



THE CASSANDRA PROJECT

UNIQUE PROJECT IN SPAIN and EUROPE

Smart City Resort is a unique project in Spain and Europe in the design and management of a Tourist and Residential Resort oriented to the wellbeing of the person and becoming the most innovative and advanced Eco Urban design in Europe, having as objective to be an international reference urban model.

NEW PARADIGM OF URBANISM

“We Are Going To Live 100 years”

New Phisico-Biological Unbanism – self sufficient and self sustainable communities

3 BASIC PRINCIPLES

Nature: take advantage of Natural Free Resources with Zero Impact.

Technology: Improve productivity and reduce costs.

Individual: Main factor of Inefficiencies, Reshape the Social Contract, Governance.

ZERO HOUSE – START UP PHASE - 2015

The Project has built a Center for Experimentation and Training in 2015 called: ZERO HOUSE, which is the most self-sufficient house in Spain, including self-sufficient mobility with a solar car design by the team.

- Construction Time: 2,5 months: 270 m2 built +

Natural pool

- Co-Housing Model: 3 apartments in one house.

- Low On-going Expenses

- Use Local Resources (Sun: 2.900 hours of Sun per year, wind, geothermal, gravity, biomass)

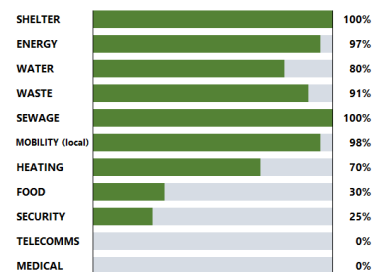
- 2 YEARS MONITORING THE HOUSE (daily costs per resident):

• ENERGY	0,003 €
• WATER	0,086 €
• WASTE	0,073 €
• SEWAGE	0,000 €
• MOBILITY (local)	0,610 €
• HEATING	0,456 €
• MATURAL POOL	0,730 €

- Energy management system and Virtual Assistant developed by the Project team.



Levels of Self-sufficiency achieved



Since 2011 the team of more than 20 people has been working and testing all components of Smart Zero House including its construction, developing the Solar Car for local mobility, installation of vertical biological reactor for waste processing, building system of Virtual Assistant in addition to Complex Management Model. All these topics consist a real Know-how for an increasingly growing demand for this kind of modern living as the project wants to be the first of many others in Europe.

Social Participation and Transparency

Memorandum of Understanding (MoU) signed on June 2017 with all the parties and collectives and team of the Cassandra Project to continue the feasibility work on the project.

Project supported by:

- 14 majors of the Region
- All political parties: PP, PSOE, Podemos, Ciudadanos, Izquierda Unida and other parties in the area
- Social Support: Directors of all High Schools in Puertollano
- 100 letters of support: local businesses
- 10,000 followers on Facebook.

Key Drivers of the Project concept

- Increase in Life Expectancy: in 20th Century it was doubled from 40 to 80 years old.
- Tensions in the Pensions Budget
- Tensions in Government Social Security Budgets.
- Increasing Governments Debts
- Financial Insecurity. Instability on Financial Markets.
- Crisis of the Cities. Gentrification, Financialization, Touristification.
- Increasing levels of dependency in the population.
- Middle Class Vulnerability. Growth vs Inequality. Rethinking Social Contract.
- Jeopardize the Intergenerational Contract. Youth can't capitalize future.
- Housing Bubbles. MegaCities. Public Space as a mere Space of Transit.
- Robots & Automatization. Marginal cost is zero. Human is not a Production Factor.

The Company

**Special Purpose Vehicle
Wellbeing City Resort, S.L.**

C/ San Pedro, 8 Local
13500 Puertollano, Ciudad Real
Tax Code (CIF): B-13609961

Official Site:

www.thecassandraproject.com

Email:

info@thecassandraproject.com

PROJECT DETAILS

Puertollano Region Communications

- High Speed Train Station:
60 minutes Madrid
90 minutes Malaga-Costa del Sol
Connections with Barcelona, Valencia, ...
- Motorway to Madrid, South and West Spain
- Ciudad Real Airport 15 min



Excellent Communications

Area of Influence

- 17 million population in less than 2,5 hours
- Spain is the Second International Tourism destination with 82 mln. tourists
- 350 mln. hotel nights per year

Environment Attractions

- First World Region in Wine Production (called "The Wineyard of Europe")
- Natural Park "Alcudia Valley"
- Excellent Agri-Food Sector
- Tranquility: Low Density Population versus Massified Coasts
- Security and Non-pollution Area



Motorway to Madrid and South Spain

Smart City Resort

Land under development: 317 hectares
(land purchase options signed to be paid after urbanization license approval)



Innovative Circular Urban Design Concept

Total Residents and Visitors **12.000 daily**

The Resort has been designed following new trends

- Green City
- Smart City -> Intelligent Community
- Medical City
- Sustainable Community
- Friendly Community
- Agri-urbanism



High Speed Train – station Puertollano

International Target Market

- Active Adults (+55) 150 million in Europe
- Tourism: Medical, Thermal, Health
- Seniors and Elderly
- Tourism: Ecology, Nature, Agri-food
- New Segments: Millennial, Z-Gen. Zero-Gen
- Family and Educational



Ciudad Real Airport – 15 minutes

Areas of Development in the Urban Design Concept

- Urban Design
- Energy Selfsufficient
- Water Selfsufficient
- Zero Waste & Sewage
- Systems
- Mobility & Logistics
- Food Selfsufficiency
- Security
- Constructions Systems
- System of Governance
- Automatization
- Landscaping
- Microclimates
- Geopositioning
- PETS
- Financial Health
- Interconnection
- Facilities
- Services
- Telecomms Network

Project Videos

- [Wellbeing City Resort - Promotional Video](#)
- [WCR Urban Design Concept](#)
- [Introduction to the Cassandra Project](#)
- [Zero House](#)
- [Zero City](#)
- [The Cassandra Project- Mission](#)
- [Introduction to Wellbeing City Resort](#)
- [100 Cities](#)
- [Why Puertollano Region?](#)

YouTube Channel – The
Cassandra Project



The Team

Team of 20 specialists in different areas of Urban Design who have been working since 2011 in the definition of new urban environments under the new paradigm: Increase in Life Expectancy.

