

NONESAVANH

The Little Hill of Paradise

The story of a dream that became a destination

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DEDICATION

To my wife, who has shared this dream from the very first day, who accepted that our vacations would turn into construction sites, and who never stopped believing that NONESAVANH would one day find its true destiny.

To my children, who grew up alongside this project and who, perhaps without always realizing it, have participated in writing this family adventure. Their laughter on the hill is the very first music of this place.

To my father-in-law, whose simple invitation to visit old friends changed the course of our lives. Some modest gestures open immense doors.

To the villagers of Donglangkham and Sanasomboune, who welcomed us with trust and gave a name to this land. Without them, this place would have remained an anonymous hill. Thanks to them, it became a paradise.

To all those who believe that the most beautiful projects are built with time, patience, and by men and women who refuse to give up on their dreams.

OPENING QUOTE

"It is by climbing to the summit of the hill that one discovers the full expanse of the plain."

This hill is NONESAVANH. Rising here means offering your investment the clear vision, the long-term perspective, and the opportunities of a still-virgin market.

FOUNDER'S NOTE



Davy KENE / Founder
(July 2026)

Fifteen years. That is how long it took for NONESAVANH to become what it is today.

Fifteen years of doubts and certainties, of sacrifices and joys, of silences and words exchanged under the stars of Southern Laos.

This book is not a business plan. Nor is it merely a family tale. It is the testimony of a deep conviction: the most enduring projects are those born slowly, those that take deep roots, and those that withstand the test of time because they were built with love.

Today, NONESAVANH has reached a turning point. What began as a family intuition has become a structured project, driven by a professional team, backed by international certifications, and ready to welcome partners who will share this vision.

I write these pages with a particular emotion. Because every word recalls a face, an effort, a moment of grace on this hill. And because I know that the story of NONESAVANH is only in its first chapter. The most beautiful pages remain to be written. And I sincerely hope that you will write them with us.

MESSAGE FROM THE CO-FOUNDER



Thiphaphone KENE
Land Owner & Co-Founder

This 7-hectare land is not just a real estate asset. It is the land we acquired in 2009, the place where we decided to realize our dream, and the foundation on which we are building NONESAVANH.

When my husband Davy and I decided to transform this land into NONESAVANH, it was not just a professional project. It was the fulfillment of a shared dream: to create a place that honors our native land, respects our Laotian culture, and offers sustainable opportunities to the inhabitants of Donglangkham and Sanasomboune.

As the land owner, I can assure you that NONESAVANH rests on solid and legal foundations. This land is titled in my name, free of any debt, free of any mortgage. It is a sound asset, secured, ready to welcome this beautiful project.

But beyond the legal aspects, what matters to me is the soul of this place. It is the relationship of trust that we have woven with our neighbors, with the villagers who gave us the name NONESAVANH — The Little Hill of Paradise. It is this relationship that makes the true wealth of this project.

I am proud to partner with Davy to realize this dream. Together, we have the determination, the patience and the love necessary to make NONESAVANH a lasting heritage, not only for our family, but for the whole community.

I invite you to join this adventure. Together, let's write the next pages of NONESAVANH."

PREFACE

Some stories begin with a carefully laid plan. Ours began with an encounter.

In 2009, we were not looking for an investment. We were not searching for land, a real estate project, or a business opportunity. We were simply a family coming to spend a few weeks in Laos, unaware that this trip would give birth to an adventure that would occupy a part of our lives for over fifteen years.

When we discovered this land, it did not yet have a name. A few years later, it would be known as NONESAVANH — The Little Hill of Paradise.

Between these two moments passed years of work, sacrifices, hope, and sometimes doubt.

Every stone laid on this ground tells a part of our story. Every building testifies to an effort made with our own means. Every tree reminds us of our will to create a place that goes beyond a simple tourist vocation.

This book is not just the story of a project. It is the testimony of a family that chose to build, year after year, a dream they deeply believed in. Through these pages, the reader will discover how a simple family visit became a tourism development project, how difficulties forged our determination, and why we are convinced that the future of NONESAVANH is only just beginning.

Today, we are turning a new page. We wish to share this vision with those who believe that the most solid projects are often those built with patience.

Welcome to NONESAVANH. Welcome to our story.

PART I — THE ORIGINS

CHAPTER 1 — The Day It All Began

“The most beautiful projects do not start with a business plan. They start with an emotion.”

1.1 A Year Like Any Other

The year 2009 was supposed to be a year like any other. Like many families, we had planned to spend a few weeks on vacation in Laos. This trip was, above all, a family affair. My wife, our two children, my father-in-law, and I wanted to take this time to reconnect with our loved ones, discover the landscapes of Southern Laos once again, and share simple moments together.

Nothing, absolutely nothing, suggested that this stay would transform our future. We were not looking for land, nor were we seeking an investment. We had come to reconnect with a part of our roots and to live moments as a family. This is often how the greatest adventures begin: without us even looking for them.

1.2 The Dream

Yet, in the course of a conversation, of a glance exchanged before a sunset over the Mekong, something awakened within us. A diffuse idea, barely formulated, but tenacious: what if we could create, somewhere in this country we loved, a place that resembled what we were feeling right here? A place where travelers from around the world would come seeking what we had come seeking ourselves: authenticity, peace, simple beauty.

This dream had nothing rational about it. It was not driven by any market study, no business plan, no financial projection. It was born from an emotion, a gut feeling, an intimate certainty that this territory had something unique to offer the world. And it is precisely this absence of calculation that made its strength: we never sought to monetize a piece of land, we sought to preserve a paradise.

1.3 Why Southern Laos

Southern Laos is not a destination you consume. It is a destination you feel. At the time, and still largely today, this region escaped mass tourism. It offered something that has become rare on the world map of travel: authenticity, preserved landscapes, and an intact human warmth.

Where others saw a lack of infrastructure, we saw a blank page. An opportunity to build something just, in harmony with nature and the communities, before the wave of conventional development came to uniformize the landscapes. This territory represented an exceptional potential in our eyes, not because it was easily accessible, but precisely because it had managed to stay off the beaten path. It is this rarity that makes its value today.



View of the Mekong River in southern Laos

1.4 The Discovery of the Land

It was during a family visit that everything changed. My father-in-law had taken us to visit old friends he hadn't seen for a long time. This reunion was filled with emotion, shared memories, laughter, and tears. And it was during this visit that our hosts, knowing our love for Laos and our search for an authentic place, told us about an exceptional piece of land that was for sale.

The owner, a respected local from the region, needed funds and wished to pass on his land to people who would respect and enhance it. Our hosts organized a meeting. When we arrived on this 7-hectare land, time seemed to stand still. The view opened onto a peaceful valley, the rivers traced gentle curves, and the vegetation offered perfect natural intimacy.

This was not merely an aesthetic infatuation. It was a profound intuition. The topography of the place, its orientation, its access, and its relative isolation made it an ideal site for controlled development. We did not need studies to understand that this place had a soul. And in real estate, as in life, places that have a soul are those that create the strongest loyalty and the greatest long-term value.

1.5 A Land Without a Name

At the time, this place had no official name. It was known locally by simple geographical references, pragmatic descriptions that sufficed for the daily needs of the inhabitants. But it

had no identity of its own, no name that resonates, that evokes something greater than its simple physical existence.

For us, this absence of a name was not a void, but a blank page. We knew that giving a name to a place is giving it a soul, a direction, a promise. But we did not want to impose our own vision. We wanted this name to come from those who lived around this land, from those who had known it for generations, from those who were its true guardians.

1.6 The Birth of NONESAVANH

We took the time to exchange with the village committees of Donglangkham. We explained our vision to them, not as developers arriving with ready-made plans, but as partners wishing to build together. We spoke of a tourist center that would welcome visitors from around the world, but also of a market that would benefit surrounding villages, a place of economic exchange that would create sustainable opportunities for local communities.

The villagers listened to us attentively. They saw our sincerity, our respect for their land and their culture. And then, one day, they came to us with a proposal. They had reflected together, the committees had deliberated, and they had chosen a name for this place that we would transform together.

They told us: **"This place would be NONESAVANH — The Little Hill of Paradise."** In Lao, "NONE" means small elevation, and "SAVANH" means Paradise.

