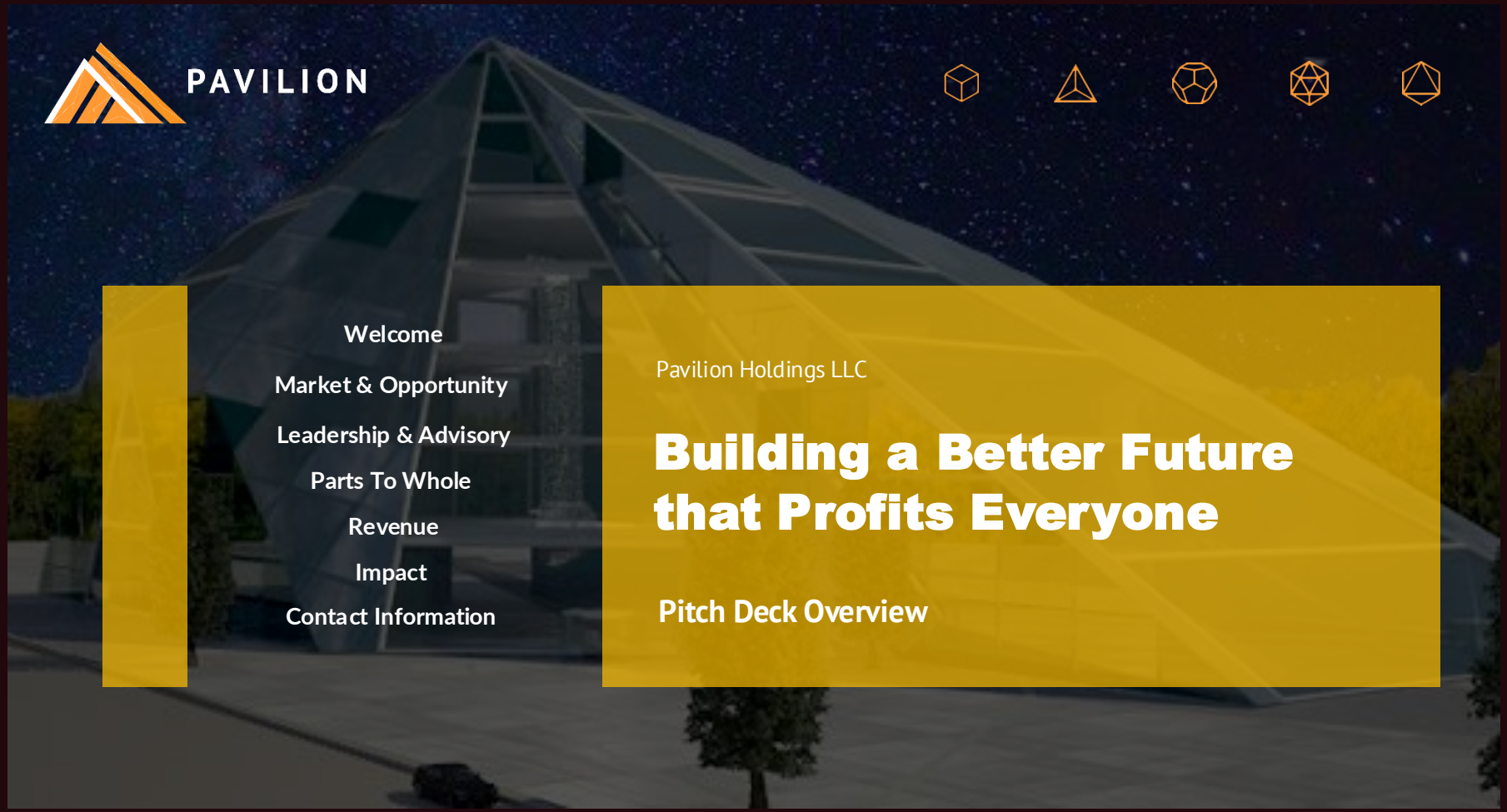
