



# ADAGIO

*creative studios*

*An Innovative Experiential Hospitality Concept in Puerto Rico*

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# INTENT

- *Adagio Creative Studios is currently in the conceptualization phase, therefore, this presentation is intended to convey the concept & vision only.*
- *Adagio Creative Studios is not represented by a fund and is not seeking investments at this time. Fund raising launch targeted Q4 2025.*
  - *Seeking JV development partners and strategic partnerships.*
    - *Seeking LP Investor feedback and potential interest.*



# BIO

## Bradley Greene - Founder

**DEVELOPER | ARCHITECT | CREATIVE | VISIONARY**

*Award-winning Architect & Developer with proven track-record in execution and success of complex mixed-use, multifamily and hospitality projects.*

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### DEVELOPMENT EXPERIENCE

**Lead Developer - Carmel Partners\***

*(\*Adagio Creative Studios opportunity is NOT affiliated with Carmel Partners)*

**5 large multifamily projects built: 2,561 Units Total | \$1.35B TDC**

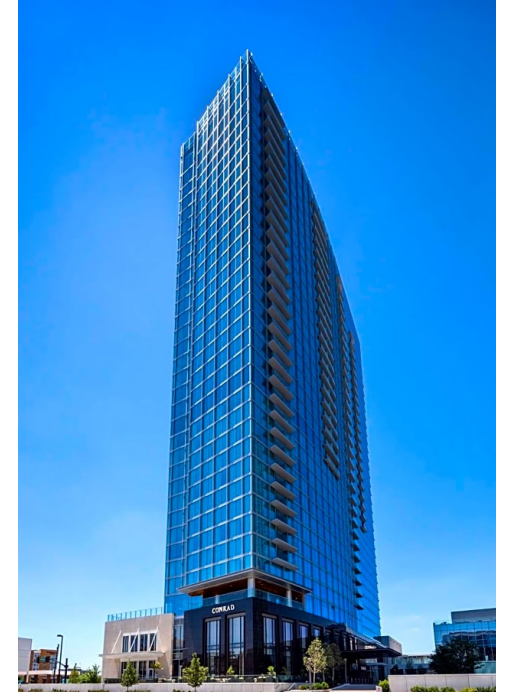




## HOSPITALITY ARCHITECTURE EXPERIENCE

Project Architect & PM - Hospitality focus

3 projects & 738 keys built



## CONSCIOUS ARCHITECTURE EXPERIENCE

*PROBONO & COMMUNITY | SUSTAINABILITY | WELLNESS*

- Sustainability & Environmental Design Focus
- Architecture Thesis: Wellness Retreat for Mind, Body & Spirit Healing
- Pro-Bono & Community Focused Architecture (Rural Studio)

## CREATIVE

Artist | Photographer | Sculptor | Designer | Drone photographer/filmographer  
Music & Art Enthusiast, Connector, Curator







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- BUSINESS PLAN
- OPERATIONS
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# PART 1

# THE OPPORTUNITY

*ADAGIO CREATIVE STUDIOS  
IS A DESTINATION RETREAT IN PUERTO RICO  
THAT PROVIDES UNIQUE EXPERIENTIAL HOSPITALITY  
THROUGH INNOVATIVE CREATIVE STUDIOS &  
CREATIVE COACHING / COLLABORATION RETREATS.*

# PROBLEM | OPPORTUNITY

**Limited-to-no supply for music studio destination retreats that are accessible and affordable for average income, rising & independent musicians.**

Music studio retreats in the Caribbean are very costly (\$3k-\$15k per night) and only cater to well established/high-earning musicians, therefore outpricing the majority of musicians within the U.S. and Caribbean.

**Limited-to-no supply for creative destination retreats that tailor to non-musicians [artists and all creatives].**

The existing supply of Caribbean music studio retreats only targets musicians, excluding other artists and creatives.



**Limited-to-no supply for music studio and creative destination retreats that provide experiential hospitality options (coaching, collaboration, collective).**

**Puerto Rico is a thriving cultural hub for music and art, yet there is no supply of boutique experiential hospitality that focuses on music, art & creativity.**

Limited to no supply of hospitality projects in PR that also target the local market and open their doors to the community.





# LOCATION

## PUERTO RICO

We carefully selected Puerto Rico for the location of the retreat for several reasons.

### 1. CULTURE

- Puerto Rico has a rich culture, one that is deeply rooted in music, dance & art.
- Music and dance are essential to the culture and heritage of Puerto Rico, a unique mix of Taíno, Spanish, and African traditions.
- PR is considered by many to be an underrated powerhouse in the music industry and is home to substantial amount of local talent in the music, dance & art industry.

### 2. ENVIRONMENT

- Gorgeous landscapes and environments throughout the island.
- Beautiful weather (average temperature 80 degrees)

### 3. EASE OF ACCESS

- No passport required for U.S. citizens
- Cost effective non-stop flight options from major U.S. cities offered by 7 major airlines.
- Average cost of round trip non-stop flights from NYC to San Juan - \$150-400.

### 4. INCENTIVES

- Act 60 Tourism tax incentives
- Opportunity Zone incentives

# MARKET ANALYSIS

## Target Demographics

**Puerto Rico local musicians, producers, artists, and creatives**

Projected job growth in music industry based on several factors:

- Boom in digital music
- Rise in popularity of Latin music & Reggaeton
- Growth in demand for live music, driving tourism in the area.

**“Puerto Rico is actually an extreme powerhouse in the music industry in its own right, even when viewed in a bubble and not as an extension of the US, as a US territory. Already, the country is top-ranked against huge nations like the US, UK, and Japan in terms of its industry presence.”**  
*-Exploration Weekly*

**Average-income, rising & independent musicians, producers, artists, and creatives**

**High-earning musicians & producers**

**The U.S. has the largest music economy in the world, accounting for 1/3 of the global music recording revenue.**

Who supports this thriving economy?

Musicians, Producers, Composers, Singers, Artists, DJs, and other music industry professionals.

**2024 direct employment in the U.S. for Music Industry professionals - 1,264,689**

(The U.S. Music Industries: Jobs & Benefits - The 2024 Report)



# MARKETING STRATEGIES

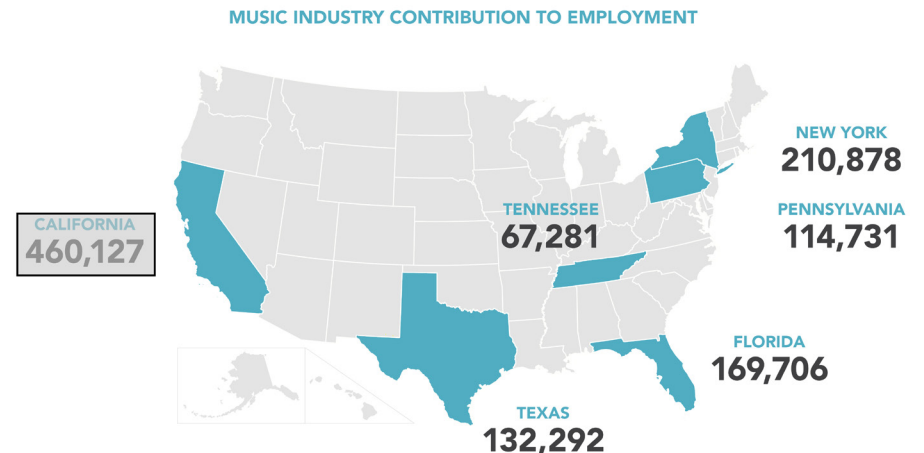
- **Target top creative markets that also have direct flights to San Juan.**
  - **Leverage social media networks and unique marketing strategies.**
- **Strategic partnerships with creative platforms, coaches, collectives & networks.**

## Target Audience

- Music Industry Professionals
  - Musicians
  - Artists
  - Singers
  - Producers
  - DJs
  - Composers
  - Writers
- Digital artists
- Photographers
- Filmographers
- Artists
- Creatives
- Visual DJs

## Target Markets for Creatives (direct flights to San Juan)

- New York City
- Florida (Miami, Orlando, Tampa)
- Nashville
- Atlanta
- Philadelphia
- D.C. & Baltimore
- Denver
- Chicago
- Houston
- Dallas







Geejam Studios - Jamaica



Geejam Studios - Jamaica



Pompey - Jamaica



Pompey - Jamaica

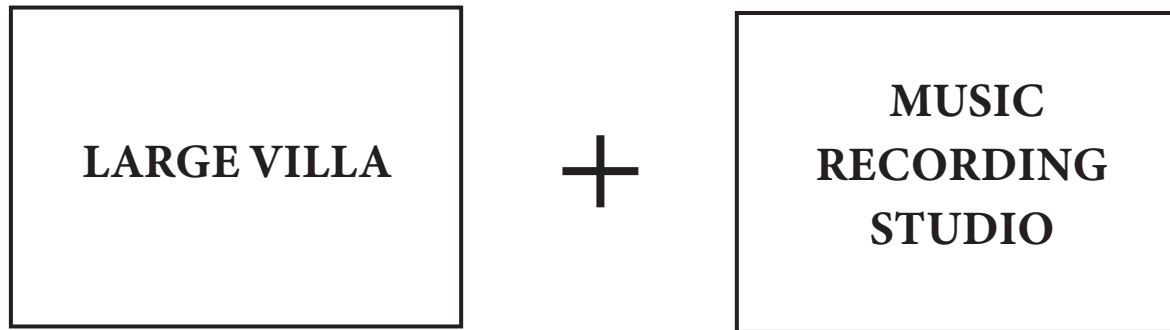


# COMP ANALYSIS

PROPERTY	GEEJAM STUDIOS	POMPEY
LOCATION	Port Antonio, Jamaica	Port Antonio, Jamaica
SIZE	6 Bedrooms (Kings)	6 Bedrooms (5 Kings & 2 twins)
MAX GUESTS	12 guests	12 guests
ADR	\$5,000/night	\$15,000/night
AVG. FLIGHT*	\$700-850 (non-stop)	\$700-850 (non-stop)
INCLUDED AMENITIES	<ul style="list-style-type: none"><li>• Recording Studio</li><li>• Pool</li><li>• Full-service staff</li><li>• Housekeepers</li><li>• 24/hr security</li></ul>	<ul style="list-style-type: none"><li>• Recording Studio</li><li>• Small private Gym</li><li>• Pool</li><li>• All meals (private-chef)</li><li>• Transportation</li></ul>

# COMP MODEL

For Destination Music recording retreats in the Caribbean



- Full Rental option only
  - 5-6 bedrooms
  - Up to 12 Guests

Only 1 music studio space

## CONS

- Only full rental option available.
- No rental options for individuals, pairs/couples, small to medium groups.
- High cost per night (\$5K-\$15K), outpricing a majority of musicians, artists and creatives, both locally and from the U.S.
- High cost for non-stop round trip flights from NYC (\$700-850).
- Only 1 recording studio space, limiting use to 1 group.
- No creative coaching or mindfulness coaching.



