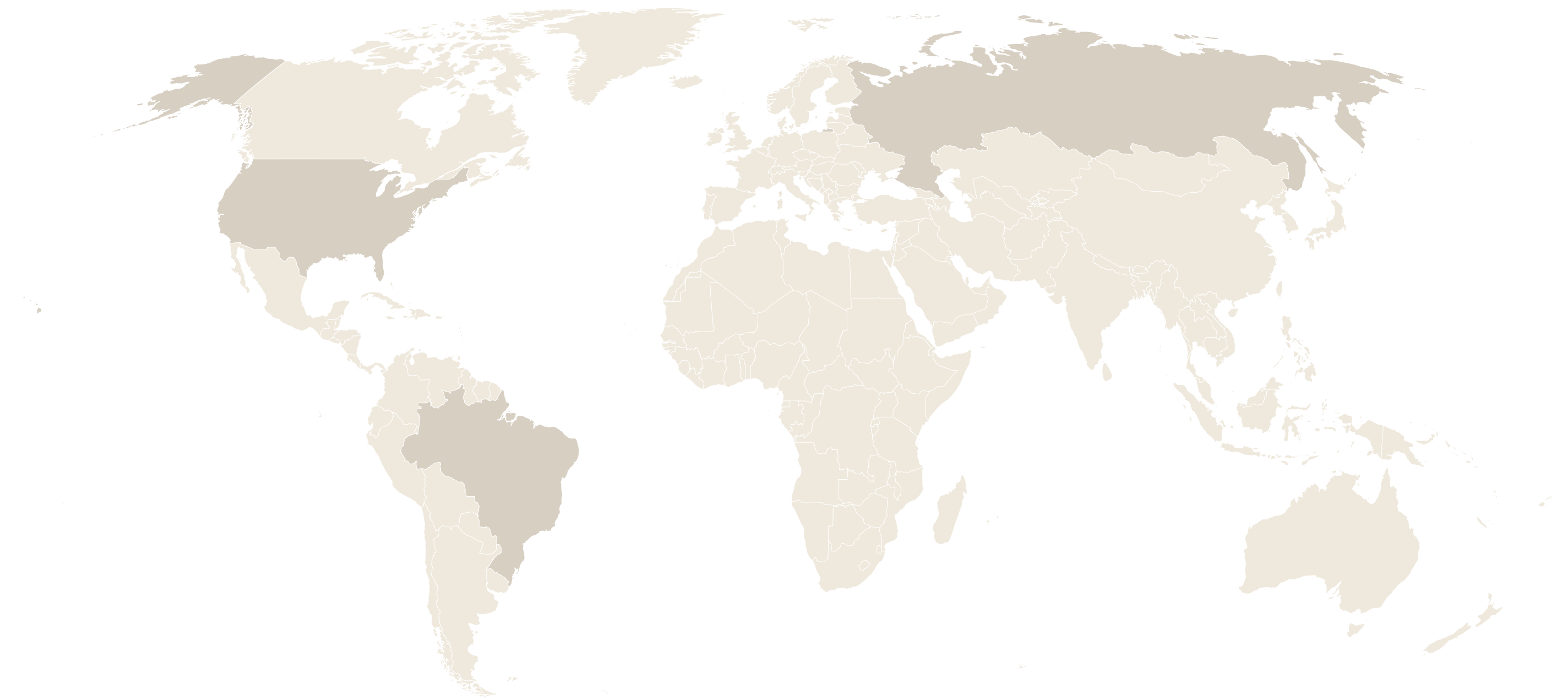
Hotel Palau Fugit from €348
20 min from Ca l'Arnau
palaufugit.com

LA LOLITA



Hostal La Lolita €350
15 min from Ca l'Arnau
hostallalolita.com

SCALABLE GROWTH + VISION



EXPANSION STRATEGY

Featherbee Hospitality Group was founded in 2022 with a vision to create a unique collection of boutique design hotels that prioritize exceptional guest experiences. Our journey began with the Black Goat Test Kitchen, where culinary innovation took center stage. Our first owned property, The Featherbee in Northern Spain, will offer bespoke accommodations, seamlessly blending fine dining with modern design.

As we look to the future, we plan to expand this concept further by 2026 with an all-inclusive eco resort, embracing sustainability and luxurious comfort. The comparisons on the following page reflect our commitment to putting our guests at the heart of everything we do, crafting well-rounded and unforgettable experiences.

