



SENSETRONE



ARUGAMBAY SUSTAINABLE DESTINATION DEVELOPMENT

*“Where safari
meets surf: Asia’s
first wild luxury
resort ecosystem.”*





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OUR VISION

position Arugambay as Asia's leading sustainable destination by developing two signature offerings

ECO SAFARI LODGES

An immersive wildlife hub blending luxury tented accommodation with exclusive safari experiences.



COASTAL LUXURY VILLAS

A haven of refined beachfront living featuring private villas and destination dining.





THE PROBLEM

Sri Lanka's East Coast Is Undermonetized Despite Premium Demand: Discerning travelers want luxury that honors nature – but they can't find it in Arugambay. Despite world-class surf, untamed wildlife, and pristine coastlines, the region remains vastly underdeveloped.

SAFARI SEEKERS FIND NO PREMIUM BASE

Kumana National Park rivals Africa's best safaris, yet lacks luxury eco-lodges. Affluent travelers settle for distant Yala camps or skip Sri Lanka entirely.

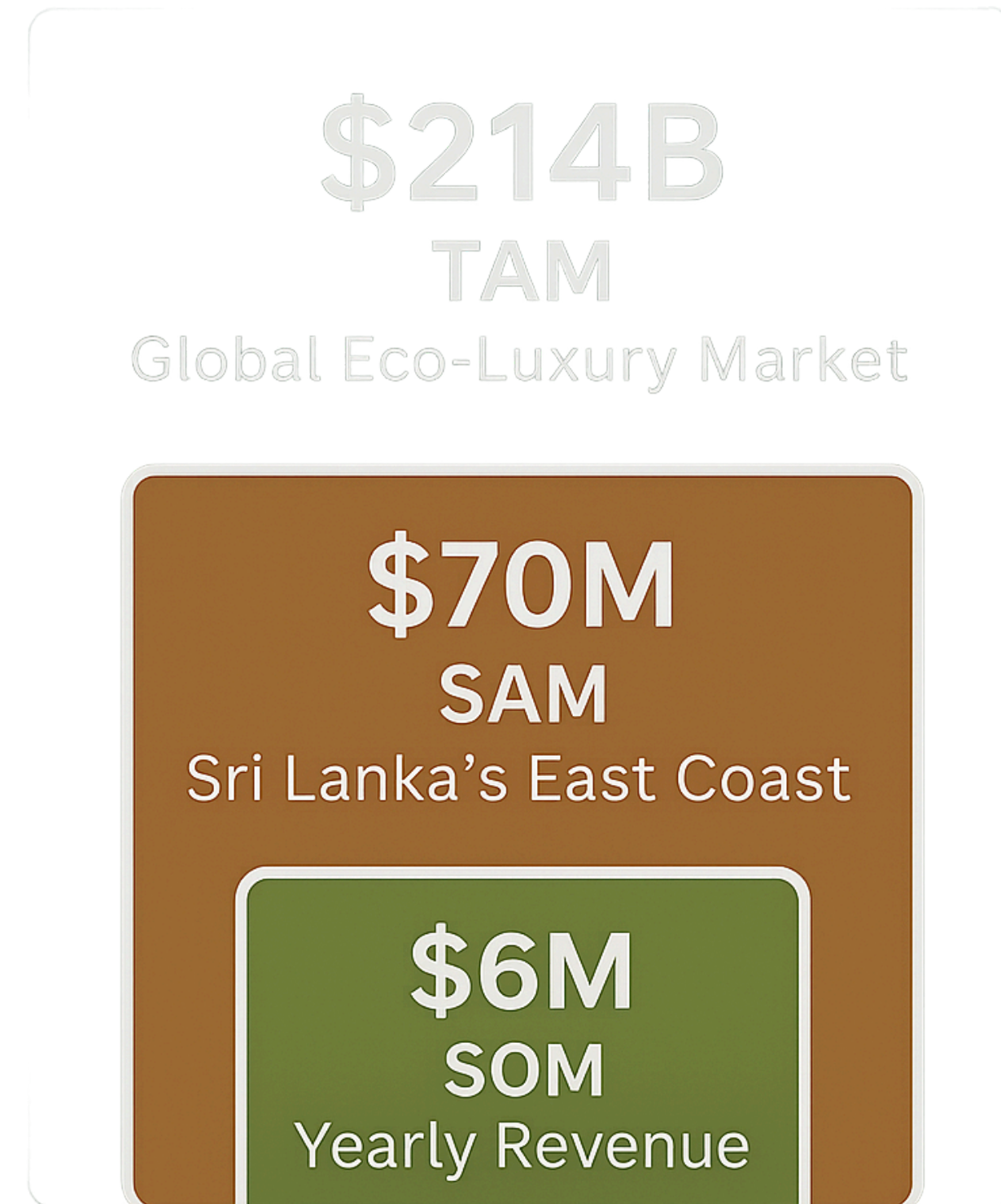
LUXURY SURFERS HAVE NOWHERE TO LAND

Arugambay draws elite surfers seeking world-class waves, but forces them into budget stays. With no villas over \$180/night, these high-spending guests flee to Maldives