# INNOVATIVE MODEL

For Adagio Creative Studios

## MULTIPLE SMALL VILLAS (CASITAS)



## MULTIPLE CREATIVE STUDIOS



## EXPERIENTIAL HOSPITALITY



## SHARED AMENITIES

- STR Inspired
- Multiple Rental Options
  - Individuals
  - Pairs or couples
  - Small to Large Groups
- 3 Strategic groupings of various sizes for max flexibility
- Capacity for 15 individual guests or 25 guests total
- Kitchenette included

- Music Recording Studio
- Multiple Small Music Producing Studios
- Additional studios for creative arts
- Flex studio
- Studios organized to foster collaboration

- Curated Creative Retreats
- Creative Coaching
- Mindfulness & Wellness Coaching
- Collaboration (organic & curated)
- Collective (in-person & digital)

- Central Shared Amenities.
- Designed as community hub for collaboration
- Wellness amenities







# VISION

## *Adagio*

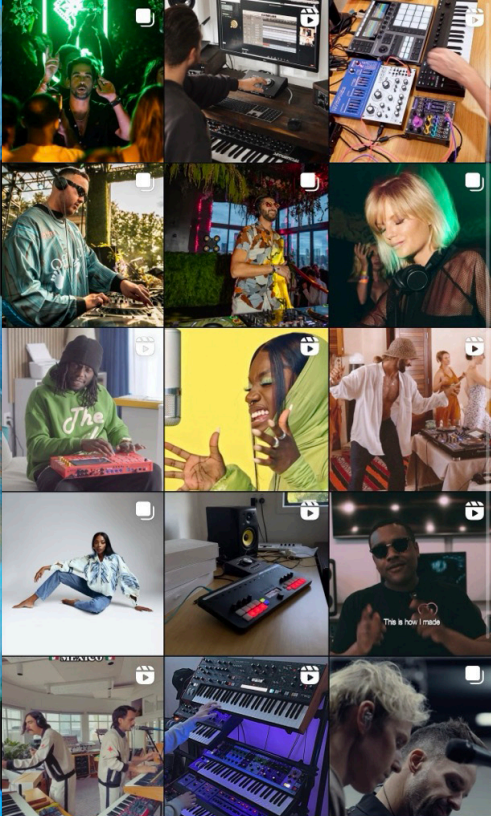
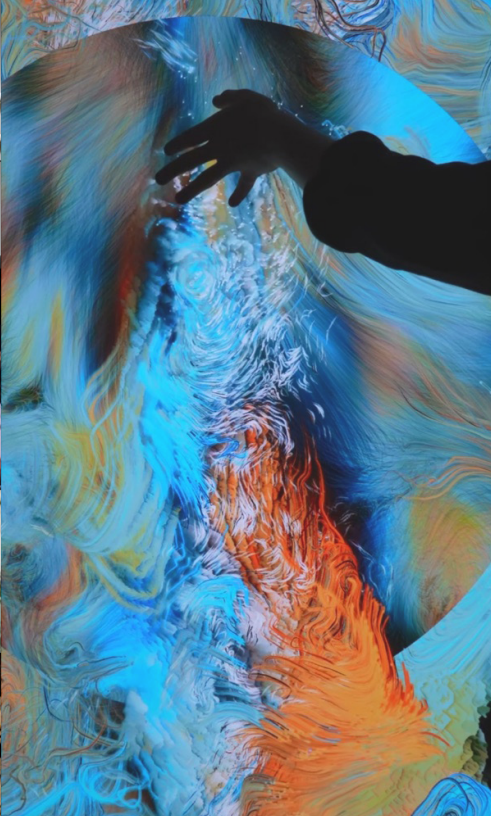
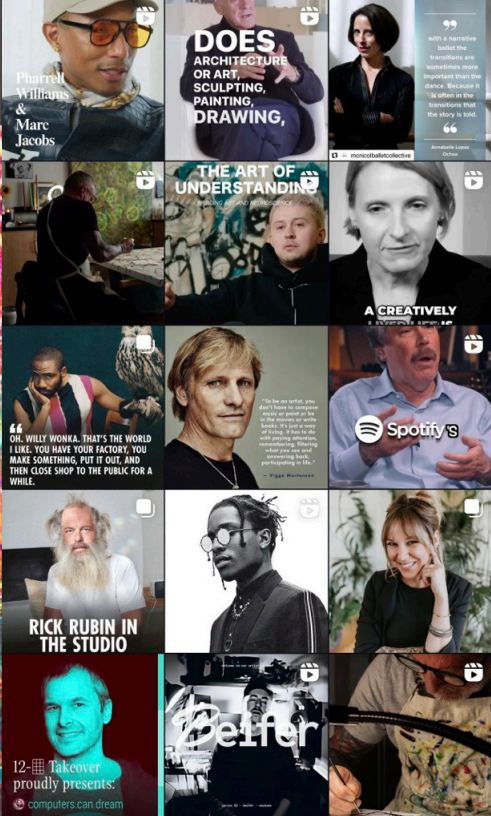
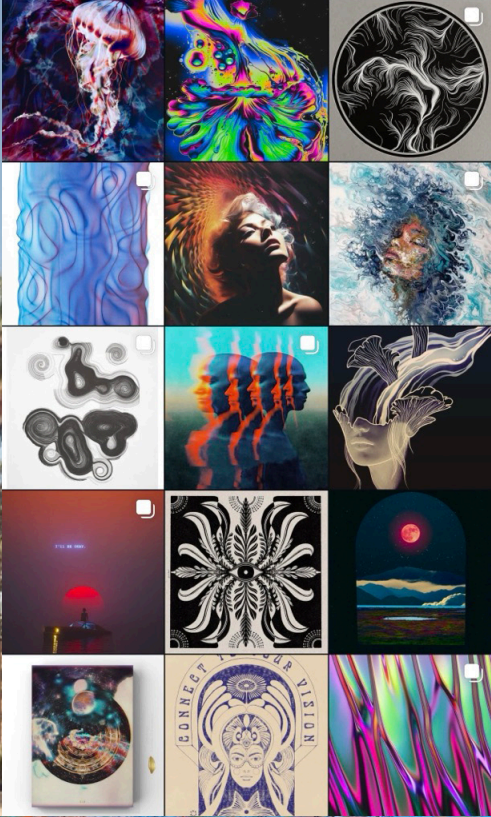
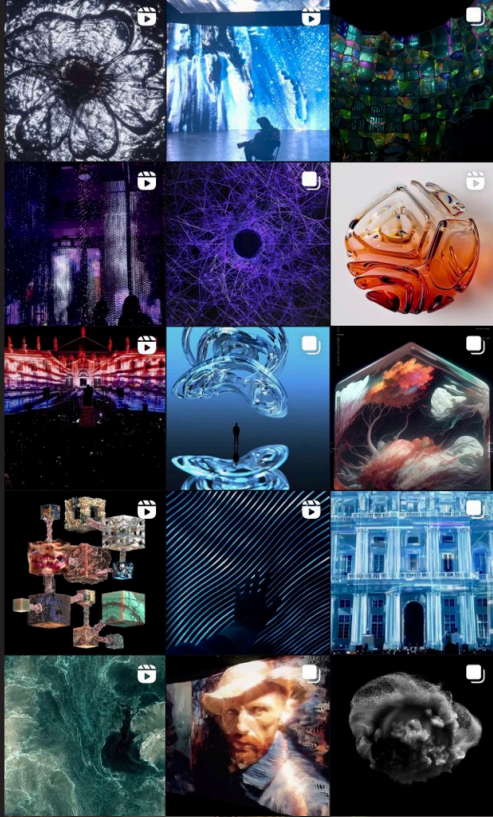
*“from adagio ‘at ease’ performed in slow tempo.”*