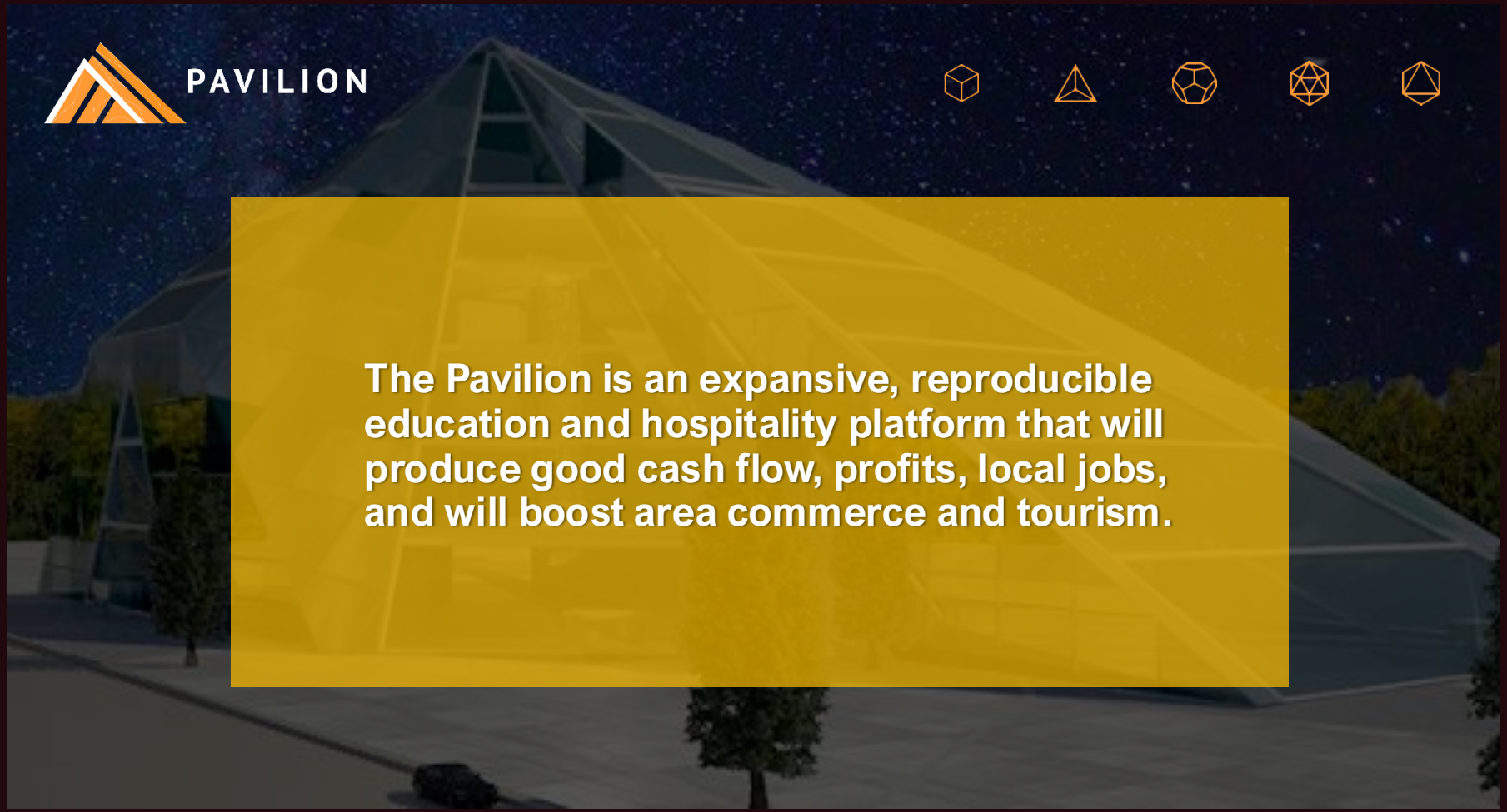

