

NEU MUNE  
FARMSTEAD  
RETREAT

# About the Founder – Lan Thai – Lando

Lan Thai, aka Lando's story begins in a refugee camp in Thailand, where she was born to parents fleeing the communist takeover of Vietnam. Growing and cooking food was not a luxury in her early life, but a precious necessity; she literally doesn't remember learning to use a knife—it was as much a part of her developmental experience as learning to walk or speak. It's difficult to overstate the fundamental role that food, its production, and its preparation played in her life, just as it's difficult to overstate the visceral connection that she developed with cooking as a result.

The potential of food and culinary tradition to sustain, connect, and lift up families and communities is a chief contributing factor in her view of cooking and eating. This deeply-layered perspective shines through in the cuisine she creates, which manages to be both grounded and elevated, an achievement born of a life lived through food.

Lando has ventured into many businesses since leaving her job at tech giant Adobe Systems, including organic catering, personal holistic chef services, and operating her own 'food as medicine' cafes. Throughout her career, one message has remained clear: her unwavering commitment to farming, sourcing, nutrition, and honoring ancestors has always been at the forefront of her missions.

- **1977 Laem Sing, Thailand Refugee Camp**  
Born Lan Viet Thai
- **1978 Arrived San Diego, Ca USA**
- **1982 Moved to Family Farm**  
Family built homestead and farm on 1.5 acres selling produce to Asian markets.
- **1995 Cal Poly San Luis Obispo**
- **2000 Adobe Systems, Incorporated**
- **2009 Happy's Hawai'i Green Catering**  
Moved to Oahu, Hawaii and started an organic catering business. Created 'Farm-to-Chopstix' dinners on different farms
- **2012 Mom diagnosed Stage IV Lung Cancer**  
Lan moves back to San Diego to take care of her mom and immerses in "Food As Medicine"
- **2015 Personal Holistic Chef**  
Cooked for those with chronic illness and postpartum moms
- **2019-2022 Enclave Cafe**  
Food as Medicine concept cafes
- **April 5, 2022 FAM Food As Medicine Day**  
Awarded Proclamation by San Diego County in recognizing Lan and her team's efforts for protecting our planet and health
- **2022 Purchased 19-acre "hidden gem" farm**  
Bonsall, CA (San Diego County)  
~only 30-45 miles from San Diego major hubs



*left: Thailand Refugee Camp  
right: Chef Lando on Neu Mune Farm*



# THE MISSION

At Neu Mune, we believe that now, more than ever, it is crucial to showcase the intrinsic connection between mind, body, and nature. Through our commitment to regenerative agriculture, community engagement, holistic health, and harmonious collaboration with the natural world, we strive to enhance and set a global standard for quality of living in the modern world.

Nestled on a 19-acre regenerative ranch, Neu Mune serves as a hidden gem not far from the bustling city, offering an easily accessible retreat for individuals seeking transformative experiences. Our ranch provides a diverse range of retreats and classes, including cooking, homesteading, nutrition, gardening, and more.

With inviting accommodations and amenities, such as natural pool, sauna, and hiking trails, Neu Mune ensures a rejuvenating environment for guests. Moreover, as a working regenerative farm, we proudly cultivate produce for local restaurants and food businesses, allowing our guests to connect and gain firsthand knowledge of sustainable business practices.

Situated in the Mediterranean climate of San Diego County, Neu Mune is perfectly positioned to turn this dream into reality. We are dedicated to fostering an interconnectedness that honors the mind, body, and nature, creating a harmonious and thriving community rooted in regenerative and sustainable principles.