This name carried a deep symbolism. The land was flat, vast and open, but "NONE" evoked something that rises, that distinguishes itself. As if this place, although physically flat, was destined to rise spiritually, to become a sanctuary that dominates by its beauty and serenity. Paradise (SAVANH) is even higher than the little hill — it is the ultimate aspiration, the ideal to strive for.

This name was not merely a geographical description. It was a blessing, a recognition, a mutual promise. By giving us this name, the villagers of Donglangkham entrusted us with a responsibility: to make this land a true paradise, not only for visitors who would come to discover it, but also for the communities that surround it and who are its true guardians.

This name, we accepted with humility and gratitude. It was not ours. It was theirs, offered in recognition of our commitment to create something that would benefit everyone. And it is precisely this community origin that makes the strength and authenticity of NONESAVANH. It is not a name we invented for a brand. It is a name that was given to us by those who know this land better than anyone, and who believed in our ability to reveal its hidden beauty.

1.7 The Little Hill of Paradise

Very quickly, the expression "The Little Hill of Paradise" imposed itself to describe the essence of the place. It was not an exaggeration, but a literal description of the experience we wanted to offer. We did not want to build simple tourist accommodation. We aimed to create a destination: a sanctuary where luxury would be defined not by marble or gold, but by space, silence, natural beauty, and the quality of human interactions.

It is this positioning, at the crossroads of authenticity and excellence, that distinguishes NONESAVANH today from the standardized offers of the regional market. We do not sell

rooms, we offer an experience. And it is this experience, unique and irreproducible, that will make the value of the project in the decades to come.

1.8 What We Learned

This first phase, purely intuitive and familial, taught us lessons that structure our approach today. We understood that large-scale projects are not built in a day, and that this long maturation allowed the project to avoid the mistakes of youth and refine its vision. We learned that a project that is not loved by its local community is a vulnerable project, and that our relationship of trust with Donglangkham and Sanasomboune is an invaluable asset.

Finally, we understood that a dream, to survive and grow, must leave the family circle to embrace professional standards. It is this realization that pushed us, years later, to create structures like IFCI Company Limited, an international finance consulting firm, and to integrate the mechanisms of international finance, in order to give NONESAVANH the means of its true ambition.

This chapter is not just the story of a beginning. It is the proof that the foundations of NONESAVANH are healthy, authentic, and ready to support the next phase of its development.

PART II — BUILDING A DREAM

CHAPTER 2 — Stone by Stone

“You do not build a dream with words, but with stones, sweat, and unwavering will.”

2.1 A Flat Terrain, A Circular Vision

Contrary to what our name might suggest, NONESAVANH does not rise on a hill, but majestically stretches across a flat 7-hectare terrain. This flatness is not a flaw, but an opportunity: it allowed us to design a project where everything flows freely, where nothing obstructs the natural flow of energy.

From the very first sketches, we made a bold and spiritual architectural choice: the circular shape. Inspired by Feng Shui and an African vision we wished to bring to Laos, we designed round cottages and a circular restaurant. The circle symbolizes infinity and harmonious movement. It allows the Chi to flow freely, without dead angles, without obstruction, creating a space of absolute peace.

Each cottage has three entrances, leading to three bedrooms and three bathrooms. The number three is no coincidence: it represents the perfect balance between Heaven, Earth, and Man. Each room is designed to accommodate two adults and a child, offering preserved intimacy.

We also integrated an African aesthetic adapted to the Laotian context. The bamboo roofs, which require a double-roof structure, combine robustness and tradition: the bamboo or straw provides an aesthetic and natural finish over a solid framework, respecting the soul of the place while guaranteeing unbreakable durability.

2.2 Rigorous and Standardized Execution

If the vision is spiritual, the execution is technical and rigorous. Laos, a former French protectorate until 1976, has retained a strong influence of French construction standards in its urban DNA. This historical heritage is a major asset, as it guarantees standards of robustness and safety that are recognized worldwide.

All constructions are carried out by qualified Laotian companies, accustomed to these standards. To guarantee impeccable quality, the construction site is placed under the rigorous supervision of my father-in-law. A surveyor by training and founder of the local construction company RATTANASAVANH, he possesses an intimate knowledge of the terrain and materials. He is supported by a graduate architect acting as the Master Builder. This dual supervision guarantees that every stone laid respects both the technical standards and the harmony of Feng Shui.

2.3 The First Works and the Completed First Phase

The transition from paper to terrain was a moment of truth. The first works gave birth to a concrete and impressive first phase:

The Accommodations: We built 8 cottages out of the 12 planned. Each cottage having 3 bedrooms and 3 bathrooms, this represents a total of 36 rooms and 36 bathrooms ready for operation.



The Restaurant and its Annexes: The main circular building was erected, but above all, we created vast multifunctional annexes to welcome the whole world: several professional kitchens capable of preparing dishes from different countries, a 100 m² IT workshop dedicated to foreign visitors, as well as a 100 m² karaoke space, a true place of leisure and sharing for young and old Laotians. Complete sanitary blocks were also integrated.





The Aquatic Spaces: Water is a vital element of Feng Shui. We dug two very large swimming pools (whose structures are already excavated) and developed a pond fed by a natural spring present on the terrain, bringing freshness and vital energy to the site.

This first phase was officially validated. We obtained the opening authorizations from the local authorities, materialized by two official opening certificates in 2014 and 2016, proving the compliance and reality of our infrastructures.

2.4 The Transnational Commitment of the Founders

Building such a project from Europe requires unwavering commitment. My wife and I live in France, and I am a French national. This geographical distance has never been an obstacle, but rather proof of our determination.

Whenever I generated funds through my professional activities, I immediately transferred them to Laos to finance the works. My father-in-law, present on-site, managed the daily follow-up with his company. On my side, as soon as my leaves allowed, I took the plane to come and inspect the progress of the site, validate the technical choices, and ensure that the initial vision was respected.

This choice was not a suffered constraint, but a deliberate will. By investing our time, our savings, and our energy directly into this land, we created what the world of entrepreneurship calls "founding value": real, tangible value added by the sweat and perseverance of the founders. We sacrificed our vacations, our comfort, and our personal opportunities so that every detail of NONESAVANH would be worthy of our dream.

2.5 What We Learned

This period of artisanal and rigorous construction taught us three fundamental lessons that structure our current approach.

The first lesson concerns the value of execution. A vision without execution is only a hallucination. We proved that we knew how to transform circular plans and Feng Shui concepts into tangible reality, overcoming the logistical obstacles of an international site.

The second lesson relates to risk mastery. Having supervised the construction of the first infrastructures ourselves, with the help of trusted local experts, gives us an unequalled understanding of the technical and environmental risks of the site. We know every corner of this flat terrain, every particularity of its soil, and every source of natural water.

The third lesson, and not the least, concerns the necessity of professionalization. We realized that to pass from a beautiful project to a destination of international stature, the love of the land and technical rigor were no longer enough. It was necessary to structure, professionalize, and open the capital to complementary skills and financing. It is this realization that directly led to the professional structuring of our approach and the adoption of international finance standards, as we will see in the next chapter.

NONESAVANH is no longer just a dream. It has become a tangible reality, built stone by stone, circle by circle, year after year. And this reality, we are ready to share with those who believe, like us, that the most beautiful destinations are those that have been built with the heart, harmony, and respect for natural energies.

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PART III — THE CHOICE OF AN ENTREPRENEUR: FROM EXPERTISE TO EXECUTION

“A dream without structure remains a dream. To become reality, it requires teams, methods, and the rigor of those who know how to transform vision into execution.”

3.1 The Roots of Expertise: Independent Practice and One Hundred Homes

Before managing large structures, I first practiced as an independent consultant, working as close as possible to the materials, the drafting, and the field. I was the provider of architectural plans as well as All-Trades (TCE) technical plans: sanitary plumbing, electricity, and HVAC.

But beyond design, I assumed the heavy responsibility of Project Management and Supervision (Maîtrise d'ouvrage). I drafted, negotiated, and managed the contracts for the construction of over 100 individual homes.

Managing the construction of a hundred households means facing a hundred different realities, a hundred unforeseen events, and a hundred dialogues with artisans and clients. It means learning to hold a schedule, to demand quality, and to deliver turnkey projects in strict compliance with the highest standards. This field experience is invaluable. It forged an infallible instinct in me for spotting poor workmanship, negotiating a quote, or anticipating a delay. Today, when I walk the NONESAVANH site, I don't just see a landscape; I see the foundations, the networks, the loads, and the exact way every stone must be laid.

