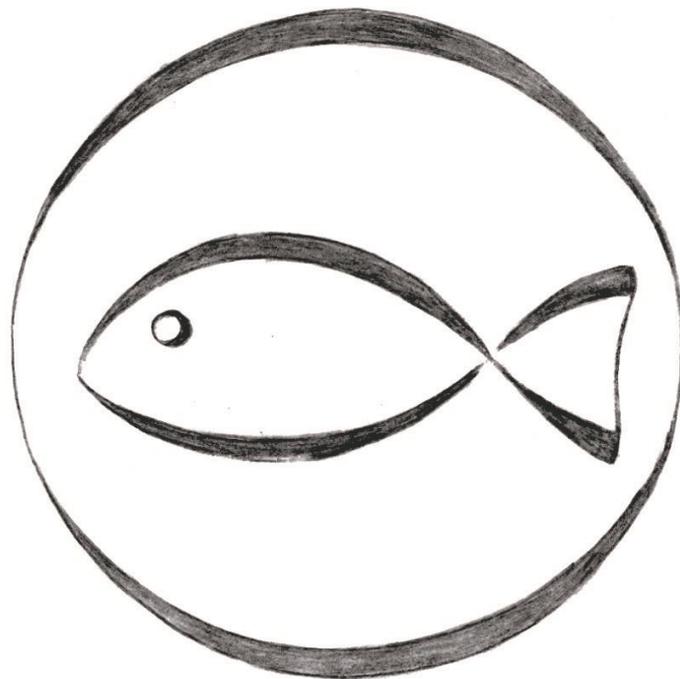


Matsya Yoga

Academy of Kundalini Yoga



Project Description

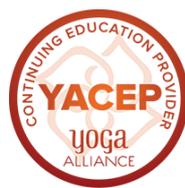
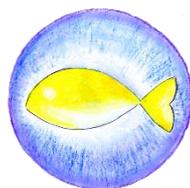


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This Document

Overview

The objective of this document is to outline the basic values and vision of our school, and how this project can find its space within. We are also outlining a business plan that shall clarify the economic framework by which this project can contribute to sustainable growth with the local culture in Italy..

Matsya Yoga Academy

Vision

Matsya Yoga is a school that aims to discover and teach original Kundalini and Hatha yoga. It is a place in which Philosophy of Yoga is taught in the same intensity as its practice. We aim for discovering the precious spiritual heritage of yoga and to share it with our students. All this we do not to worship the ashes but the find the fire within. Yoga is something that has to rediscovered in every century again. Our school is dedicated to make yoga new, in any moment and wherever possible. Every time carries it pown challenges, we believe that yoga can contribute a lot, to open loving living, sustainability, tolerance and inclusiveness. Yoga is a gift for today.

In order to achieve this goal, we opened two studios in Vienna and offer regular yoga classes, workshops as well as Yoga Alliance teacher trainings in Kundalini and Hatha Yoga.

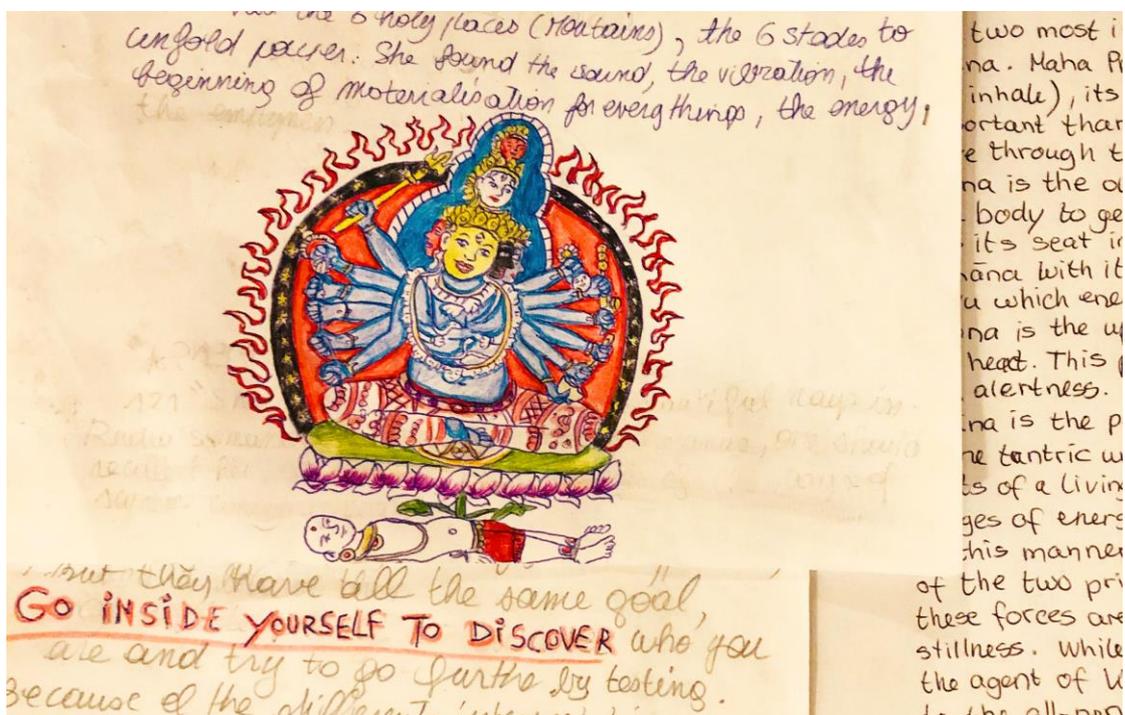
In our vision it is time to expand to a different space in which the temple for yoga and nature can be created. We want to explore yoga as a means for natural spirituality, simple living and innovation. The practice of yoga and simple farming can fuse together to connect people back to the beauty of sustainable living. For this we would like to revive Europe's oldest and most precious landscapes and settlements, the perseverance of this precious heritage of mankind suits Matsyas philosophy of preserving that for the future what is precious about the past.