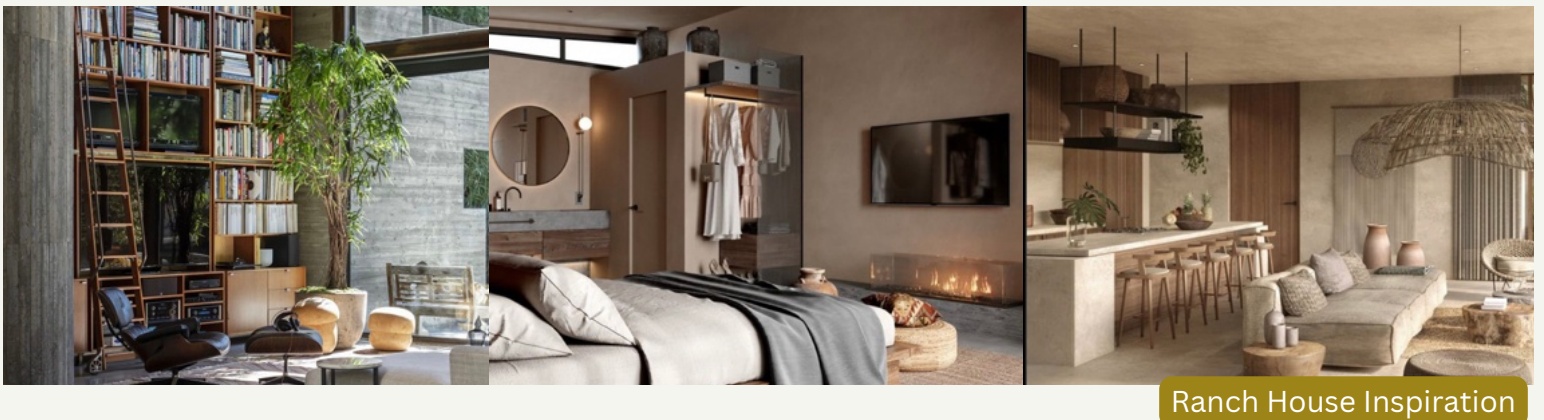
# FARM STAY

NEU MUNE

Neu Mune will offer modern mobile cabins and comfortable ensuite bedrooms for rent, which can be paired with a range of special workshops, restorative health programs, and educational classes. The ranch house will boast five beautifully appointed ensuite bedrooms that can be rented individually or as a whole.



**AIRBNB REPORTED A 1,055% INCREASE IN SEARCHES FOR "FARM STAYS" IN THE FIRST QUARTER OF 2021 WHEN COMPARED TO IN 2019**



The global agri-tourism (also known as agri-hospitality for farms that offer overnight stays) market is anticipated to reach a valuation of USD 118.63 billion by 2032 from USD 62.49 billion in 2022 at a CAGR (Compound Annual Growth Rate) of 6.6% during the forecast period 2023-2032. North America commands over 45% of revenue market share.

# LEARNING CENTER

NEU MUNE

Neu Mune will construct a learning center within a greenhouse structure and utilize the ranch's kitchen to host classes, workshops, and events covering all aspects of homesteading and sustainable living. At the core of our philosophy, we believe that infusing FUN and fostering memorable experiences is essential for meaningful learning that deeply resonates.

## CLASSES / WORKSHOPS

The learning center will offer classes on growing food, permaculture practices for home and production farms, cooking, nutrition, herbalism, food preservation, fermentation, pottery, fitness, and much more. These classes range from a few hours to multi-day workshops catering to all ages. What sets us apart is our creativity and our keen understanding of our community's needs. Events like Sunday morning Farm Fit & Brekkie, which includes a one-hour workout followed by a farm brunch, to multi-day sourdough baking and fermentation workshops will be offered. We will collaborate with experts in the field who are outstanding and fun educators.

## FARM-TO-FORK (or chopsticks or fingers or mouth) EVENTS

Neu Mune will showcase various ethnic cultures to celebrate their cuisines, collaborating with chefs and home cooks who possess special family recipes passed down through generations. Dinners will feature meals that are typically only found in their cultures' homes and are not commonly available in restaurants. Neu Mune will work closely with these chefs and home cooks months in advance to evaluate the required produce and promote biodiversity.



