Regenerating Tourism
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The Problem

Public Funds from the OECD, IFC and World Bank are being misallocated through their subsidiaries towards large projects which do not sufficiently meet the United Nations SDG’s or IUCN Nature Based Solutions guidelines.

The Average Deal Size and Risk Assessment protocols immediately eliminate the most positive impact projects and programs from potential funding due to their lack of size and inability to track asset management.
Travel and tourism are recovering at record highs following COVID-19, making a significant contribution to the GDP of Latin American and Caribbean nations.

“Tourism’s economic contribution to development can be maintained over time only if understood as equitable and inclusive growth, based on ensuring the protection of nature, its habitat and biodiversity, and preserving the sociocultural heritage and promoting the well-being of the communities.”

Further reading

- hospitalitynet: Can Hotels Create Convergence Economies?
- Wilson Center: Fostering Sustainable Tourism in Latin America
- Conde Nast Traveler: These 7 Hotels Are Pioneering More Responsible Travel

Industry Sector GDP Growth

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Source: Oxford Economics

Total Contribution of Travel and Tourism to GDP

Source: WTTC, 2018
The Purpose

Salva exists to enrich people, communities and the planet through regenerative tourism.
The Solution

- Salva is developing Proprietary Technology on a Digital Interface which can finance more impactful projects by syndicating blended finance resources towards smaller impact driven projects by accrediting their asset management, ESG impact methodology and long term data tracking at a property level.

- Salva leverages its access to blended finance resources to partner with Regenerative Tourism projects as self-sufficient operations in emerging markets which can be developed as a new generation of ‘banks’ whose infrastructure and operations can be accredited custodians of ESG funds to support their respective communities small businesses and environmental programs.

- Salva utilizes blockchain technology to democratize the process and ensure accredited transparent assessments of ESG fund deployment which gets tracked throughout the lifetime of the asset or program.

Our Unique Approach

At Salva we believe that in order for tourism to be truly sustainable, it must bring direct and indirect benefits to all stakeholders, both in the short and long term. For us, preserving, restoring and sustainably managing nature is an economic imperative, not just a moral one. By approaching destinations with holistic macro, meso and micro total impact assessments; we ensure our strategic portfolio of real estate, tourism and technology is integrated with nature based solutions crafted for the specific environments and communities receiving our investments.

Our accredited impact assessment(s), investment criteria and ongoing management methodology differentiates our organization by setting the highest standards of the United Nations Sustainability Development Goals ("UN SDGs"), Private Equity Environmental, Social and Governance ("ESG"), Nature Conservation and Corporate Social Responsibility ("CSR") compliance by implementing tailor made community and environmental programs.

*Venn diagram of Salva's portfolio thesis
Our Ethos

We strive to give more back to the environment than we take from it, through our four pillars of regeneration:

**01 Regenerative Design & Development**
- Our commitment to designing & developing a community that supports a better environment than when we found it
  - Net Positive Environmental Impact
  - Low Density Design & Low Impact Development
  - Locally Sourced, Re-Purposed & Sustainable Construction Materials

**02 Community Engagement**
- Our corporate social responsibility program supports three pillars of the community we believe to be the most important for regeneration and radical inclusion of neighbors
  - Education
  - Waste Management
  - Circular Economy

**03 Self-Sustaining Operations**
- Our goals are to minimize the impact of our operations on local resources and mitigate the carbon footprint of our travelers
  - Recycled & Up-Cycled Waste Management
  - Self-Produced Electricity & Renewable Energy
  - Self-Produced Water & STP System
  - Net Positive Carbon Footprint & Mitigation Program

**04 Annual Sustainability Assessment**
- Our criteria for an annual self-assessment to ensure we meet our goals of re-generating mother earth
  - Natural Capital
  - Human Capital
  - Social Capital
  - Economic Capital
  - Community Tax
Our Accredited Methodology

By approaching destinations with holistic macro, meso and micro total impact assessments; we ensure our strategic portfolio of real estate, tourism and technology is integrated with Nature Based Solutions crafted for the specific environments and communities receiving our investments.

01 - Macro
Current and Future Compliance with UN SDGs
- Earthcheck
- Green Destinations
- IUCN Global Standards for NbS

02 - Macro Meso
Reducing the carbon intensity and natural resource utilization of Salva
- Climate Neutral
- Land to Market
- Edge Certification
- Passive House

03 - Meso Micro
Attracting grant funding and equity financing opportunities and asset value and marketability
- LEED
- MyClimate
- Regenerative Travel
- Green Key

04 - Micro
Data collection and setting benchmarks
- GRI
- Planos Vivos
- CDP

Accredited Portfolio Companies focused on Regeneration
Our Strategy

Salva’s portfolio companies will operate within various segments which will provide a competitive advantage by mitigating risk and aggregating value across our eco-system compared with other options in their respective fields:

- **Fin/Prop Tech**
  - We invest into proprietary technology which allows us to consolidate impact assessments on a digital platform that can be utilized to automate the accreditation process for any project seeking blended finance resources.

- **Tourism**
  - We partner with next generation hospitality brands and impact driven tourism operators with the potential for scalability that can be the stewards of communities and guardians of the environment in their respective destinations.

- **Real Estate**
  - We finance a strategic portfolio of properties in emerging destinations on the basis that our Operating Brands and Asset Managers take control of the development process to ensure business success and ESG compliance.