USP

Many students find our educational programs and trainings very uplifting. Our approach to discover the ancient sources of Yoga feels quite necessary for our struggling times. Knowing the past gives security, helps to understand the present, the meaning of one's own practice and the way to a better future. Knowing the past gives further the ability to articulate one's culture and it also gives the clarity to choose between what is helpful and what is not.

We are not just a studio but also a school. Our Yoga alliance registration gives us the possibility to train teachers and offer them continuous educational programs. We pride ourselves to have achieved a Yoga Alliance registration that is hard to acquire; Our approach, which consists in focusing on the ancient scriptures and their heritage, is almost nowhere to be found in Europe.



Credentials and Activities

Matsya Yoga was founded by Clemens Biedrawa who is an academic having graduated from the Austrian Technical University (BOKU). He accomplished four Yoga teacher trainings from several different directions and is currently holding a E-RYT500 level from Yoga Alliance. All certificates can be checked on his yogamatsya.com website. After founding Matsya Yoga Academy, Clemens opened a studio in Vienna. His Yoga Alliance registered school RYS is also training teachers in a 200 hour program. A 500 hour program is scheduled to take place in 2022.

Since the year 2016 Clemens started to train teachers with Durgaji-Association in France and then continued doing so with his school Matsya Yoga Academy. His expertise in guiding groups and organizing retreats as well as trainings is well established.

The Academy is renting centres in northern Italy and France in order to have space to house its trainings during the summer months. The next training is already scheduled in Les Cevennes in France 2022. The last training took place in May 2021 in Liguria, close to the French border.

It is useful to check the website for further information, and also visit the download section to get an overview over the quality of the school's work. www.yogamatsya.com



Project Vision

Vision

We aim to create a temple, a place in nature venerating the beauty of life and discovering new ways to support sustainable conscious living. We envision a place in which sustainability, the revival of precious human history and traditions, agriculture and education can grow on the foundation of Yoga and its magnetism for people all around the world.

That place shall be built upon yoga as its very heart and core. Yoga Matsya Academy will supply this place with competence and experience to make this possible.

We envision an area, potentially an old small village, settlement or a big Farmhouse in which people can come together to study and experience. Nature or farmland shall be attached that enriches the atmosphere, enables agriculture and gives the possibility for expansion. The centre shall invite young

families to stay there to participate on its many activities in education and farming. It shall be a friendly place to families, animals, plants. A place where life can grow.

The Project shall work as a retreat centre but also as a fully functional and all-year used agricultural production site. Though it is not envisioned to sustain the structure financially with the production of such goods, they shall still feed the students of Yoga, and everyone living at site.

Sustainable farming, bee keeping, and the study of permaculture shall support the practice of yoga and enable also later courses and workshops in permaculture.



Yoga

We plan to give monthly trainings and workshops as well as regular classes for people from the outside that will establish our school as a well-known Yoga center in the area. Yoga shall build the economical foundation of the Project and shall also support the cohesion inside the community, inspire and help. The philosophy of Yoga and its practice is well known since centuries to empower people to walk their path no matter which belief or goal of live they may have in mind. In this way Yoga shall empower the whole community and shall help this project to sustain.