**Adagio Creative Studios is a creative retreat and collective for ALL musicians, artists, and creatives.**

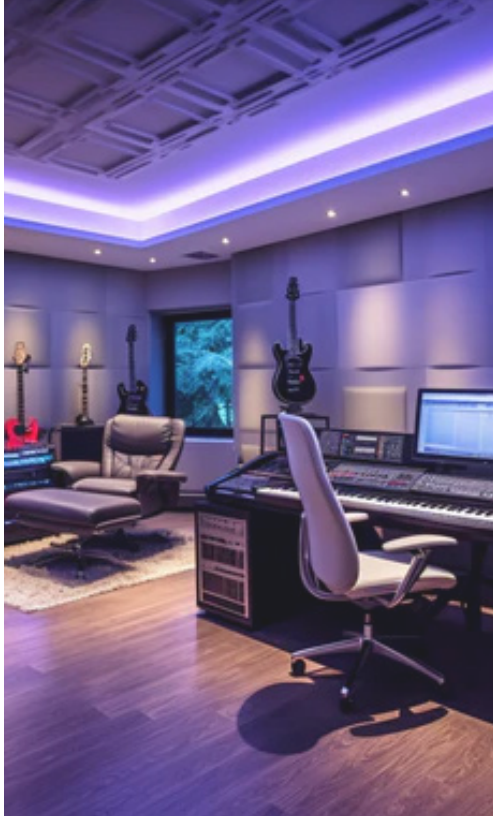
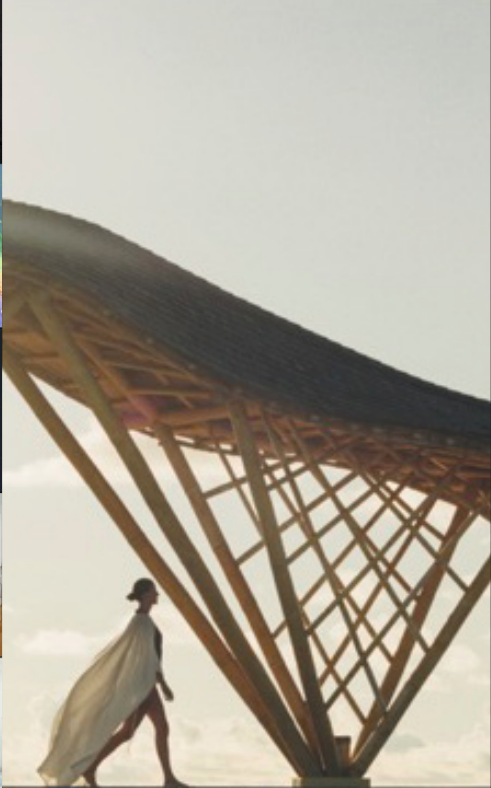
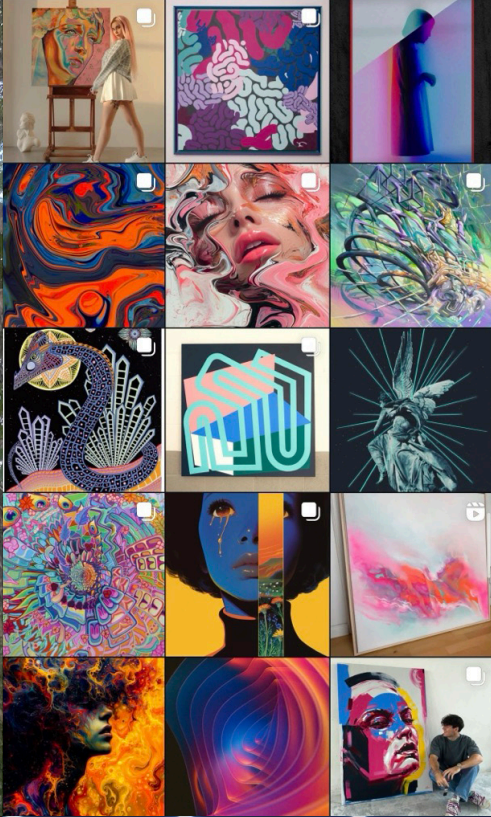
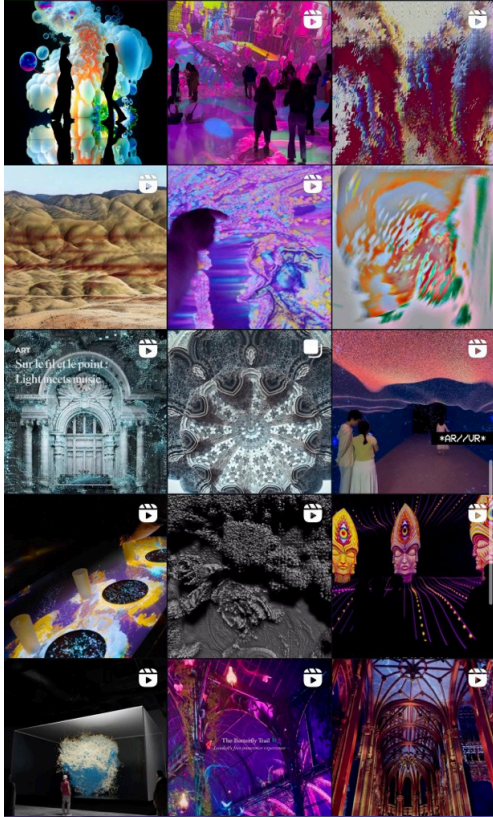
The 25+ acre destination retreat is a creative oasis where guests can **slow their tempo & reconnect with mind, body, & soul.**

Adagio Creative Studios offers curated creative coaching retreats that are thoughtfully designed to **remove creative blocks, allow for creative flow state, and foster collaboration.**















PART 2

RETREAT CONCEPT

*“When we dance, the journey itself is the point, as when we play music the playing itself is the point. And exactly the same thing is true in meditation. Meditation is the discovery that the point of life is always arrived at in the immediate moment.”*

*-Alan Watts*



# APPROACH

By implementing a multi-step approach, this allows guests to help work through creative blocks and allows the creative flow state to be reconnected.

This approach can cultivate a practice for creativity that leads to breakthrough ideas and impactful work during and after the retreat.

## **1. Mindfulness & Wellness**

Mind, Body & Spirit is a core pillar of the retreat in order to facilitate removing creative blocks and allowing the creative energy to flow through. Reconnection with authentic self and soul alignment as a gateway to connect with the creative flow state within us.

## **2. Nature & Environment**

Full immersion in a lush & tranquil natural environment.

## **3. Collaborative Energies**

Organic and curated synergetic collaboration is at the heart of the retreat.

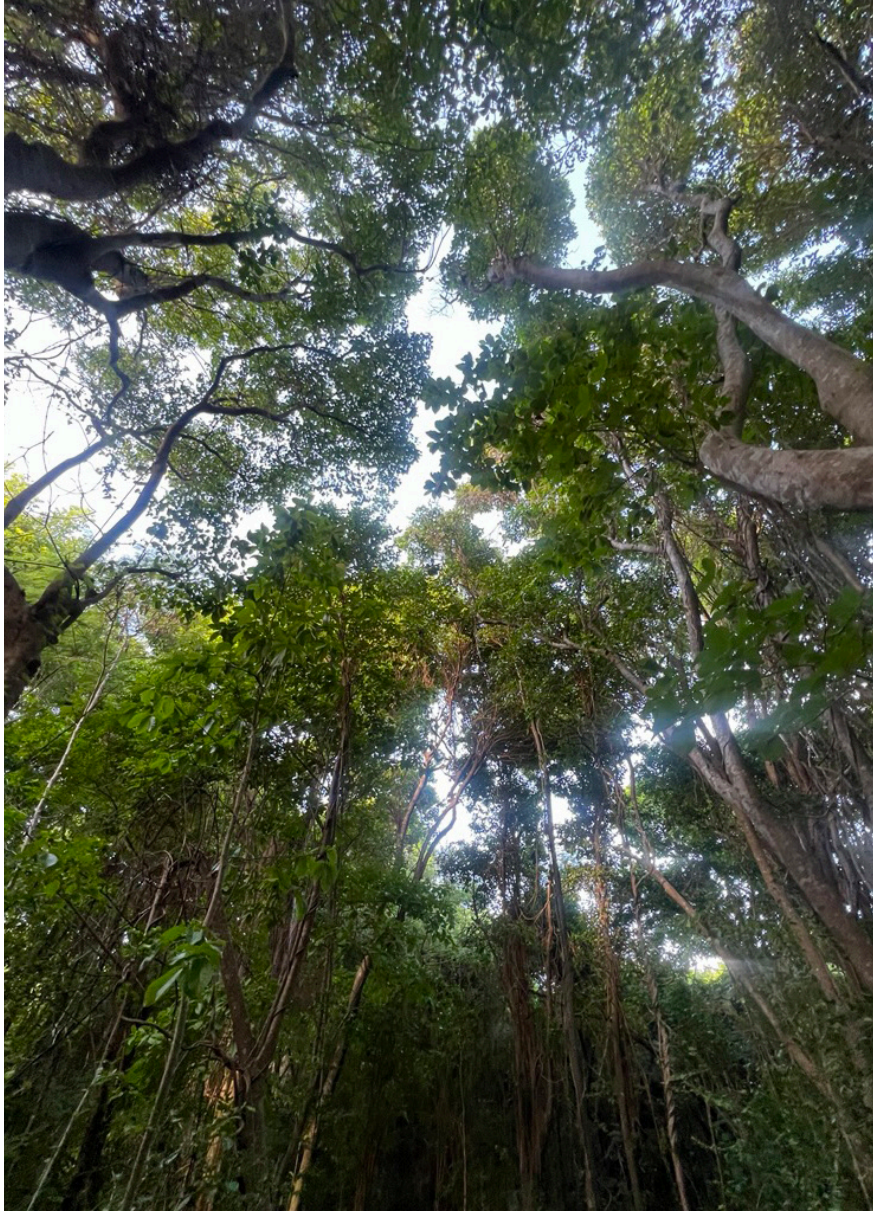
## **4. Creative Coaching**

Leading industry professionals and coaches to help tap into the creative flow state.

