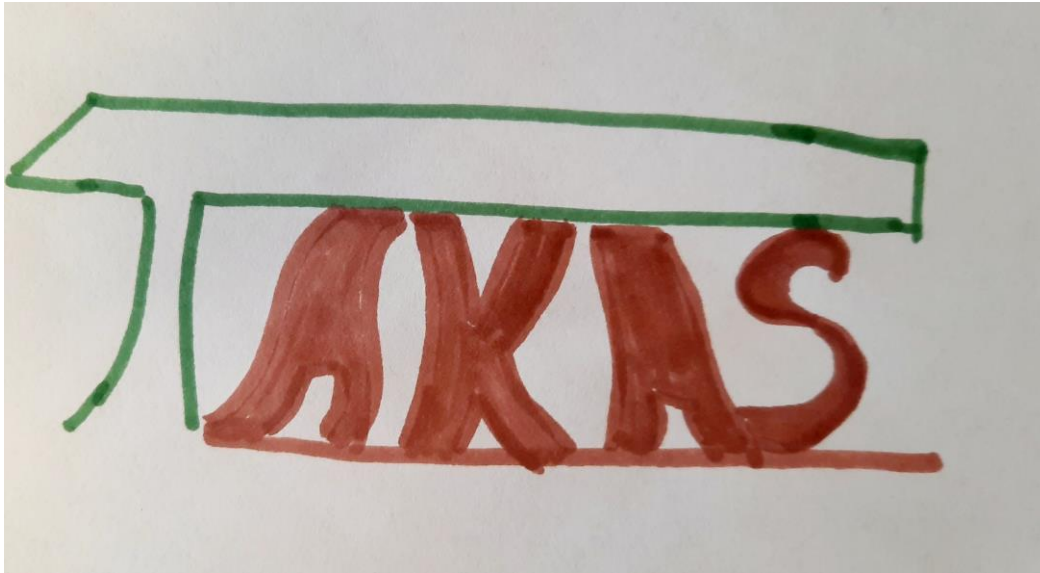




Park/Outdoor Recreation Area for Families.

Active recreation based on Sustainability, Traditions and hands-on experience:

A. Picnic places where each location represents traditions of different countries and nations represented in Latvia (Latvian, Jewish, Polish, Ukrainian, Arab etc.). For example: “oasis” with Bedouin zarb, styled according to Bedouin traditions etc.

Each location contains a cooking zone, chill zone (a terrace), and a play zone built using naturally available resources, recycled, refurbished and/or second-hand items to design and build each area.

B. Traditional Latvian craftsmen workshops guided by professionals:

- For adults - meditation through work: pottery, reed basket weaving, cloth weaving workshop, how to spin yarn, refurbish old furniture etc.
- For children adventure-like hands-on experience: how to chop wood, light a fire, make a wigwam etc. (also pottery workshop etc.).

C. Living area - sustainable camping. At the first stage of development people/guests are offered to stay in big tents, designed and furniture in traditional-like style + common use utility area with traditional wooden toilets, showers (rainwater collector), and a simple kitchen. In perspective this area will evolve keeping sustainability in mind (e.g. earth houses for sustainable insulation, alternative ways to generate electricity e.g. motion powered electricity generator, solar panels etc.).

The area looks like an open-air place (theme park) where everyone can connect with nature, learn new skills through crafting and workshops, learn cooking and eating traditions of different

nations + embrace sustainable living practices in our eco-friendly camping while having fun and making memories.

Goals:

- To provide families with meaningful/educational outdoor recreation possibilities with a focus on sustainability, traditions, learning new practical skills and hands-on activities.
- To give schools, kindergartens and summer camps an infrastructure to diversify the learning process and make it not only more effective, but also entertaining.
- Create a place where Urban inhabitants could retreat from city life and fast pace and recharge through enjoying nature and rural life.
- Help local social organizations improve the level of life and self-esteem of their members by offering them job opportunities and opportunity to be useful to society.
- Showcase a sustainable business model where environmental consciousness is integrated into every aspect.