3.2 Scaling Up: The Design Office and Major Projects

After years of managing individual projects, an obvious fact emerged: to cross the gap between a beautiful project and an international destination, we had to professionalize and scale up. This is how I created and directed a multi-disciplinary technical design office, employing 26 staff members, including six specialized engineers.

Our design office had the honor of working with the biggest names in French and international construction. We collaborated with BOUYGUES, VINCI, EIFFAGE, and DEMATHIEU BARD, the giants of civil engineering who shape the skylines of major global metropolises.

Every project was a lesson in exigency, rigor, and professionalism. But more importantly, this experience taught me how to lead, to delegate, and to unite complementary skills around a common vision. Leading a multidisciplinary team is like conducting an orchestra: every instrument must play its part, but the whole must produce harmony.

3.3 Trial by Fire: The Crisis and the Financial Lesson

The path was not linear. By 2012, our design office had reached a recognized level of technical excellence. The proof? We had secured €700,000 in purchase orders from giants like BOUYGUES and VINCI. The market trusted us.

However, we fell into the classic trap of growing SMEs: the cash flow gap, worsened by the global economic crisis. Despite these firm orders, we lacked the immediate working capital to pay salaries while awaiting payment.

At the time, I did not yet have the vision and tools of financial engineering. I could have saved the company by factoring those receivables to secure immediate liquidity. But lacking that specific knowledge, and despite my fierce determination to continue, the court ordered our judicial liquidation.

It was not a choice, but a forced constraint. Yet, it became the most important turning point in my entrepreneurial career. I realized that day that excellent technical execution is not enough; it must be protected by flawless financial structuring.

3.4 Rebuilding Through Competence: Construction Economist

Instead of giving up, I decided to close this knowledge gap. I accepted a management position as a Construction Economist at the renowned Le Garzic Architecture Firm in Rennes.

This experience was an absolute school of rigor. I learned that the viability of a project relies on the millimeter-perfect mastery of costs, the optimization of materials, and the anticipation of budgetary hazards. It is this dual hat—the technical mastery of the field and the financial rigor of the economist—that later pushed me to obtain the CIF (Certified International Finance) certification in 2016. Today, thanks to this journey, I possess the tools I lacked in 2012.

3.5 A Dual Expertise to Secure Your Investment

Armed with this atypical and complete background, I approach NONESAVANH today not as an amateur, but as a seasoned entrepreneur.

Why is this important to you, the investor? Because in emerging markets, the two major risks are budget overruns and delivery delays. My dual expertise—technical and financial—is your guarantee that NONESAVANH will be built on time, on budget, and to international standards. We are not learning the job; we are applying it.

3.6 The Hybrid Business Model: 4 Revenue Engines

NONESAVANH is not just a hotel. It is an integrated tourism and commercial ecosystem. This diversification is our greatest strength: it smooths out seasonality and reduces dependence on a single type of clientele. Our model relies on four complementary pillars:

Senior and Family Accommodation (The Core Target): 36 renovated rooms targeting a European clientele seeking authenticity and security, with long stays (1 to 3 months) guaranteeing recurring and predictable income.

"Backpacker" Eco-Tourism (The Cash-Flow Engine): 50 bamboo cabins on stilts. This segment, highly demanded on the Thailand-Laos-Cambodia axis, generates immediate cash flow from opening, with exceptional gross margins of 80% to 85% thanks to very low operating costs (solar autonomy, minimal staff).

The Local Commercial Hub (Recurring Revenue): 20 commercial boxes at the entrance of the site, leased to Laotian merchants. This hub generates fixed rents, independent of tourist seasonality, while anchoring the project in the local economy.

The Sale of "Treehouses" (The Liquidity Injection): 20 apartments on stilts sold off-plan between \$10,000 and \$20,000. This sale allows for a rapid return on capital for the investor from the very first year.

3.7 The 30-Day Strategy: Generating Cash Flow from Month One

In tourism real estate, time is the enemy of yield. Investors hate waiting 18 or 24 months before seeing the first euro of revenue.

This is why we designed Phase 1 as a 30-day "sprint". Thanks to the already existing infrastructure (the 8 cottages from 2016, the restaurant building), we do not have to build from scratch. We are mobilizing 20 local teams in parallel to renovate the 36 rooms, equip the restaurant, and launch the first camping cabins.

Result: On Day 30, the center opens its doors. The first nights are sold, the restaurant serves its first meals, and operational cash flow begins. Your investment starts working immediately.

3.8 Cost Mastery and Profitability in Laos

Why invest in Southern Laos rather than Thailand or Vietnam? The answer lies in two words: Margin and Potential.

The cost of skilled labor and local materials in Laos is among the most competitive in Southeast Asia. A skilled worker costs a fraction of the price of their Thai counterpart, for equally rigorous know-how.

Unlike European or Thai resorts that charge very high rates, we have adapted our pricing strategy to the reality of the local and regional market, while guaranteeing a superior quality positioning. The average price of our nights will be between \$30 and \$35.

Why is this a major asset for profitability? Because our operational cost structure (OPEX) is extraordinarily low. Thanks to energy autonomy (solar), local labor, and short-circuit supply, we maintain a highly attractive operating gross margin (EBITDA), estimated between 55% and 60% from the first year. This is a ratio that very few resorts in Europe can match today at this price level.

Regarding the "Treehouses", our model is different: we sell them to private investors (between \$10,000 and \$20,000). These owners will be able to rent them at higher (premium) rates, generating an attractive personal rental income. For NONESAVANH, the sale of these units represents an immediate injection of liquidity and a rapid return on capital from the first year, without us having to bear their operating costs.

3.9 Legal and Land Security: A Sound Asset

Finally, the cornerstone of any real estate investment is land security. NONESAVANH is based on a sound asset, which is rare and valuable:

Clear Title Deed: The 7 hectares are titled in the name of my wife, Mrs. Thiphaphone KENE, a Laotian national.

Zero Debt, Zero Liabilities: The land and the 2016 constructions are 100% free of any mortgage, pledge, or bank debt.

Legal Compliance: The project complies with Laotian law on foreign investment (51% local / 49% foreign structure), guaranteeing total legal sustainability.

You are not investing in a project with legal risk. You are investing in a tangible, free, and secure asset.

3.10 What We Have Learned

This chapter is not here to show off a curriculum vitae. It is here to demonstrate to you that NONESAVANH has left the stage of the "family project" to become a bankable project.

We have learned that passion is not enough; it must be framed by rigorous execution. We have learned that revenue diversification is the key to resilience. And we have learned that transparency and legal security are the foundations of trust.

With NONESAVANH, you are not funding a dream. You are funding a well-oiled economic machine, ready to start, and designed to generate value from the very first month.

PART IV — THE RENAISSANCE

CHAPTER 4 — The Time to Be Reborn

“Sometimes, you must know how to stop in order to move forward better. Patience is not immobility; it is the ability to let a vision mature until it is ready to reveal its full potential.”

4.1 Why NONESAVANH Remained on Hold

There were years when NONESAVANH seemed to stagnate in the eyes of the outside world. In 2017, personal funds ran short. It was a moment of truth, one of those instants where you must choose between abandoning and preserving. We chose to preserve.

Rather than building in haste, rather than compromising the quality and authenticity of the project for lack of means, we decided to put NONESAVANH on hold. For an outside observer, this might have looked like a failure. But the reality was quite different. This waiting period was not suffered; it was chosen. Faced with an uncertain economic context, rapidly changing tourist markets, and the emergence of new traveler expectations, we made the conscious decision not to rush development.

4.2 The Years of Reflection

During these years, we never stopped working. We observed, analyzed, and refined our vision. We studied the evolution of luxury tourism: how travelers now seek authenticity rather than ostentatious luxury, how experience takes precedence over standardized service, and how sustainability is no longer an option but an absolute requirement.

On a personal and professional level, I took advantage of this period to close my knowledge gaps. I developed my expertise in international finance, obtained the CIF certification, and set up professional legal and financial structures (such as IFCI) to prepare the ground for impeccable governance. Every year of waiting was a year of upskilling.

This incubation period transformed NONESAVANH. It is no longer just a beautiful family project; it is now a mature, structured investment opportunity, aligned with international standards. The dream remained intact, but the means to realize it gained in sophistication.