PAVILION
Welcome
Market & Opportunity
Leadership & Advisory
Parts To Whole
Revenue
Impact
Contact Information
Pavilion Holdings LLC
Building a Better Future that Profits Everyone
Pitch Deck Overview


PAVILION
The Pavilion is an expansive, reproducible education and hospitality platform that will produce good cash flow, profits, local jobs, and will boost area commerce and tourism.

THE PAVILION

Welcome, Traveler

Prior to COVID, I brought together a dozen of the world's most pre-eminent experts, in wellness, medicine, science, business, and BioGeometry, in Washington DC for a once-in-a-lifetime dialogue. After determining what was needed, we developed *The Pavilion Manifesto,* a plan for an unparalleled business that is even more relevant now, in light of this dark deception.

Goal #1: Pin down the beliefs, attitudes, and lifestyles which reflect the latest leaps in human understanding and consciousness.

Goal #2: Develop a marketplace map of the political, economic and societal vectors that will support and empower such a leap.

Goal #3: Apply accelerants (like fun, inspiration, excitement, and joy!)

Jim Grapek
Award-winning Producer/Director
Board-certified Frequency Medicine Clinician
Pavilion Holdings, LLC
Associated Producers, Inc

So, what is The Pavilion? Simply defined, it's a tent; a curated repository to help us reach our highest potentials. It's a 3.5-acre destination designed to help people expand their minds, rejuvenate their bodies, and nourish their souls.

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing one obsolete.”

~Buckminster Fuller

State of Our World

(The Chaos is the Opportunity)

We have all been deceived

PLANET LOCKDOWN,

Jim Grapek, Co-producer

This internationally acclaimed film, featuring top-level world scientists, politicians, and doctors, garnered more than 20-million views before Facebook and YouTube censored it.

https://rumble.com/v1bpxmx-planet-lockdown-a-documentary-about-what-happened-to-our-world.html?e9s=src_v1_ucp

Marketplace Opportunities.

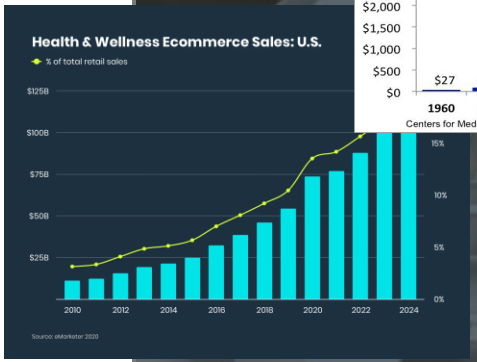
THE PAVILION

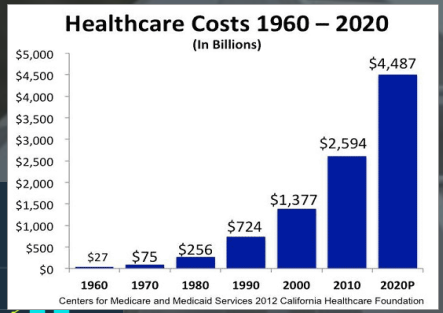
The Failure Of Conventional Healthcare

55% of Gen Z and millennials (70 million) are without access to a primary care physician.

This has sparked unprecedented growth in the now $4 trillion combined **wellness market**.

Replacing the isolated corridors and abstract economics of healthcare, **wellness products and services** are lifestyle-driven, accessible online and through everyday consumer spaces.





THE OPPORTUNITY IN TRANSITION 2024 - 2030

The Rise of Wellness and New Approaches

Wellness has expanded by 6.4% since 2017, from $3.7 trillion to **$4.2 trillion in 2020**. That's 2x the speed of the global economy.

The **alternative, natural, & complementary medicine market** is expected to grow another 40%+ or more by the end of 2026.

