



olabe

A KINGDOM OUTPOST

October 2021





WHAT IS OLABE?



Olabe is a very old farmhouse with 20 acres of land on the Basque coast in Northern Spain. It is a place to rest, think and reset.

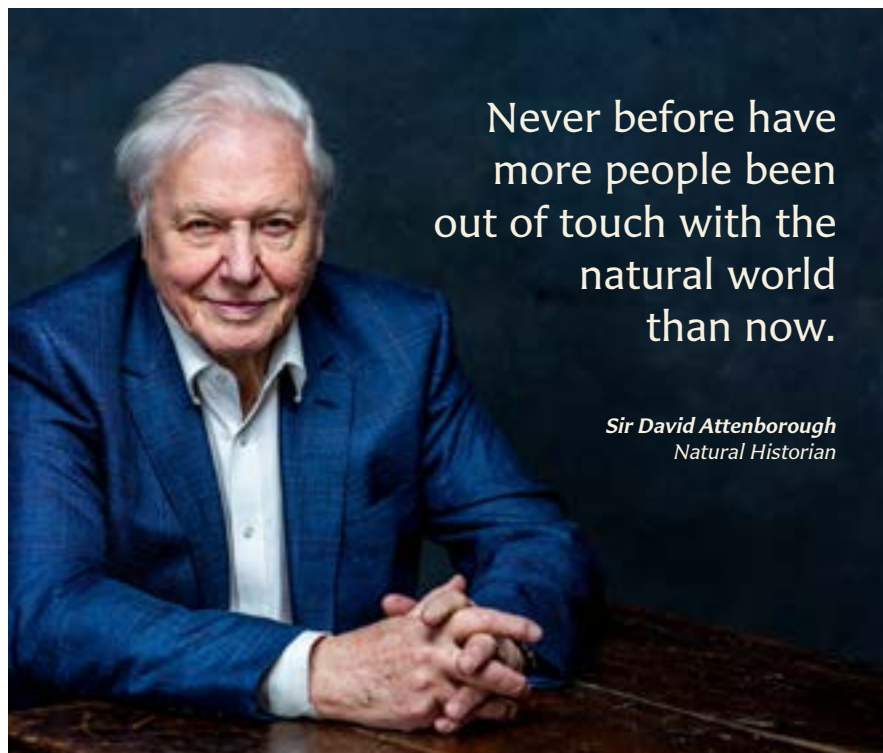
HOW BIG? 800m² (8,600 ft²)

LOCATION: Bedarona, Ea

You can walk to the beach in 15 minutes through a woodland trail. A bus service stops at the top of the lane taking you directly to Bilbao.

OBSERVATION 1: TECHNOLOGY VS NATURE

We live at 200mph. Society is out of balance where the artificial outweighs the natural to the detriment of our health, our relationships, our work and ultimately our lives. We have traded in the “God-given” for the “man-made”. Simultaneously, our knowledge and understanding of the natural world is being lost.



OBSERVATION 2: AN UNBELIEVING NATION

A hostile struggle for Basques “to be free” from France and Spain has been ongoing for centuries. Sadly, Christianity has often been used to justify oppressive actions against the Basque people and culture. It is no surprise therefore to see a significant social departure from the church from a very suspicious, resentful and even angry demographic, that can be particularly dismissive of Christians and apprehensive of public expressions of faith.



Basque street sign that says:
“We believe in Basque here” (i.e. not Christianity)



Banner in Elorrio: “We have won hell. We don’t need heaven”.



Feminist march in Bilbao displaying a common phrase:
“We are the daughters of the witches you couldn’t burn”



A temporary bar (txosna) during festivals in Bilbao decorated as a Vatican Butchers, depicting Jesus and his body as pieces of meat.

OBSERVATION 3: ENGLISH

There is increasing demand here for non-traditional English language learning.

Currently, options for adults to improve their English are to attend an English academy or seek private tuition. Children (aged 3-18) can attend summer camps and travel abroad to learn English, but the financial implications of this restrict many.

Olabe already offers practical English lessons and we have found that a non-traditional approach is much more appealing to parents and students alike. We are currently having to turn people away on a weekly basis, simply because the infrastructure is not in place.

SOLUTION: OLABE

Olabe is a unique and beautiful place to disconnect from the fast pace of life, and to reconnect with nature.

We wear our hearts on our rolled-up sleeves, practically presenting our living Christian faith through teaching, farming, conservation, restoring Olabe, and setting it up as a unique and vibrant cultural hub that will allow us to host events, retreats, conferences, camps, workshops and educational courses, and to cultivate relationships and friendships based on mutual respect and trust.

Qualified and experienced native English Christian instructors will be invited to lead practical, back-to-basics courses working to a bespoke and culturally relevant learning programme.