4.3 The Lessons Learned

This long maturation taught us precious lessons. The first concerns the value of strategic patience. Large-scale projects are not built according to an imposed calendar, but according to

their own rhythm of maturity. Waiting for the right moment is not a weakness; it is a strength. The second lesson relates to adaptability. The world changes fast. What was true in 2009 is no longer true in 2026. We learned to pivot, to adjust our vision without betraying our essence, and to integrate new technologies and new expectations. The third lesson concerns the necessity of professionalization. A family project cannot remain purely familial if it wants to reach international stature. Professional structuring, obtaining certifications, and financial rigor were necessary to prepare NONESAVANH for its next phase. Finally, the fourth lesson is the power of resilience. There were moments of doubt, nights when it seemed simpler to give up. But we held on. This resilience is today our best guarantee: we know how to weather the storms.

4.4 The New Vision

Today, NONESAVANH is reborn. But it is no longer the same project as in 2009. It is a refined, mature version, ready to conquer the international market. We are not building simple tourist accommodation. We are creating a complete destination: a place where travelers come to live a transformative experience. The luxury of tomorrow is not in marble and gold. It is in space, silence, natural beauty, and the quality of human interactions. NONESAVANH embodies this new luxury. We do not see sustainable development as a constraint, but as a factor of valorization. Technology is at the service of humans, never to replace them. This new vision is the fruit of fifteen years of maturation. It is ready to be realized."

4.5 A Life Project

NONESAVANH is not only a professional project. It is a life project. With my wife, we planned this place for our retirement. I will be 63 years old next year. The age of retirement, some say. But for me, retirement does not exist. Work is my passion, and I will continue to work as long as life allows me.

NONESAVANH is the fruit of this passion. It is the place where we wish to finish our professional journey, where we wish to welcome our grandchildren, where we wish to see realized the dream we have carried for more than fifteen years. This personal dimension is not accessory. It is at the heart of our commitment.

We are not building NONESAVANH to sell it in five years and move on to something else. We are building it for the long term, for it to become a heritage, for it to cross decades. It is this long-term vision that guides each of our decisions, and it is this vision that we share with our partners.

4.6 The Partners We Are Seeking

We are not looking for partners to "save" us. NONESAVANH is not in difficulty; it is ready for its next phase. We are looking for strategic partners who share our vision, who understand the value of the project, and who want to participate in the creation of an exceptional destination.

What we bring to the table is considerable. An exceptional real estate asset, with strong local anchoring and an authentic history. An experienced team, with technical mastery forged alongside the biggest names in construction, certified financial expertise, and proven managerial capacity. A professional structure ready to welcome international partners. A clear

and mature vision, aligned with luxury tourism and sustainable development trends. Proven resilience and ability to navigate uncertainty.

What we seek in our partners is just as precise. Patient capital, aligned with a long-term vision. Complementary expertise in hotel development, international marketing, or destination management. A network of investors and potential clients. A willingness to co-create, not to impose. A commitment to values of sustainability and responsible development.

We are not looking for money; we are looking for partners. And this distinction is fundamental.

4.7 What We Have Learned

This period of renaissance taught us fundamental lessons. The first is that waiting can be a strategy. Knowing how to wait for the right moment is as important as knowing how to act. Strategic patience is a competitive advantage. The second lesson is that maturity is built over time. A project only becomes mature after crossing cycles, challenges, and periods of reflection. NONESAVANH is now mature. The third lesson is that partners choose each other mutually. We are not looking for partners to fill a gap; we are looking for partners to create value together. This posture attracts the right partners. The fourth and final lesson is that rebirth is always possible. No matter how long the winter, spring eventually arrives. NONESAVANH is reborn, stronger and more ready than ever.

This chapter is not merely the story of a waiting period. It is the demonstration that NONESAVANH crossed this period with wisdom, emerged strengthened, and is now ready to welcome partners to write the next page of its history. The time of maturation is over. The time for action has come.

PART V — THE FUTURE

CHAPTER 5 — The Destination of Tomorrow

“The future is not a place we will reach, but a place we create. Every decision made today is a stone laid for the generations of tomorrow.”

5.1 Long-Term Vision: An Integrated Ecosystem

When we look toward the future of NONESAVANH, we do not just see a hotel or a resort. We see a complete tourism, commercial, and agricultural ecosystem, a place that will have evolved with its time while preserving its soul.

Our future development does not rely on intuitions, but on precise master plans, already designed and validated. Every new infrastructure is designed to generate its own revenue while financing the next phase, thereby reducing risks and maximizing the efficiency of the invested capital.

5.2 Sustainable Development and Aquaponics

At NONESAVANH, sustainability is not an additional cost; it is the engine of our future profitability.

At the heart of our environmental vision is our 2,000 m² aquaponics greenhouse project. This closed-loop system, combining fish farming and terraced vegetable cultivation, will use 90% less water than traditional agriculture. It will allow us to achieve food sovereignty for our restaurant, drastically reduce our supply costs, and offer our visitors a unique "farm-to-table" experience in the region.

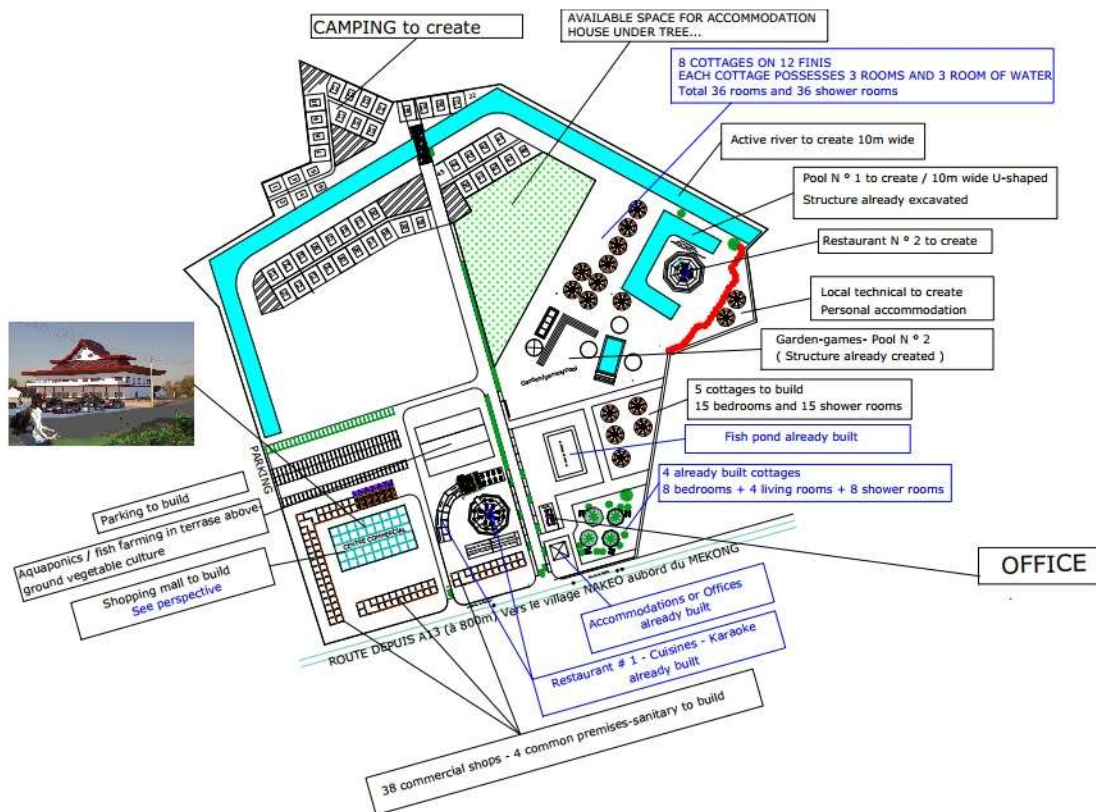
Coupled with the energy autonomy of our future constructions (photovoltaic panels) and our 30-meter artesian well, this approach transforms NONESAVANH into a model of economic and ecological resilience.