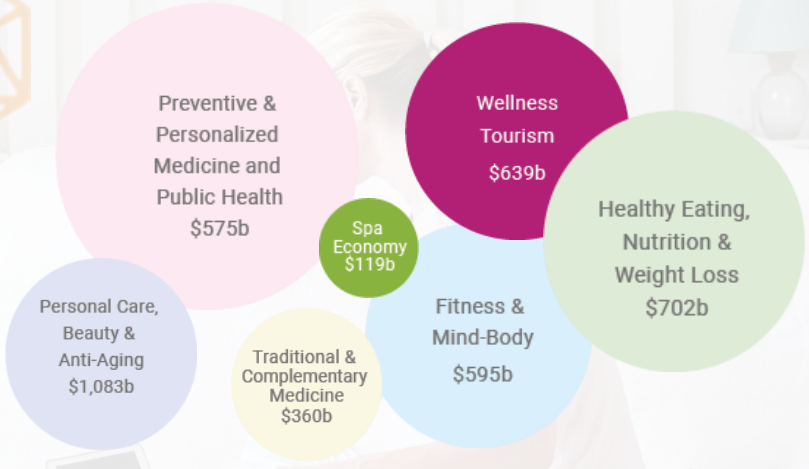
Beneath the statistics, in the daily lives of millions, **wellness is all about lifestyle and real care –** not drugs and quick fixes.

THE OPPORTUNITY IN TRANSITION 2024 - 2030

Big Insurance will be increasingly challenged by Cost Sharing, Direct Primary Care, and Hybrid Health Packages

Health insurance and conventional healthcare costs are skyrocketing, yet the only one worse off is the consumer.

As more innovators come together to create smart alternatives – like tele-health and concierge services – new and affordable cash plans are beginning to capture market share. The Pavilion will work with all of them.

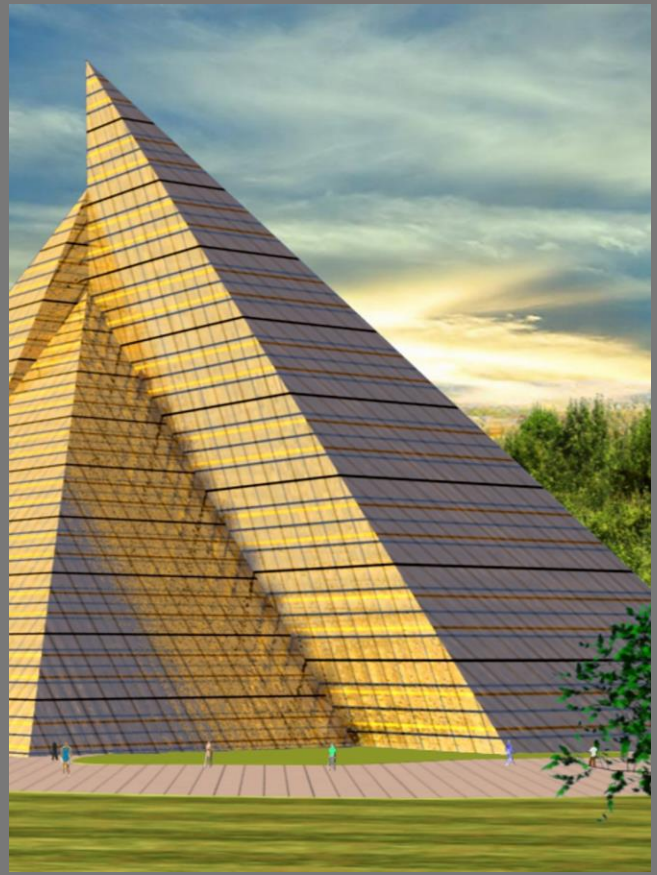


The Real Estate Opportunity

Sports = Arenas & Stadiums
Travel = Airports & Hubs
Healthcare = Hospitals & Offices
Education = Schools
Well-being = Pavilions

The majority of Americans want society to “return to normal,” yet it’s become clear that the old “normal” was already broken.