# ENVIRONMENT





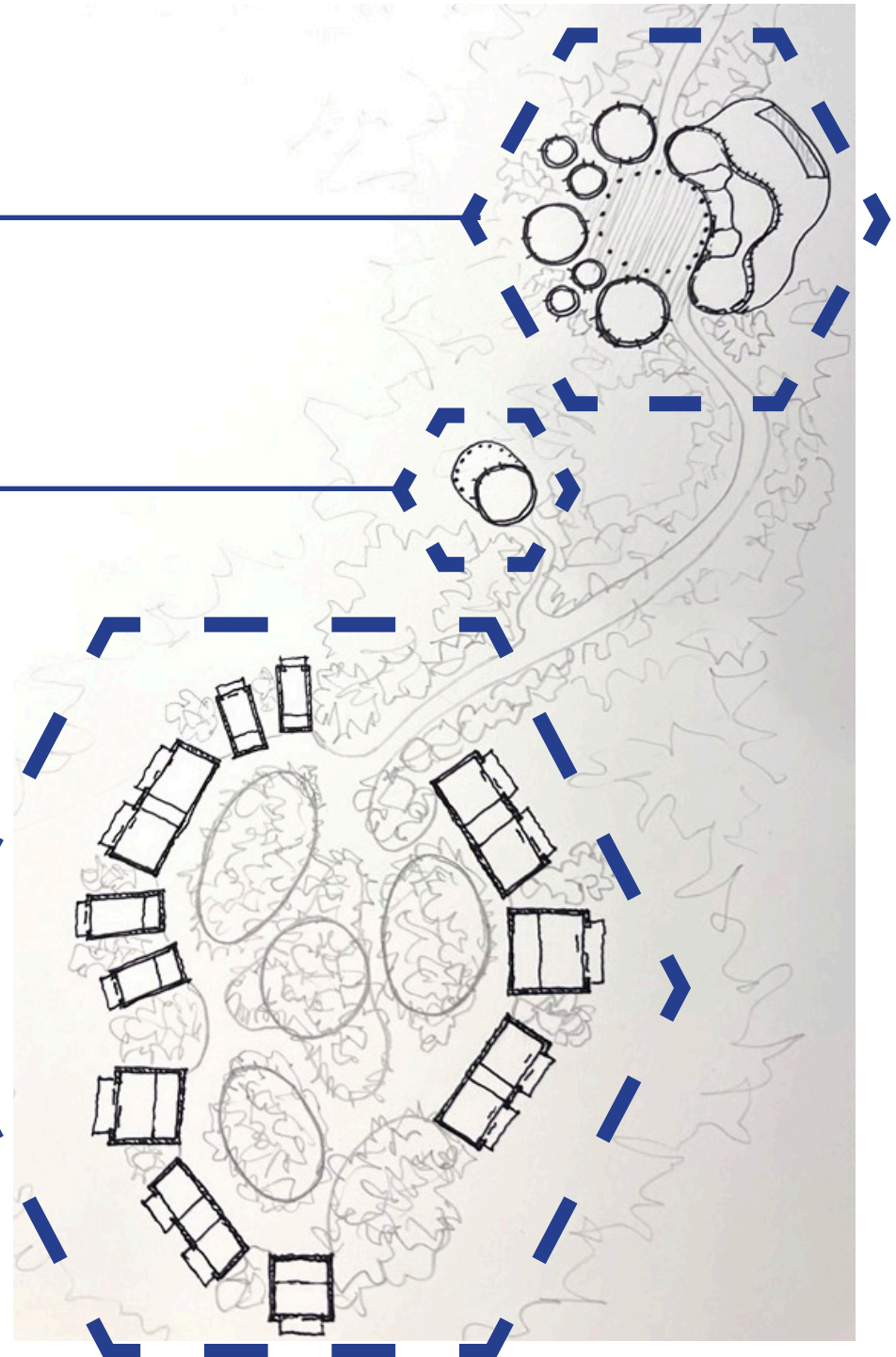




CREATIVE STUDIOS  
HUB

WELLNESS  
HUB

CASITAS  
HUB



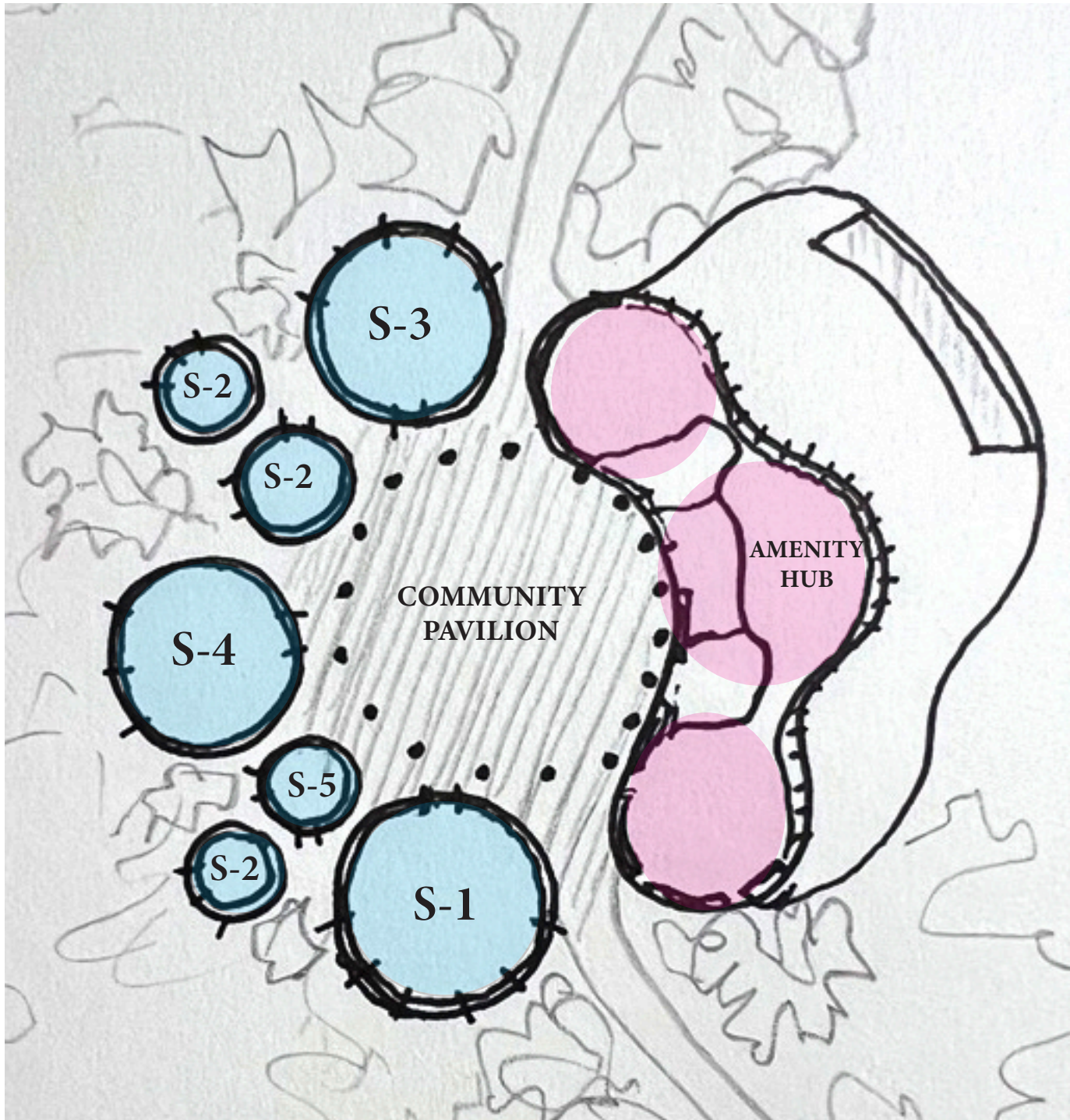


# SITE PLAN

The 25+ acre site of lush natural landscape creates a serene environment to recharge and reconnect with creative energy. The grounds create an environment for organic collaboration and fosters lasting connections.









# CREATIVE STUDIOS

The Creative Studios are organized closely together to foster collaboration and are adjacent to the Community Social Hub. The studios are fitted with innovative technology and all of the essentials.

The studios can be reserved for the entire duration of the retreat or can be reserved for smaller windows in order to reduce cost for the guests. The Flex studio is designed for maximum flexibility and can accommodate unique creative needs.

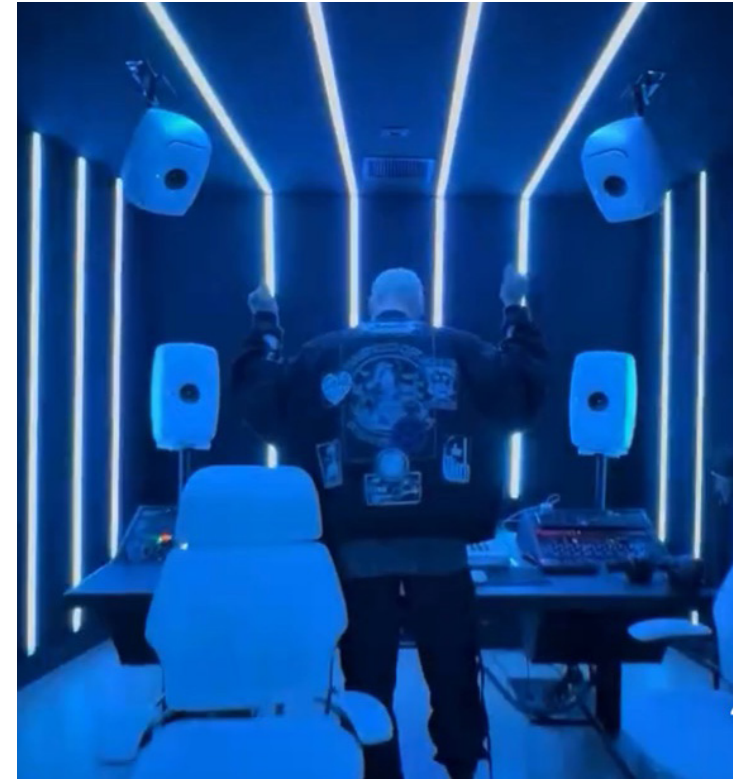
Prospective Basis of Design: Geoship - Ceramic hard shell domes