Our aquaponics solution (vegetables and tilapia tanks)



5.3 New Infrastructures: A Precise and Profitable Master Plan



Our expansion will take place in clear phases, each targeting a specific market segment to diversify our revenues:

Phase 2: The Local Commercial Hub (Generator of Fixed Rents) At the main entrance of the estate, we will build 20 traditional Asian-style commercial boxes. Designed specifically for Laotian merchants (sale of fresh produce, hardware, textiles, crafts), these spaces will be leased on an annual basis. This hub will generate fixed rents, independent of tourist seasonality, while anchoring NONESAVANH in the local economy. Common sanitary facilities and modern delivery spaces will be provided for them.



PHASE 2 - COMMERCIAL EXTENSION: 20 TRADITIONAL ASIAN-STYLE SHOPS

Following completion of Phase 1 (accommodation renovation), we will proceed with the construction of 20 traditional Asian-style commercial units located at the main entrance of the NONESAVANH residence, set back 10 meters from the road leading to San Nakhao.

These units are specifically designed for local Laotian merchants and will feature the typical architecture of commercial shops found throughout Southeast Asia (Lao, Thailand, Vietnam).

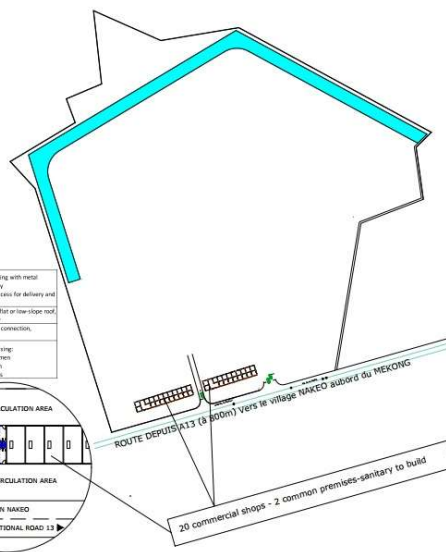
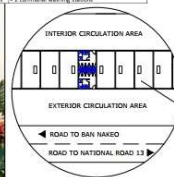
Target Commercial Activities

These spaces are designed to host typical local Laotian retail businesses:

- Fresh Produce / Vegetables: Local fresh products
- Hardware Store: Tools, construction materials, household items
- Clothing: Local and imported ready-to-wear fashion
- Footwear: Traditional and modern shoes
- General Grocery: Essential daily products
- Fabric & Textiles: Traditional Lao textiles and accessories
- Small food service: Local snacks
- Mobile Phones / Accessories: Credit top-ups, cases, repairs
- Local handicrafts, handmade products



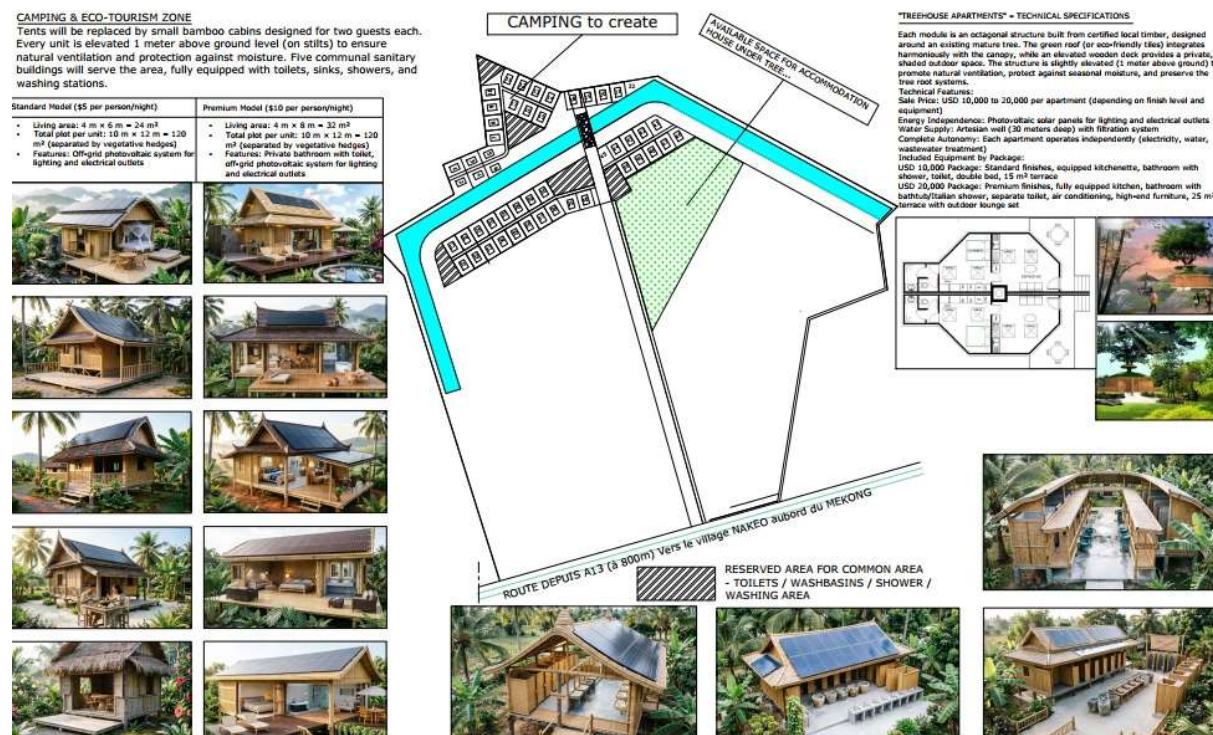
Shop Access	• Road facing side: large opening with metal shutter for merchandise display
Structure	• Covered side: secondary access for delivery and storage
Roof	• Concrete or local stone with flat or low slope roof
Roof Equipment	• Roof or pitched concrete floor
Shared Sanitary Facilities	• Simple phase electricity, water connection, drainage, waste handling
	• One dedicated building comprising: • 3 toilets + 4 showers for women • 3 toilets + 4 showers for men • 2 communal washing stations



Phase 3: Eco-Tourism and Camping (The Cash-Flow Engine) To capture the structural flow of backpackers and eco-tourists on the Thailand-Laos-Cambodia axis, we will develop a dedicated area of 50 bamboo cabins on stilts. Elevated one meter to preserve the soil and promote ventilation, these units will be offered in two ranges:

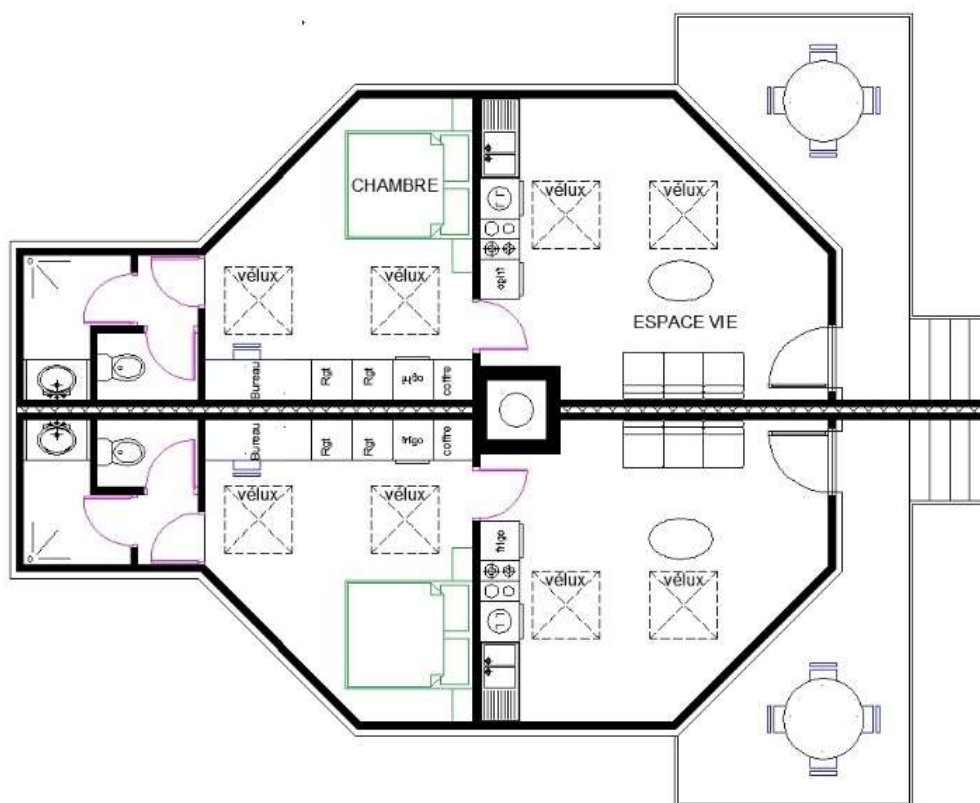
Standard Model (4 m x 6 m) at \$5 per person/night.

