



BUBBLE DREAMS

BUSINESS PLAN

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Summary Sheet

LEGAL FORM:

SARL

SIREN NUMBER:

999 999 999

RCS:

Paris

SHARE CAPITAL:

\$30,000.00

LOAN:

\$40,000.00

DEBT RATIO:

1x

CAPITALIZATION TABLE:

Shareholder names	Shares held	% Ownership	% Vote	Operational roles
Marco Polo	30,000	100%	100%	Manager

PROJECT SUMMARY:

On the Côte d'Opale, about two hours from Paris, demand for nature-based micro-getaways is growing while the available accommodation offering remains largely standardized. In peak season, the saturation of capacity intensifies competition for room-nights and highlights the lack of truly distinctive options. For urban couples and CSP+ clients seeking disconnection, the trade-off is often the same: choose a conventional, less immersive hotel, or give up comfort for an open-air experience.

Bubble dreams addresses this gap with a nature-immersion gîte offering overnight stays in transparent bubbles that provide a 360° view of the landscape and the starry sky. The experience aims for an open-air feel without "camping," with a simple, easy-to-read offer per night (\$150) or per weekend (\$250), complemented by an optional breakfast (\$15 per person). The promise rests on a premium, intimate and memorable experience, supported by a structured operation that integrates outsourced cleaning and laundry and the presence of a night receptionist/guard.

INCOME STATEMENT

Indicator	2026	2027	2028
Total Revenue	\$107,955.00	\$168,525.00	\$190,525.00
Gross Margin	\$86,001.00	\$134,120.00	\$152,124.00
Operating Expenses	-\$87,818.00	-\$93,295.00	-\$93,295.00
EBITDA	-\$1,817.00	\$40,825.00	\$58,829.00
Net Income	-\$5,414.00	\$27,388.00	\$41,215.00

PART 1

The Project

Project Objective

On the ground, the accommodation available around the Côte d'Opale mainly meets expectations for a "conventional" stay, whereas many urban couples are looking for a more memorable short break centered on immersion and intimacy. The local alternatives identified, primarily hotels and residences, offer comfort but an experience seen as not very differentiating, with limited nature immersion and no real "wow factor" tied to the landscape or the night sky. At the same time, peak-season pressure and the scarcity of accommodation offering strong visual immersion make access to a premium experience more difficult, particularly for a clientele that is demanding about reliability, cleanliness and a promise kept.

Bubble dreams' objective is to become a local benchmark for premium unusual stays oriented toward romance and disconnection, by offering transparent bubbles that make it possible to experience nature without visual limits, with comfort and simple booking. The concept is delivered through direct sales on the website and distribution on Airbnb and Booking, in order to meet comparison habits, fast-booking habits and review-seeking behavior. The operation is designed to secure the customer experience, with cleaning and laundry entrusted to a specialized company and an on-site presence at night for welcome and peace of mind. The ambition is to capture a clientele of micro-getaways and light event hosting by anchoring the establishment as a destination consistent with the preserved character of the Côte d'Opale.

Team



Marco Polo

Manager

Marco has more than 10 years of experience in hospitality and unusual accommodation. He has managed profit centers on behalf of international groups and is skilled in team management.

Profile:

Sector-specific skills

Management skills

Human-resources skills

The Market

The project is part of the French glamping market, estimated at €280M in annual revenue by 2025, with growth announced at a 7.7% CAGR. This trajectory is driven by the move upmarket in open-air hospitality, the search for memorable experiences, and the rise of short nature breaks, particularly from large metropolitan areas. At the same time, distribution via platforms intensifies competition and the battle for reviews, while environmental and planning constraints slow the rollout of new offerings, creating a barrier to entry for compliant, well-integrated concepts.

Within this market, the "immersive/unusual experience" sub-segment oriented toward couples, intimacy and the starry sky represents a SAM of €70M. This segment values differentiation, experience quality and operational reliability, where more generalist and undifferentiated offerings are more exposed to price comparison. The key success factors are the strength of the visual "wow effect," the promise of uncompromising comfort, mastery of seasonality, and the ability to quickly generate positive reviews through suitable distribution.