Today, not only is the **Healthcare Market** poised for a new kind of *healing aggregator* like The Pavilion, the community as a whole is crying out for new *social aggregators* – places where like-minded people can come together *in community*, to heal, share, relearn, and restore the balance; and to live inspired, joyful lives.



Pavilion Overview

Pavilion Holdings, LLC

Pavilion Holdings is a South Dakota registered Limited Liability Corporation.

The LLC is currently 100% owned by founder Jim Grapek.

"The Pavilion has the potential to capture that illusive 70% of the market that traditional health clubs have tried and failed to attract - people interested in health but who don't want to go to the gym."

~WTS International
2016 Feasibility Study

THE PAVILION

Development Plan

Phase 1

Development | Operations

Programming & Masterplan | Partnerships & Structuring

Phase 2

Building Construction | Property Mgmt, & Operations

Phase 3

Multi-Site Franchise Development

Operational Centers

BioCenter

Comprehensive Integrative, Dental and Primary Care, with Specialty Health-Med Services

Operated By National Integrated Health Associates and Cluster Partners

Village

Future Mall Experience Anchored In Spa, Fitness, Marketplace, & Dining

Social Center of The Pavilion

Institute

R&D Partnership, Think tank, Community Learning Center

Serves Public (Health, Science, Lifestyle) and Practitioner Audiences (CEUs), *with American New Medicine*, Partner Programs

Vesica

The Pyramid "Capstone"

Penthouse-level, Multi-purpose Performance & Special Event Space with Stunning Bio-Geometry Design

Museum

501c3 Life-Sciences Center

Interactive Science Museum Focuses On New Discoveries That Are Re-Defining Our World & Our Selves; a true Community Resource

Leadership & Advisory

Jim Grapek
Founder & CEO

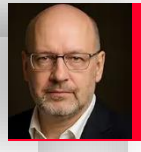
Jim Grapek is an award-winning producer/director, restaurant operator, Board-Certified Frequency Medicine Practitioner, podcast host, and health enthusiast (Black belt).

Following a 25-year career as President and Senior Producer of Associated Producers, Inc., which he founded in DC's National Press Building. Jim now leads the development of The Pavilion as a scalable platform for healthier living, community engagement, and long-term stockholder value.

Ruth Lininger, MD, MPH
COO (Tent.)

Digital Health Tech Entrepreneur, Physician Executive, Administrator, and Founder of Integrative Path PC, an integrated health eco-system for improving chronic disease care.

Ruth and her company Duchess Health, are a great match with our *American New Medicine* and The Pavilion's 'cash patient' Integrative Health Network.



Tony Yustein
Chief Information Officer

Tony Yustein is an AWS certified solutions architect, technology entrepreneur, and former Microsoft Regional Director for Türkiye. His experience includes cloud platforms, scalable internet services, AI-enabled business systems, financial modeling and strategy.

Tony leads the technology strategy, operating-system development, business modeling, and the digital systems development needed to replicate The Pavilion across multiple locations.

Caitlin McKenna,
Spa/Fitness Strategic Advisor

Caitlin is CEO of the Arch Amenities Group, a global leader health/leisure services

Dr. Grace Torres-Hodges
Medical Business Advisor

Dr. Torres is a physician, MBA, author, and promoter of cash-pay, Direct Specialty Care, free market payment systems...and a Black belt

William Eaton, Kathleen Held
Facilities Advisors

Cine-Little Int'l Inc. Hospitality & Hotel Advisors, Hotel School connections

Dr. Ibrahim Karim,
Architecture Lead

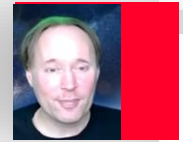
Acclaimed Architect, Professor, Lecturer, and founder of the science of *BioGeometry*

Charles Frohman
Health Freedom Policy Advisor

A DC Lobbyist, Charles helped develop the Conscious Capitalist movement with Whole Foods' John Mackey

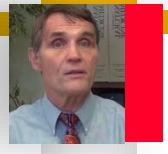
Grandmaster Shi DeRu
Advisor, Body-Mind-Spirit

A Shaolin Monk, Shi DeRu is a global name in fitness, Kung Fu, coaching, and mind-body health



Dr. David Clements
Science Advisor

Hailing from Oxford and Cambridge, Dr. Clements is a leading authority on zero-point physics and the coming advanced tech that will benefit humanity.