THE OPPORTUNITY

- **Massive Untapped Market:** The \$214B global eco-luxury travel market is booming, fueled by demand for sustainability, wellness, and unique experiences — yet Sri Lanka's East Coast captures <0.01% of this spend.
- **High-Spend Travelers Are Leaking to Competitors:** With Maldives villas commanding \$750+ per night and high-end safari lodges thriving in Yala, Arugam Bay is losing affluent tourists despite its unmatched surf, wildlife, and scenery.
- **First-Mover Advantage in a Premium White Space:** Our site is the only one with **both beachfront + wildlife adjacency** under unified control — a rare asset mix that positions us to lead the eco-luxury surge on Sri Lanka's East Coast.





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OUR SOLUTION

A unique blend of surf, safari, and sustainability

We're building "Wild Luxury" experiences that monetize nature. Beachfront villas (\$150+/night) anchor surfers with private pools and surf butlers, while EarthCheck-certified safari tents (\$180+/night) attract eco-conscious explorers near Kumana National Park. The synergy drives +22% guest revenue through cross-booking, while 5% reinvestment into conservation enables a 20% price premium. This model compounds value across surf, safari, and sustainability.



Samsara
RESORTS





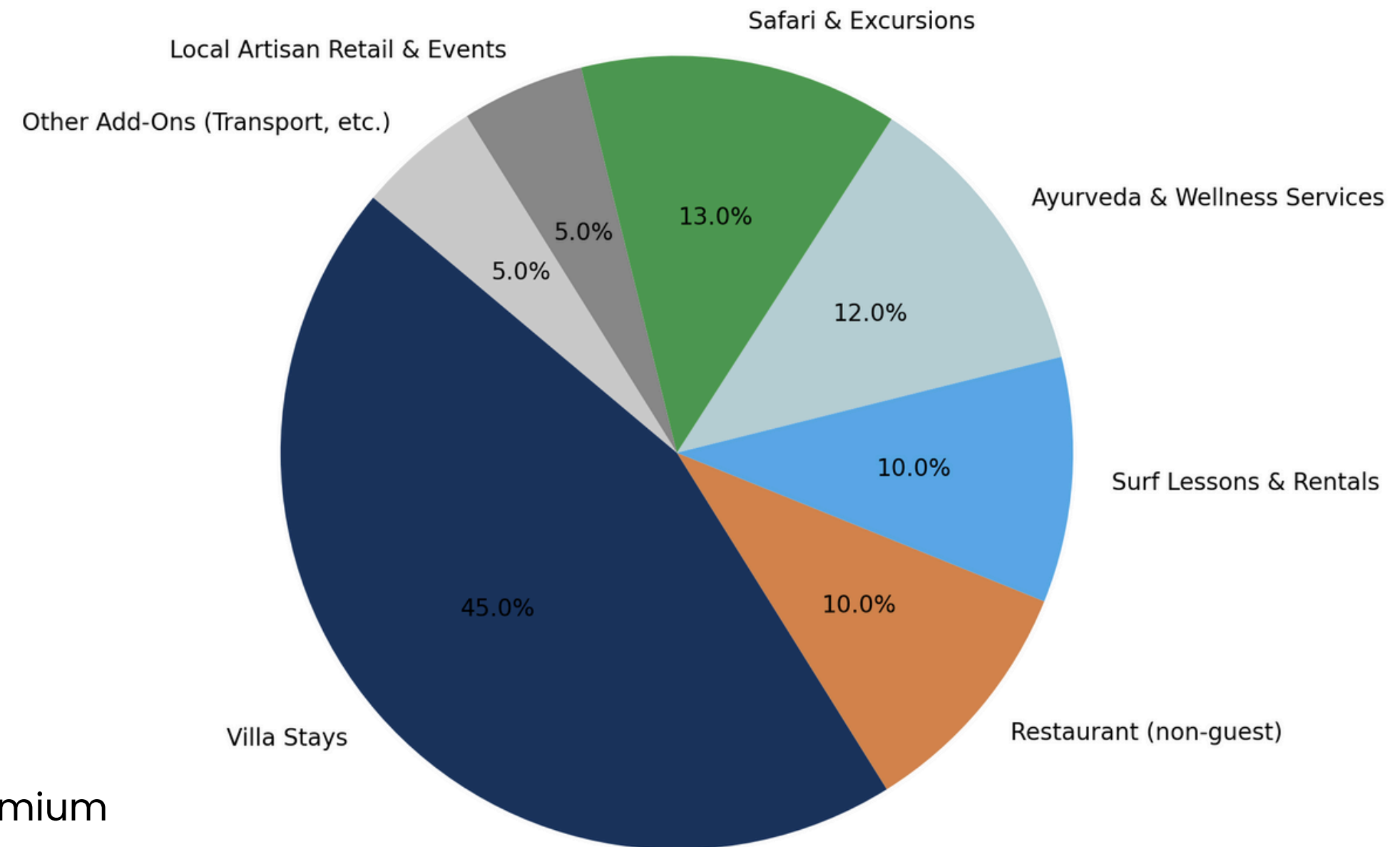
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BUSINESS MODEL