Alfredo L. Peña – Project initiator and General Director

Master in Marketing and Specialist in Foreign Trade and Commercial Management. His experience of more than 25 years in the development of business projects in the sectors of telecommunications, franchising, internet, software, real estate and residential tourism.

José María Cano – Chief Architect

Experience of more than 37 years in the design of residential projects, golf, general plans, urbanizations, buildings and housing complexes. By his activity Cádiz, Sotogrande and Costa del Sol were developed.

José María Fariña – Chief Engineer

More than 25 years of experience in the environmental area. Worked more than 200 environmental projects in Spain, Morocco, Colombia and Panama.

Vicente Romero - President of the Spanish Association of Hotel Directors (AEDH).

Association includes more than 1,200 hotels throughout the world. Experience in tourist and hotel sector with more than 30 years. Responsible for managing the selection of hotel partners.

THE CASSANDRA PROJECT

STAGES OF THE PROJECT

2019 – 2020	Infrastructures, Thermal Leisure Center, Wine Center, Community Center, 1 Hotel, Senior Accommodation First 1,000 residents
2021 – 2022	Hospitals, Sports Center and Accommodation for 1,800 residents and 650 visitors
2023 – 2024	Accommodation for 2,500 residents and 950 visitors
2015 - 2026	Accommodation for 3,700 residents and 1,000 visitors
TOTAL POPULATION	8,000 residents and 3,000 visitors. Total 12,000

INVESTMENTS

CAPEX Phase 1: 382 million €.
CAPEX Full Project: 1,543 million €.

- Investment in Land
- Investment in Construction
- Investment in Technology

Type of Capital Expenditure	2019	2020	2021	2022	2023	TOTAL
LAND	5.00					5.00
INFRASTRUCTURES	78.50	32.90	2.00	0.60	5.80	119.80
RESORT FACILITIES	34.14	53.40	33.71	63.26	1.37	185.88
RESORT ACCOMMODATION	24.00	114.13	194.86	334.69	423.42	1,091.10
OTHER EQUIPMENT	2.55	7.40	12.70	9.35	1.50	33.50
OTHER EXPENSES 3%	4.18	6.23	7.30	12.24	12.96	42.91
MANAGEMENT	2.70	4.05	6.08	9.11	13.67	35.61
MARKETING & INTERNATIONAL PROMOTION	3.00	10.00	7.00	6.00	4.00	30.00
TOTAL	154.07	228.11	263.65	435.25	462.72	1,543.79

BUSINESS MODEL

The model is based on the income of tourists, residents and semi - residents, managing the entire complex as a large tourist complex where the client signs a contract with the city for the provision of services. Model "All in one-bill" services, five rates (all included): Basic, Avant, Premium, Premium Plus and Platinum.

In such a way that the client pays an amount for the services received that can be from short stays to long stay.

The client lives in a 360 degree hotel complex concept where he pays for the services he receives with the model all in one invoice, which can, in the case of the resident, pay monthly or annually guaranteeing a stability in the cost of basic services (utilities).

CASSANDRA SMART CITY RESORT RATES

BASIC: Light, water, waste, heating, telephone and internet, insurance, community maintenance and security.	300 € / month
AVANT: all the services of BASIC plus 24-hour emergency medical service, Conciergerie , Call Center 24 h. and Cable TV.	350 € / month
PREMIUM: all AVANT services plus mobility solution within the Complex plus CarSharing services in such a way that it is not necessary to have a car owned	450 € / month
PREMIUM plus : all PREMIUM services in addition to catering and home catering. Gourmet Card	780 € / month
PLATINUM: all PREMIUM plus services plus free access to all services of the Resort: Termolúdico Center, Cultural Center, Sports Center and Medical Insurance of the Hospital Complex and basic home cleaning Pack.	990 € / month

FINANCIAL SUMMARY

Financial Summary	2021	2022	2023	2024	2025	2026	2027
(millions euros)							
SALES	26,1	36,8	52,0	69,8	93,5	125,7	170,3
COSTS	31,3	41,3	53,7	66,6	78,3	99,3	126,6
EBIDTA	- 5,2	- 4,5	- 1,7	3,2	15,2	26,4	43,7

Sales will begin after the first two years of construction with 26 million euros of turnover and an annual increase until reaching an occupancy higher than 95%

Fiscal and Economic Impact

More than **31,296** direct, indirect and deferred jobs at the end of the period.

Fiscal Impact - **1,673 million €.**

Impact on Employment - **7,374 million €.**

Social Security Contributions - **2,212 million €.**

Social impact – Stop the alarming long-term trend of population decline.

Business and Technological Partner's Program

Project is going to open Early Bird Partner Program to bring leading companies in Europe in the Design & Development of the state-of-the-art Solutions.

Project needs Innovations in over 25 disciplines of the Urban Design and Development from Systems, Urban Design Model, Landscaping, Mobility, Energy Efficiency, Renewable Energies, Waste, Water Cycle, Sewage, Efficient Buildings among others.

"Early Bird" Partners will have options to participate in the business development of the key parts of the Project.

Launch Project - Expected Date: Q1 - 2019

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