Dr. Mark McClure, DDS, DIM
Medical Advisor

Founder of NIHA, one of the East's largest integrative medical and dental practices, former med college provost

Dr. Emlyn Koster
Advisor, Life Sciences Center

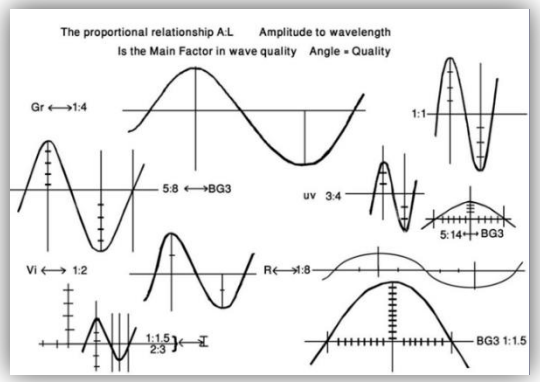
Dr. Koster is past director of New Jersey's acclaimed Liberty Science Center.

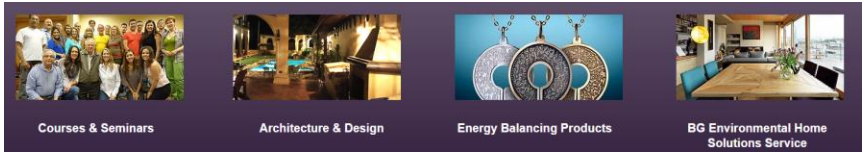
BioGeometry: A Pavilion Solution

Pavilion advisor Dr. Ibrahim Karim, ScD, will bring the science of BioGeometry™ to The Pavilion – through its classes, products, and its architecture.

Simply put, BioGeometry enables us to transmute and neutralize all the harmful energies around us, whether from pesticides, EMFs, environmental toxins, heavy metals, food additives, and so on.

BioGeometry Architecture





From Parts To Whole:
The Pavilion

Commercial Activity Centers

The Pavilion operates 5 balanced operational clusters, each with unique audiences and services. While The Pavilion's key revenue drivers focus on membership-based experiences, several clusters also cater to the public.

Whether attending a lecture or visiting the *Catalyst!* Life Sciences Center, a visit to The Pavilion will inspire most people to return.

Pavilion Institute
30% of foot traffic matrix

Science Museum
Intersection of all foot traffic

Vesica Event Center
45% of foot traffic matrix

Bio-Center
25% of foot traffic matrix

Village
Intersection of all foot traffic

Village

The Village, largely situated in ‘C’ Block and ‘B’ Block, carries the most foot traffic. Its features include farm-to-table dining, cafes, retail outlets, artisans, astrologers, and outdoor event spaces for the community.

The village provides a dynamic, social environment that supports The Pavilion membership community as well as visitors from the general public with day-passes. It’s key business units provide the backbone of hospitality and event support for all five commercial activity centers.

Access:	Public / **Basic Membership**
Membership:	Basic Membership and up
Operator:	Pavilion Holdings
Revenue Driver:	Membership, Consumer Sales

Bio-Center ('Med-bay')

The Bio-Center is a comprehensive primary care facility that acts as The Pavilion's epicenter for membership access to bioregulatory, primary healthcare.

Designed and operated by a leading healthcare company using integrative, bioregulatory medicine, the Bio-Center represents the cutting edge of 21st century healing.

Members will get the benefits of advanced frequency medicine, integrative healthcare, and the best biological dentistry – all made affordable through The Pavilion's medical cost-sharing plans.