- **Nature Base Solutions**
  - We work collaboratively with our accredited impact partners to elevate the current environmental and local community needs of our portfolio property locations.
Our Business Model

Salva is an Alternative Asset Management firm focused on Regenerative Tourism in Latin America, with projects rooted in experiential wellness, community and education, each located in emerging markets with unique natural settings such as ocean/beach, river/jungle, mountains, meadows, historical/old world centers which are vital for the protection of bio-diversity and culture.

We take on an active ‘co-development/-sponsor’ role w/ each in-market team (“BrandCo”) to support project-level execution depending on its respective progress. We earn from our GP and LP equity positions along with Debt and Donor Advised Fund fees thanks to our access to blended finance resources. Most importantly, we earn long term value from data collection and revenue sources from our integrated Technology.

Development
Public, ODA*: KFW, IDB, IFC
Private: Philanthropy, NGOs, WWF, Conservation International, Moore Foundation, Family offices (grants)

Commercial
Public (IFTs): IFC, IDB, SECO, FMO
Private: Institutional & Private investors i.e. Blackstone, Starwood, KSL, Family offices (equity/debt)

Non-Concessional Salva DAF (Donor Advised Fund)

Concessional Neutra LLC - Equity/Debt Investments

NATURE BASED SOLUTIONS

1. Community Infrastructure
2. Renewable Utilities
3. Regenerative Agriculture
4. Affordable Housing
5. Local Start-up Support for Circular Economy
6. Technical Assistance and Capacity Building for Local Communities
7. Blue Economy/Ocean Conservation
8. Quality Education
9. Biodiversity Conservation
10. Public, ODA*: KFW, IDB, IFC
12. Public (IFTs): IFC, IDB, SECO, FMO
13. Private: Institutional & Private investors i.e. Blackstone, Starwood, KSL, Family offices (equity/debt)
14. Non-Concessional Salva DAF (Donor Advised Fund)
15. Concessional Neutra LLC - Equity/Debt Investments
Portfolio Company Case Studies

**AMAKA**
In partnership with Enjoy Group, an upscale eco-luxury hospitality experience nestled between the tropical forest and beach of Pavones, Costa Rica that compliments and enhances the EEVA Wellness Village.

**órigen**
Immersed deep in nature in Pavones, Costa Rica, a tropical wellness resort with the intent to offer a space for a retreat where deep listening, healing and transformation are possible.

**SHAMANA**
A sophisticated, regenerative, self sustainable, and heart based community nestled in the Samana Peninsula of Dominican Republic.

**ÓRÍGEN**
An eco-hotel in the heart of the UNESCO protected colonial town of Santo Domingo, Dominican Republic.
Co-Founders & Executive Team

Santiago Yñigo Almada, CEO
santi@salva.com
A native of Mexico and Chile. Following 10 years of experience in the real estate development and tourism sectors with organizations such as Soneva, Faena, and Trust Hospitality (Highgate), and completion of his EMBA at the Ecole Hoteliere de Lausanne, he founded Almada Enterprises, an impact investment and asset management organization which seeds, incubates, and manages positive ESG impact companies aligned with the SDGs in the Real Estate, Tourism & Wellness sectors. He also co-founded and oversaw Shamana & EEVA, two regenerative real estate developments and impact-driven tourism brands in the Dominican Republic and Costa Rica.

Alejandro Calderon, CSO
alejandro@salva.com
A native of Colombia. Following 15 years of experience in the financial sector with JP Morgan and Morgan Stanley, he founded Mutual Empathy, a venture impact studio focused on managing collaborative systems towards strategic synergies in order to implement high-impact projects in the energy transition, nature-based solutions, creative and circular economies with innovative finance strategies and leverage disruptive technologies to reach scale and mobilize investment into the SDGs. He also founded RWC, an asset management company, to mobilize resources toward the themes he has been developing.

Sacha Pictet, CFO
sacha@salva.com
A native of Switzerland. Following 12 years in Private Equity managing different investments and products at FPP Asset Management LLP, a company founded in 1998 with a focus on emerging markets. In 2021 he co-founded RWC LLC, a Delaware-based asset management company focusing on sustainable and impacted investing in private equity. Sacha joined Mutual Empathy as a director in 2020. RWC and Mutual Empathy are focusing their efforts around multiple sectors in the impact that include energy transition, regenerative economy, blue economy, nature-based solutions for wildlife conservation and ancient indigenous knowledge, and more.
Management Team

Adam Shindler  
Director of Real Estate

Alejandra Perez Pla (RWC)  
Director of NBS Policy

Sarah Harf  
Director of Brand Strategy

Renata Lopes Merriam  
Director of Partnerships

Gabriella González  
Director of Operations

Abigail Volkmann  
Director of Blended Finance & Impact Strategy

Advisoros

9 Brains  
Caravane Collective  
Impact 47  
ioBuilders  
Something Media  
Wilshire Hospitality  
Amanda Ho (Regenerative Travel)

Affiliates

Regenerative Travel  
Ecole Hoteliere de Lausanne

Legal

Greenberg Traurig

Feasibility Studies

Enjoy Group  
Horwath HTL  
Onirius

Fund Admin

JTC  
SDG Impact

Accounting

Kaufmann Rossin
Accredited Portfolio Companies focused on Regeneration

www.salva.com