Multi-Site, Multi-Stream Synergy

Our model maximizes revenue by offering complementary, cross-selling opportunities between two premium asset types: villas and wildlife/surf experiences. This synergy allows us to unlock higher average spend per guest and maintain pricing power while delivering exceptional customer value.

- Safari guests cross-book villas (+22% revenue/guest)
- Villas guests add excursions, spa, gourmet dining
- 5% revenue toward wildlife conservation → 20% price premium

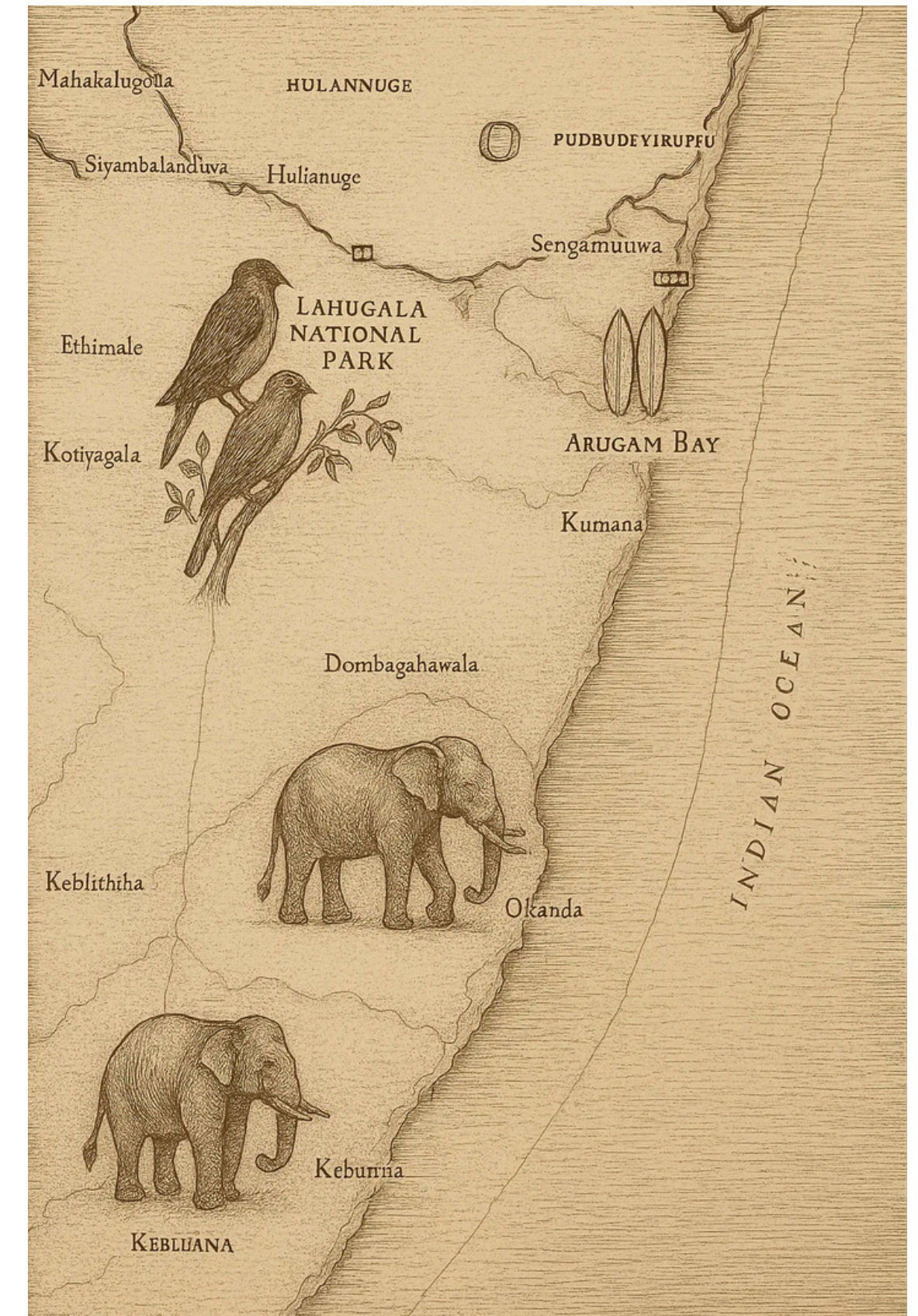




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COMPETITIVE ADVANTAGE

- **Assets Secured:**
 - Prime beachfront & wildlife-adjacent land already acquired
 - Only developer in Arugam Bay with dual-access: ocean + Kumana National Park
 - Land secured with clear title and exclusive use rights, mitigating early-stage risk
- **No True Luxury Competition:**
 - 0 direct competitors in the premium space (\$180+/night) within a 25 km radius
 - Budget and mid-tier accommodations dominate the region – unmet demand for luxury
 - Frequent churn of small operators lacking scale or experience
- **Superior Local Revenue Retention:**
 - Project designed for 60%+ local economic retention
 - Sourcing from regional supply chains
 - Hiring and training local staff
 - Long-term community contracts (e.g., farming, guiding, crafts)





COMPETITIVE LANDSCAPE

Feature	Arugambay	Yala	Maldives	Airbnb
Surf Access	✓	×	✓	✓
Safari Access	✓	✓	×	×
Sustainability-Certified	✓	Partial	Partial	×
Price/Value	Mid-High	High	Very High	Low



GO-TO MARKET PLAN

Phase 1: Pre-Launch (2025)

Build demand before breaking ground.

- Pre-sell 30% villa/safari units via luxury travel partners (Abercrombie & Kent, Emirates Holidays).
- Nat Geo fam trips – Host journalists and influencers for "wild luxury" storytelling.

Phase 2: Soft Launch (2026)

Open one pillar to fund the next.

- Start safari lodge first – Lower capex, faster revenue (\$0.6M projected Y1).
- Target high-margin groups – Wildlife photographers, conservation retreats.

Phase 3: Full Scale (2027)

Unlock synergies and premium pricing.

- Launch villas + gourmet restaurant: Cross-sell to safari guests ("Stay an extra week").
- Membership program: \$15K/year for priority safari slots + villa upgrades.