ECO-RESORT

LOOKING AHEAD:: FEATHERBEE'S FUTURE VENTURES

Two years into Featherbee's operations, we will have successfully completed our build-out, and all pre-sell room packages will have been redeemed. This milestone will set the stage for our next ambitious project in Europe: a fully customized, culinary-driven eco-resort. This new destination will immerse guests in a myriad of activities, including hiking, art in the woods, and water sports, all designed to engage and inspire.

Our commitment to exceptional service and meticulous design will be evident in every aspect of the eco-resort, creating opportunities for growth and inspiration. Featherbee will serve as a preview of the extraordinary experiences and unparalleled attention to detail that our future resort will offer.



ECO-RESORT

€2,700,000

SPECTACULAR TOURISM ESTATE WITH A RIVER AND WATERFALLS, 122 HA AND 7 HOUSES

We have identified several properties that align perfectly with the vision for Featherbee, featuring extra land for gardens and animals, established rural hotels with existing bookings, and commercial kitchen operations, all situated close to city centers. Our immediate plan is to secure the initial funding and proceed with one of these acquisitions. Additionally, we are excited about the potential of an extraordinary site in a magical mountain town within the lush valley of the Garrotxa volcanic region, discovered by our active agent in Spain. This site offers the perfect opportunity to fast-track the development of our eco-resort, aligning seamlessly with our long-term growth strategy. Featherbee will serve as a preview of the extraordinary experiences and unparalleled attention to detail that our future resort will offer.



GLOBAL COMPS

FORESTIS



forestis Dolimites €1,204/ night
SLH Property
forestis.it

BLACKBERRY FARM



BLACKBERRY FARM, TENNESSEE \$3,295
Relais & Chateau Property
blackberryfarm.com

CLAYOQUOT



Clayoquot Wilderness Resort €3,700 /Night
Baillie Lodges + Tierra Hotels
clayoquotwildernesslodge.com

LITTLE PALM ISLAND



LITTLE PALM ISLAND, FLORIDA \$4,376
Curator Hotel & Resort Collection
littlepalmisland.com

THE PIG



The Pig from 600bps
"Restaurant with Rooms"
thepighotel.com

THE GREEN O



THE GREEN O LUXURY RESORT, MONTANA \$4,650
Paws Up Resort
thegreeno.com

FEATHERBEE

MARKETING STRATEGY



MARKETING STRATEGY

MARKETING ACTIVITIES

Social Media Campaign:

Regular updates and behind-the-scenes content on platforms like Instagram, Facebook, and Twitter.
Collaborations with travel influencers and local bloggers to broaden reach.

Press Releases:

Announcements in local and regional media to highlight the acquisition and Crowdfunding launch.
Features in hospitality and travel publications.

Email Marketing:

Targeted email campaigns to past guests and interested parties.
Newsletter updates on progress, campaign milestones, and exclusive offers.

Website:

Dedicated Crowdfunding page on our website with detailed information about the campaign and tiers.
Blog posts discussing the vision, updates on the property, and behind-the-scenes stories.

Local Community Engagement:

Partnerships with local businesses and tourism boards to promote the campaign.
Hosting small local events to raise awareness and generate interest.

Expected Outcomes:

Increased Awareness: Enhanced visibility of the new property location through diverse marketing channels.
Early Funding: Secured initial funds to support property renovations, marketing, and operations.
Community Building: Developed a loyal community of early supporters and guests excited about the new venture.

By implementing this marketing plan and successfully launching the Crowdfunding campaign, we aim to create a strong foundation for the property, ensuring its success and growth in the competitive hospitality market.

**STRATEGIC VISION +
OPPORTUNITY**

Featherbee Hospitality Group is poised to capitalize on a significant post-pandemic gap in high-quality, human-centered hospitality. We aim to create spaces designed for genuine interactions and exceptional service, where people can gather, enjoy fresh, local food, and signature drinks in an authentic, relaxed setting. Our commitment to community, creativity, and purpose drives our unique approach to hospitality.



MARKET

SPAIN

Hospitality in Spain is currently growing annually with 3%. The smallest growth rate of the last decade.

Hotels compete with the sharing economy. Over the last 10 years there was a 25% increase in number of hotel guests. Health and food remains a strong trend and growing exponentially. Dutch households spend 14% of their income on leisure, dining, outdoors and exercise. The large number of sales and promotions in restaurants saturates the market and threatens revenues.

The next big thing in hotel design is focus on social engineering, integrating visitors and local community.