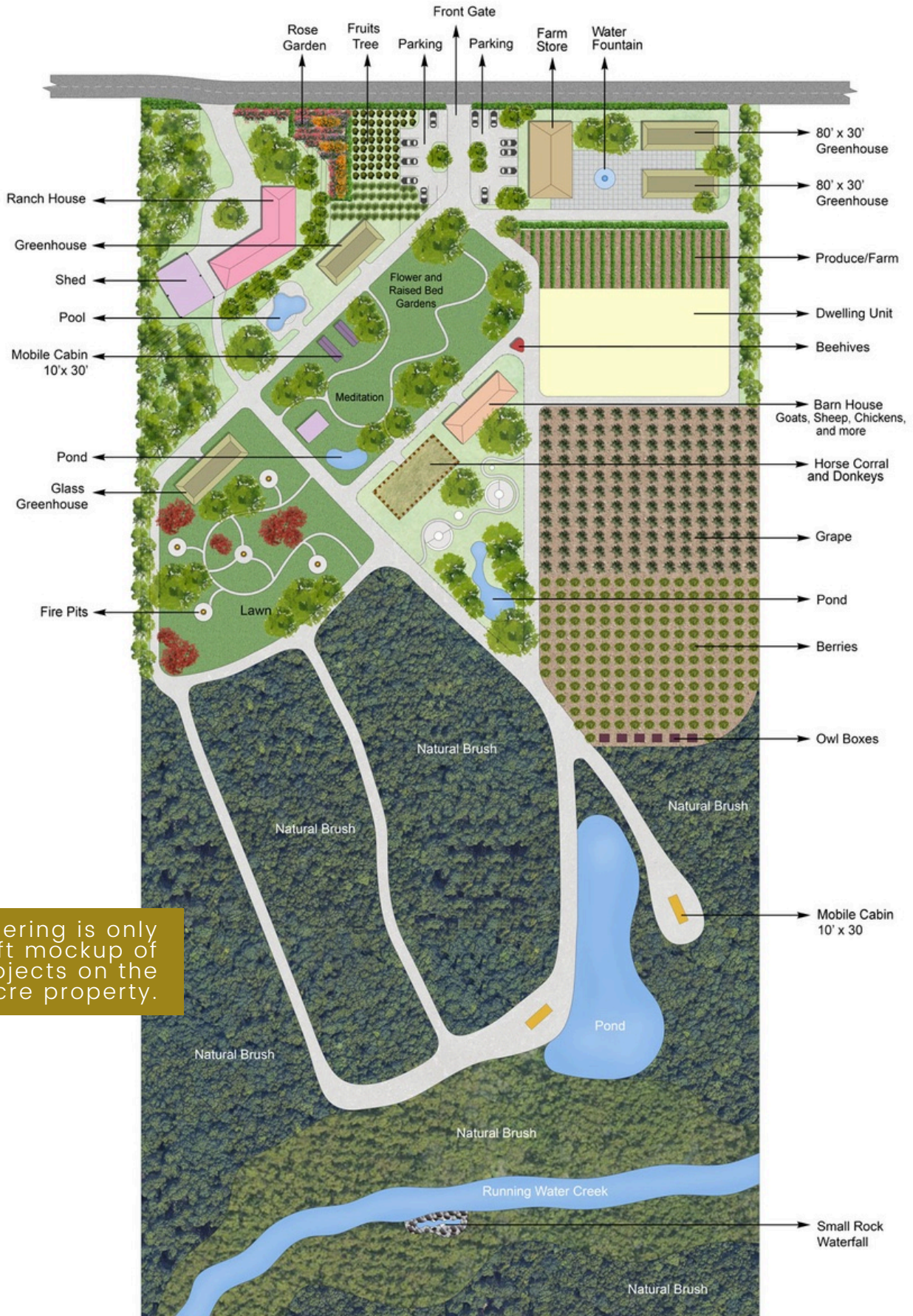
# The Regenerative Farm

- The regenerative farm is a REAL-WORLD working permaculture farm that supplies produce for community, food businesses, and restaurants
- Medicinal gourmet mushrooms grown outdoors and in greenhouses
- Medicinal Plant Nursery where guests can take home potted plants that may help treat certain ailments
- Composting systems including composting toilets
- Permaculture ponds and irrigation system
- Livestock barns and rotational grazing
- Growing unique edible plants and fruits to increase biodiversity



FARM 2025

# Map of 19-Acre Property



This rendering is only a draft mockup of future projects on the 19-acre property.

# AMMENITIES

## MODERN RETREAT EDUCATION

We believe in providing our guests with a truly holistic and unforgettable experience. As part of this commitment, we will offer a range of restorative amenities, including a natural or saltwater pool, spa, saunas, horseback and donkey riding, and hiking trails, all designed to help guests relax and recharge in nature's embrace.





# COMPETITOR ANALYSIS

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## NEU MUNE FARM

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In the United States, there are approximately 30,000 farms that provide agritourism and recreational services. Airbnb reported a 1,055% increase in searches for “farm stays” in the first quarter of 2021 when compared to in 2019. This shows that more and more people want to visit farms and learn where their food comes from.

Within San Diego County, there are two dominate retreat centers:

### THE GOLDEN DOOR

Luxurious nation-renowned retreat with 7-day minimum stays for \$11,000 - \$12,500 with average nightly rate of \$1,572 - \$1,786 per night. These rates include all meals, classes, and spa services.

Neu Mune is located 11 miles north of this hotel.