Access:	Members Only
Membership:	Bio-Center **Membership**
Operator:	TBD (NIHA/Goldcare/Cluster Partners)
Revenue Driver:	Membership, Dental

Institute (Learning Center)

The Pavilion has the capacity to comfortably handle up to four thousand, on-site visitors per month in day and evening classes. Attendance for the online courses is unlimited.

As the education arm of the *Bio-Center* and *BioGeometry* programs, the Institute also hosts long-term as well as day-long programs for practitioners seeking new skills, or for those who just want to refresh their skills or earn CEUs.

The Institute's Learning Center also offers members and the public a number of inspiring classes "for life" – taught in an engaging and fun manner reminiscent of the Learning Annex.

Access:	Public / Private Mix
Membership:	**Basic and higher**
Operator:	Pavilion Holdings or Cluster Partner
Revenue Driver:	Membership, Consumer Sales

Vesica Conference Center

The Vesica Conference Center is located in The Pavilion's A-Block.

Suitable for a wide array of events and performances, the space is designed to convert to whatever use The Pavilion requires.
From temporary art exhibits, to conferences, to film screenings, public lectures, and monthly *Transition Talks*, it is the primary space (and revenue driver) for catered events and gatherings.

Access:	Public Hours Limited
Membership:	Learning Center, **Full Membership**
Operator:	Pavilion Holdings
Revenue Driver:	Public

https://youtu.be/XeWC2tmfomU

Pavilion *Transition Talks*

Part of The Pavilion's mission is to help birth this new, emerging world. Its TED talk-like series, *Transition Talks*, originally run by Pavilion Advisor John Petersen (who Jim Grapek worked with), will bring top-tier health and science professionals to The Pavilion each week.

These talks (see the video) show the tenor, spirit, high level people, and new discoveries that are forming this emerging world, a $13 billion self-improvement, DIY, and "post-COVID" healthy living space Pavilions will capitalize on.

Access:	Open
Membership:	Basic Membership and up
Operator:	The Arlington Institute
Revenue Driver:	Public

The Catalyst!

Life Sciences & Innovation Center

The Catalyst is your first stop inside The Pavilion, which branches into a full-building exploration of BioGeometry and the new emerging sciences. With signage and messaging located throughout the Village, The Catalyst will feature interactive exhibits and relevant science information aimed at helping people to be happy, feel better, and live longer.

Exhibits will include seasonal, practical, 'smart living' immersive learning experiences that stimulate curiosity and those deeper conversations. The Star Trek-intoned Catalyst will attract *"people with the gene that keeps them from seeing things as impossible,"* as Singularity University founder Peter Diamandis likes to say.

Access:	**Public (paid)**
Membership:	Basic Membership
Operator:	Independent Nonprofit
Revenue Driver:	Gift Shop, Events & Classes

Urban Agriculture at The Pavilion

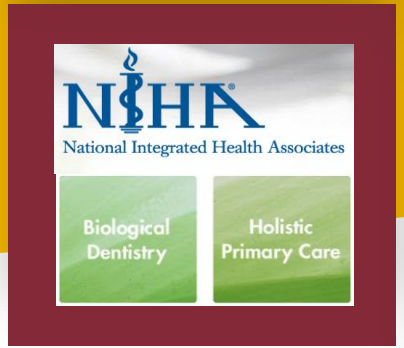
Making fresh food available throughout the year

The Pavilion features an on-site, high-yield urban farm on the Lower Level of ‘A’ Block. The farm has two functions: To help hedge against unforeseen supply chain disruptions… and to help support The Pavilion and its members with the freshest, healthiest food possible.

Partners

Organizations The Pavilion will partner with are some of the best in their fields, with proven track records.

The Pavilion is about becoming a leader in creating new markets around *living well*.



Revenue & Impact

Revenue Matrix

The Pavilion is tailored to the new lifestyles-driven community that finds value, meaning and connection through its unique operational centers, converting a steady 20% of public traffic into long term membership revenue.