The hotel market around Amersfoort has approximately 400 business budget hotel rooms. Very few of them in the city center. We target 5-star quality and a top-100 listing in the Netherlands. Creating an international following and a go-to place for a perfect short stay or an Amsterdam alternative. Combining the boutique hotel with the high-quality restaurant and signature hospitality we



STRATEGIC VISION + OPPORTUNITY

OPPORTUNITY

There is a significant shortage of high-quality hospitality post-pandemic, exacerbated by a reduced workforce and increased automated practices. This gap presents a unique opportunity for Featherbee Hospitality Group to design a venue that offers the highest standards of sincere, human-centered hospitality. Our vision is to create spaces where people naturally gather and return, enjoying high-quality, local, fresh food and signature drinks in an authentic and relaxing environment. Our focus is on genuine interactions and exceptional service, ensuring guests feel at ease and valued.



ACTION

Our approach is to bring communities together by design, fostering creativity through collaborations with inspiring artists, designers, chefs, and through engaging workshops. We aim to create dynamic environments that encourage interaction and cultural exchange, making our venues hubs of activity and inspiration.

SUPPORT

Featherbee Hospitality Group is committed to hospitality with purpose. Our in-house "Rising Chef Program" offers a nonprofit, hands-on alternative to traditional culinary school, providing aspiring chefs with real-world experience and mentorship. Additionally, we prioritize partnerships with suppliers and vendors who share our values and commitment to making a positive impact. By aligning with those who have a greater purpose, we ensure that our operations are not only sustainable but also contribute positively to the wider community.

STRENGTHS [INTERNAL]

- Experienced Leadership:** Strong leadership from Chef Derek and Cat ensures operational excellence.
- High-Quality Offerings:** Focus on high design, fine dining, and comfort sets you apart.
- Sustainability Commitment:** Prioritizing sustainability attracts eco-conscious guests.
- Skilled Team:** Highly skilled chefs, designers, and hoteliers deliver exceptional service.
- Unique Culinary Experiences:** Featherbee Future Chef Initiative and supper clubs offer unique, immersive experiences.
- Strong Brand Voice:** Modern design, professionalism, and relaxed style resonate with guests.
- Local Sourcing:** Ingredients sourced directly from farms enhance quality and freshness.
- Inclusive Environment:** Emphasis on inclusivity ensures all guests feel welcome.
- Positive Reputation:** High ratings on Airbnb and Google build trust and attract guests.

SWOT

OPPORTUNITIES [EXTERNAL]

- Growing Tourism in Spain:** Increasing visitor numbers present opportunities to attract more guests.
- Culinary Tourism:** Rising demand for unique dining experiences can draw food enthusiasts to your supper clubs.
- Sustainability Trend:** Appeal to environmentally-conscious travelers with your commitment to sustainability.
- Partnerships with Local Producers:** Fresh, high-quality ingredients from local farms can enhance guest experiences.
- Experiential Travel:** Unique offerings like the Featherbee Future Chef Initiative cater to travelers seeking immersive experiences.
- Digital Marketing and Social Media:** Leverage online platforms to reach a global audience and increase bookings.
- Local Events and Festivals:** Participate in local events to increase visibility and attract visitors.
- Wellness Tourism:** Incorporate wellness programs to attract the growing market for wellness travel.
- Government Support for Tourism:** Utilize government incentives and support programs to grow your operations.
- Cultural Heritage of Corça and Girona:** Leverage the rich cultural heritage to attract tourists interested in history and culture.

WEAKNESSES [INTERNAL]

- Limited Financial Resources:** Need to raise significant capital for relocation and expansion.
- Smaller Initial Property:** The Corça property is smaller than the desired Girona location, potentially limiting initial offerings.
- Dependence on Donations:** Reliance on donations for the Featherbee Future Chef Initiative may create financial uncertainty.
- Market Entry Challenges:** Establishing a presence in a new country involves navigating legal, regulatory, and market challenges.
- Seasonal Demand:** Potential for fluctuating occupancy rates due to seasonal tourism patterns.
- Brand Recognition:** Building brand awareness and reputation in a new market takes time and effort.
- High Operational Costs:** Maintaining high standards for hospitality and sustainability can be costly.
- Language Barrier:** Operating in a non-native language environment may pose communication challenges.
- Limited Staff:** Initial operations may require a lean team, potentially leading to workload challenges.
- Supply Chain Dependence:** Sourcing high-quality local ingredients consistently may pose logistical challenges.
- Cultural Adaptation:** Adapting to local customs and preferences to meet guest expectations.
- Unproven Market:** The unique experiential design focus may be untested in the new region, posing a risk.