We will aim for being inclusive and near to wherever the people are, not acting dogmatically but teaching yoga playfully for everyone, no matter which level or belief. This approach shall help fully integrate our practice of yoga and school into the community around. This project shall contribute to Italy and its people, inclusiveness is its soul.



Sustainable Economy and Agriculture

The connection to some form of Agriculture has several positive effects on the project, yoga and the local community. Depending on the local possibilities, olive production, produce growing, Bee keeping and chicken are all in the range of possibility.

Here you see how sustainable agriculture can support the other activities:

Yoga

People who practice yoga or go to a workshop need gentle manual activities and connection to the natural surroundings. Being in a space where a certain degree of agricultural activity is performed helps them to relax and settles their mind gently. Dealing with olives, fruit and vegetables connects the practitioner to the circle of life, the necessity of taking care and the preciousness of food. Further the food itself will be healthy, sustainable and will contribute to everyone's nutrition.

Project

The project itself will profit from the ability to create self-sustenance, as this will lower living costs in the project, keep people busy and bound to the place and connect the community with a common goal. Common Agriculture is like the glue of life that can make a village grow together.

Locals

Agriculture and its products can always easily contribute to the local community and nearby villages. Being in farming is an easier term to understand as managing an international Yoga retreat centre. The

project and its people will always try to produce goods that find positive resonance on local and the nearby communities. Which these are, like bee products, olive products, vegetables, or wood carvings must be assessed when the time is right.

Integration in Italy and local economy

A project can only be successful when being accepted and supported by the local community. The first step to create acceptance is the conscious decision to let the local community participate in the renovation and construction process. Instead of contacting big companies, local carpenters, roof-makers, construction companies and electricians from the direct surrounding shall be contacted and be asked to work for the construction of the project. This may induce slightly higher costs, but it can be a form of support of the area and enhances the chances of success of the project through engagement.

Once the project is fully functional it is important for the project not to take the position of a competitor with local farmers but to produce products that are complementary, or revive a local product. This will enrich the local market and the community. This approach is possible as the economic sustenance of the project does not rest on its agricultural production but on its activity as a Yoga retreat centre.



Minimum Structural Necessities

A place in nature where yoga can be practiced, and a temple can be built.

5-7 single rooms and a separate shelter for the teachers and their families to stay. 1-4 dormitories for 3-7 people per dormitory. 1 small common kitchen for the students. 1 gastronomical kitchen to cook for everyone. Dining room inside. Terrace or dining possibility outside.

We need to be able to create a covered and protected practice space of about 100 m². Such a practice space should be available inside and also outside in the green open space.

The retreat centre itself shall have no or little direct neighbours and shall be in a protected and elevated position in the midst of nature.

The retreat centre should be in northern Italy, ideally not too far from the French border. However, Tuscany, Umbria, Emilia Romagna will be favourably assessed.

The retreat centre should be in 20 minutes distance to the next inhabited village and must be accessible by car.

It should be in direct proximity to a river (can be small), a lake or the sea, ie accessible by foot. Water to bath or to enjoy is a precondition for the practice of Yoga in a retreat centre.

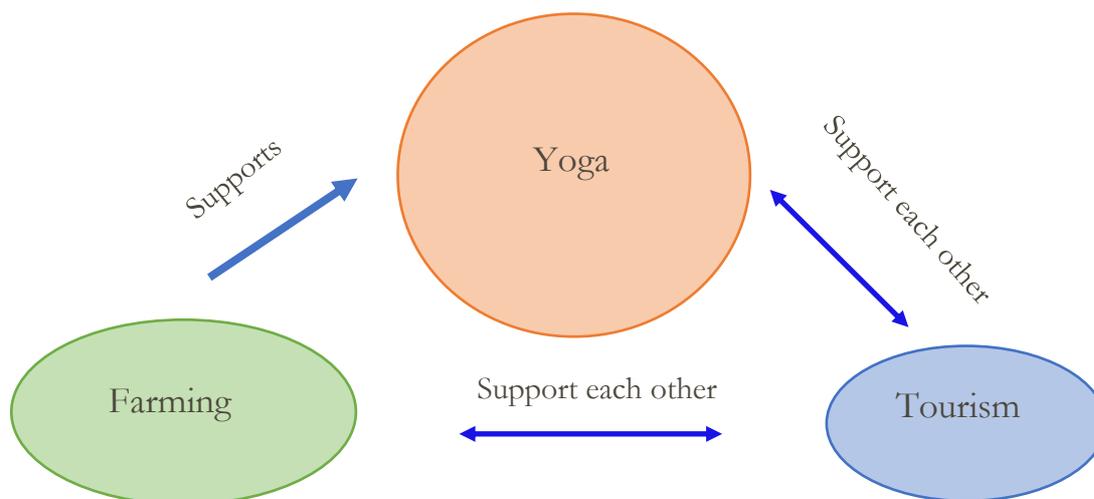


Business - overview and economical foundation

Basics

Our community needs to sustain itself economically and support the Italian community around with its positive output. The economic foundation of our school rests on 3 pillars. firstly, and most importantly on yoga and its workshops, secondly on farming and thirdly on day to day tourists that could be housed in our yoga facilities in case there are no workshops and trainings going on.