Olabe will also offer accommodation for up to 40 people in shared or private rooms. There will be a communal kitchen and dining room as well as a large 200m² (2150 ft²) event space. The surrounding fields and woodland also offer a great opportunity to diversify into glamping.



Olabe is a truly special place. Hospitality, nature, community and an invitation to connect with God. Joanna and Joseba are living a bold dream and a daring adventure in post-Christian Europe - and many are already being blessed by it.



Marlin Watling (*Founder, Spark Network*)

ACCOMMODATION



WORKSHOPS



CULTURAL EVENTS



COURSES



CONFERENCES



CAMPS



FARM



GLAMPING



Olabe invites people to **disconnect to reconnect**. And it works!

In just 4 years, over 800 people from 35 different countries have visited Olabe.



ABOUT US



OUR HEART'S DESIRE

To make God smile. To love him, to enjoy his creation, to know his presence and to help others experience the same by engaging with people naturally and sharing life with them.



JOSEBA ATTARD

Cheltenham (UK), 1979

- Professional Creative Director
- Professional Sheep Shearer
- BSc Hons Degree in Geography
- English (native), Basque, Spanish and French



JOANNA MATTHEWS

Godalming (UK), 1979

- Primary School Teacher
- BSc Hons Degree in Geography
- PGCE from the University of Exeter (UK)
- English (native), Basque and Spanish



Olabe is a Kingdom outpost in a spiritual desert. Joseba, Joanna and Nahia have committed their lives to BE Basque and to present Christ to an unreached people. Their mission is a whole life commitment and a no-brainer.

Sebastian Latimer (*Pastor, South Street Church, Braunton, UK*)



LOCATION



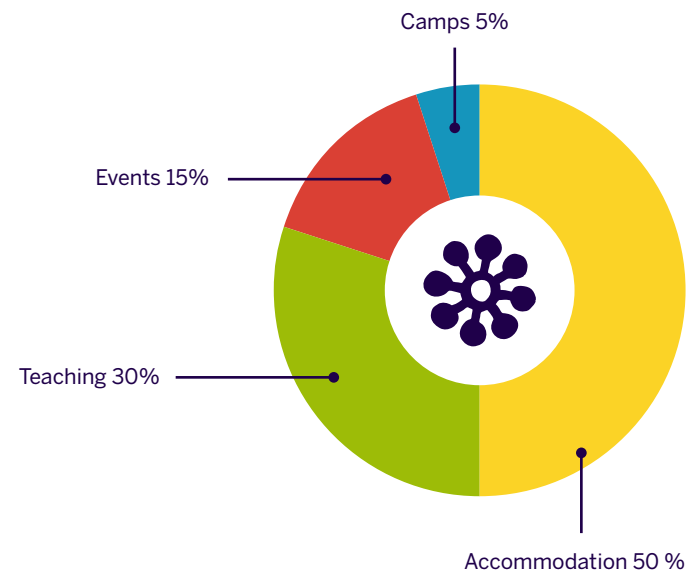
| NEARBY TOWNS | KM | Min. |
|-------------------|-----|------|
| Bedarona | 0,5 | 1 |
| Ea | 2 | 5 |
| Ispaster | 6 | 8 |
| Lekeitio | 10 | 15 |
| Gernika-Lumo | 22 | 30 |
| Markina-Xemein | 26 | 35 |
| Amorebieta-Etxano | 30 | 35 |

| NEARBY CITIES | KM | Min. |
|--------------------------|-----|------|
| Bilbao | 50 | 60 |
| Donostia (San Sebastian) | 80 | 90 |
| Gasteiz (Vitoria) | 83 | 90 |
| Biarritz | 126 | 120 |
| Iruñea (Pamplona) | 150 | 130 |

BUSINESS MODEL

SOURCES OF INCOME

- **Accommodation:** individual beds in a shared room / whole room bookings / whole hostel booking
- **Teaching:** courses, workshops and classes
- **Events:** concerts, seminars, presentations, weddings, team building, group retreats...
- **Camps / Exchanges:** primarily for young people and school groups



UNIQUE SELLING POINTS (USP)

- **Accommodation:** Olabe will offer accommodation for up to 40 people
- **Location:** Olabe's location is breathtaking, situated on the Basque coast in a stunning rural setting, close to world-class surf breaks.
- **English:** Olabe offers educational courses, classes and workshops in English with qualified native teachers.
- **Event space:** The large 200m² function room can cater for a wide range of events and activities