THREATS [EXTERNAL]

- Economic Downturns:** Economic instability in Spain or globally could reduce travel and spending.
- Competition:** High competition from established hotels and restaurants in the region.
- Regulatory Changes:** Changes in tourism or hospitality regulations could impact operations.
- Pandemics/Health Crises:** Future health crises could disrupt travel and hospitality industries.
- Seasonal Tourism Fluctuations:** Seasonal variations could lead to inconsistent occupancy rates.
- Environmental Factors:** Natural disasters or climate change could affect operations and guest experiences.
- Currency Fluctuations:** Changes in exchange rates could impact profitability for international travelers.
- Market Acceptance:** New market may not immediately embrace your unique offerings.
- Supply Chain Disruptions:** Interruptions in the supply chain for local ingredients could affect quality and availability.
- Rising Operational Costs:** Increasing costs for labor, utilities, and supplies could impact profitability.
- Negative Reviews:** Poor reviews or negative publicity could harm reputation and guest attraction.
- Security Risks:** Potential security threats, including theft or data breaches, could harm operations and reputation.

MARKET OPPORTUNITY IN GIRONA, SPAIN

The Girona region in Spain presents a robust market opportunity for Featherbee Hospitality Group. Known for its stunning landscapes, rich cultural heritage, and thriving tourism industry, Girona attracts millions of visitors annually. Here are some key statistics and highlights:

Tourism Growth : Girona has seen a steady increase in tourism, with over 2 million tourists visiting the region each year. The area benefits from its proximity to Barcelona and the Costa Brava, making it a prime destination for both domestic and international travelers.

High Occupancy Rates: The region boasts high hotel occupancy rates, often exceeding 75% during peak seasons. This indicates a strong demand for quality accommodations.

Rural Tourism: There is a growing trend in rural tourism, with visitors seeking authentic experiences and connections with nature. The Garrotxa volcanic region, where Featherbee aims to establish its eco-resort, is particularly popular for its picturesque landscapes and outdoor activities.

Economic Impact: Tourism is a significant contributor to Girona's economy, generating substantial revenue and providing employment opportunities. The hospitality sector alone accounts for a significant percentage of the region's GDP.

Cultural Appeal: Girona is renowned for its historic sites, culinary excellence, and cultural festivals, attracting a diverse range of tourists. The Michelin-starred restaurants in the region also highlight its reputation as a culinary destination.



MARKET OPPORTUNITY

By tapping into the thriving tourism market in Girona, Featherbee Hospitality Group has the opportunity to establish a unique, high-quality hospitality venue that meets the growing demand for authentic, sustainable, and immersive travel experiences. The region's strong tourism infrastructure and increasing visitor numbers make it an ideal location for our boutique design hotels and eco-resorts, promising significant growth and profitability.

MARKETING STRATEGY

PAST LAUNCHES

This will be our third launch in three years, and we are thrilled to finally have a place of our own to grow and develop for the foreseeable future. Our previous projects were rentals, limiting our ability to fully realize our vision. Building on our past successes, we will implement proven marketing strategies that have driven outstanding results, now tailored for the Spanish market. Additionally, we are introducing new initiatives designed to build anticipation and excitement, ensuring a strong and impactful launch.

CROWDFUNDING

Not only is crowdfunding an excellent way to raise seed money, but it also serves as a powerful marketing tool to build anticipation for our new location before opening. We plan to launch a campaign to pre-sell rooms, dinners, packages, and hotel buyout events—similar to gift certificates, but better. This approach will generate excitement and secure early commitments from our future guests.

PRESS DINNER

When launching BGTK Maine, we hosted a pre-opening press dinner, inviting the most influential marketers and writers in the community. The articles they wrote in those early days continue to drive business to us. We will replicate this strategy in Spain, with a strong focus on the tourism market, design magazines, and food writers to generate buzz and attract attention to our new venture.

HOTEL GROUP

Cat worked closely with Small Luxury Hotels (SLH) on her past European projects. This boutique hotel group, based in the UK, specializes in small boutique design hotels and attracts our targeted customer base. We will explore other possibilities and booking platforms such as Relais & Châteaux to further leverage our business. The hotel is currently rented as a vacation rental on Airbnb, and we plan to continue building on that success.

CROWDFUNDING CAMPAIGN

Objective: To raise awareness for our new property location and secure initial funding through a self-hosted crowdfunding campaign to pre-sell rooms, events, and experiences.

Initial Investment Goal: To obtain the Golden Visa and initiate the purchase of the property in Girona, we need to raise a minimum of \$550k (€500k).

Extended Funding Goal: We aim to raise \$3m through crowdfunding because we believe people are eager to support our vision, and we have been building anticipation over the last three years.

Funding Strategy: We plan to continue receiving bookings even after the campaign has ended.