What we already know:

Market situation:

On state level **Latvia has prioritized:**

- development of culture (as a single national culture), strengthening national identity and promoting cultural export.
- changing the paradigm of education by making creativity an integral part of education, evolve cultural education
- promoting nature as a future capital,
- supporting eco-efficient economy*.

*Sources:

- Sustainable development strategy of Latvia 2030
- Latvia country strategy 2021-2026

This fact opens possibilities to receive support and funding to develop the idea.

Availability of resources:

- Already own the land in a location which we consider is perfect for the park.
- We will use naturally available resources (e.g., broken trees) and second-hand materials to design the area (euro pallets taken from partners, old tires etc.). So, the expenses will be reasonable.
- We have a wide professional and personal network, so we will use it to spread the information and attract customers.

Society

- According to my observations families in Latvia are interested in getting new experiences and crafts skills, as well as learning about the nation's culture and sustainable ways of living. At the same time in Latvia there's a lack of places where it could be learnt through having fun and hands-on experience.

In order to have more specific information and collect facts and data, we should make following steps:

- Explore the current market situation, competition and availability of similar places in Latvia and nearest countries.
- Make a research/survey for target audiences to check if they would be interested.
- Communicate to local communities/municipality to find out cooperation possibilities.
- Explore available grants and funding possibilities.
- Check regional development plan (in cooperation with local Rural Support Service of Latvia).

We want to:

- Create family bonding and meaningful leisure time.
- Change the approach to learning by inventing learning-by-doing and experimenting and creating infrastructure for it.
- Space for adults to rest from a stressful work / pace
- Raise society awareness on sustainable way of living and eco-consciousness.
- Lack of spaces for families with children in the local area.
- Enrich awareness about different cultures and countries through experience even if one doesn't have the opportunity to go to that county.

Target:

- Families with children who are looking for new places for family celebrations and are interested in nature adventures and hands-on experience. They are active explorers, prefer organizing their leisure time in active way.
- Schools, kindergartens and summer camps are offered with the opportunity to use a park to learn skills and crafts, explore the culture of Latvia and other countries + organize school events.
- Corporations/employers who prioritize life-work balance and employers wellbeing (including mental health) - retreats for office teams, creative workshops.
- Tourists interested in learning more about Latvia culture and nature.
- Urban people (both local and living abroad) who want to experience the rural and /or sustainable way of living.

BENEFITS

Family bonding: families will strengthen their bonds and enjoy healthy and harmonized lifestyle by creating common memories.

Cultural and educational aspect: society and visitors will gain a deeper understanding and appreciation of cultural heritage. Provided services will also boost cultural preservation and intercultural exchange, thus helping to integrate representatives of ethnic minorities into Latvian culture and life.

Environmental aspect: through its activities and environmental focus Park will help to boost awareness of society on eco-friendly lifestyles and encourage adopt them into their everyday life, thus contributing to local and global sustainability. Park itself demonstrates Best practices how business can reduce its carbon footprint.

Social aspect:

- More possibilities for people to find harmony and reduce stress.
- The park might serve as a place where people come together, make friends and find people with similar interests.
- Park will provide opportunities to rehab centers to help their customers get rid of their addictions through work and getting positive feedback from the result.
- Thanks to picnic areas representing different cultures presented in Latvia, people from diverse backgrounds feel welcomed and strengthen the sense of belonging.

Economical aspect:

- I expect this Park will attract tourists to Latvia which will positively affect GDP.
- We also will create new job position for local area and provide cooperation opportunity to rehab center clients which should improve their life standards.
- The park might serve as a hub where local businesses come together to meet other businesses that share similar values and establish collaborations.
- By attracting tourists from other countries and cities Park contributes to local businesses.