Recording Studio Inspiration



Small Production Studios inspiration





# CREATIVE STUDIOS

## MUSIC

### **S-1. Innovative Recording Studio**

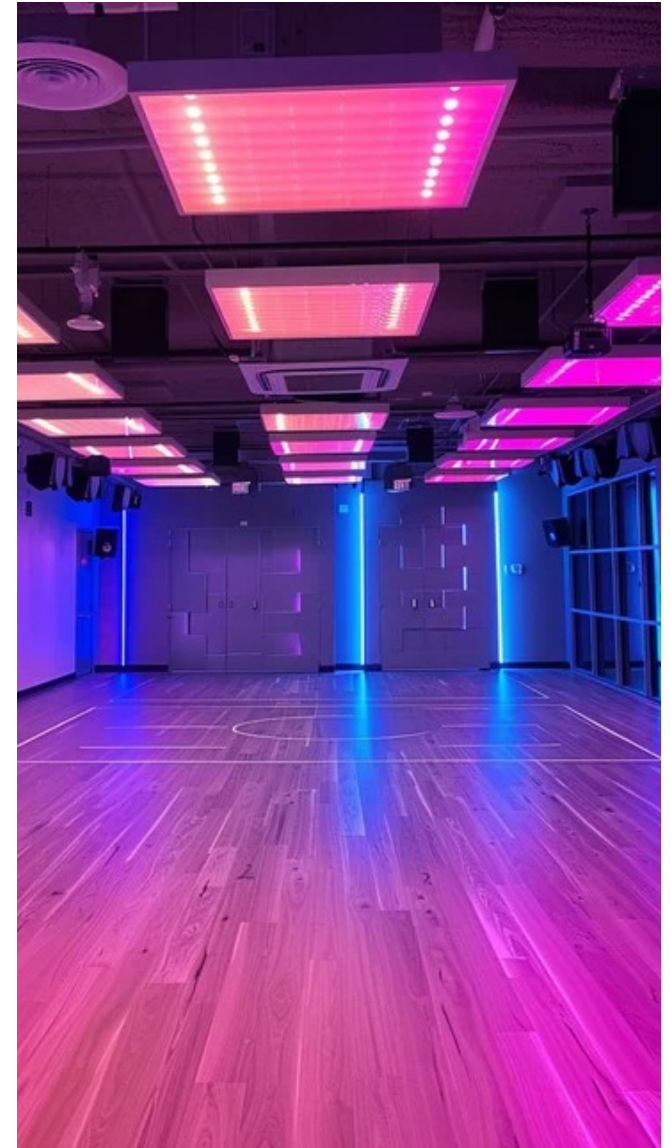
- Production, mixing, recording
- Specialty Equipment: Mixing consoles, digital percussion, MIDI pad, Fuse Works
- Live Room & basic control room

### **S-2. Music Production & Mixing Studios (3)**

- Production, mixing, recording

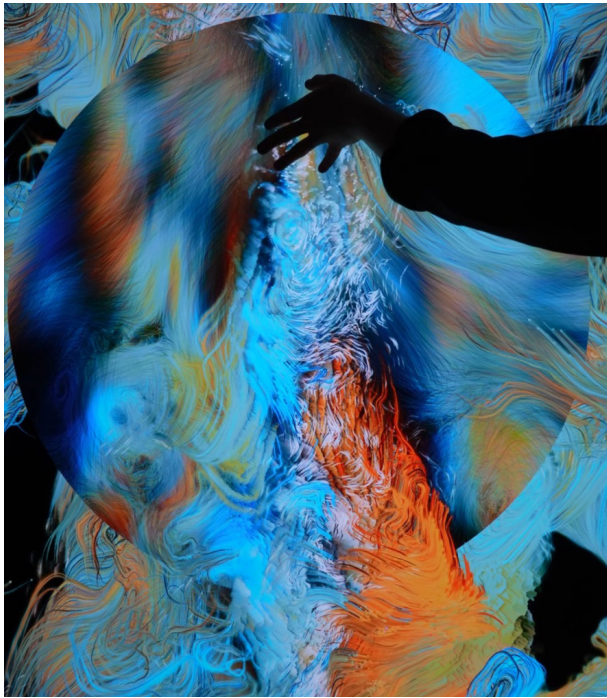
### **S-3. Flex Studio**

- Writing Studio
- Dance studio
- Collaboration space
- Art performance space
- 3rd party retreat space



Flex Studio Inspiration

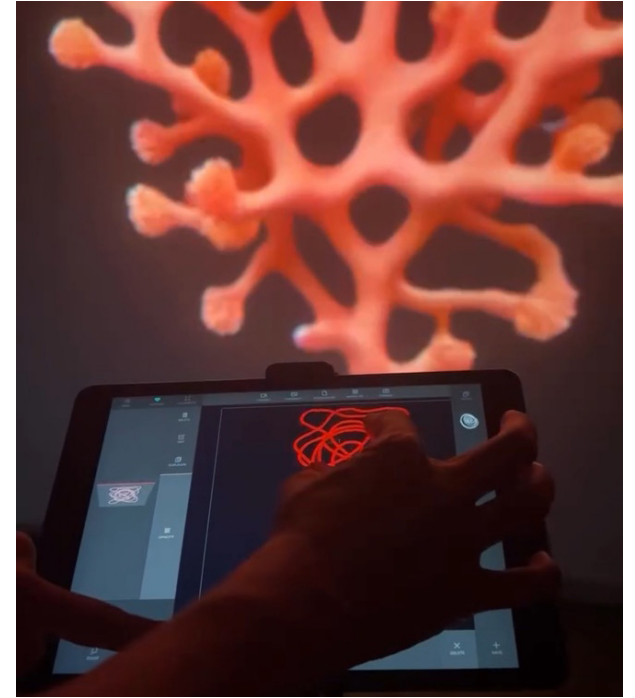




Interactive Touch Design



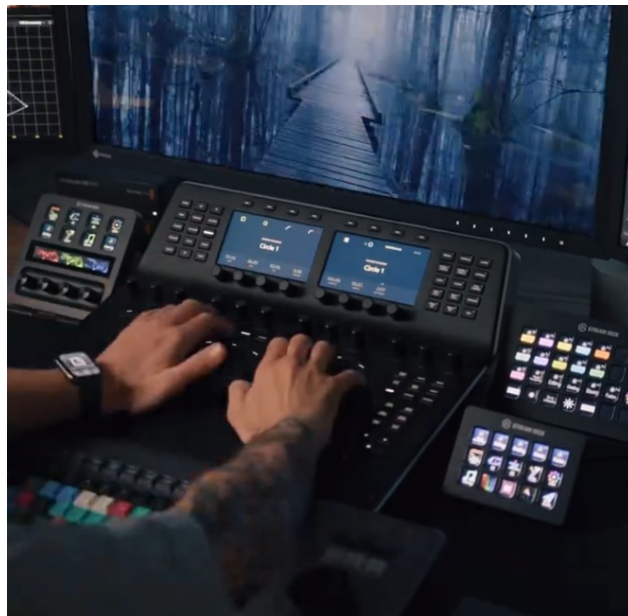
Projection Mapping



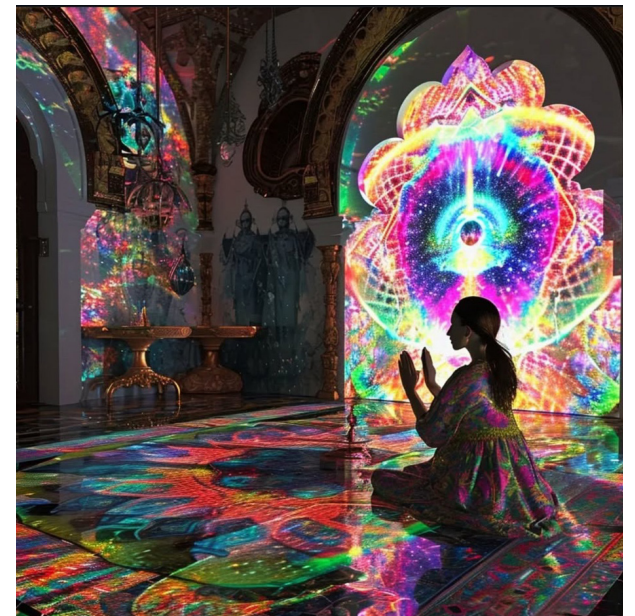
Interactive “Idea Tank”