Pre-Sales and Support: We are pre-selling rooms, events, and experiences, not asking for investors or handouts.

Guests who reserve through the campaign will always have priority reservations, as our booking calendar will only be open three months in advance. Crowdfunding guests will have up to two years from our opening to schedule their booking.

Risk Mitigation: The primary risk is that the property has not yet been purchased.

The property is already set up as a rental property with proven income, reducing financial risk.

We have demonstrated over the past three years that we can move quickly and exceed customer expectations.

Target Opening Date: January 2025.

TIER 1 SUPPORTER

Thank you for your support.

You Love Us, We Love You

\$100 THANK YOU

TIER 2 ENTHUSIAST

Receive a stunning Canvas Art Print from

@Chef_D_Art (options available)

\$500 CANVAS ART PRINT

TIER 3 EXPLORER

Enjoy a 2-night stay for 2 (one room) with

a welcome happy hour and a gourmet breakfast.

\$1000 2-NIGHT STAY

TIER 4 FOODIE

Enjoy a 2-night stay for 2 (one room)

with a welcome happy hour, an exclusive Supperclub dining experience and a

gourmet breakfast.

**\$1500 2-NIGHT STAY WITH
SUPPERCLUB**

TIER 5 CONNOISSEUR

Experience a 6-night stay for two

with a welcome happy hour, an exquisite Supperclub event and a decadent goodbye brunch.

\$5000 1-WEEK STAY FOR TWO

TIER 6 TOTAL BUYOUT

Experience a 4-night full property rental for up to 10 people. You will have the place to yourself, use of a kitchen, pool and activities to come and go as

you please.

\$15,000 4-NIGHT BUYOUT FOR 10

TIER 7 ART COLLECTOR

Enjoy a 6-night stay for two with

a welcome happy hour, an exquisite supperclub event, a decadent goodbye brunch, and a commissioned, customized,

abstract art piece by @Chef_D_Art.

**\$15K :: ONE-WEEK STAY FOR TWO
WITH CUSTOM ART**

TIER 8 ELITE SPONSOR

Exclusive 4-night full property rental for 12 people, including a welcome happy hour, a glamorous supperclub under the stars, one poolside BBQ, pintxos tour and a decadent goodbye brunch.

\$50K 4-NIGHT FOODIE PACKAGE

TIER 9 UNFORGETTABLE

4-Night Full Property Event Rental. Reserve The Featherbee for your unforgettable wedding venue on the Ter River. Full use of kitchen and entire property. List of recommended vendors available.

\$75K WEDDING RENTAL

TIER 10 SHINING STAR

Luxurious 6-night full property rental for 12 people, featuring a welcome happy hour, a unique supperclub with refined multi-course menu, dinner at a Michelin star restaurant, one poolside BBQ, and a decadent goodbye brunch.

\$100K ONE-WEEK PROPERTY BUYOUT

TIER 11 THE GIFTER

Choose a gift card denomination to be redeemed for overnight stays or supperclubs at The Featherbee and also includes priority booking privileges.

STARTING AT \$500 INCREMENTS

GASTRO RETREAT OVERVIEW

Participants will be divided into two teams, personally guided by Cat + Derek.
This retreat offers an immersive culinary experience including:

Cooking and Baking Classes

Hands-on sessions to master various techniques and recipes.

Menu Planning

Develop creative and delectable menus under professional guidance.

Wine Tasting

Discover and appreciate fine wines with expert sommeliers.

Local Farm and Vineyard Tour

Learn about sustainable farming practices and enjoy wine tastings directly from the source.

Market Visit and Shopping

Experience local markets and source the finest ingredients.

Multi-Course Dinner Preparation

Each team will prepare a sumptuous multi-course dinner, complete with wine pairings, for the other team to enjoy.

This retreat promises a perfect blend of culinary education, team-building, and indulgent gastronomic experiences in a luxurious setting.

HIGHLIGHTS

- An Exclusive meal at a Michelin Star Restaurant
- Unique Progressive Dinner Experience
- Gourmet Tapas Pintxo Tour with Chefs
- Exquisite Sunday Brunch, Supperclub Style
- A Customized Poolside BBQ Event
- Three Specially Curated Happy Hours
- Elegant Last Night Supperclub
- A Farewell Brunch

GASTRONOMICAL RETREAT

10-Day Full Property Rental for 12 People

\$250K

TIER 12



FEATHERBEE FUTURE CHEF INITIATIVE

At Featherbee Hospitality Group, we are committed to nurturing the next generation of culinary talent through our non-profit organization, the Featherbee Future Chef Initiative. This program is designed to provide aspiring chefs with unparalleled training and experience, helping them to hone their skills and prepare for successful careers in the culinary arts.