1. How do you plan to acquire customers?

- Digital marketing:
 - social media:
 - cooperate with family/travel/culture-oriented influencers,
 - Strategic approach to content and channels (IG reels, YT shorts showing activities)
 - paid ads
 - Google ads
- Cooperation with other companies and experts targeting similar audience (e.g., Internet store offering functional footwear at clothes to active families, family themed magazines, parent communities and events). E.g., Offering vouchers and gift cards as a prize to competition winners.
- Create special offers and distribute them to municipalities and schools, organizations organizing summer and other camps.
- Get approved by Skolas soma - the program supporting children educational through allocating budget to let them visit cultural locations and events
- word-of-mouth.
- Send information to local tourism agencies and establish cooperation with them.
- Organize and promote Farmers market, where local Farmers would sell local crafts and wood. This market will attract customers - we will use this event to promote and demonstrate our services.

- Make the Park visible from the road: e.g., Billboard including qr code which leads to webpage or video about the park.

Determine clear and reasonable KPI's:

- Number of visitors: to define enough visitors for each area of the park and track it by month: constant growth should be visible. If not - reconsider marketing strategy and/or Services.
- Digital marketing statistics: collect and monitor statistics generated by organic posts, paid ads, influencer to ensure all our potential Customers are reached and interested in both: content and Services. Monitor CTR, engagement rate, conversion rate, new users. Those indicators might change season by season but still demonstrate positive trends. If not - reconsider content, channels or how effective is targeting.
- Customer reviews and feedback: find ways to collect Customer feedback:
 - Google reviews
 - Surveys
 - Alternative attractive ways to let customer express their emotions on the spot.
- Revenue: monitor revenue level for each area to make sure it covers all operational expenses and allows making provisions for future development.

We are on the stage of development of our idea: structuring it and defining all aspects.

First steps to be done:

- Analyze a market situation - competition, similar areas in other countries, ideas to adopt.
- Define and attract experts to get quality information relevant for this business: accounting, geodesist, landscape designers etc.
- Find out requirements for:
 - Exploiting land according to regional development plan
 - Construction/building and infrastructure.
 - Staff (in terms of working with children)
- Explore available funding sources (grants, Support programs)
- Register a company

The park is located and registered in the very center of Latvia, not far away from its capital city - Riga (~35 km or ~45 min by car). It is a scenic place with a diverse landscape. It is well visible and easily approachable from a road.

The concept might be easily applied to other countries and regions either.

Funding: consider and find most effective and available funding options (consider crowdfunding, governmental support, investors, loans).

Expertise: define and approach experts to ask for advice (starting with Rural development service).

Legal: Obtain all necessary permits, approvals, and licenses required for land use, construction, and operation of the park. Ensure compliance with environmental regulations, zoning laws, health and safety standards, and cultural heritage preservation requirements.

Site development and design: attract experts to design areas according to sustainability while taking into consideration design thinking approach. The plan is to develop Park step by step, starting with few picnic areas and then gradually expanding and developing available options and locations.

Staff: at the very early stage of development the team will consist of a single person combining all functions together, while some specific jobs will be completed by paid service providers or volunteers. As business develops some functions will be delegated to outsourced companies and experts. First specialists to be hired are front-line and maintenance employees.

Prototype: a pilot test or soft launch of the park to assess its feasibility and gather feedback from early adopters. Feedback to be used to make refinements to the business model, operations, and customer experience before scaling up the park's operations.

Income stability: establish diverse income flow: park admissions and workshop fees, Farmers markets, event rentals and partnerships with local businesses. Membership programs, seasonal passes, and loyalty rewards to promote repeat visitation and increase customer loyalty.

Strategy: Define short term and long-term strategy, while staying adaptable and flexible facing changing market, customer preferences, and external factors. Continuous evaluation and refining of business model based on feedback and insights gathered from visitors, staff, etc. should be made.

Promotion: Create Instagram account and Google account as a first step. Invite travel and family-oriented influencers to raise awareness of the Park among their followers. Invite friends on open-door event (to collect feedback and make visuals for SM content). As business evolves, create also functions webpage and make further steps. As next steps implement a mix of traditional and digital marketing channels, email marketing, partnerships with travel agencies and companies, and participation in tourism fairs and events.