Immersive Motion Tracking



Plasma Republic Digital Art Editing



Projection Mapping



# CREATIVE STUDIOS

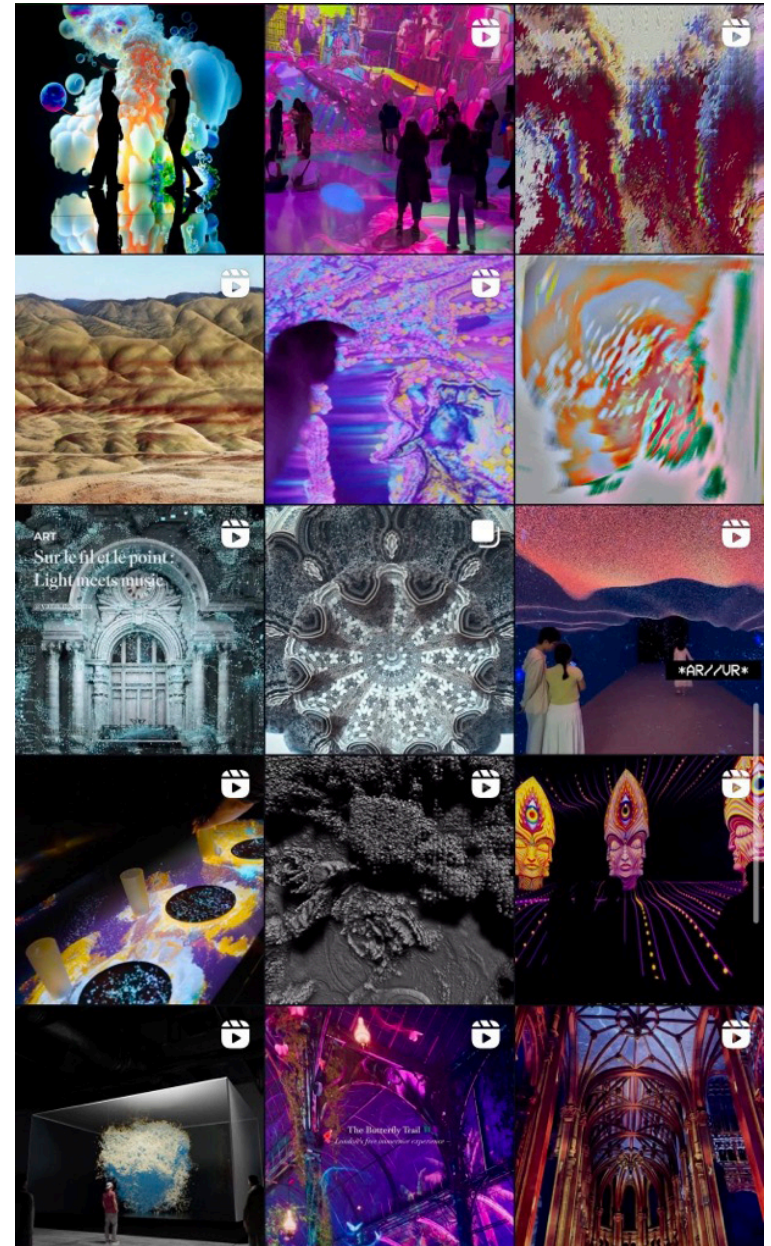
## INNOVATIVE DIGITAL ARTS

### S-4. Innovative Digital Arts Studio

- Audio/Visual Synchronicity & Integration
- Projection Mapping
- Idea Tank - AI Immersive/interactive interface for creative idea generation and refinement.
- For:
  - i. Festival/Show production designers (VDJs)
  - ii. Digital Artists
  - iii. All creatives (idea tank)

### S-5. 2D digital production & editing

- Specialty equipment from Plasma Republic
  - i. Photography editing
  - ii. Filmography editing
  - iii. 2D digital art
  - iv. Generative art
  - v. Animating



Example Target Artists



### **GROUP 1**

4 - Single

1 - Double

Total Casitas - 5

Total Beds - 6

**TOTAL KEYS - 6**

### **GROUP 3**

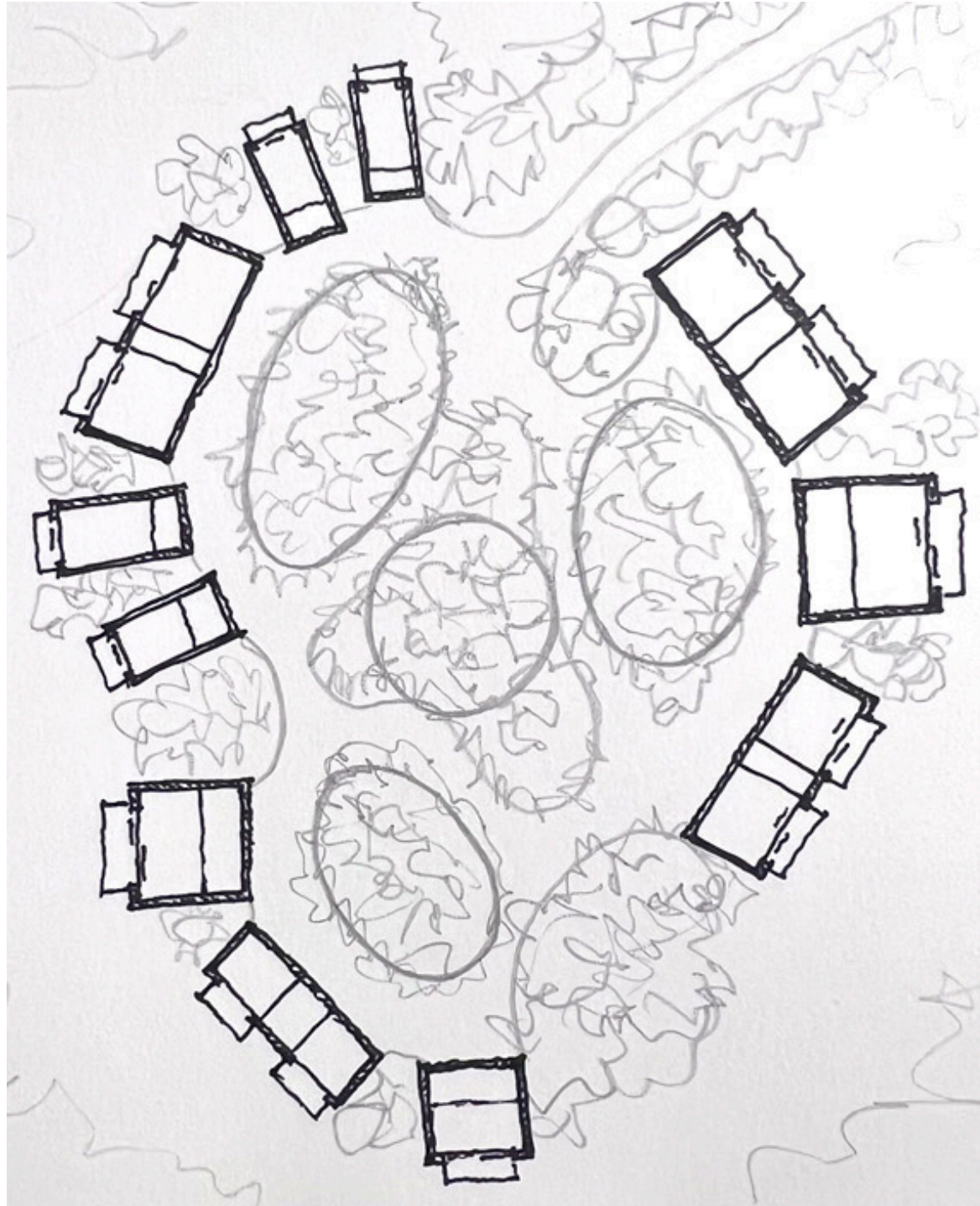
2 - Deluxe

1 - Double

Total Casitas - 3

Total Beds - 6

**TOTAL KEYS - 4**



### **GROUP 2**

1 - Deluxe

2 - Double

Total Casitas - 3

Total Beds - 6

**TOTAL KEYS - 5**



# CASITAS

The Casitas are tucked away into the lush vegetation of the grounds, providing privacy and views.  
The mix is strategically optimized for maximum flexibility for retreat groups  
(large groups, medium groups, small groups, individuals).



Inspiration - Tomu Haus - Prefab Modular Construction

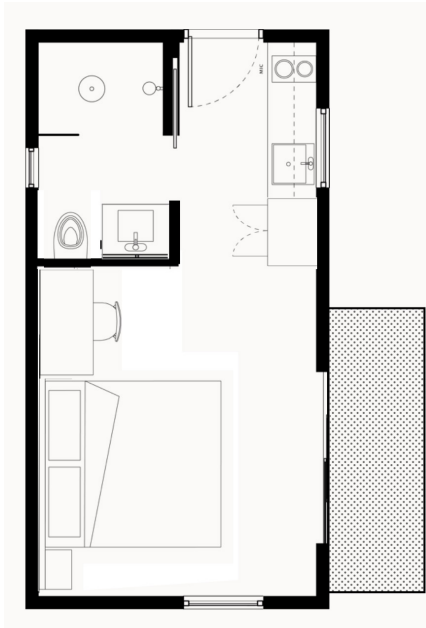




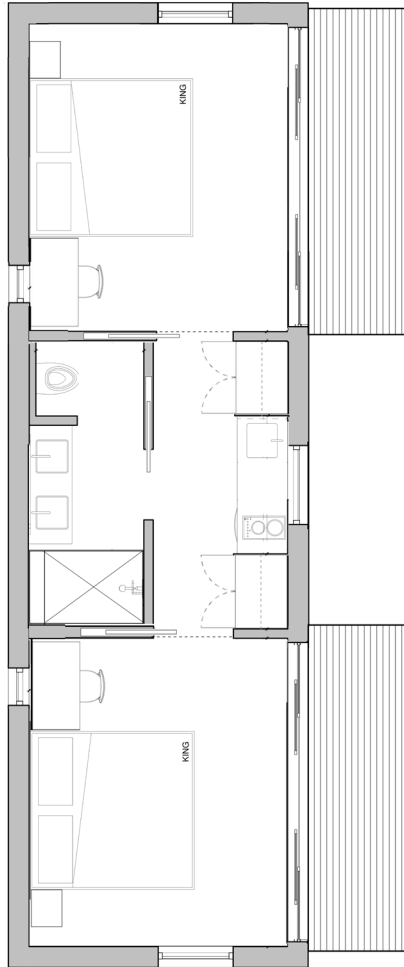
Prospective Basis of Design:  
Tomu Haus - Prefab Modular  
Construction



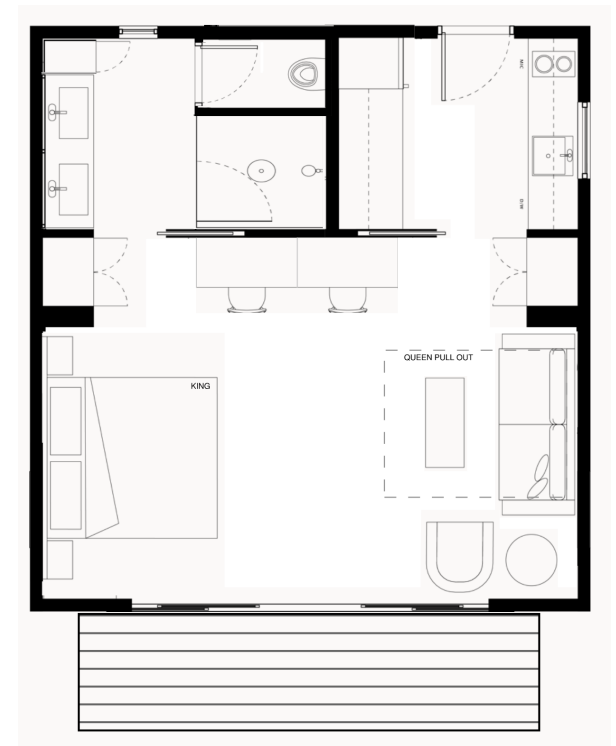
# CASITAS



**SINGLE**  
KING - 253SF  
KITCHENETTE  
22' X 11'-6"



**DOUBLE**  
2 KING ROOMS - 465SF  
SHARED BATHROOM &  
KITCHENETTE  
38' X 12'



**DELUXE**  
KING & Q PULL OUT - 506SF  
LIVING ROOM & KITCHENETTE  
22' X 23'



# AMENITY HUB

Central shared amenity space designed to foster collaboration and social connections.