Under the expert guidance of our renowned Chef D, trainees have the unique opportunity to work in a professional kitchen environment, learning the intricacies of high-caliber cooking and hospitality. Chef D and Cat bring extensive experience, leadership, and a passion for culinary excellence, offering invaluable mentorship to our future chefs.

One of the standout features of the Featherbee Future Chef Initiative is that there is no charge for training in our kitchen. We believe that financial constraints should not hinder passionate and talented individuals from pursuing their dreams. To support our trainees, we rely on generous donations to the non-profit. These contributions help cover the costs of room and board, ensuring that our future chefs can focus entirely on their training and development.

By participating in the Featherbee Future Chef Initiative, trainees gain indispensable real-world experience, working with top-tier ingredients and mastering advanced culinary techniques. This hands-on approach equips them with the skills and confidence needed to excel in the competitive culinary industry.

Our initiative not only benefits the trainees but also enriches the broader culinary community. By fostering new talent and providing them with a strong foundation, we contribute to the growth and evolution of the culinary arts. We invite you to support this vital cause, helping us to shape the chefs of tomorrow and uphold the highest standards of culinary excellence.

Join us in making a difference—one meal, one chef, and one future at a time.

FEATHERBEE FUTURE CHEF INITIATIVE

OUR NON-PROFIT





MANAGING PARTNERS

DEREK RONSPIES + CAT BIGGAR

OWNER OPERATED

Cat :: Creative, Design, Quality, Marketing, Customer Experience

Derek :: Chef, Hospitality, Gallery,

Both:: Business Operations, Branding, Communication, Event management

TEAM BUILDING

In the process of selecting an architecture firm for the re-modeling and re-destination of the property.

We are currently building our team of leaders.

Seeking financial controller and a tax consultant, open to referrals

BOARD OF ADVISORS

In Progress



DEREK RONSPIES

CO-FOUNDER + CHEF

Experienced restaurateur with a track record of building and managing top-tier dining establishments. Known for strong leadership, organizational skills, and innovation. Thrives in creative, high-pressure environments with a focus on detail, cleanliness, and efficiency.

chefdr1@gmail.com
+1.561.676.2174
Instagram: @littlepigchef

PROFESSIONAL SKILLS

- Charcuterie
- Expert seasoning and flavor profiling
- Creative menu development
- Mastery in meat and fish preparation
- Ice cream crafting
- Wine pairings
- Global cuisine expertise
- Culinary excellence
- Efficient kitchen expediting
- Inventory management
- Staff training and mentorship
- Culinary education
- Maintaining kitchen hygiene
- Quality tasting and refinement
- Promoting a positive kitchen atmosphere
- Rigorous cleanliness standards
- Humility and dedication
- Attention to detail
- Hardworking and passionate about food

EDUCATION

2006

CULINARY ARTS

Florida Culinary Institute

2000

COMPUTER ANIMATION

Full Sail University

WORK EXPERIENCE

2020 - 2024

CO-OWNER, CHEF DEREK RONSPIES

BLACK GOAT TEST KITCHEN - WASHINGTON + MAINE

Launched Black Goat Test Kitchen and Supperclub by remodeling a high-end food truck into a trendy test kitchen for coursed brunches and supperclubs in Washington. Later expanded to a brick-and-mortar location on the St. George River in Maine, achieving 100% growth year-over-year.

2019

THE BOAT COMPANY, CHEF DEREK RONSPIES

M/V LISERON - ALASKA

Designed and executed five-star meals for 32 people daily, staying \$1000 under budget weekly, while promoting a positive atmosphere and adapting menus for dietary needs and a no-waste kitchen.

2013 / 2018

OWNER, CHEF DEREK RONSPIES

LE PETIT COCHON - SEATTLE, WA

Conceptualized and operated a sustainable, farmer-direct restaurant specializing in whole animal, no-waste cooking, with a daily changing global menu of creatively seasoned dishes. Maintained an 18-24% food cost over five years, mastered the art of charcuterie, and led a team of seven to deliver exceptional food and service through dedicated training and hard work.