INVESTMENT

ALREADY INVESTED

| | |
|---|------------------|
| Purchase of the property and land <i>(personal investment - bank mortgage)</i> | € 200,000 |
| New roof and internal structure <i>(personal investment)</i> | € 115,000 |
| North side retaining wall <i>(personal investment)</i> | € 20,000 |
| Middle floor <i>(donation from two churches in the US)</i> | € 25,000 |
| Sewage treatment plant + plumbing <i>(donation from Australian Christian supporter and US donation)</i> | € 20,290 |
| Architect fees and town hall licenses <i>(donation from Christian supporters in the US)</i> | € 25,246 |
| Ground floor, external concrete and landscaping <i>(personal investment and private investor loans from Germany)</i> | € 67,021 |
| TOTAL | € 472,557 |

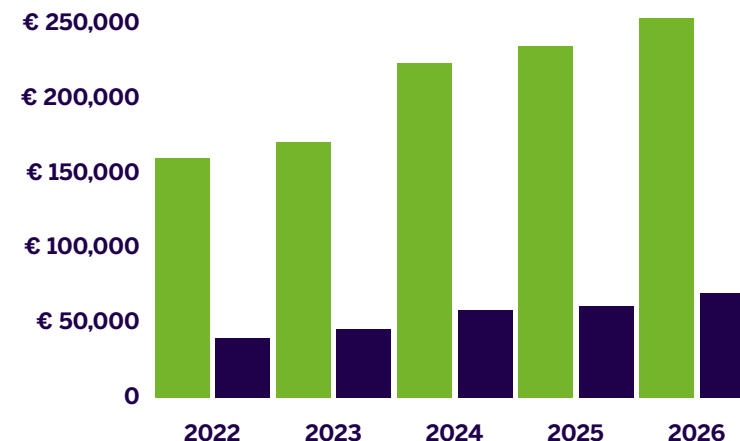
INVESTMENT REQUIRED

| | |
|---|------------------|
| Heating system and underfloor heating <i>(Supplied by Enertek)</i> | € 30,972 |
| Ground floor and first floor floors: 600m ² <i>(Supplied by Eguraitz)</i> | € 32,000 |
| Industrial kitchen installation <i>(Supplied by CHN)</i> | € 23,815 |
| Stonemasonry and carpentry <i>(Supplied by Eguraitz)</i> | € 53,583 |
| Electrics and lighting <i>(Supplied by Bedaru Elektrizitatea)</i> | € 18,707 |
| Plumbing, bathrooms and tiling <i>(Supplied by Eguraitz)</i> | € 19,864 |
| Interior decoration, furniture and utensils <i>(Beds, lockers, cupboards, tables, chairs, sofas, kitchen equipment...)</i> | € 38,399 |
| TOTAL | € 217,340 |

5 YEAR PROJECTION

| INCOME STREAM | YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|---------------|------------------|------------------|------------------|------------------|------------------|
| Accommodation | € 103.264 | € 108.369 | € 120.941 | € 132.267 | € 144.662 |
| Camps | € 29.520 | € 29.520 | € 41.760 | € 41.760 | € 44.500 |
| Events | € 22.080 | € 25.680 | € 39.640 | € 39.640 | € 41.450 |
| Teaching | € 4.800 | € 6.720 | € 15.200 | € 20.800 | € 22.400 |
| TOTAL | € 159.664 | € 170.289 | € 217.541 | € 234.467 | € 253.012 |