Quality of services: to improve quality of provided services and visitor experience new attractions and activities should be introduced on a regular basis. Collect feedback from visitors through surveys, comment board, and online reviews to identify areas for improvement and innovation. Arrange staff training and feedback sessions.

Partnerships: Communicate with local communities, municipalities and tourism organizations to build partnerships and gain support for the Park. Approach schools and cultural organizations to offer workshops, and events. Contact diaspora communities' leaders to establish partnerships.

Sustainability: To carry out the idea of sustainable business, all activities should be well planned and organized: waste reduction and recycling programs, energy-efficient infrastructure, water conservation measures. Keeping in mind sustainability on every step, we don't want to use printed leaflets, plastic loyalty cards etc. Instead we consider digital tools and/or creative ways to make it in an ecofriendly way.

Desired impact:

- Define clear impact goals.
- Understand audience needs (surveys, research) - including schools etc.
- Establish measurable KPI's.
- Define mission and vision.
- Identify opportunities and establish partnerships and collaborations.
- Collect feedback to ensure continuous improvement.

If something gets wrong:

Step 1. Collect feedback from customers and target audience:

What they like or what they don't like about our product.

Step 2. Search for relevant ideas How to improve our offers and check it in focus groups.

Step 3. Make other steps based on feedback collected from customers: there might be a need to improve service level or reconsider service available.

Step 4. Check marketing strategy, goals and KPI's - What doesn't perform according to plan.

Step 5. Use mentorship to identify weaknesses.

OBSTACLES

Micro:

- authorities don't give all required allowances to create/develop the park (due to administrative area planning/urbanization plans)
- Infrastructure and construction challenges such as lack of recycled materials, meeting safety standards.
- Imprecise calculations and planning
- financial constraints - lack of funding for building, maintaining and developing the Park as well as hiring skilled staff.

- inability to attract or retain employees and experts for workshops and maintain high level of motivation
- inability to continue managing the business due to personal reasons
- Lack of marketing and communication expertise to boost awareness and attract new customers
- Seasonal/weather risk: challenging and changing weather in Latvia might affect and reduce the number of visitors especially in autumn and winter.

Macro:

- Economic downturn might make people/municipalities to reconsider their priorities/family budget.
- Geopolitical factors might affect travel patterns and reduce number of tourists visiting Latvia.
- Inflation may affect costs and de and for Service provide by Park.

Continuously monitor market trends, competitor activities, and consumer behavior to anticipate potential instabilities.

Diversify revenue by offering additional services, such as event hosting, guided tours. Plan activities for different seasons.

Create cost-saving plan, such as optimizing operational efficiency, negotiating favorable supplier contracts, and managing staff expenses.

Functions/departments:

Management: CEO.

Service: online operator, hosts.

Maintenance: repairman of construction and utilities, territory cleaners, landscape designer, gardeners. Procurement specialist.

Marketing and partnerships: Marketing and PR manager, Social media manager.

Human resources: work safety expert.

Finance: accountant

Development (product development): sustainability expert / product manager

Roles:

- Management: Strategy development, financial planning, and overall leadership.
- Service: Customer communication, experience management, and event coordination.
- Maintenance: Infrastructure upkeep, utilities management, and procurement.
- Marketing and Partnerships: Market analysis, promotion, and partnership establishment.
- Human Resources: Recruitment, training, and employee management.
- Finance: Accounting, financial reporting, and budget planning.
- Development (Product Development): Market research, activity creation, and product lifecycle management.

Partnerships:

- Brainstorm with team members and focus groups.
- Ask for feedback from customers.
- Attend industry events and network with potential partners.
- Conduct market research to identify complementary businesses and best practices.
- Collaborate with local organizations and communities for shared initiatives.

External relations and Stakeholders:

- Regularly communicate with local organizations and communities.
- Actively ask for feedback and discuss concerns with partners and stakeholders.
- Inform society through media relations about progress and new activities available. Be responsive to media when they ask for comments.
- Take part in industry events to ensure visibility and maintain relationships, e.g., CSR events.