2008 / 2011

CHEF DE CUISINE- SOUS CHEF, CHEF MICHAEL LASCOLA

AMERICAN SEASONS - NANTUCKET, MA

Trained and motivated kitchen staff to encourage personal growth and success in all aspects of menu creation including food cost and ordering

2007 / 2008

SOUS CHEF – CHEF DUSTIN RONSPIES

ART OF THE TABLE - SEATTLE, WA

Assisted in the planning and preparation of diverse themed menus which change completely every week. Efficiently and effectively administer day to day production in the kitchen

2006 / 2007

CHEF DE PARTIE – ENTREMETIER, CHEF ZACH BELL

CAFÉ BOULUD - PALM BEACH, FLORIDA

Trained in the technique of traditional French cooking, and the proper methods of cooking and preparing vegetables

PORTFOLIO BRIEF :: DEREK

ART OF THE TABLE



SOUS - CHEF @ ART OF THE TABLE

A COLLECTIVE 8 YEARS WORKING ALONGSIDE CHEF BROTHER DUSTIN RONSPIES

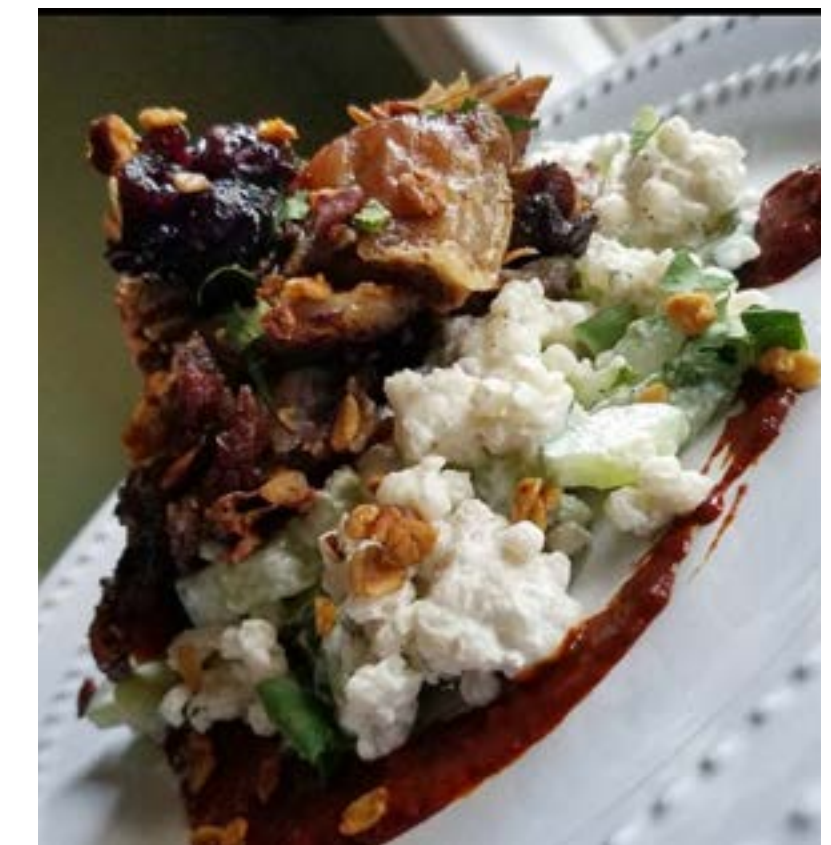
LE PETIT COCHON



FREMONT SEATTLE RESTAURANT

OWNED + OPERATED 5 STRAIGHT YEARS WITH DAILY CHANGING MENU.
*VOTED BEST CHARCUTERIE IN SEATTLE

COCHON AT HOME



A PROJECT BORN DURING THE PANDEMIC

STUNNING 3-COURSE TAKEOUT MEALS FOR GUESTS TO ENJOY AT HOME



CAT BIGGAR

CO-FOUNDER + DESIGNER

Designer and hotelier with a proven track record of launching and building startups from the ground up. Passionate about sustainability and experiential design, Cat has spearheaded numerous projects across 19 cities globally, driving innovation in both her own ventures and collaborative startups.

catbiggar@gmail.com

+1.206.276.5231

blackgoatsupperclub.com

PROFESSIONAL SKILLS

- Global Network Building
- Team Management
- Sustainable Fashion
- Community-Centric Design
- Brand Development
- E-Commerce Management
- Event Planning and Coordination
- Marketing and PR
- Product Development
- Business Strategy
- Client Engagement
- Project Management
- Design and UX
- Experiential Design
- Cross-Cultural Collaboration
- Creative Hotel Design
- Style and Aesthetic Development

EDUCATION

2006
GRADUATE COURSE BUSINESS

F.I.T. - NEW YORK CITY

1998-2002
DESIGN + MARKETING

AMERICAN UNIVERSITY - LONDON

1997-1998
FASHION DESIGN

SCAD - SAVANNAH, GA

WORK EXPERIENCE

2020 / 2024 CO-OWNER

BLACK GOAT TEST KITCHEN + SUPPERCLUB

2010 / 2014
FOUNDER

HOUSE OF TWELV - AMERSFOORT, NETHERLANDS

Led the proposal to transform a National Monument into a multi-use boutique hotel, securing €5 million in seed capital from private investors and negotiating a 40% discount on the historic building. Developed innovative business and marketing strategies, implemented a flat-level management approach, and assembled a team of top talent. Organized a competitive architect selection to meet Dutch National Monument standards.