FINANCIAL HIGHLIGHTS

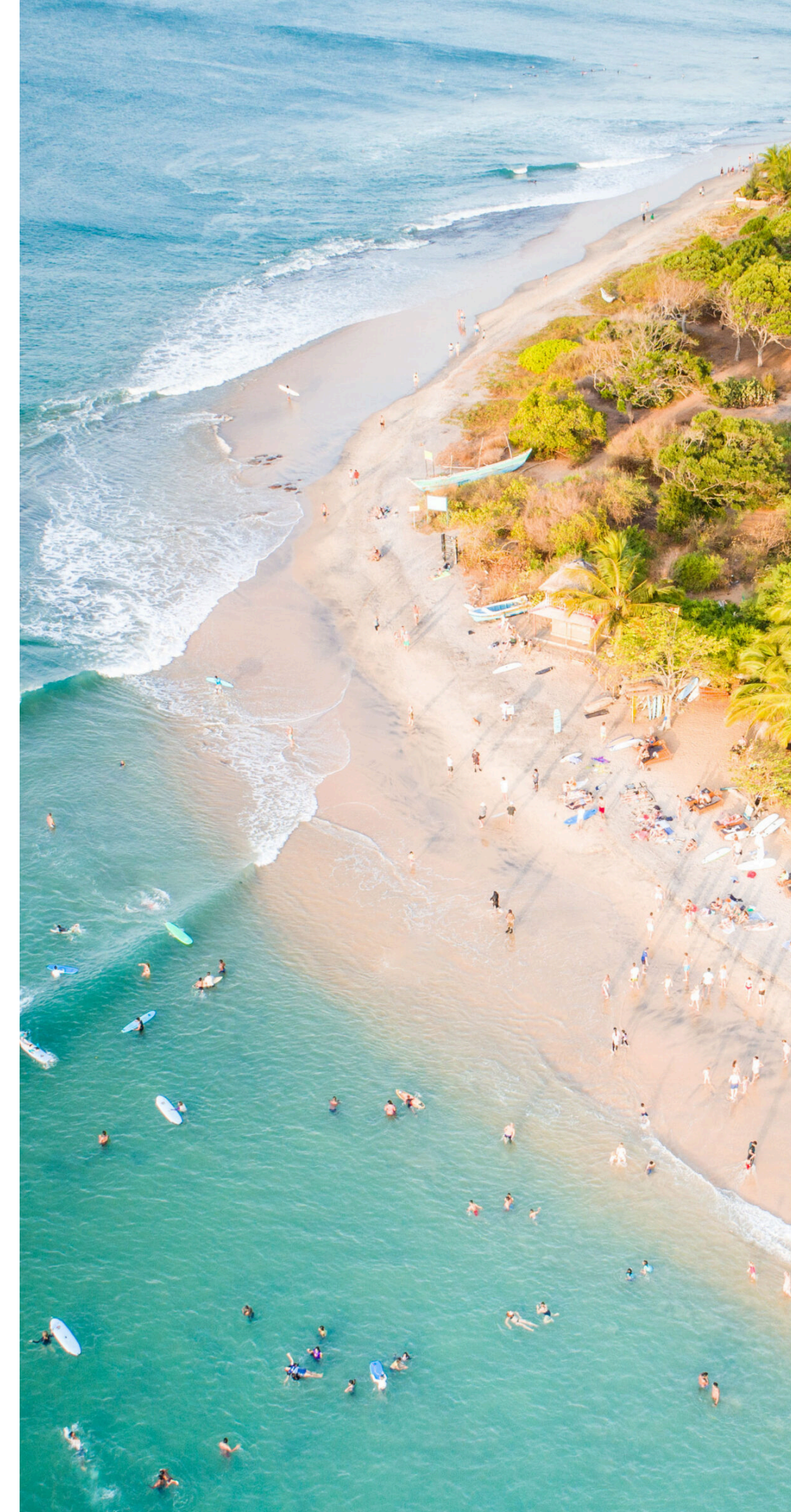
Metric	Eco-Lodge Safari Core	Luxury Villa Resort	Integrated Project
ADR Range	\$450 – \$750	\$500 – \$750	–
Peak Occupancy	92% (Nov–Apr)	88% (Year-Round)	–
Avg. Occupancy	78%	82%	80%
IRR	25–30%	27–33%	28–32%
ROI (Year 5)	42%	48%	45%
Payback Period	3.9 years	3.6 years	3.7 years



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ABOUT US

Sensetrone Pvt Ltd is a boutique development firm founded in 2021 by three engineers with over 13 years of cross-sector experience in tourism, infrastructure, and sustainable urban planning. We specialize in high-impact hospitality and community development projects — and are the only developer in Arugambay with exclusive control over both **beachfront** and **wildlife-adjacent** land.





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TEAM



Sahan Anifa

CEO | Tourism + development project lead | AEng, Bsc (Hon)



Erin Ross

CFO/CMO | Branding, marketing + partnerships | INSEAD MBA



Simon Pollack

COO | Executive Leader | Stakeholder Relations | Strategic Advisor



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FUNDING

By investing in this project, you gain **first-mover access** to Sri Lanka’s rising “wild luxury” segment, combining high-margin beachfront villas and exclusive eco-lodges near Kumana National Park.

Investors gain equity in a high-margin hospitality venture with limited regional competition and **strong demand tailwinds**. The model leverages experiential upsells—safaris, wellness, and gourmet dining—to increase per-guest revenue and customer lifetime value. With a unique positioning at the intersection of luxury and conservation, the brand is primed for category leadership and long-term capital growth.

Project Pillar	Amount	Use of Funds
Eco-Lodge Safari Core	\$0,5M	Tented suites, safari fleet, renewable energy
Luxury Villas & Restaurant	\$0,8M	Beachfront build, gourmet kitchen, pool
Contingency (10%)	Included	Certifications, overrun buffer

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We seek \$1,3M to corner Asia’s emerging wild luxury market. This capital builds two profit engines: an Eco-Lodge Safari Core and Luxury Villas, on land we already control. With Sri Lanka’s tourism rebound accelerating, first-mover deployment locks in 5-year revenue leadership and 28% IRR. Your investment secures prime beachfront and conservation-adjacent assets appreciating 15% yearly.



SENSETRONE

Thank You.

*"The best projects don't just build resorts. They
build legacies."*

Yours has that DNA.



+94-754631388



sahan@sensetrone.com