Public actions, donations and similar:

- Invite children from orphanages to visit Park free of charge.
- Donate a % of profits to a particular local charity or organization sharing similar values.
- Partner with schools or nonprofits - offer lessons or workshops to students.
- Offer discounted rates or free access to underserved communities.
- Offer to members of local center for addicted people the opportunity to obtain new skills and then fulfill certain functions. E.g., Repair works, cleaning or refurbishment.

Digital instruments and technologies:

- Social media: boost awareness, engagement and marketing.
- Website: online bookings, information, promotions.
- Booking and payment system for reservations (integrated to website).
- Customer relationship management (CRM) software for communication, records and feedback management.

There will be the possibility to observe every area and activity in the park on the web-site, check its availability, book it and proceed with payment. Customer will be able to write a review to each location or activity, thus building trust to service.

Activities:

- Digital marketing campaigns to drive traffic to the website.
- Special promotions and discounts for online bookings.
- Interactive maps and virtual tours on the website.
- Digital displays within the park for information and navigation.
- And/or info stands with qr code leading to required information.
- Online workshops or classes for remote learning opportunities.

Artificial Intelligence:

1. Customers assistant:
 - a. Customer service chatbots on website to handle basic questions and bookings
 - b. based on answers provided by customers can suggest best opportunity to enjoy.
2. Data analytics tools to track customer behavior and preferences.
3. Personalized recommendations based on user preferences and user history.

Environmental-friendly aspects:

- Use of recycled and refurbished materials in construction.
- Energy-efficient infrastructure and utilities - alternative sources of energy.
- Eco-friendly practices introduced to visitors, partners and society.
- Society education on environmental matters through sharing knowledge and providing hands-on experience.

Sustainable aspects:

- Invite experts for regular environmental audits and assessments.
- Apply to Latvia Sustainability Index assessment to get first assessment and follow progress every year.
- Implementation of sustainable practices across all operations:
 - Utilize recycled materials in construction.
 - Incorporate energy-efficient infrastructure and utilities.
 - Promote eco-friendly transportation options.
 - Implement waste reduction and recycling programs.
 - Monitor resource consumption, including water and energy usage.
 - Track waste generation and implement strategies for reduction.
 - Foster a culture of environmental responsibility among staff and visitors.
- Monitor resource usage and waste generation:
 - Water usage and conservation measures.
 - Energy consumption and efficiency efforts.

- Waste generation and recycling rates.
 - Carbon footprint data.
 - Procurement of sustainable materials and supplies from sustainable partners.
 - Staff training and compliance with sustainability practices.
 - Visitor feedback and engagement with eco-friendly initiatives.
- Collaboration with eco-conscious brands for sponsorship or joint initiatives.
 - Participation in eco-tourism communities.
 - Integration of renewable energy sources for power generation.
 - Creation of eco-friendly product lines (e.g. tea made of plants growing in surrounding etc)

Testing:

- Track and review KPIs regularly.
- Ensure market research to identify trends and opportunities.
- Stay agile and flexible in challenging circumstances.
- Ensure customer and target audience surveys.

What to do if something goes wrong:

- Diversify revenue sources to mitigate risks.
- Create financial reserves for unexpected expenses.
- Create Plan B, C, D.. for possible market changes.
- Collaborate with other businesses for additional support.
- Positive feedback from customers and society.
- Recognition from Industry experts: awards for sustainability efforts.
- Personal satisfaction from achieving goals.

If it is not possible to improve the situation, we can explore partnerships with businesses with similar values and target audiences. E.g., transforming unused space into something that meets current market demands or adapting our services to adjust to a different demographic. Other possible steps:

- Target new market segments.
- Innovate and improve services to meet changing needs.

We might consider offering flexible employment opportunities to expert/workshop hosts.

We can provide job opportunities to refugees and students from other countries represented in our picnic area.

Milestones:

- Opening of the Park by a certain deadline.
- Open new locations and activities according to development plan

- New visitors attracted
- Number of workshops conducted
- Revenue goals

Options:

- Scaling up marketing activities to reach new audiences.
- Finding out if there are any opportunities for opening similar business models in new regions or countries.
- Strengthening partnerships and collaborations.