2015 / 2019
DESIGNER DIRECTOR + FOUNDER

JOIE B+B - AMSTERDAM, NETHERLANDS

Located and launched a B&B with underground events in three weeks. Planned events and marketing, built and managed two online booking platforms, and achieved 5-star reviews with 90% occupancy for four years. Enhanced exposure and sales through strategic marketing and business solutions.

2010 / 2014
DESIGNER DIRECTOR + FOUNDER

CAT + JACK - SAN FRANCISCO, CA

Created a convertible clothing label, designing the product, marketing, e-commerce site, and market research, while enhancing community engagement through A/V collaborations.

2006 / 2008
DESIGNER DIRECTOR + FOUNDER

COUTURE CAT, INC - PORTLAND, OR

Founded Couture Cat Design Studio, handling all branding, design, and UX. Created and showcased a new collection monthly, involving clients in the design process and partnering with complementary brands.

2002 / 2005
PRODUCTION MANAGER

CHICO'S / SOMA - FLORIDA

Launched a new Chico's label in 250+ stores; managed vendor relations and key project reports, and facilitated the opening of 10 stores in 10 months.

2002
PRODUCT DEVELOPMENT

BURBERRY HQ - LONDON, ENGLAND

In-house product development coordinator responsible for collaborating with design team and organizing development meetings across departments.

1999 / 2002
PR SPECIALIST

CALVIN KLEIN HQ - LONDON, ENGLAND

Supported head of PR in organizing Calvin Klein cosmetics product launches in London. Organized celebrity collaborations and external sponsorships.

1998 / 2002
PRODUCER

LONDON FASHION WEEK - LONDON, ENGLAND

Supported front-of-house and back-of-house operations at London Fashion Week, including runway coordination, seating, gift bags, alterations, and dressing.

PORTFOLIO BRIEF :: CAT

JOIE B+B



CENTRAL AMSTERDAM 5-STAR BOUTIQUE HOTEL

OPERATED 4 YEARS WITH PRIVATE CHEF
SUPPERCLUBS

HOUSE OF TWELV



AMERSFOORT, NETHERLANDS

SELECTED FOR BIENNALE ARCHITECTURE VENICE

CASHIERS, NC



3,000 ACRE ECO-RESORT PROJECT

WITH CHICO'S FOUNDERS, THE GRALNICKS

PORTFOLIO BRIEF :: TEAM

BLACK GOAT TEST KITCHEN



Kingston, Washington

Decked out a 26 ft trailer into a modern test kitchen with designer details, serving tasting menus at massive picnic tables.

THE KINGSTON HOTEL



Kingston, Washington

Converted a 1889 abandoned property into a \$2.1m boutique hotel in 8 months.

BLACK GOAT SUPPERCLUB



Warren, Maine

In just 6 weeks we modernized a run down cafe into one the top 45 restaurants in America according to USA Today

MILESTONES AND ACCOMPLISHMENTS



2022

Launched Featherbee Hospitality Group and opened Black Goat Test Kitchen + Supperclub in WA State.

2023

Moved the business to Midcoast Maine into a rural location amongst the farmers and along the St George River

2024

Within 6 months, we were awarded Restaurant of the Year by USA Today's list of the top 45 restaurants in the US and achieved 100% YOY GROWTH

CONCLUSION

The Featherbee is a strong single-venue multi-purpose concept, set to become a strong, healthy, business. With growing revenue and profits.

The first few years will be extremely hard overcoming the remodeling time and tremendous effort it will take to launch with the targeted high quality present from the start. We aim to become a part of a Hotel group that aligns with our values, creating a destination location in Girona and Spain.

In 2-3 years, we should be able to stabilize financially and focus on strong marketing and events to push the revenue. Creating a brand with a loyal following, that we can carry on to the next opportunity. Impacting another community. Grow beyond our venue.

Buying new properties to expand the business or building our own authentic properties are possibilities we will consider.



THANK YOU FOR READING AND WE
LOOK FORWARD TO HOSTING YOU AT
THE FEATHERBEE IN THE NEAR FUTURE!