*Low season: €20 per night • High season: €25 per night

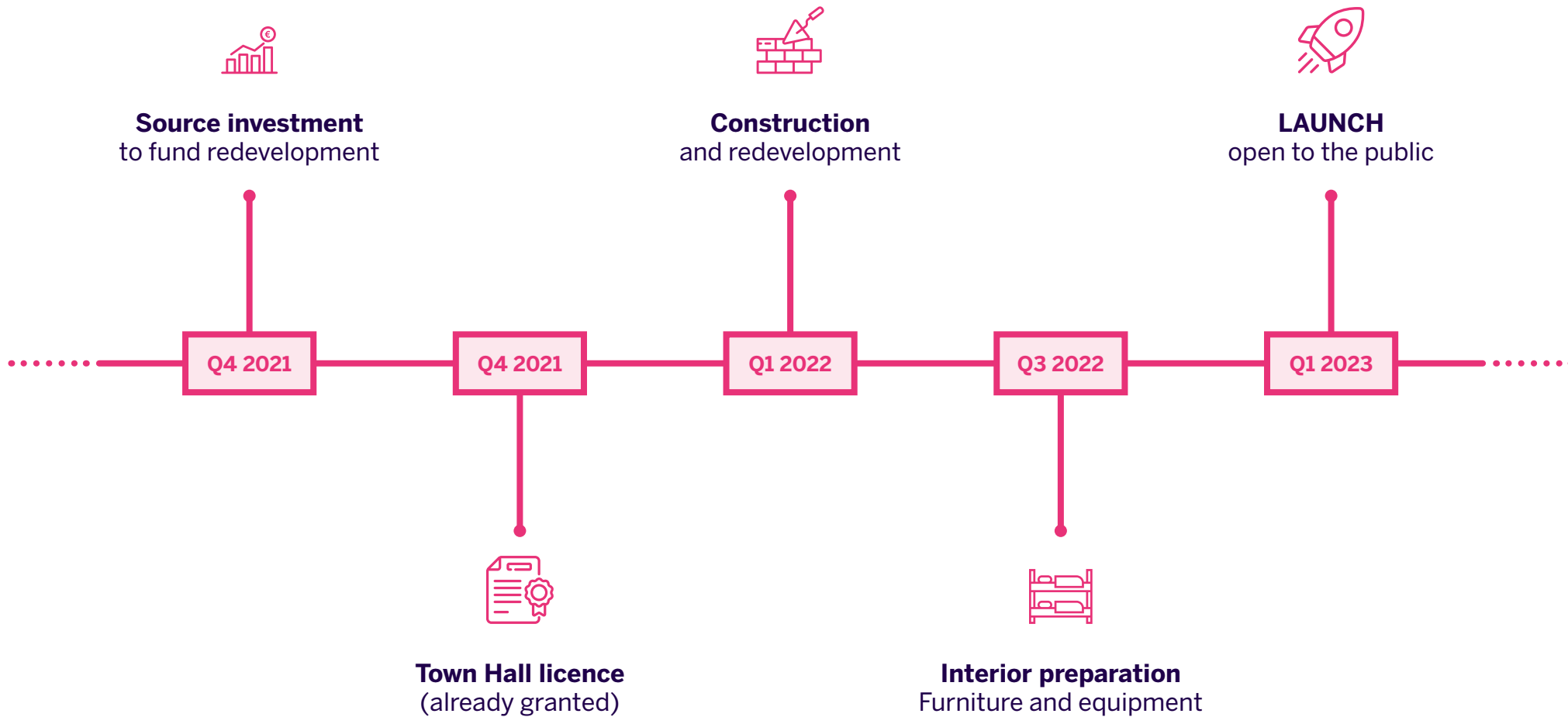


REVENUE NET PROFIT

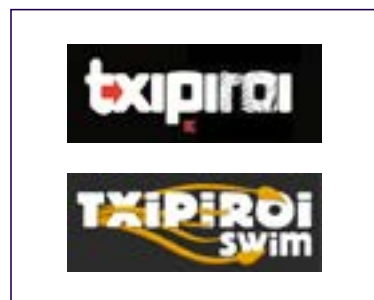
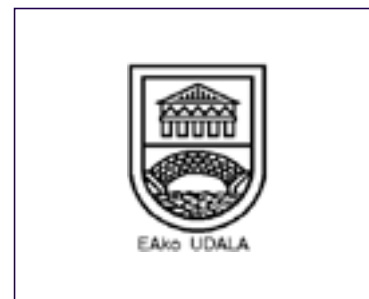
| | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 |
|----------------|------------|------------|------------|------------|-----------|-----------|
| Total expenses | € 347,433 | € 107,486 | € 110,484 | € 146,835 | € 154,445 | € 161,001 |
| Total income | € 10,000 | € 159,664 | € 170,289 | € 217,541 | € 234,467 | € 253,012 |
| Cash-flow | -€ 337,433 | € 52,178 | € 59,805 | € 70,706 | € 80,022 | € 92,011 |
| Balance | -€ 337,433 | -€ 285,255 | -€ 225,450 | -€ 154,744 | -€ 74,722 | € 17,289 |

PLEASE NOTE:
 These figures are calculated from very low estimates based on half the market occupancy rates: 40% in high season (as opposed to 72%) and 20% for low season (as opposed to actual 41%).

MILESTONES



PARTNERS & SUPPORTERS



FURTHER INFORMATION



(+34) 667 91 88 71



@olabeproject



DOCUMENTS AVAILABLE ON REQUEST:

- 130 page business plan (in Spanish)
- Concise 5 year financial viability plan (in Spanish & English)
- Letters of intent and recommendations from different organisations that wish to use Olabe

A BASQUE FRIEND'S TAKE ON FAITH



(Translated from Basque)

Our granddad Jose Arriaga was the sort that used to take a cold shower in winter. He would then beat his back with wild nettles that he had brought back from the mountains. *“It helps the circulation”* he would say, which made his daughters coil with laughter. *“It won’t do anything”* they said, to which Jose replied *“you have no faith! Without faith you cannot be healed!”*. I was a young boy when I heard that but his words have stuck with me. My granddad’s faith and mine are different. Joseba, Joanna and Nahia have a special faith that warms my heart.

I see something different in them that I love.

Peru Magdalena

Basque author, poet, artist, agnostic and friend





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