The Pavilion is a commercial hub. Primary income derives from 1) Membership Dues, 2) Sales of Discounted (member) and full priced (public) Products & Services, (3) Education Programming, and 4) Conferences & Events.

Funding Options Qualifier

The $2.5 million raise for the proposed “asset light” model positions Pavilion Holdings strictly as a programming and management company, not a developer or builder. Note that the Company is not limited to this business model. If Investors prefer to buy the land and take on the role of developer, hybrid financing and equity models are open for discussion. In both cases, the business model is designed for risk mitigation and defensibility through diversified revenue streams, tenant cross-pollination, and a proprietary operating platform validated by a third-party feasibility study performed by industry leader WTS International.

THE PAVILION

How The Pavilion Makes Money

One mature campus — illustrative annualized economics

Illustrative single-site base case	Annual amount
Campus members	9,800
Membership / campus platform revenue*	$5,772,000
Operator rent, revenue-share & platform income	$1,442,000
Total contribution before overhead	**$7,214,000**
Site-level Holdco overhead	($1,961,000)
Illustrative Site EBITDA	**$5,253,000**

9,800
Campus members in the base case

$5.77M
Recurring membership / platform revenue

$5.25M
Illustrative Site EBITDA after overhead

$5.77M Membership → **+$1.44M** Operator / platform → **−$1.96M** Holdco overhead → **=$5.25M** Site EBITDA

** Membership revenue assumes monthly-rate-equivalent revenue; actual revenue will vary with the monthly/annual contract mix. Illustrative management case only.*

THE PAVILION

What The $2.5M Development Raise Builds

A 24-month system build — investor capital does not fund the real estate

$2.1M | Pavilion system build | 84%

$0.4M Reserve

Operating System & Brand — $300K
Manuals, IP and premium brand identity

Site, Permits & Architecture — $225K
Location work and BioGeometry oversight

Tenant / Operator Procurement — $125K
Anchor-operator sourcing and agreements

Management Team — $630K
CEO/COO support and core operating leadership

Construction, Tech & Marketing — $420K
Supervision, CRM/FOB and pre-opening demand

Launch & Working Capital — $400K
Grand opening and initial operating reserve

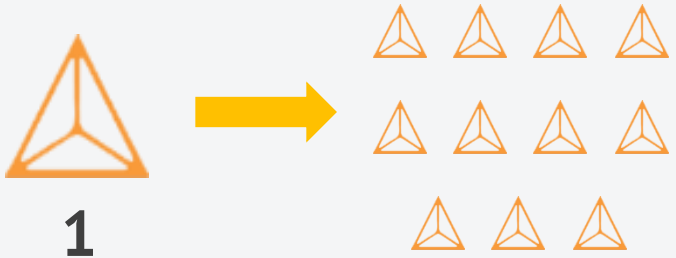
Developer-funded real estate + Independent specialty operators = Pavilion-owned scalable system

Approximate grouping of the current 24-month use-of-proceeds plan. The $400K contingency reserve sits outside the $2.1M system-build budget.

From One Pavilion
To A Scalable Network

Illustrative 10-year franchise case — a scale scenario, not a promised return

ILLUSTRATIVE 10-YEAR PATH



1
FLAGSHIP

Year 1

11
SYSTEMWIDE SITES

Year 10

Developer-funded campuses + Pavilion franchise / licensing system

$16.6M
Year 10 parent EBITDA in the illustrative v9 franchise case

$166.0M
Illustrative parent enterprise value at a 10.0x EBITDA multiple

$33.2M
Illustrative paper value of a 20% founding-investor interest

$16.6M × 10.0x × 20% = $33.2M

Illustrative management scenario only. Actual outcomes depend on development pace, operating performance, financing, dilution and market valuation.

THE PAVILION

We should talk

The Pavilion's demand will only grow as our current systems continue to fail. If you're an aligned developer, investor, or philanthropist, please contact us.

Jim Grapek

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