This triple mixture can work effectively and support the community through all times. These three factors can work together to support another in a complementary manner. Yoga, which forms the greatest economic support contributes to tourism as it supplies the facilities necessary for people to stay and it can offer a yoga program as well. Tourism receives further support through agricultural activities as those can be offered as workshops and attract people for a holiday on a sustainable farm project. Farming itself supports yoga trainings with sustainable local food and potential tourists with activities. All three pillars therefore support one another to develop their full potential.



Yoga

Yoga is good for the body, the mind and the soul. Yoga also carries an ever-growing community that is thirsty for knowledge and practice. This tendency will never stop, as yoga must be continuously learned and practiced - Inside every generation and with every new generation again. Our school offers the rare chance to learn this special science from a theoretical but also through a practical approach.

Our school has a Yoga Alliance 200h registration, which is a special and rare asset in the yoga community. We can therefore train teachers and offer YACEP (Yoga Alliance Continuous Education Programs.)

We are internationally present on several booking platforms like BookYogaRetreats and Tripaneer, have an old well ranked website on Google and we are present on Facebook and Instagram as well. Our online presence is well established and usually a little effort in advertisement brings a lot of students to us. Our limiting factor at the moment is the lack of space to house our trainings effectively. Most people who want to attend our trainings are from all around Europe. The coronavirus pandemic has just strengthened this tendency as Europeans start to discover the beauty of Europe and try to search for education, tourism and entertainment within their precious home continent.

As our economic foundation we would focus on high quality 200h and 300h teacher trainings, the teacher training is a platform in which yoga can be explored most effectively. It opens the door to yoga for those who have no background yet, but it can also deepen the practice and understanding for those who are already dedicated practitioners. Further the teacher training can effectively generate money for the project to sustain. This money can then be reinvested to feed the three pillars mentioned above. It is in this light a useful approach to focus on such trainings primarily when one wants to support the existence of this project also financially.

Further offerings in the context of yoga are continuous education workshops (YACEP), which are Yoga alliance (YA) registered. Workshops include Meditation, Asana, Philosophy and more. Every YA registered Yoga teacher shall attend such workshops in a volume of 30h every 3 Years to keep his/her Yoga alliance registration. Offering YACEP certified workshops is therefore a good way to find international students all year long.

Daily Classes for the community around will be offered as well.

Farming

Farming will mainly support the Yoga community and the people living or staying at the centre. In this function it has its right place. Farming can enrich the space, attract people for touristic activity and make workshops for bee keeping or permaculture possible.

As a business activity, farming can supply produce like, vegetables, olives and their by-products as well as honey and relative beekeeping by-products. But the activity of farming is not intended as a source, nor is necessary as of financial sustenance for the community for the time being.

Tourism

In order to enable Teacher trainings and workshops, the place must have a great number of rooms or dormitories. It is envisioned to rent this place for bed and breakfast as well as hikers for as long as there are no trainings going on, or in between some trainings. The beautiful landscape and workshops shall attract tourists that use the location to learn more about sustainable farming and those who want to discover the local attractions, mountains and lakes.

Prices shall range according to the form of accommodation and shall be easily affordable. Any tourist resting at our place can be a future customer of trainings or can spread the word.



Current status of the Project

Right Now

The vision of the project is well developed, and the competencies needed are all at hand.

Now we are cooperating with the Italian organization ALFASSA (<https://www.alfassa.net/>) and its sub section SMART CITIES in order to be able to find the right places and to walk the way successfully through the jungle of correct founding. ALFASSA confirmed that for such a sustainable project EU founding of 80% of the project starting capital will be given. But 20 Percent have to be supplied by the one initiating the project - us or an investor.

Once the founding of 20 percent is secured ALFASSA can start looking through their huge pool of different places in Italy so to suggest a place that fits our financial range. Before this funding is not sure ALFASSA cannot suggest a location. We assumed that an initial founding of 200.000- 300.000 Euros would be sufficient. In such a case the overall capital that would be available for the project including E.U support would be about one million Euros.

Please reach out to us. All the best, Namaste!

Yours, Clemens Biedrawa



Sage Patañjali