Locally, the Côte d'Opale combines accessibility from Paris, natural appeal and a context of peak-season saturation, while remaining sheltered from mass tourism. The competing offer identified is mostly hotel-based or residential, therefore less immersive and less distinctive, which reinforces the opportunity for a bubble-based proposition. In this logic, the targeted SOM of €0.3–0.5M in annual revenue at 3–5 years, for 1 site and 5 to 10 bubbles, aligns with a gradual ramp-up that takes into account seasonality, weather and a deployment pace tied to local regulations.

Key Market Factors

- Changing travel behavior (micro-getaways, search for memorable experiences close to large cities)
- Seasonality, weather and night-sky quality (direct impact on appeal and occupancy)
- Local regulations (planning, protected areas, sanitation) influencing the deployment pace
- Level of local competition (hotels, short-term rentals, other unusual accommodation) and the intensity of the price war on platforms at launch (acquiring reviews)

The Products

1. Overnight Stays

The overnight bubble-room offer provides an immersive accommodation experience at the heart of nature for a rate of \$150 / night. Designed to offer a moment out of time, the bubble room lets guests sleep under the stars while enjoying the comfort of quality accommodation. The overnight offer includes private access to the bubble room for one night, allowing guests to experience a singular stay blending accommodation and immersion in the natural environment.

2. Weekend Package

The weekend package offers an extended immersive experience within the bubble room, allowing guests to fully enjoy a stay in the heart of nature. This offer includes two consecutive nights in the bubble room at a preferential rate of \$250 for the stay. The weekend package is aimed particularly at couples and travelers seeking a nature escape who wish to enjoy a moment of disconnection and getaway over several days.

3. Breakfast

The breakfast offer provides guests with a gourmet experience showcasing local produce and artisanal know-how. Designed with an approach focused on quality and on promoting the region, this option favors short-circuit sourcing exclusively, from local artisans and producers.

The Competitive Landscape



Hotel L'atlantic Wimereux

Hotel on the Côte d'Opale, a conventional alternative for a sea/nature weekend with hotel services.

Strengths: Hotel comfort, service reliability, location recognized for short stays.

Weaknesses: Less differentiating and less immersive experience (no nature/stars "wow factor"), offering perceived as standardized.

Hotel de La matelote Boulogne sur mer

Urban/coastal hotel in Boulogne-sur-Mer, oriented toward a practical and comfortable stay.

Strengths: Structured hotel service, accessibility, reassuring for a demanding clientele.

Weaknesses: Less nature immersion and isolation, experience less memorable than unusual accommodation in open nature.

The Competitive Landscape (continued)

Le Westmister le touquet Paris Plage

Upscale hotel in Le Touquet, the premium reference of the area.

Strengths: Prestige, high-level service, luxury experience and potentially strong dining.

Weaknesses: Positioned more as a "hotel" than "immersive nature," less experiential originality of the glamping type.

Evancy La Marina Boulogne-sur-Mer

Residence/apart-hotel, oriented toward independence and a practical stay (often families/groups).

Strengths: Flexibility, capacity, an economical/practical solution for short stays.

Weaknesses: Few premium services and a weak immersive experiential dimension.

Hôtel M^{onsieur} Georges Boulogne sur mer

Local hotel, a conventional alternative for short stays and regional tourism.

Strengths: Simplicity, accessibility, a familiar and easy-to-understand offer for the customer.

Weaknesses: Standardization, weak differentiation, limited nature immersion.

The Stay Well Boulogne sur mer

Local accommodation oriented toward short stays, an alternative to the gîte/hotel depending on the offer.

Strengths: Practicality, a response to demand for room-nights in the area.

Weaknesses: Less oriented toward an immersive and romantic experience, high competition with similar offers.

The Clients

1 **Urban professional on a micro-getaway**

Marketing manager / executive in a large metropolis

OBJECTIVES

- Treat themselves to a quick break without a long journey
- Live a memorable, shareable experience
- Book quickly with guarantees (reviews, reliable photos, cancellation)

PAIN POINTS

- Inconsistent unusual offers (cleanliness, promise vs. reality)
- Lack of intimacy in some nature accommodations
- Difficulty identifying the "true premium" among too many choices

BEHAVIOR

Compares several options, reads reviews intensively, books on mobile, sensitive to packages (breakfast).