### CAL-A-VIE

Luxurious retreat that is average of \$11,000 per week similar to The Golden Door's all inclusive health spa.

Neu Mune is located 10 miles north east of this hotel.

Within a 10-mile radius of Neu Mune, nestled in a well-established area for health and wellness, you will find not just one, but two luxurious retreats.

This thriving environment showcases the undeniable demand for rejuvenation and self-care.

# ADVANTAGES

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## NEU MUNE FARM

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The 18.86-acre property located at 7727 Mount Ararat Way, Bonsall, CA has many advantages making it a hidden oasis:

- We own a well - free water.
- There is a year-round running creek and 3-ft granite rock waterfall making escape for relaxation that goes through the property
- There are trails throughout the property perfect for hiking, horseback and donkey riding.
- Nestled at the end of a serene road, the property holds a coveted position in one of the most highly sought-after neighborhoods. Its location adds an extra layer of exclusivity and tranquility to the retreat experience.
- The property is next to only one living habitat but mostly surrounded by natural brush and working farms.
- At the very end of the property, there are two open lots for total of 20 acres that are currently for sale if we ever desire expansion.
- The ranch house on the property is a L-Shaped ranch home that boasts 4 bedrooms with it's own private outdoor entrance.
- The existing 2500 square-ft house boasts a solid foundation, laying the groundwork for transforming it into a world-class retreat. Minimal remodeling efforts are needed to elevate the house to its full potential.
- Lan Thai has a demonstrated track record of effective execution.

# EDUCATION & RESEARCH

NEU MUNE FARM



Education is at the forefront of Neu Mune Farmstead. As of Spring 2024, Neu Mune is proud to announce that we are collaborating with Stanford University on conducting research study on polyculture farming and its effects on both human and environmental health. Stanford student, Kimberly Cheung will be co-managing the project with chef and farmer Lan Thai. We will be growing a few treatments on the farm and examine soil health, root analysis, nutrition density, and as well as flavor and taste profiles.

In Cheung's proposal, she states, "The implementation of polyculture agriculture at the small-scale farming level has the potential of creating more sustainable agroecosystems at the local level and, if practiced more broadly, ensuring global food security. Furthermore, documentation of the benefits of polyculture in multiple settings, should they be consistent, may lead to major advances in the field and encourage more collaboration between scientists and farmers, as well as emphasize the vital interconnections between environmental and human health through agriculture."