Premium Model (4 m x 8 m) at \$10 per person/night, with a private bathroom. Five fully equipped communal sanitary buildings will serve this area. Thanks to minimal operating costs, this segment will offer exceptional gross margins of 80% to 85%.



The "Treehouses" (Houses in the Trees): The Liquidity Injection Around our mature trees, we will erect octagonal modules on stilts, topped with green roofs to blend into the canopy. These 20 apartments, totally autonomous (water, solar electricity, wastewater treatment), will be sold to private investors between \$10,000 and \$20,000 (depending on the level of finish). For NONESAVANH, the sale of these Treehouses represents an immediate injection of liquidity and a rapid return on capital, without us having to bear their operating or rental management costs.





5.4 Investors: In Search of Patient Capital

We are not simply looking for capital. We are looking for partners who share our vision, who understand the value of what we are building, and who want to participate in the creation of a lasting legacy.

What we offer our partners is considerable: an exceptional 7-hectare real estate asset, a phased and profitable development plan, an experienced team, and a transparent professional structure. We also offer flexible exit mechanisms (distribution of dividends, share buyback, or resale to a third party) contractualized from the outset.

What we expect from our partners is just as precise: patient capital, aligned with a long-term vision. Complementary expertise in hotel development or international marketing. A commitment to our values of sustainability. We are not looking for money; we are looking for partners to co-create.

5.5 Local Communities: Our Strategic Anchor

The success of NONESAVANH is inseparable from the well-being of the communities of Donglangkham and Sanasomboune. We are not strangers coming to develop a project for them; we are partners building with them.

Our commitment translates into concrete choices:

Priority for local hiring and training programs to create real careers, not just jobs.

Support for local entrepreneurship via the 20 commercial boxes, offering Laotian merchants modern and hygienic infrastructure to develop their businesses.

Participatory governance and deep respect for traditions, crafts, and Lao culture.

A project that is loved and supported by its local community is a stable, resilient project, protected against social risks. It is an asset that lasts.

5.6 The Legacy

When we think about NONESAVANH, we think about the legacy we will leave behind. The environmental legacy first: a preserved territory, enriched by aquaponics and renewable energies. The social legacy next: strengthened local communities, with sustainable economic opportunities. The economic legacy as well: an exceptional real estate asset, a source of value for partners and for the region.

Participating in NONESAVANH means participating in the creation of this legacy. It means leaving a positive mark on the world, beyond mere financial return.

5.7 What We Have Learned

This vision of the future is based on the lessons learned throughout our journey. The first lesson is that long-term vision creates value. The most valuable projects are those designed in generations, not in quarters. The second lesson is that sustainability is economically smart. Building sustainably is not a cost; it is an investment in the resilience and future value of the asset. The third lesson is that local communities are strategic allies. Inclusion and value sharing are key success factors. The fourth lesson is that execution is the best promise. We do not sell dreams; we present master plans, construction phases, and proven business models.

This chapter is not just a vision of the future. It is an invitation. An invitation to join an exceptional adventure, to participate in the creation of a unique place, to contribute to a sustainable legacy. The future of NONESAVANH is being written now. And we sincerely wish for you to be a part of it.

PART VI — THE OPPORTUNITY

CHAPTER 6 — The Investment Opportunity

“There are moments in the life of a project when time becomes a partner. The dry season is opening, and with it, a unique window of opportunity for those who know how to seize it.”

6.1 The Time Has Come

NONESAVANH is no longer a dream on paper. It is a tangible, structured asset, ready to scale up. After fifteen years of maturation, patient construction, and silent professionalization, the project has reached a decisive turning point.

We are not simply seeking capital. We are seeking partners who share our vision, who understand that the most beautiful projects are not built in a day, and who want to participate in the creation of an exceptional destination. What we offer is considerable: a 7-hectare real estate asset in Southern Laos, with existing infrastructure, strong local anchoring, and an authentic history that no one will ever be able to reproduce.

6.2 Use of Funds: Transparent and Controlled Allocation

Every dollar invested will have a precise, traceable destination, and will be the subject of rigorous quarterly reporting. Our development unfolds in two clear phases, designed to generate revenue quickly while financing the next steps:

Phase 1: The Foundations and Immediate Cash-Flow (\$2,000,000) This phase, achievable in 30 to 90 days, aims to make the project immediately operational and cash-generative:

58%: Accelerated renovation of the 36 existing rooms and extension of the restaurant (100 covers).

22%: Deployment of the eco-tourism hub (50 bamboo cabins on stilts).

10%: Construction and off-plan sale of 10 "Treehouse" structures (20 apartments).

10%: Working capital and contingencies.

Phase 2: The Integrated Hub and Scaling Up (\$8,000,000) Once the Phase 1 cash-flow is stabilized, we will launch the construction of the commercial and agricultural hub:

67%: Construction of the 3,500 m² modern commercial center (20 commercial boxes and large retail spaces).

19%: 2,000 m² aquaponics greenhouse (production of organic fish and vegetables).

14%: External infrastructure, parking, and working capital.

To guarantee the security of funds, we propose a milestone-based disbursement mechanism, linked to certificates of physical progress signed by an independent project manager.

6.3 The Rainy Season Calendar: Natural Urgency

Laos experiences an immutable natural cycle: the dry season from November to April, and the rainy season from May to October. This cycle imposes a strict construction calendar.

Heavy construction work must imperatively be carried out during the dry season. Every lost dry season represents six months of delay and additional costs. This is why time is our ally, but also our compass. Partners who commit now benefit from preferential entry conditions and guarantee the effective start of the construction site from the very first day of the dry season. The urgency is not artificial; it is natural, imposed by the rhythm of the seasons.

6.4 Investment Structures: Tailored Solutions

We understand that each partner has their own objectives, time horizon, and risk appetite. This is why we offer several entry structures, all compliant with Laotian and international regulations:

Direct Equity Participation: For long-term partners. Entry ticket from \$100,000. Voting rights, eligibility for dividends, and involvement in governance.

Convertible Debt: For a balance between security (fixed rate) and upside potential (conversion into shares at preferential conditions upon opening).

ESG Impact Funds: Specific structuring for institutional investors focused on sustainable development, with quarterly impact measurement (local job creation, food sovereignty via aquaponics, solar energy).

Note: We deliberately avoid speculative or cryptocurrency structures to focus on traditional, audited financial instruments understood by banking institutions and Family Offices.

6.5 Return on Investment (ROI) and Exit Strategies

NONESAVANH is not a quick-yield investment; it is an asset that matures over time, supported by solid fundamentals.

Horizon 1-3 Years (Value Creation): Increase in real estate asset valuation (+20% to 30%). Generation of cash-flow from month 1 thanks to the camping and renovated rooms.

Horizon 3-5 Years (Operational Maturity): Stabilized occupancy rate at 65-75%. Operating gross margin (EBITDA) estimated between 55% and 60% thanks to cost mastery. Distribution of dividends from the 4th year.

Key Metrics: Debt Service Coverage Ratio (DSCR) above 1.30x from Year 2, and a target Internal Rate of Return (IRR) of 19% to 23% annually on the Equity scenario.

Exit Strategies: Each option is contractualized from the outset to offer security and flexibility: Recurring distribution of dividends.

Share buyback by IFCI Company Limited under predefined conditions (EBITDA multiple).

Sale to an approved third party (with right of first refusal).

Bank refinancing of the stabilized asset to release the initial capital while retaining ownership.

6.6 What We Have Learned

This presentation of the investment opportunity is based on the lessons learned over fifteen years of journey.

Transparency creates trust. We hide neither the risks nor the uncertainties. But we also show how we have anticipated them and how we manage them. Structure protects the investment. The rigorous processes we have put in place are designed to protect the partners' capital and guarantee its proper use. Alignment of interests is fundamental. The founders remain committed and invest their own time and resources. We have the same motivation as you: to make NONESAVANH a lasting success. Finally, execution is the best promise. We have already proven that we know how to transform a vision into reality. The 36 rooms, the restaurant, and the excavated pools are the tangible proof of this.