- Social living lounge
- Dining and Main Kitchen
- Game lounge
- Outdoor terrace
- Pool & Hot tub
- Small writing rooms



\*Concept Imagery Only\*



# WELLNESS

## MINDFULNESS

- Meditation (individual & group)
- Breathwork sessions
- Yoga sessions
- Sound healing sessions
- Nature immersion (walks & meditation)
- Open air pavillion



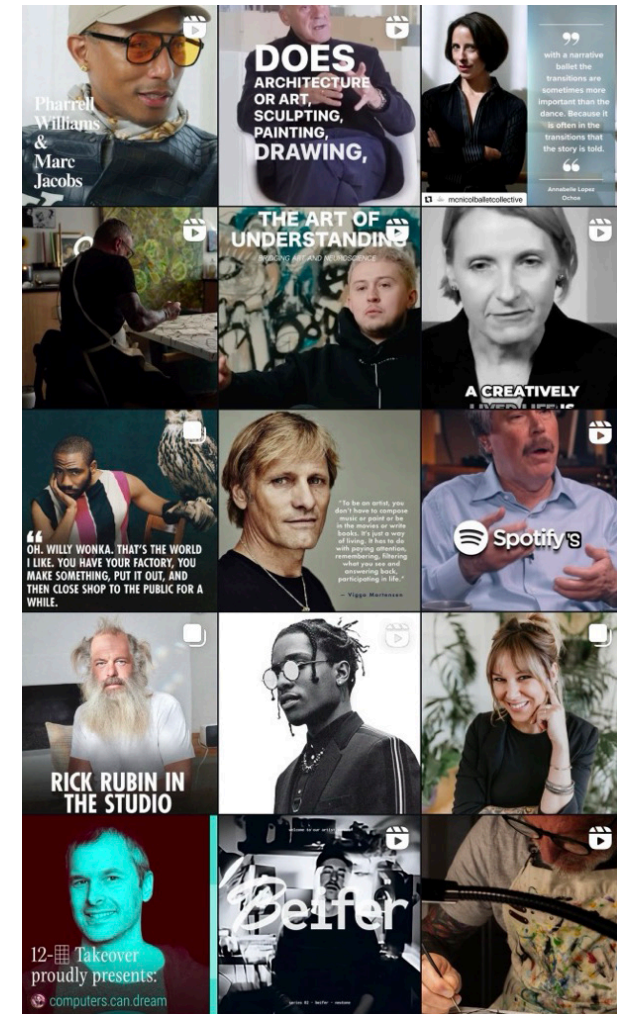
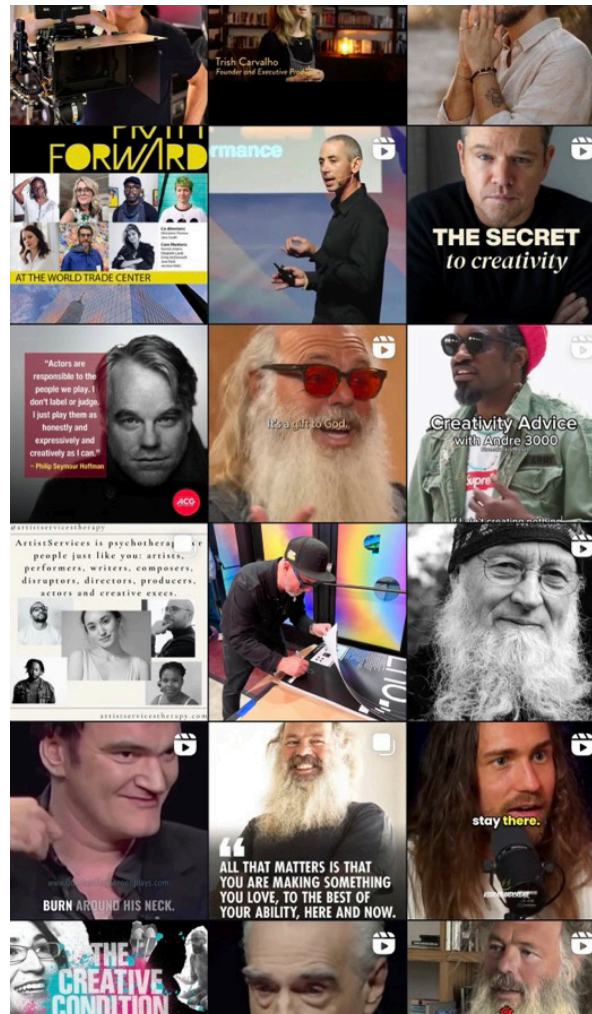
## WELLNESS

- Fitness Center (indoor & outdoor)
- Sauna
- Ice bath
- Light room therapy
- Natural surroundings
- Organic & Locally sourced food





*“This is the real secret of life - to be completely engaged with what you are doing in the here and now.  
And instead of calling it work, realize it is play.”  
-Alan Watts*



\*inspirational images only. not reflective of committed creative coaches\*



# CREATIVE RETREATS

## **Immersive Retreat Programs**

All retreats are available to large groups, small to medium groups, or individuals.

### **1. Creative Flow State Retreat**

*Remove creative blocks, reconnect with authentic self and creative flow state*

- a. Part 1 - Mind Body & Soul Alignment
  - i. Leading mindfulness coaches
- b. Part 2- Creative coaching program
  - i. Leading industry professionals and coaches to help tap into the creative flow state.

### **2. Synergetic Collaboration Retreat**

*Connect with like-minded creatives and enhance collaborative flow.*

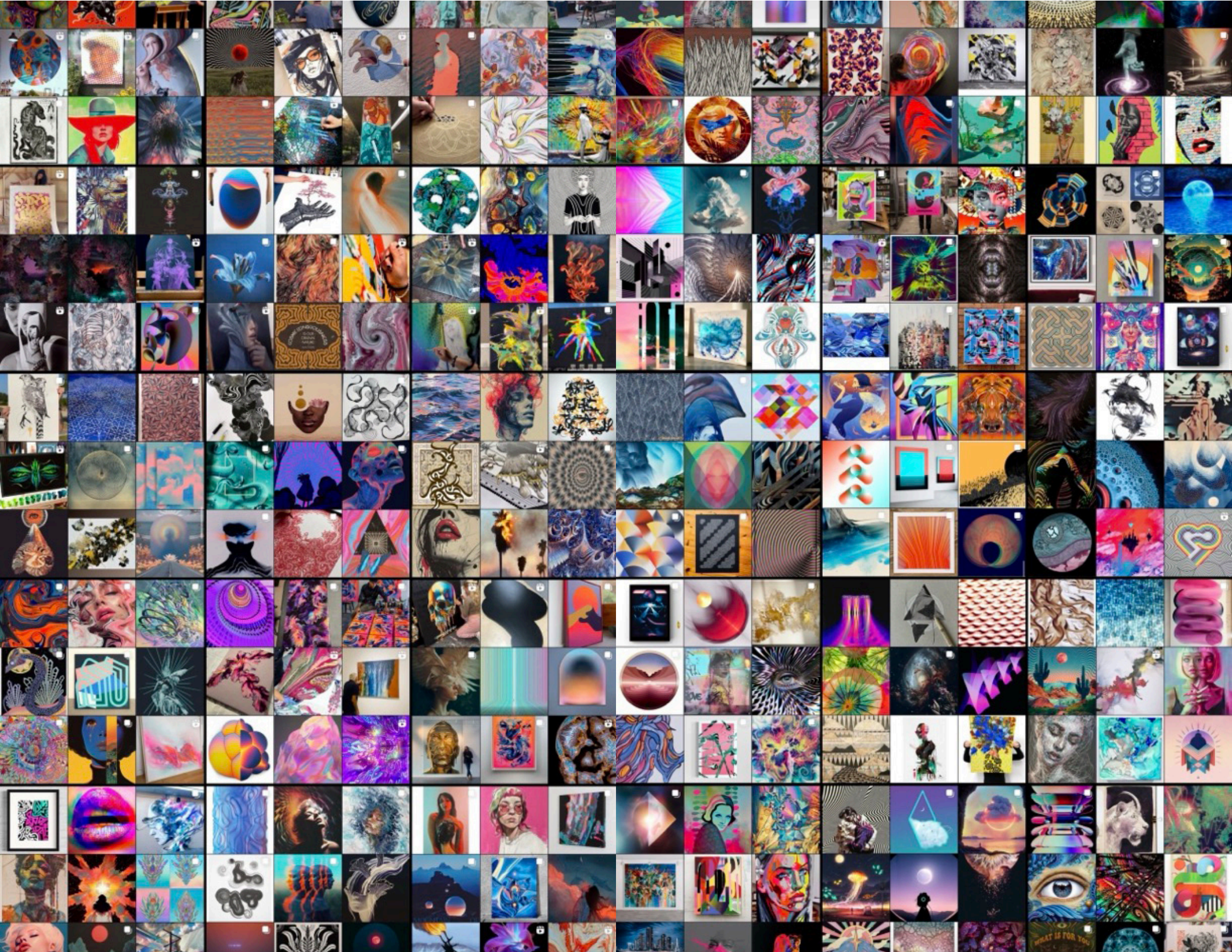
- a. Artist matching and collab program
- b. Synergies coaching program

### **3. Self-guided Retreat**

*Immerse and unplug at your own leisure*

- a. Collaborate and socialize at your own pace  
(organic or utilize our collab matching service)
- b. Wellness components optional
- c. Cost effective option







# COLLECTIVE

Adagio Creative Studios is not just a retreat, it is a collective. The in-person collective extends beyond the guests' retreat into a digital collective for ongoing collaboration, networking and resources.