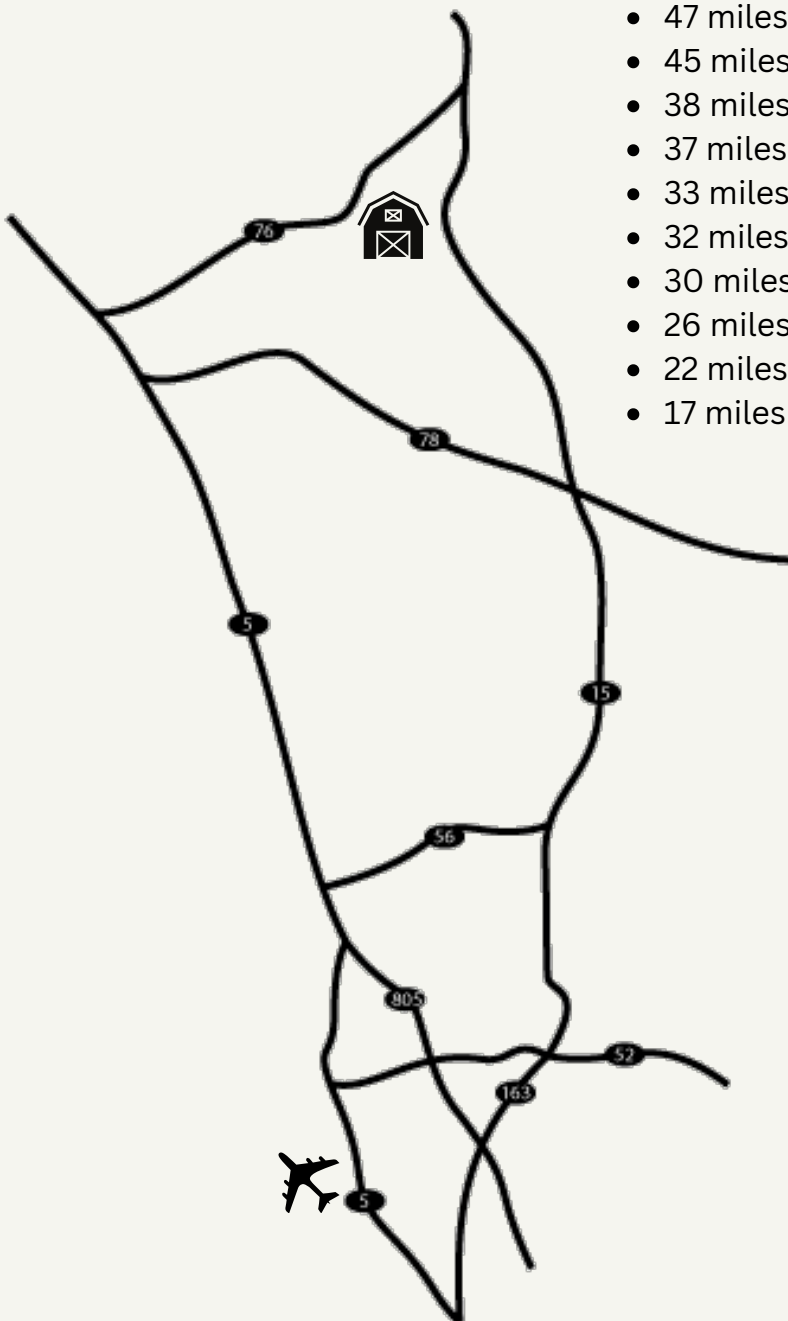
# LOCATION

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## NEU MUNE FARM

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The 18.86-acre property located at 7727 Mount Ararat Way, Bonsall, CA is very easily accessible as it's just off the main highway.



- 47 miles from San Diego Airport
- 45 miles from Callie
- 38 miles from San Clemente (Orange County)
- 37 miles from UTC
- 33 miles from Del Mar
- 32 miles from Mira Mesa
- 30 miles from Encinitas
- 26 miles from Rancho Santa Fe
- 22 miles from Rancho Bernardo
- 17 miles from Oceanside Pier

# THE F.A.M. MISSION



Lan embarked on her FAM Food As Medicine journey when her 70-year-old mother was diagnosed with Stage IV lung cancer, despite never having smoked a cigarette in her life. Recognizing a deeper issue underlying today's health industry,, Lan made a profound decision. She immediately left behind her successful organic catering business in Hawaii and returned home to San Diego to support her mother. Determined to bolster her mother's immune system during the grueling process of chemotherapy, Lan devised a strategy focused on nourishing her with foods rich in vitamin C and anti-cancer properties, such as moringa, turmeric, ginger, and a newfound appreciation for medicinal fungi like turkey tail, commonly prescribed in Japan and China for cancer patients undergoing chemotherapy.

Lan's frustrations grew as she encountered the flaws of the healthcare system, witnessing costly mistakes and minimal interaction with doctors, who spent only a tiny fraction of their time with her mother during hospital visits. This awakening prompted Lan to realize the profound wisdom of ancient practices and foods rooted in her Chinese/Vietnamese heritage, which encompassed treatments for cancer and overall well-being. Leveraging this knowledge, Lan successfully extended her mother's initial two-month prognosis to an inspiring two years of precious time together.

Following her mother's passing, Lan dedicated herself to a lifelong mission: educating others about the transformative power of food as medicine.

# Financial Projections - Year 1

## NEU MUNE – Farm Stays & Classes

Target date to be open by Spring 2025

YEAR 1	Average Rate Per Night	50% Occupancy	75% Occupancy	90% Occupancy	100% Occupancy
Farm Stay - 5 ensuite bedrooms	\$250 per night	\$228,125	\$342,188	\$410,625	\$456,250
Cooking Classes		\$100,000	\$100,000	\$100,000	\$100,000
<b>TOTAL REVENUE</b>		<b>\$328,125</b>	<b>\$442,188</b>	<b>\$510,625</b>	<b>\$556,250</b>
Expected 35% profit		\$114,844	\$154,766	\$178,719	\$194,688
35% - Profit share		\$40,195	\$54,168	\$62,552	\$68,141
5% - Profile share		\$5,742	\$7,738	\$8,936	\$9,734

The total revenue encompasses solely the accommodations, retreats, and classes that take place in the ranch house. It does not include Neu Mune Farm merchandise, farm produce, nursery items, anything currently growing on the farm, or products derived from the farm.

