



BSB **WVS**





**Welcome to
BSB Waves:**

**A stunning destination that incentivises
sport and healthy lifestyles, and brings
people together through incredible
shared experiences**





1. Wave Pool: upto 1,000 waves and 100 surfers per hour

2. Skate Park: Designed for global events, e.g. X Games, SLS

3. Other Sports: Beach volleyball, beach tennis, rock climbing, scuba diving, free diving, slackline

4. Beach: Over 200m of beach front

5. Club House: 3 restaurants, bar, shop, gym, kids softplay, private event space, live music venue

6. Boutique Hotel: 22 luxury pool-side rooms

7. Spa: luxury massages and treatments

8. Design Hostel: 24-rooms doubles/ dorms













A BEACH IN THE CAPITAL

- **The only permanent beach in Brasilia**
- **With a beautiful view of the water, waves and sunset**
- **8 beach volleyball and beach tennis courts**
- **Pool area without waves for children**
- **Kiosks and bar** selling açai, juices, snacks and drinks
- Some of the **best restaurants in the capital** (sushi, pizza, gourmet burgers and more) with **tables on the beach**
- **Life guards** at all times
- **Pool-side VIP lounges, on the beach**, with f&b service



A PARK DESIGNED FOR SPORT

- **Skate and BMX park** with bowl, street course and half-pipe
- **Beach volleyball**
- **Beach tennis**
- **Rock climbing**
- **Diving tank** for scuba or free-diving
- **Slackline**
- **Gym, cross-fit, yoga & fitness centre**
- All sports facilities are designed to be suitable for **beginners through to elite athletes**
- All sports facilities are designed to host **national and international competitions** (x Games, Street League of Skateboarding etc)



VARIED LEISURE OPTIONS FOR THE WHOLE FAMILY

- **Children's outdoor play park**
- **Softplay** to leave children in supervised fun
- **Beach** with a **wave-less pool for children**
- **Activities for children** of all ages, including lessons in all sports and holiday programs
- **Varied dining options:** sushi, pizza, burger, contemporary, ice cream, coffee shop, kiosks with fruit juices, and açaí, pool-side lounges in the sand



...AND FOR 18-30's

- **Beach bar** close to the hotel, beach volleyball and beach tennis courts, **with bands and DJ's**
- **Bar e burger bar at the skate park, with bands and DJ's**
- **Pool-side lounges** with F&B service
- Varied **dining options with a beach, waves and sunset view**
- **Rooftop live music venue** for 2.5k people
- Skate park can be transformed into a **plaza** to host **concerts for upto 22k people**
- **Multibrand sports shop**, with the best national and international boards, clothes and equipment to buy or rent



SPEND THE NIGHT IN PARADISE

BOUTIQUE HOTEL & SPA

Luxury and private pool-side rooms, with a private balcony pool, overlooking the waves. A luxury spa for a relaxing post-surf massage and other treatments.

DESIGN HOSTEL

Dorms and double rooms at a cheaper price point for digital nomads, back-packers and the younger crowd who want to enjoy the park.

ENVIRONMENTAL **SUSTAINABILITY**

SOLAR ENERGY

**WATER CAPTURE,
TREATMENT AND
EFFICIENCY**

SUSTAINABLE CONSTRUCTION

ZERO-WASTE

SOCIAL

SUSTAINABILITY



SPORTS FOR SENIOR
CITIZENS



APPRENTICESHIPS FOR
LOCAL YOUTH



SURF THERAPY FOR
SPECIAL NEEDS



PARTNERSHIPS
WITH NGO'S



TALENT
IDENTIFICATION AND
DEVELOPMENT
CENTRE



SPORTS FOR LOW
INCOME COMMUNITIES

THE MASTERPLAN



- Diving tank
- Bar
- Restaurants
- Indoor supervised softplay
- Ice cream parlour
- Coffee shop
- Gym
- Sports shop
- Changing rooms and showers
- Event space
- Live music venue

Why Brasília?

SIGNIFICANT POPULATION:
4.3m total
210k Class A
22k Class A surfers

BRAZIL'S HIGHEST GDP PER CAPITA:
Brasilia GDP/capita: R\$80k
Brazil GDP/capita: R\$32k

Brazil | 32 Brasília | 80

TROPICAL CLIMATE:
Average temperature between 18.9 - 22.3°C



ONE OF LARGEST AND FASTEST GROWING ENTERTAINMENT MARKETS IN BRAZIL:

Carnival 2015 drew 370k people
Carnival 2019 drew 2 million

WELCOMING OF NEW EXPERIENCES:

New and unique event formats tested in Brasilia, e.g. Na Praia, Funn Festival

ORGANISED, SAFE AND EASY TO TRANSIT: Maximum 20 min to park

EIXO MONUMENTAL: 15MIN

PALÁCIO PLANALTO: 18MIN

LAGO SUL: 20MIN

AIRPORT & BSB WVS



Brasília has no beach and no waves, compounding lack of health and connection

Global populations are unhealthy and distant

- **Obesity and inactivity are global problems**
 - 39% of adults worldwide¹ and 19% in Brasília² are obese or overweight
 - 31% worldwide³ and 49.6% in Brasília⁴ of over 15 year-olds are inactive
 - 3 million die worldwide from inactivity each year³
 - Higher Covid-19 death rates for the obese and diabetic has highlighted the need for a healthy population
- **Social polarisation is increasing**
 - Increasing ideological division and disagreement across advanced economies⁵
 - Online hate speech and hate crimes are increasing⁶
 - Nowhere is this more apparent than capitals such as Brasilia, which focus a nation's political narrative

Brasília's population has no beach and no waves

- **Brasília has no beach**
 - Brasília is ~1,000km from the nearest ocean beach
 - Brasília's residents enjoy watersports on the lake, and there is great desire for a beach for the local population
- **Brasília has no waves**
 - Brasília is ~1,000km from the nearest ocean waves
 - Tens of thousand of surfers from Brasília travel every year and try to compensate through other water sports in the lake and skateboarding

1. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

2. <https://www.agenciabrasilia.df.gov.br/2019/10/11/dia-mundial-da-obesidade-e-celebrado-com-avancos/>

3. https://www.who.int/dietphysicalactivity/factsheet_inactivity/en/

4. <https://biblioteca.ibge.gov.br/visualizacao/livros/liv100364.pdf>

5. <https://www.caixabankresearch.com/en/political-polarisation-phenomenon-should-be-everyones-lips>

6. <https://www.pewresearch.org/internet/2017/07/11/online-harassment-2017/>; <https://www.usatoday.com/story/news/2019/02/13/study-most-americans-have-been-targeted-hateful-speech-online/2846987002/>

Sports drives significant social benefits



Physical health

- 3x ROI of sports investments in health¹
- Reduced risk of diabetes, coronary heart disease, heart failure, cancer, and more^{2,4}



Mental health

- Reduced incidence of depression and anxiety³
- Positive correlation between activity levels and mental wellbeing³
- Higher self-esteem and better relationships⁴



Education

- 6-20% better in academic results^{3,4}
- 15% increase in chance of reaching higher education⁴
- Improved student behaviour⁴



Economy

- Increase in jobs, including direct and indirect jobs, and qualified sports professionals
- GDP ROI of 3.9x⁷
- 10% increase in productivity⁷



Community

- Sporting installations and sporting success increase community pride⁵
- Sporting installations improve urban space⁶
- Increased physical activity reduces crime, smoking and drug use⁴

1. <https://www.sportscotland.org/news/whysinvestinphysicalactivitycreatourhealthandournation>

2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4241367/>

3. https://www.sportaus.gov.au/_data/assets/pdf_file/0011/913664/Physical-Literacy-Benefits-for-Schools.pdf

4. <https://www.atyourownrisk.org/benefits-of-sports/>

5. <https://www.enr.com/story/2010-10-18/59-003>

6. <https://hooma.com.au/en/home/insights/2018/08/value-community-sport-infrastructure-australia.html>