2 **CSP+ couple seeking disconnection**

SME director / senior executive

OBJECTIVES

- Disconnect without complex logistics
- Have hotel comfort in the heart of nature
- Organize a romantic surprise

PAIN POINTS

- Does not want to "camp" (cold/noise/sanitary facilities)
- Requires a reliable experience (service, bedding, heating/ventilation)
- Limited availability in peak season

BEHAVIOR

Willing to pay more for a clear promise, quick to decide, seeks quality and simplicity.

The Clients (continued)

3 **Outdoor and astronomy enthusiast**

Product manager / engineer passionate about nature

OBJECTIVES

- Sleep under the stars comfortably
- Choose a spot with good sky visibility
- Live a differentiating experience

PAIN POINTS

- Weather/cloud risk and disappointment
- Light pollution reducing the appeal
- Questions about the environmental impact

BEHAVIOR

Looks for precise information, sometimes books outside peak season if the sky experience is better.

4 **Private-event organizer**

Organizer (individual or professional)

OBJECTIVES

- Create a signature moment (proposal, birthday)
- Access personalization options
- Limit surprises (organization, schedules, support)

PAIN POINTS

- Few event options in unusual accommodation
- Neighborhood/noise/schedule constraints
- Cancellation conditions sometimes unclear

BEHAVIOR

Buys packages, expects strong responsiveness, may request a private booking.

Acquisition Strategy

Bubble dreams' acquisition strategy aims to secure rapid occupancy at launch while building, over time, a brand associated with premium nature immersion and intimacy. It primarily targets urban couples aged 25–45 and CSP+ clients seeking micro-getaways, for whom reviews, perceived quality and booking simplicity strongly determine conversion.

Phase 1: the opening of bookings relies on the website directly and on distribution via Airbnb and Booking, in order to immediately capture "unusual" search traffic and to meet comparison habits. An attractive pricing policy is planned at launch to accelerate the generation of the first stays and first reviews, then a quick return to target rates allows the offer to be re-anchored on its premium positioning. This sequence supports the establishment's credibility with a demanding clientele and reduces the booking barrier linked to a lack of track record.

Phase 1: media actions on social networks, with a larger campaign in the first year, aim to make the 360° experience and the starry sky visible — the most differentiating elements of the concept. The content highlights the "romantic surprise" use case and short stays, in line with demand for memorable and shareable experiences.

Phase 2: annual media actions on social networks take over to maintain awareness, support off-peak demand and establish Bubble dreams as a recurring destination. Together this forms a progressive journey, moving from visibility and proof through reviews at launch to the consolidation of a local brand durably associated with premium unusual stays on the Côte d'Opale.