Furthermore, it also excludes revenue generated from farm club memberships and online education programs.

# Financial Projections - Year 2

## NEU MUNE – Farm Stays & Classes

Target date to be open by Spring 2026

YEAR 1	Average Rate Per Night	50% Occupancy	75% Occupancy	90% Occupancy	100% Occupancy
Farm Stay - 5 ensuite bedrooms	(expected end of 2024) \$275 avg rate per night	\$250,938	\$376,406	\$451,688	\$501,875
YEAR 2 - Farm Stay - 5 ensuite bedrooms	\$300 per night	\$273,750	\$410,625	\$492,750	\$547,500
Classes	classes will be ramped up for year 2	\$250,000	\$250,000	\$250,000	\$250,000
TOTAL REVENUE		\$774,688	\$1,037,031	\$1,194,438	\$1,299,375
Expected 35% profit		\$271,141	\$362,961	\$418,053	\$454,781
35% - Profit share		\$94,899	\$127,036	\$146,319	\$159,173
5% profile share		\$13,557	\$18,148	\$20,903	\$22,739

# Financial Projections - Year 3

NEU MUNE – Farm Stays & Classes

Target date to be open by Spring 2027

YEAR 1	Average Rate Per Night	50% Occupancy	75% Occupancy	90% Occupancy	100% Occupancy
Farm Stay - 5 ensuite bedrooms	(expected end of 2024) \$300 avg rate per night	\$273,750	\$410,625	\$492,750	\$547,500
YEAR 2 - Farm Stay - 5 ensuite bedrooms	\$350 per night	\$319,375	\$479,063	\$574,875	\$638,750
Classes	classes will be ramped up for year 2	\$300,000	\$300,000	\$300,000	\$300,000
TOTAL REVENUE		\$893,125	\$1,189,688	\$1,367,625	\$1,486,250
Expected 35% profit		\$312,594	\$416,391	\$478,669	\$520,188
35% - Profit share		\$109,408	\$145,737	\$167,534	\$182,066
5% profile share		\$15,630	\$20,820	\$23,933	\$26,009



# FUNDRAISING PLAN

NEU MUNE FARM

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Seeking \$500,000 fundraising (have previously raised \$300,000)

The funds will be used for:

## Remodel Ranch House

Transforming current ranch house into a modern rental and educational spa retreat that will be ready for use by Spring 2025. The kitchen will also be used for cooking classes.

The following pages after this will be details of the home and remodel.

Securing this funding as soon as possible is critical, especially considering the approaching arrival of spring—a pivotal season for farmers. Taking immediate action is imperative to ensure timely preparations, enabling us to commence income generation by spring 2025.

To expedite the process, our primary goal is to secure the necessary funding by May 15, 2024. This timeline is crucial as it allows us to initiate permit processes and engage the services of a trusted contractor. Having collaborated with this contractor in the past, we have experienced their exceptional expertise and affordability, making them one of the best options available to us.

Investors are kindly advised that this opportunity is exclusively focused on financial investment. We deeply appreciate your support, but we would like to clarify that decision-making authority and operational involvement are not part of this arrangement. Our highly skilled team will be responsible for all strategic and operational decisions, ensuring the efficient management of the project.

Rest assured, we understand the importance of transparency, and we will provide regular updates on the progress and performance of the retreat. Your investment plays a critical role in fueling our growth, and we are fully committed to delivering value while upholding a clear separation between investment and decision-making responsibilities.

We cordially invite you to join us on this financial journey, placing your trust in our expertise to maximize returns on your investment. Your support is genuinely appreciated, and we are confident that together we can achieve remarkable success.