6.7 The Renovation Plan: Transforming the Existing into Excellence

Transparency is the pillar of our governance. This is why we are committed to presenting to our future partners the real and current state of our infrastructures.

Between 2014 and 2016, we erected solid structures, respecting the construction standards inherited from the French protectorate, guaranteeing foundations and masonry of unbreakable robustness. However, the tropical climate of Southern Laos and several years of inactivity have naturally left their mark on the finishes and roofs.

Rather than hiding this reality, we embrace it. For a savvy investor, this represents a golden opportunity: to acquire an existing, sound, and titled real estate asset, and to create immediate added value (+20% to 30%) through targeted and controlled renovation.

The Current State: Solid Structures to be Revealed



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The current state of Phase 1 infrastructures. Solid and durable masonry structures, requiring aesthetic and technical renovation to meet international standards.

The Renovation Program: The 60-Day Sprint

Of the \$2,000,000 for Phase 1, \$1,160,000 (58%) is strictly allocated to the renovation of the 36 rooms and the restaurant. This budget is optimized to maximize visual and functional impact:

- **The Roofs (Architectural Identity):** Replacement of corrugated sheets with our architectural signature: double-layer bamboo and straw roofs. This renovation will reinforce thermal insulation, respect the Feng Shui and African aesthetic, and immediately give the place its "Paradise" soul.
- **The Interiors (International Comfort):** Complete upgrading of electrical and sanitary plumbing networks. Replacement of floor coverings, installation of energy-efficient air conditioning, and fitting of modern bathrooms with Italian showers.
- **The Restaurant and its Annexes:** Refurbishment of dining areas, modernization of professional kitchens (HACCP standards), and renovation of the karaoke space and IT workshop.
- **The Outdoor Spaces:** Finishing of the two large excavated pools, landscaping (tropical gardens), and creation of lit pedestrian pathways for a safe and romantic nighttime ambiance.
- **The Vision:** From Existing to Excellence



The post-renovation vision. The perfect blend of traditional circular architecture, modern comfort, and Feng Shui harmony.

The Financial Impact: Immediate Value Creation

By investing in this renovation, our partners are not paying to build from scratch (which would take 18 to 24 months). They are investing in the revelation of an asset that is already standing.

Risk Reduction: No building permits to obtain for the structural work, no foundations to pour. Deadlines are reduced by 70%.

Rapid Cash Flow: From the end of the 2nd month, the renovated rooms are marketed at the rate of \$30 to \$35 per night, generating the first revenues.

Asset Valuation: Once renovated and operational, the market value of the real estate asset will mechanically increase by 20% to 30%, offering immediate patrimonial security to investors.

CHAPTER 7 — The Market and Our Place in the World

“A project does not succeed just because it is beautiful. It succeeds because it responds, at the right time, to a deep aspiration of the world, while relying on solid economic fundamentals.”

7.1 The Evolution of Global Tourism: The Quest for Meaning

The world of travel has changed. Profoundly, durably, irreversibly. What made travelers dream twenty years ago no longer does today. Gilded palaces, standardized infinity pools, identical international buffets from one continent to another: all of that belongs to a bygone era. Today's traveler is looking for something else. They are looking for meaning. They are looking for authenticity. They are looking for an experience that transforms them.

This evolution is not a passing fad. In an increasingly uniform world, travelers now seek what resists this uniformity: places that have a soul. They are willing to pay for this authenticity. NONESAVANH was born from this intuition, long before it became a global trend. And today, this intuition has turned into certainty: the tourism of tomorrow will be authentic, or it will not be at all.

7.2 Southern Laos: A Secret Land Becoming an Accelerating Market

Southern Laos has long escaped mass tourism. It has not sacrificed its soul for the sake of rapid development. But this secret land is now becoming a rapidly accelerating market.

Our intuition from 2009 is today validated by the numbers. Champassak Province, the beating heart of the South, will welcome nearly 580,000 tourists in 2026. In parallel, the city of Pakse and its metropolitan area represent a basin of 150,000 inhabitants in full growth, who currently have access to zero modern shopping centers within a 50 km radius.

Southern Laos possesses all the assets of an exceptional destination, without having yet suffered its drawbacks. It is not saturated. It is not formatted. It is precisely in this context that NONESAVANH makes perfect sense: we are creating a gateway to this region, offering the expected comfort and excellence, without sacrificing any of the place's authenticity.

7.3 Our Unique Positioning and Competitive Analysis

NONESAVANH occupies a unique position on the chessboard of tourism in Southeast Asia. We are not in head-to-head competition with the large international resorts. We offer something radically different.

Faced with a polarized regional offer — on one side, aging and expensive heritage hotels (like the Champasak Palace), and on the other, basic local guesthouses without international standards — NONESAVANH is creating its own category.

Our competitive advantage lies not only in the number of rooms. It lies in our integrated ecosystem model (senior accommodation, eco-tourism, local commercial center, Treehouse sales) which smooths out seasonality and reduces dependence on a single segment. Above all, it lies in the history of the place and the relationship we have woven with the communities of Donglangkham and Sanasomboune. An outside developer could build a seemingly similar resort, but they could never buy fifteen years of trust-based relationships with the locals. They could never buy the soul we have breathed into this place.

7.4 Structural Demand: Four Revenue Engines

To convince investors, having a soul is not enough; we must capture flows. Our positioning allows us to respond to four highly growing market segments:

Active Seniors and Digital Nomads (The Core Target): The global population over 65 reaches 750 million. Among them, millions are seeking a "sunshine retirement" in Southeast Asia, with a budget of \$1,500 to \$3,000 per month. They seek security, authenticity, and connectivity. NONESAVANH is designed for them.

Eco-Tourism and Backpackers (The Cash-Flow Engine): The structural flow of the Thailand-Laos-Cambodia circuit generates predictable annual demand. Our 50 bamboo cabins on stilts, autonomous in energy, capture this flow with exceptional gross margins of 80% to 85%.

The Local and Commercial Market (Recurring Revenue): By answering the glaring need for modern commercial infrastructure in Pakse with our 20 commercial boxes, we generate fixed rents, independent of tourist seasonality.

Treehouse Sales (Liquidity Injection): By selling our treehouses to private investors, we generate an immediate return on capital while offering a premium rental experience.

7.5 The Clientele We Are Targeting

Beyond the numbers, the travelers we wish to welcome do not look like mass tourists. They are men and women who have traveled extensively, who have seen the classic destinations, and who are now looking for something different. They are willing to pay the price of excellence, but they demand an experience in return that justifies this investment.

They come seeking silence, space, and natural beauty. They come seeking authentic encounters with local populations, cuisine that tells the story of a territory, and treatments that use ancestral traditions. This clientele is growing rapidly. They are loyal travelers who regularly return to the destinations that have marked them. By targeting this clientele, NONESAVANH is positioning itself in a driving market dynamic.

7.6 What We Have Learned

This market analysis has taught us several fundamental lessons that guide our strategy.

The first is that structural trends are more important than passing fads. Mass tourism will have its ups and downs, but the quest for authenticity and meaning is a structural trend. The second lesson is that diversification creates resilience. By not depending on a single type of clientele (seniors, backpackers, locals), we protect our cash flow against economic uncertainties. The third lesson is that rarity creates value. In a world saturated with standardized offers, places that offer a truly unique experience, rooted in their territory, become increasingly valuable assets. The fourth lesson is that time is our greatest ally. The more NONESAVANH matures, the richer its history becomes, and the more its value increases. It is an asset that improves with age, like a fine wine.

This chapter is not just a market analysis. It is the demonstration that NONESAVANH is not a gamble, but a response to a deep aspiration of the world, backed by solid economic fundamentals. It is proof that this project is part of a driving dynamic, and that those who choose to associate with it today will participate in the creation of a destination that will mark its era.

CHAPTER 8 — Trust and Governance

“Trust is not decreed. It is built, day after day, through transparency, rigor, and the ability to keep one's promises.”

8.1 Trust, the Foundation of Every Partnership

In the world of investment, particularly for real estate and tourism projects in emerging markets, trust is the most valuable currency. It cannot be bought; it must be earned. And it is built over time, through concrete actions, flawless transparency, and unwavering rigor.