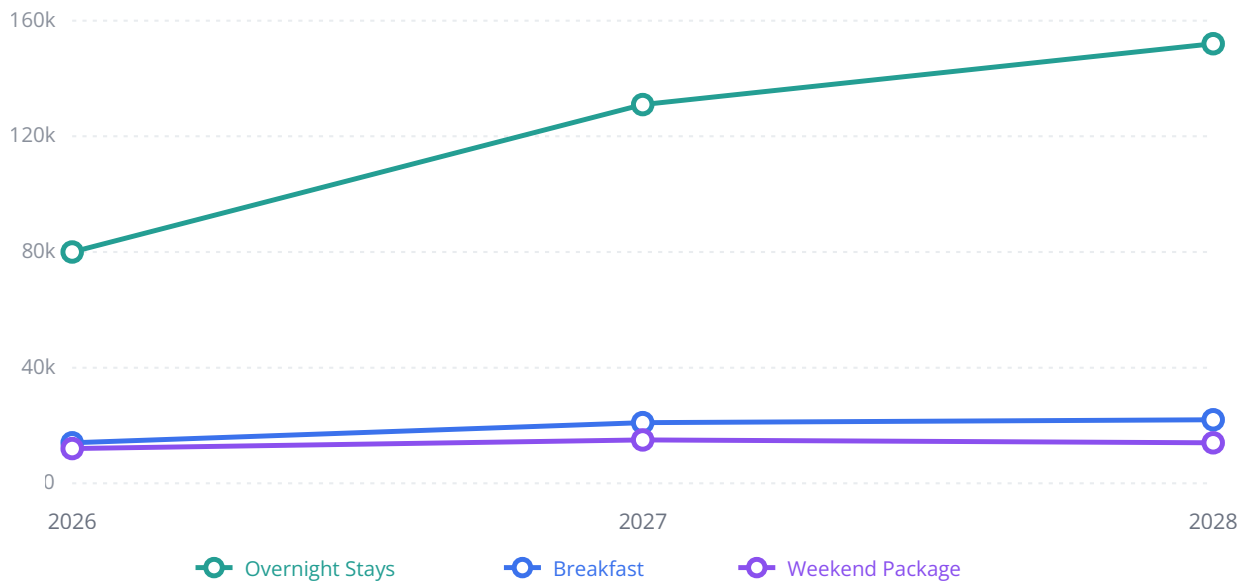
PART 2

Financial Forecast

Income Statement

Indicator	2026	2027	2028
Total Revenue	\$107,955.00	\$168,525.00	\$190,525.00
<i>Revenue Growth %</i>	—	56.1%	13.1%
Gross Margin	\$86,001.00	\$134,120.00	\$152,124.00
<i>Gross Margin Rate</i>	79.7%	79.6%	79.8%
Operating Expenses	-\$87,818.00	-\$93,295.00	-\$93,295.00
EBITDA	-\$1,817.00	\$40,825.00	\$58,829.00
EBIT	-\$4,397.00	\$37,225.00	\$55,229.00
Net Income	-\$5,414.00	\$27,388.00	\$41,215.00