Support:

Support from professionals in areas such as marketing, finance, and operations to help implement business plan.

Support from local organizations or entities.

Information on available grants and fundings.

Resources:

- Professional services: Marketing, finance, and operations experts - 1 expert per position.
- Funding: Grants, loans, and investments (Min 5 000 eur).
- Infrastructure: Construction materials, tools, utilities, and equipment (to build at least 2 picnic areas and premises for 1-2 workshops)

Services and products:

- guided craft workshops
- picnic areas
- Sustainable camping facilities
- cultural events
- farmer markets
- Team building opportunities

Communication:

- Leveraging social media platforms,
- collaborating with influencers,
- participating in local events or festivals.
- Network with relevant stakeholders, such as local authorities, tourism agencies, and communities.

Management system:

- Team of skilled specialists and involved experts.

- Clear roles and responsibilities for staff.
- Performance evaluation process.
- Tools for collecting and implementing feedback from customers and employees.
- Defined processes for operations, finance, and customer service.
- Digital and non-digital tools for
- task management and communication.

Economics:

- Partnership with local businesses for cross-promotion and joint marketing activities.
- Use cost-effective marketing channels, e.g. social media.
- Use a personal network to boost word-of-mouth.
- Competitive pricing.
- Seasonal offering and promotions.
- Loyalty program.
- Service packages.
- Subscriptions/memberships.
- Discounts for certain socially unprotected groups.

Media strategy:

- Utilize social media platforms for targeted advertising and content promotion.
- Collaborate with influencers and bloggers in the family and travel niche.
- Develop engaging/viral visual content to showcase park offerings and experiences.
- Press-releases to local media with invitation to open-door event.

43. Give a schedule for the next one year: who will do what by what time?

ITEMIZED FINANCIAL PLAN - STEP4						
	Date Activity Month / Year	Activity type	Estimated Cost	Expense Category*	Purpose	
1	May-June	Make deep market research and finalize	0.00 €	Research	Hitting more social media target groups fro	

		business plan			attracting customers	
2	June-July	Define and approach experts to get quality information relevant for business	0.00 €	Research	To be aware of requirements and plan necessary actions	
3	August	Find out regulations and requirements for the business	0.00 €	Research	To be aware of requirements and plan necessary actions	
4	September	Register company	250.00 €	Legal	To start operations legally	
5	September - March	Obtain all necessary permits, approvals, and licenses	200.00 €	Legal	Ensure compliance to all regulations, sustainability and safety	
6	October - March	Site development and design: design and start building first locations and create infrastructure	12,000.00 €	Operations	Create infrastructure according to plan and regulation	

7	April	Develop and launch marketing campaign	500.00 €	Marketing	ensure customers attraction and awareness	
8	May	Open park to the public and monitor performance	0.00 €	Operations	launch operations	
		Total Amount Requested:	12,950.00 €			

Actions planned:

- Continuously evaluate and refine operations based on feedback and KPIs.
- Constant market monitoring to identify competition, trends and changes.
- Look for opportunities for development and diversification of offerings.
- Maintain strong relationships with stakeholders and local communities.



TAKAS

Green Experience Park / Pieredzes Parks



Sustainability, Crafts, Traditions and hands-on
experience:

SERVICES



Picnic
areas



Craft
workshops



Sustainable
camping

Cultural events

Farmers markets

Team buildings

AKAS

ITEMIZED FINANCIAL PLAN - TAKAS

	Date	Activity type	Estimated	Expense	Purpose
1	May-June	Make deep market research and finalize business plan	0.00 €	Research	Hitting more social media target groups fro attracting customers
2	June-July	Define and approach experts to get quality information relevant for business	0.00 €	Research	To be aware of requirements and plan necessary actions
3	August	Find out regulations and requirements for the business	0.00 €	Research	To be aware of requirements and plan necessary actions
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