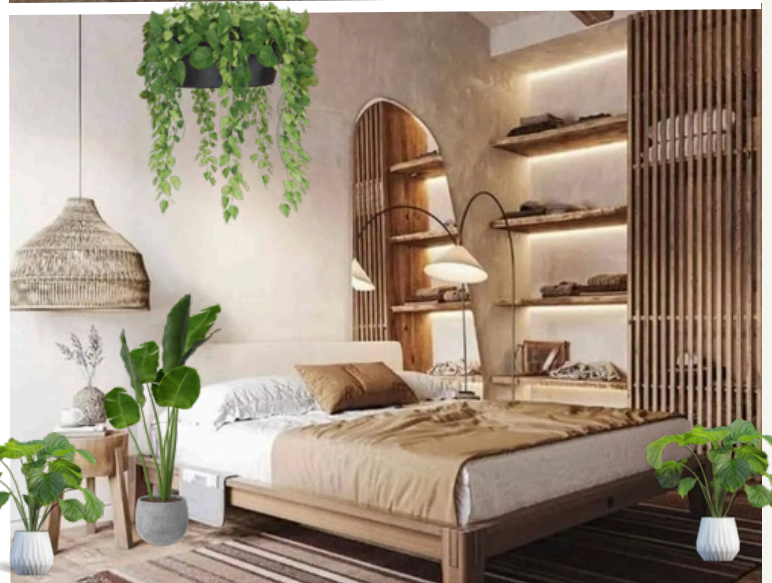
# KITCHEN INSPIRATION

Modern Wabi-Sabi Biophilia  
(need more plants!)



# BEDROOM/BATH INSPO

Modern Wabi-Sabi Biophilia  
(more plants!)



# INSPIRATION

Minamalism \ Nature \ Adventure



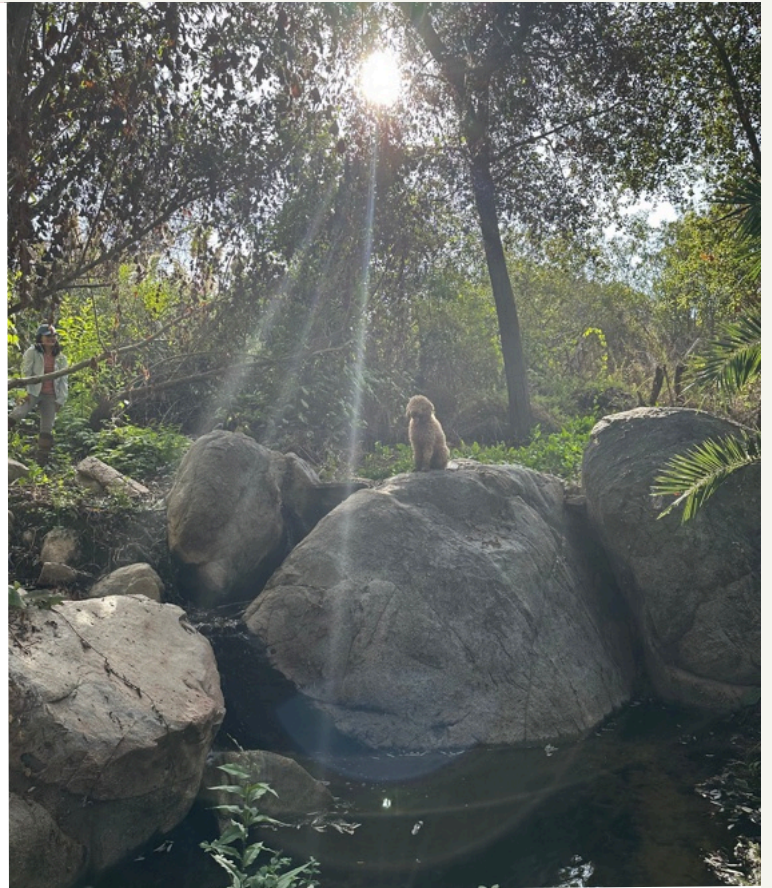
# INSPIRATION

Minamalism \ Nature \ Adventure



# NEU MUNE PHOTOS

Presented here are some captivating photos showcasing the farm within the past year. Among the remarkable sights that unfold on the farm, one of the most awe-inspiring natural events is the sight of the full moon rising over the majestic mountains.



# NEU MUNE PHOTOS

SOME MORE PHOTOS OF THE PROPERTY, SURROUNDING,  
AND CURRENT RANCH HOME.



# F.A.Q.

NEU MUNE FARM

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## Frequently Asked Questions

### 1. Where do you (Lan Thai) reside?

Currently, Lan lives in the ranch house. After the remodel, she will be moving into an off-grid mobile cabin on site, allowing for the rental of the ranch house.,

### 2. Who owns the property?

Lan Thai is the sole owner of the property.

### 3. How will the \$500,000 be spent?

It will be spent on remodeling the house both interior and exterior including the pool and spas, as well as farming equipment and irrigation supplies. The kitchen will be used for cooking and educational workshops. We will be building our social media documenting the progress to expand our sources of income.

### 4. What about growing food?

Lan will continue growing food, focusing primarily on unique crops and perennial fruits and vegetables often known as a 'survival garden'. These harvested goods will serve for events and educational sessions until we secure a partnership with a farm manager or appoint one to oversee the farm's operations, thereby broadening our scope to include CSA and U-pick programs and farm stand expansions.