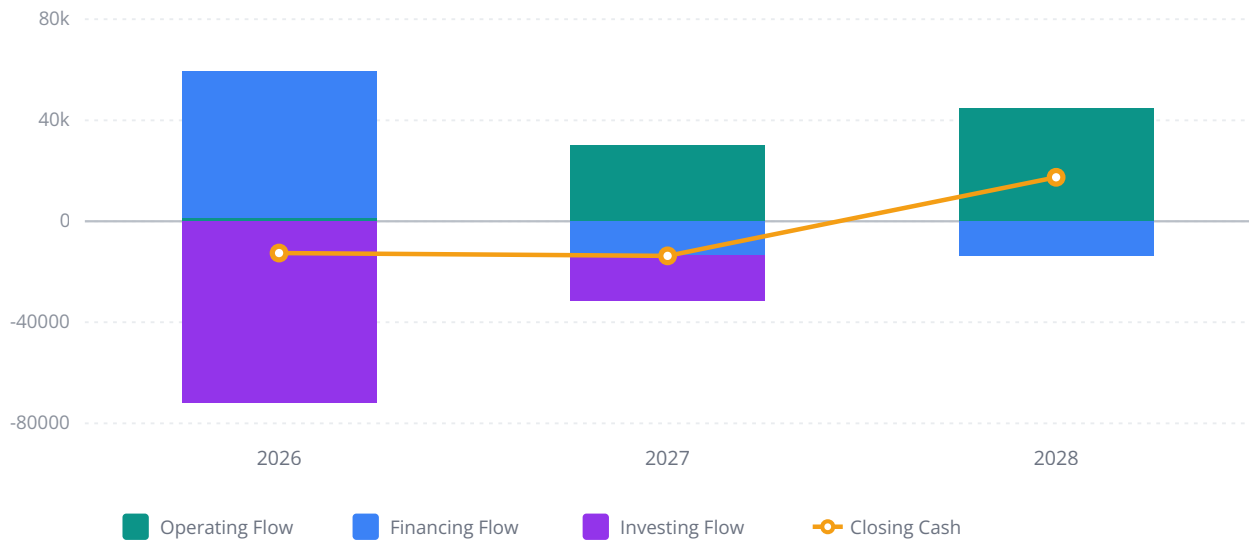
Sales Evolution by Product



Expenses

Category	2026	2027	2028
Salaries	\$35,500.00	\$42,600.00	\$42,600.00
Marketing	\$28,200.00	\$28,200.00	\$28,200.00
Platform commissions (Airbnb/Booking)	\$18,343.00	\$16,720.00	\$16,720.00
Insurance	\$2,640.00	\$2,640.00	\$2,640.00
Electricity	\$1,995.00	\$1,995.00	\$1,995.00
Bank fees	\$720.00	\$720.00	\$720.00
Internet	\$420.00	\$420.00	\$420.00
Total	\$87,818.00	\$93,295.00	\$93,295.00

Cash Flow Statement



Indicator	2026	2027	2028
Opening Cash	\$0.00	-\$12,608.00	-\$13,692.00
Operating Flow	\$1,210.00	\$30,210.00	\$44,815.00
Financing Flow	\$58,182.00	-\$13,293.00	-\$13,725.00
Investing Flow	-\$72,000.00	-\$18,000.00	\$0.00
Closing Cash	-\$12,608.00	-\$13,692.00	\$17,398.00

Uses and Resources Statement

Indicator	2026	2027	2028
RESOURCES			
Capital	\$30,000.00	\$0.00	\$0.00
Loan	\$58,182.00	\$0.00	\$0.00
Shareholder current-account contribution	\$0.00	\$0.00	\$0.00
Subsidies	\$0.00	\$0.00	\$0.00
Change in WCR	\$0.00	\$306.00	-\$31,089.00
Self-financing	-\$2,834.00	\$30,988.00	\$44,815.00
Subtotal	\$85,348.00	\$31,293.00	\$13,725.00
Total resources	\$85,348.00	\$31,293.00	\$13,725.00
Cash balance	-\$12,608.00	-\$13,692.00	\$17,398.00
SELF-FINANCING CAPACITY			
Net income for the period	-\$5,414.00	\$27,388.00	\$41,215.00
+ Depreciation & amortization charges	\$2,580.00	\$3,600.00	\$3,600.00
- Write-backs on subsidies (non-cash)	\$0.00	\$0.00	\$0.00
+ Net book value of asset disposals	\$0.00	\$0.00	\$0.00
- Proceeds from disposal of assets	\$0.00	\$0.00	\$0.00
Subtotal	-\$2,834.00	\$30,988.00	\$44,815.00
Self-financing capacity (CAF)	-\$2,834.00	\$30,988.00	\$44,815.00
- Loan repayment	\$11,818.00	\$13,293.00	\$13,725.00
Net self-financing	-\$14,652.00	\$17,694.00	\$31,089.00

Balance Sheet

Indicator	2026	2027	2028
ASSETS			
Fixed assets	\$69,420.00	\$83,820.00	\$80,220.00
Inventory	\$0.00	\$0.00	\$0.00
Trade receivables	\$0.00	\$0.00	\$0.00
Other receivables	\$0.00	\$0.00	\$0.00
Cash	-\$12,608.00	-\$13,692.00	\$17,398.00
Current assets	-\$12,608.00	-\$13,692.00	\$17,398.00
TOTAL ASSETS	\$56,812.00	\$70,128.00	\$97,618.00
LIABILITIES			
Share capital	\$30,000.00	\$30,000.00	\$30,000.00
Net income for the period	-\$5,414.00	\$27,388.00	\$41,215.00
Reserves	\$0.00	-\$5,414.00	\$21,974.00
Equity	\$24,586.00	\$51,974.00	\$93,189.00
Bank loans	\$28,182.00	\$14,889.00	\$1,164.00
Trade payables	\$1,471.00	\$1,018.00	\$1,018.00
Tax and social liabilities	\$2,572.00	\$2,248.00	\$2,248.00
Other liabilities	\$0.00	\$0.00	\$0.00
Current liabilities	\$4,044.00	\$3,266.00	\$3,266.00
TOTAL LIABILITIES	\$56,812.00	\$70,128.00	\$97,618.00