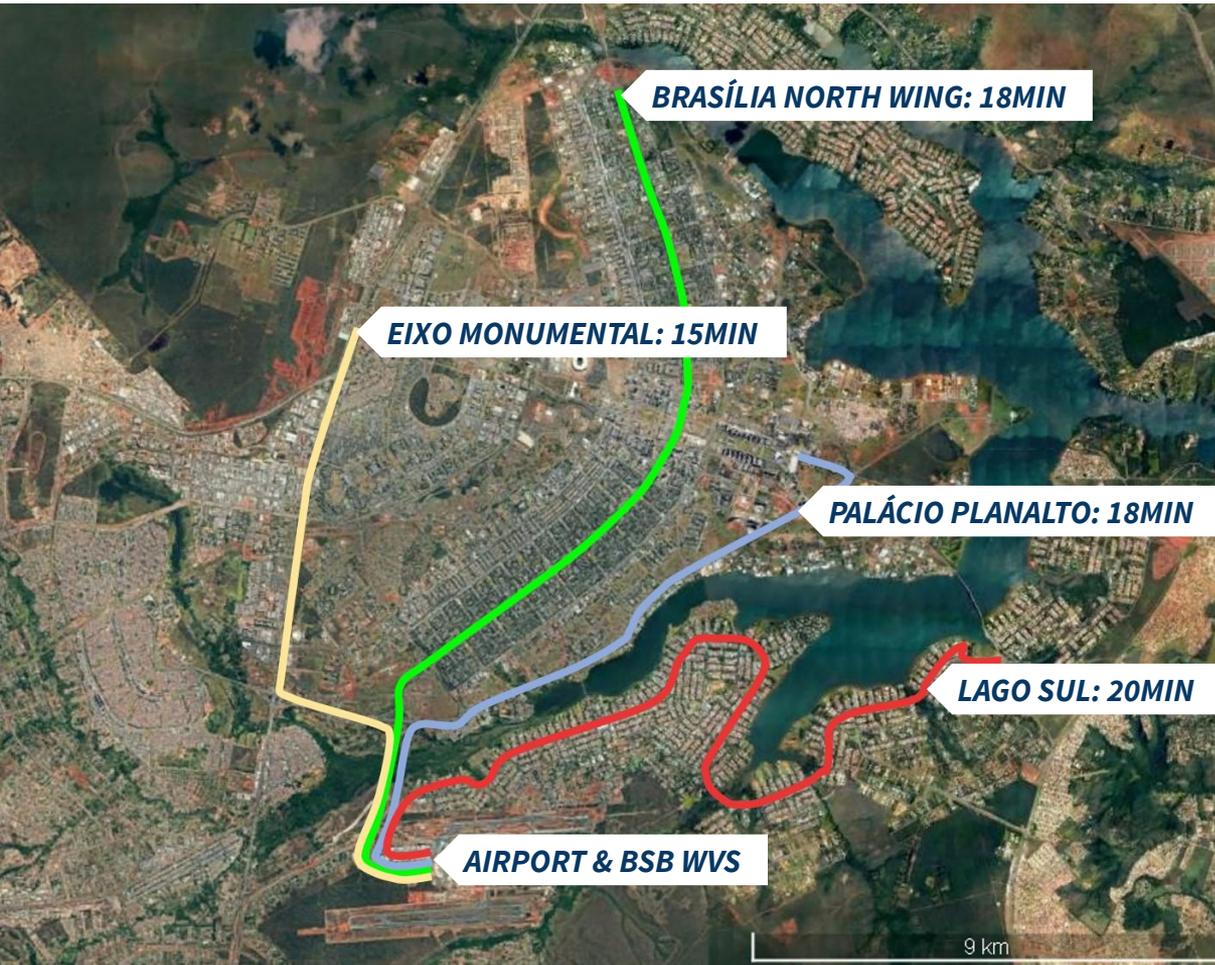
7. https://www.sportaus.gov.au/_data/assets/pdf_file/0005/974948/KPMG_Value_of_Community_Sport_Infrastructure_Final.pdf

8. Boston Consulting Group

Benchmarks and market size show potential, which is confirmed by robust primary research

Positive Benchmarks	Significant Market		Indepth primary price and demand modelling														
<ul style="list-style-type: none"> Recent new surf parks in Wales (Surf Snowdonia), UK (The Wave Bristol), Australia (UrbnSurf Melbourne) and USA (BSR Surf Resort, Texas) Prices for main surfing sessions from US\$60-90 All parks show sell out of main surfing products from opening 	<table border="1"> <thead> <tr> <th></th> <th>Brazil</th> <th>Brasília A class</th> </tr> </thead> <tbody> <tr> <td>Population</td> <td>209m</td> <td>211k</td> </tr> <tr> <td>That enjoy the beach</td> <td>182m</td> <td>207k</td> </tr> <tr> <td>That like surfing but don't yet surf</td> <td>54m</td> <td>91k</td> </tr> <tr> <td>That are surfers</td> <td>3m</td> <td>22k</td> </tr> </tbody> </table>		Brazil	Brasília A class	Population	209m	211k	That enjoy the beach	182m	207k	That like surfing but don't yet surf	54m	91k	That are surfers	3m	22k	<ul style="list-style-type: none"> Price and demand modelling based on ~3,000 respondents Demand split by day of week and time of day Demand tested at multiple prices to build demand curves and identify revenue maximisation pricing for each day and time Prices range from US\$10-50 Annual surf sessions and lessons revenue of ~R\$88mm Margin of error <5%
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Central location maximises footfall



- Airport is located approximately 15 minutes by car from CBD
- Park can be accessed in under 20 minutes from all corners of the city
- This permits usage in short windows of time, e.g. before work, during lunch breaks or after work
- This allows for higher frequency of usage, and increases footfall

PARTNERS



studio scatenena • arquitetura



Sagacity





THANK YOU



CONTACT for Investor Pack:
brasilian@globalwaveparks.com