We are fully aware that those who choose to partner with NONESAVANH are not just entrusting us with their capital. They are entrusting us with their hope and their conviction that this project can become what we promise it will be. We take this responsibility very seriously. This is why we have designed a governance model that places partner protection and fund traceability at the heart of every decision.

8.2 Clear, Balanced, and Secure Governance

The governance of NONESAVANH has been designed to guarantee a perfect balance between the founders' vision and the partners' interests.

On the one hand, the founders remain deeply committed. We have "skin in the game": we have invested our time, our savings, and we continue to manage daily operations. This alignment of interests is the best guarantee of our motivation.

On the other hand, we have established mechanisms that ensure partners have a real voice and absolute protection. A supervisory board will bring together the founders and representatives of the partners, with specialized committees for financial and operational matters. Every

partner will have complete visibility into the project's progress through regular reports and direct access to the management team.

8.3 Transparency as an Absolute Principle: Milestone-Based Disbursement

Transparency is not an option for us. It is an absolute principle. To guarantee the total security of your investment, we have implemented a milestone-based fund disbursement mechanism.

No capital will be used without tangible proof of physical construction progress. Funds will be secured via an Escrow Account and will only be released upon joint validation, supported by progress certificates signed by our independent Master Builder (Maître d'Euvre).

Example: The first disbursement finances the renovation of the 36 rooms. The second disbursement will only be triggered once the rooms are actually renovated and ready to welcome guests.

Beyond written reports, we will organize regular site visits, in-person or video conference meetings, and maintain an open, permanent communication channel. We want every partner to feel invested in the project, not just as a passive funder.

8.4 Rigorous Risk Management

Every large-scale project carries risks. We do not hide them. We identify them, analyze them, and put mechanisms in place to anticipate and manage them.

Technical Risks: Construction in Southern Laos presents logistical challenges. We master these thanks to our local experience, our family construction company (RATTANASAVANH), and our architect acting as Master Builder.

Financial Risks: Exchange rate fluctuations and cost evolutions are integrated into our projections. We have planned 10% contingency reserves in each budgetary phase to absorb any potential shocks.

Operational Risks: The recruitment and training of local teams are planned rigorously, supported by our strong community anchoring.

Environmental Risks: Our model, based on solar autonomy, aquaponics, and natural water treatment, makes us resilient to energy and water cost fluctuations.

8.5 Legal and Regulatory Compliance

Respecting the law is not a constraint for us. It is a fundamental principle and a shield for our investors.

We have ensured that every aspect of the project strictly complies with Laotian regulations. The 7-hectare land is titled in the name of my wife, Mrs. Thiphaphone KENE, a Laotian national, guaranteeing the absolute land security of the project. The 2016 constructions have been validated by local authorities (official opening certificates from 2014 and 2016).

Furthermore, our structure complies with international Anti-Money Laundering (AML) and Know Your Customer (KYC) standards. This rigor is not just a legal obligation. It is a protection for partners, who can be certain that their investment is made within a solid, clean, and auditable legal framework.

8.6 The Contingency Plan

Even with the best preparation in the world, unforeseen events can occur. This is why we have developed a detailed contingency plan, outlining different scenarios and the appropriate responses to each.

If construction costs exceed forecasts, we have identified complementary funding sources and schedule adjustment possibilities. If tourist demand is lower than expected, we have planned adapted marketing strategies and operational cost-reduction mechanisms (notably thanks to our low break-even point linked to energy autonomy). If external events (health crisis, political instability) disrupt the project, we have prepared protective measures and business continuity plans.

This contingency plan is not a static document. It is regularly updated. It is proof that we do not just dream. We prepare for the future with lucidity and responsibility.

8.7 What We Have Learned

This approach to governance and risk management is based on the lessons learned over fifteen years of journey.

The first lesson is that trust is an intangible asset worth as much as tangible assets. Without trust, no project can succeed in the long term. The second lesson is that transparency is not a weakness, but a strength. Hiding difficulties does not make them disappear. Facing them honestly, on the contrary, strengthens the project's credibility and solidity. The third lesson is that balanced governance is the best guarantee of long-term success. Founders must retain control of the vision, but they must also accept sharing decision-making power with those who trust them. The fourth lesson is that legal compliance is not a constraint, but a protection. Respecting the law means protecting the partners, protecting the project, and protecting the future.

This chapter is not merely a presentation of governance mechanisms. It is the expression of our commitment to those who choose to trust us. We do not promise the absence of risks, but a rigorous and transparent management of those risks. Above all, we promise that we will treat your investment with the same care and passion with which we have treated our own dreams.

EPILOGUE — The Legacy

“What we leave behind is not made of stones or land. It is made of what we have sown in the hearts of others.”

A Morning on the Hill

There is a morning, early, when the sunlight comes to caress the hill before reaching the valley. On that morning, the silence is absolute, only broken by the song of the birds and the distant murmur of a river. It is in these suspended moments that NONESAVANH reveals its

true nature. It is not a place you possess; it is a place that possesses you, that inscribes itself within you, that becomes a part of your own story.

I have known many mornings on this hill. Mornings of doubt, when everything seemed uncertain. Mornings of fatigue, when the body felt heavier than usual. Mornings of joy, where the beauty of the place erased all sorrows. And mornings like this one, where time seems to stand still, where one understands that what we are building infinitely transcends what we can see.

It is for these mornings that we held on. It is for these mornings that we sacrificed so much. And it is for these mornings, above all, that we wish today to open the doors of NONESAVANH to those who will understand its value.

What We Have Built

When I look back, I do not just see buildings, roads, or foundations. I see faces. That of my wife, Thiphaphone, who believed in this project when everything seemed impossible and who ensured the guardianship of the land with a quiet strength. That of my father-in-law, a surveyor by training, who supervised the construction with absolute rigor. That of the inhabitants of Donglangkham and Sanasomboune, who welcomed us like brothers.

I also see the hands of those who worked, the smiles of those who shared our vision, the silences of those who doubted but stayed. NONESAVANH is not the work of one man. It is the work of a community, of an extended family, of a network of trust patiently woven over more than fifteen years.

What we have built is not merely a place. It is a promise. The promise that it is possible to create something beautiful, just, and sustainable. The promise that true luxury lies not in ostentation, but in authenticity. The promise that dreams, when given the time to mature, eventually find their destiny.

What We Leave Behind

One day, we will no longer be here. It is the law of life, and we accept it with serenity. But what matters to us is not what we will take with us. It is what we will leave behind.

NONESAVANH will remain. It will remain as a testimony to what is possible when one refuses to yield to ease. It will remain as a model of respectful development, where man and nature dialogue instead of clashing. It will remain as a place of encounter, where cultures cross paths, where generations are transmitted, where hearts open.

It will also remain as a legacy for the local communities. Sustainable jobs, transmitted skills, a rediscovered pride. It will remain as an example for those who, tomorrow, will want to follow a similar path. It will remain, above all, as living proof that patience, resilience, and love for a place can transform a dream into reality.

An Invitation

Today, NONESAVANH has reached a turning point. What began as a family intuition has become a structured project, led by a professional team, ready to welcome partners who will share this vision. This is not a plea for donations. It is not a request for help. It is an invitation.

An invitation to join an exceptional adventure. An invitation to participate in the creation of a destination that will mark its era. An invitation to inscribe your name in a history that transcends figures and returns.

We are not looking for rushed investors. We are looking for patient partners, who understand that value is built over time. We are not looking for partners who want to impose their vision. We are looking for partners who want to co-create, who want to add their stone to the edifice, who want to be part of this extended family that has carried NONESAVANH since day one.

If these lines resonate within you, if you feel that this project touches something deep, if you want to participate in this adventure, then know that the doors of NONESAVANH are open to you. We will welcome you with the same warmth that we received from the inhabitants of Donglangkham and Sanasomboune. We will share our vision, our dreams, and our doubts too, because trust is built in truth.

The Final Word

Fifteen years ago, we arrived on this hill without knowing what awaited us. Today, we know. We know that NONESAVANH is more than a project. It is a vocation. It is a heritage. It is a promise made to the future.

And we also know that this promise can only be kept if it is shared. That is why we are writing these lines. That is why we are opening this book. That is why, today, July 17, 2026, we reach out our hand to those who will want to write the next pages of NONESAVANH with us.

The rainy season is approaching. The earth is waiting. The stones are ready. All that is missing is you.

Welcome to NONESAVANH.

Welcome home.