- Resource database for musicians, artists and creatives
  - Collaborate with existing databases, collectives
    - Post retreat collaboration through app
    - Access to virtual programming & events
      - Discounts for future retreats
- Marketing and promotional opportunities for creatives.

**PARTNERSHIP**

HERE  
THERE



# ETHOS

## **AFFORDABILITY**

Accessibility and Affordability for all musicians, artists & creatives.

## **COMMUNITY**

- Local integration with community - Doors will be open to the local community, this is not a “for the rich only” type of retreat.
  - Local talent - Market and promote local talent on the island.
  - Local partnerships - Strategic partnerships with local vendors and companies.
- Workshops with local Universities - Partnerships with local Universities for workshops and educational events.

## **SUSTAINABILITY & ENVIRONMENT**

Sustainability is at the heart of the project design. Eco-retreat inspired design minimizes impact to the site. Solar panels and rain water harvesting will be incorporated into the project. All food will be sourced locally.

## **SUPPORTING RISING & INDEPENDENT CREATIVES**

Support rising and independent artists by providing industry resources, networking, and marketing opportunities all through the Collective.



# RETREAT TEAM

Currently seeking additional retreat team members that share the same passion & ethos.

## **Bradley Greene**

**Founder/GP/Developer**

### **Creative Director**

*Bradley is a visionary award-winning real estate developer, architect, and multidisciplinary artist dedicated to reimagining outdated processes in order to address environmental concerns, inequality, affordability, and mental wellbeing. With six years of real estate development experience overseeing five projects totaling \$1.35 million and over 2,500 apartment units, as well as six years in hospitality architecture leading large-scale mixed-use projects, Bradley brings a unique blend of creative vision and practical expertise. His background in sustainable design and community-focused development, combined with a passion for music, art and mindfulness, informs his mission to make experiential hospitality more accessible. This project reflects his commitment to reimagining spaces where musicians, artists and creatives can thrive.*

## **Jeremi Dickson**

**Director of Brand & Digital Strategy**

*Jeremi is a digital strategist with a background in psychology, specializing in branding, user experience, and community engagement. He leverages human-centered design to craft immersive online experiences that elevate and foster meaningful connections.*

## **Katrina Farris**

**Mindfulness & Wellness Program Director**

*Katrina is a Clinical Psychology PhD student in the final stages of her training. She has a deep passion for holistic well-being and the interconnectedness of mind, body, and soul. Believing that much of creative blocks stems from a disconnection from ourselves and our environment, Katrina views mindfulness as sacred opportunities for realignment and re-attunement. Her work is enriched by her interests in spirituality, creativity, somatic experiencing, and mindfulness, weaving these elements into an integrative approach to well-being.*

## **Tiffany Karam (ysheso)**

**Collective & Network Director**

*With a decade of experience in the music industry, Tiffany (aka ysheso) is a skilled DJ, curator, and producer, dedicated to crafting unforgettable music experiences. Known for fostering meaningful connections with artists through her project Here&There, Tiffany blends talent and passion to create immersive soundscapes that resonate with audiences. Whether behind the decks or in the studio, Tiffany's work consistently reflects a commitment to quality, collaboration, and the power of music to bring people together.*



# PARTNERSHIPS

We are currently seeking strategic partnerships and collaborations.

## PROSPECTIVE PARTNERSHIPS & COLLABORATIONS

### **Creative Flow Coaching**

- Eric Maisel - Creative coach
- Mike Monday - Creative flow expert
- Katya [Creative Process]- Creative coach
- Tony Martignetti - Inspired Purpose Partners
- Steven Pressfield - The War of Art
- Austin Kleon
- Julia Cameron
- Twyla Tharp
- Ed Catmull
- Andrew Huang

### **Music Coaching**

- Mark Otten - Music producer coaching
- M Redollo
- Markus Popp
- Shivarasa
- Dowden
- Philip Roder
- DJ Hapa (The DJ Coach)

### **Digital Art Coaching**

- Filippo Cinotti
- Keinseier
- Hybrid Experience
- Wpanterra
- Led pulse
- Marpistudio
- Media tribe
- Illusionaries
- Studio Tim Fu (AI, arch design)
- Interactive Immersive HQ
- Iregular.io

### **Mindfulness & Wellness Coaching**

- James Kalupson - music healing & psychology
- Dan Ghenacia - The Oracle, meditation
- The Embody Lab
- Collaborations with music therapy artists.
  - Myco Meditations
  - Sutherland Sounds
  - East Forest
  - Jon Hopkins



## **TECHNOLOGY**

- Alpha Wave Experience (The Oracle)
- Plasma Republic
- Pirate Studios
- Miloco Studios
- Astra Studios (PR)
- Eastgo Studios (PR)
- La Boveda Studio (PR)

## **MARKETING**

- Internet Tattoo
- Shout Out LA
- Galavante
- Sound on Sound
- Reverb
- Digital Music News

## **MUSIC INDUSTRY**

- Endel
- Amper Music
- Future House Music
- Stay on Beat
- Landmark Marketing
- W1 Curates
- Onemoretimepod
- We Help Artists
- Fatum Music
- Petetong DJ Academy
- Make Music your Life
- Fndr House
- Artist House
- Vochlea
- Catapult
- Fiverr
- Virpp
- AIVA

## **FESTIVALS**

- Art Basel Miami
- Ignite art & light festival
- Intervals Fest
- Bristol Light festival
- Quoz Art Fest
- Vilnius Light festival
- Draaimolen festival
- Constellations De Metz
- Transfixart
- Deep Tropics
- Burning Man







# PART 3

# DETAILS



# BUSINESS PLAN

Adagio Creative Studios is a unique experiential hospitality concept that leverages several unique and innovative strategies.

## **1. Target Untapped Market Demographic**

High-demand for this product type for average income and independent musicians and creatives. Limited to no supply for majority of musicians (average income).  
Limited to no supply for a product type for non-musicians (artists and creatives).

## **2. Achieve Competitive ADR**

By still targeting high-earning musicians and creatives, this top tier ADR offsets the median and lower ADR, producing a healthy blended ADR that achieves target return metrics. This optimized pricing tool allows the ADR to be affordable for average income and independent musicians & creatives, meeting the first goal of the business plan.

## **3. Curated Experiential Hospitality**

High-demand for boutique, intimate and experiential hospitality and retreats. Adagio Creative Studios provides a unique curated experience and intimate boutique environment. Creative retreats, creative coaching, synergetic collaboration retreats and self-led retreats.

## **4. Unique Brand Positioning & Collective**

Unique branding opportunity since this experiential hospitality product doesn't exist in Caribbean or western hemisphere. The brand goes even deeper, it's a collective. An in-person collective & digital collective for networking and community building/support for musicians, artists and creatives.

## **5. Strategic Marketing Approach & Partnerships**

- Target top creative markets that also have direct flights to San Juan.
- Leverage social media networks and unique marketing strategies.
- Strategic partnerships with creative platforms, coaches, collectives & networks.

## **6. Innovative Capital Stack**

- Pre-sales and membership commitments to contribute to equity stack
  - Crowdfunding to contribute to equity stack
- By utilizing Puerto Rico tourism tax incentives, this helps offset the high costs for the studios while meeting target return metrics.

## **7. Scaling Potential**

- Potential to scale the brand to other locations and utilize the collective and brand recognition for expansion.
  - Potential to apply similar concept to healing retreat centers.



# OPERATIONAL STRATEGIES

## **1. Multiple Revenue Streams**

- Self-led Retreat (Base package) - Accommodations + Creative Studio access package
- Creative Retreats (Deluxe package) - Accommodations + Creative Studio access + Creative Coaching + Wellness amenities
  - Creative Studio rentals only - Local bookings for unbooked dates
    - Full campus rental for 3rd party retreat

## **2. Optimized Pricing Strategy / ADR**

Maintain competitive market pricing for established and wealthy demographic while adjusting pricing to be more cost effective for target demographic. This price scaling partially subsidizes the retreat.

## **3. Maximize Occupancy Rates**

Optimized booking strategy - Increase occupancy by strategically booking unfilled dates by offering cost effective options to target demographics. Prioritize booking high-earning creatives first and infill around these retreat dates.

#### **4. Innovative Operational Costs Offset Strategies**

**Coaching Costs** - Reduce costs of creative coaching by offering free accommodations and access to studios.

**Marketing Costs** - Offset marketing costs by strategically partnering with music and creative industries for symbiotic marketing

#### **5. Innovative Hard Costs Offset Strategies**

**Creative Studios Costs** - Partner with studio equipment manufacturers for promotional discounts and collaborate with established east coast studios.

**Construction Costs** - Spend the money where it counts. By utilizing efficient design and innovation construction methods for the villas and studio shells, this helps counter balance the high costs for the studio equipment and shared amenities.



# MILESTONES

## **2023**

**Q1** - Concept of Adagio Creative Studios formed by founder Bradley Greene

## **2023-2024**

Concept Refinement, Puerto Rico research and site studies, Market Research, Business plan creation

## **2025**

**Q1** - JV Development Partner search.

**Q2** - Retreat partnerships & collaborations search.

**Q3** - Site selection & Underwriting

**Q4** - Launch LP Investor fundraising

## **2026**

**Q1** - Launch debt financing search

**Q4** - Construction start



THANK YOU!

CONTACT

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