### 5. When do expect profitability?

By end of Summer 2027

### 6. Can I build a house on the property?

The property has the capacity to accommodate a 1200 sq.ft. ADU, with an option to build open for discussion. There are no restrictions on the number of barns, warehouses, sheds, or mobile cabins that can be constructed.

### 7. Will the property be a wedding/events venue?

To become a wedding venue, securing a Major Use Permit is essential, a process typically taking 1-2 years for approval and estimated costs around \$200,000. Initially, our primary focus will be on cultivating food and providing educational services. We can still host large events, but on special occasion. We will pursue the permit in 2025.



# PROJECT PLAN

NEU MUNE FARM

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## Phase 1 Part 1. After \$500,000 funding raised

- Remodel interior and exterior of ranch house including adding an additional bathroom, outdoor kitchen, pool, and spa.
- Continue growing food focused on perennials and unique crops to increase biodiversity that is beneficial for our environment and human health.
- Purchase farming supplies and irrigation equipment
- Video and photo documentation of progress building farmstead and continue to provide educational content on growing and cooking food for social media to build community and educational value. Weekly newsletters.
- Plan grand opening, workshops and classes both online and onsite for Spring 2025
- Cultivate 1-acre flower field for 'metaflorasis!' art project
- Complete by February 2025.

## Phase 1 Part 1. Revenue Sources

- Homesteading classes will take place in the Ranch's kitchen and garden areas
- Special events like dinners, corporate wellness, and "farm fit & brekkie" events
- Rooms in Ranch house will be available for rent
- Multi-day workshops
- Memberships
- Social Media Content
- Farm Stand & Farm Tours, U-Pick Flowers & Veggies
- Neu Mune farm provisions (larder) and merchandise
- Chef/Farmer/Scientist/Doctor-in-Residence Events

## Phase 1 Part 2. Seek sponsor or grant for educational learning center \$400,000

- Build a greenhouse structure (around 50ft x 80ft) for learning and events center that includes foundation, solar panel system, compost toilets, washroom, and equipment required for educational workshops.
- Complete by June 2025.
- Structure will be used as wedding venue when major use permits are approved
- If we obtain sponsor, the learning center will be named after them.

# PROJECT PLAN

NEU MUNE FARM

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## Phase 2 Part 1. Apply for Major Use Permit

- Begin Feb 2025 (1-2 years average cost \$25,000-45,000 but does not include engineer, land surveyor, and studies. We estimate \$200,000 to get the property to fire and safety code)
- Major Use Permit will allow weddings and large events on a regular basis

## Phase 2 Part 1. Revenue Streams

- Weddings and Corporate Events

## Phase 2 Part 2. Build Mobile Cabins & Art Tents

- Begin March 2025
- Build modern mobile trailers to be placed throughout property
- Build outdoor saunas and meditation areas throughout the property

## Phase 2 Part 2. Revenue Streams

- Mobile Cabins & Art Tent farm stay rentals

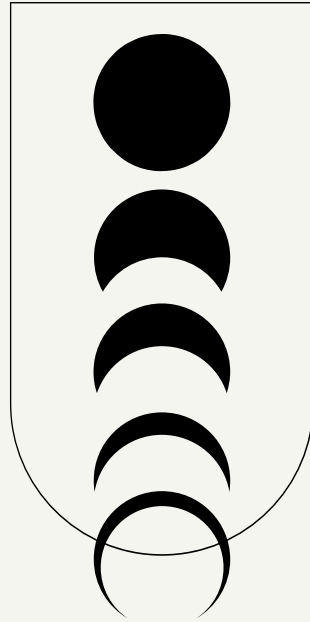
## Phase 2 Part 3. Apply Restoration Grants for Permaculture Ponds and Build Livestock Barns

- Begin now as we search for grants as there are many specifically for restoration including permaculture ponds, food forests, and terrace farming
- Livestock and ranch animals introduced

## Last Phase Before Maintenance. Self-Sustainability

- Numerous studies indicate that achieving full self-sustainability typically occurs within 5 to 7 years of initiating syntropic farming, food forests, and permaculture ponds, barring extreme natural disasters. Beyond this initial phase, maintaining self-sufficiency entails ongoing care and harmonious cooperation with nature to sustain a regenerative farmstead.

Thank you for your time!



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