



vellum zone

The Evolution of Wellness Hospitality

A hotel concept offering wellness experiences.

Welly Labs: A Venture Studio Designing the Future of Health and Wellness

A technology hub developing mobile applications,
A hotel concept offering wellness experiences,
A brand producing innovative care products.



Team

We're an award-winning multidisciplinary with a passion for creating innovative architecture. We work with businesses and people to create a more beautiful world.



Nevşah Karamahmet

Managing Partner and Board Member

Nevsah Karamahmet is the founder of Breath Hub and Nevsah Institute, president of the Breath Coaching Federation, and an expert entrepreneur in behavioral sciences. With over 20 years of experience, she is recognized globally as an authority on breathing and thinking habits. She has worked with renowned brands such as HSBC, ING Bank, Pfizer, and Vodafone, as well as famous individuals.



Buğrahan Bayat

Managing Partner and Board Member

Buğrahan Bayat is a tech entrepreneur specializing in AI and AR. As PulpoAR's co-founder and CTO, he led its 2022 acquisition by The Glimpse Group. He later invested in health tech startups and founded Welly Labs in 2024. Previously, he held CTO roles at Visioninteractive and Baykar Global and co-founded WalkXS Robotics, developing an award-winning medical device.



Onur Candan

Managing Partner and Board Member

Onur Candan, an entrepreneur specializing in AR and global sales, co-founded PulpoAR and led its 2022 acquisition by The Glimpse Group. With experience in 25+ countries, he has managed global sales and business development. He co-founded Welly Labs in 2024 and invested in Breath Hub App and PulpoLabs. Previously, as Founder and CEO of Visioninteractive, he secured \$1.5M in funding.



Alemşah Öztürk

Partner and Growth

Alemsah founded 4129Grey in 2007, selling it to WPP in 2010, and Ogilvy Istanbul, leading 200 employees in Turkey. A serial entrepreneur, angel investor, and mentor, he started his first agency at 19. He co-founded Grupanya, Colendi, Spintop Network, Heroes Chained, and Good Factor Co, investing in startups like Insider, Wooshi, Faveo, and Crave. A sought-after keynote speaker, he has 340K, twitter and 20K LinkedIn followers.



Elif Boyner

Partner and Growth

Founder of Live Well App: A digital platform focused on wellness. Board Member at Boyner Group: One of Turkey's leading retail companies. Additionally, a Parsons School of Design - The New School graduate and the founder of SWEATers, a platform uniting Istanbul's sports community: SWEATers HUB: A meeting point for running and cycling communities, offering lockers, showers, coffee, and food. SWEAT FEST: Istanbul's first and largest sports festival. SWEATers App: A mobile app with 65,000 members, tracking offline sports activities and memberships. An influential entrepreneur in sports, wellness, and retail.

Advisory Board

We're an award-winning multidisciplinary with a passion for creating innovative architecture. We work with businesses and people to create a more beautiful world.



Serkan Ünal

Finance Consultant & Shareholder at WellyLabs

Serkan Ünal is a seasoned finance professional with 30 years of experience at Garanti BBVA, where he served as a Garanti BBVA Payment Systems Regional Manager for 14 years and a Branch Manager for 10 years. With a strong background in Corporate and Investment Banking, he has extensive expertise in financial management, strategic planning, and risk assessment. He holds a Bachelor's degree in Statistics from METU and a Master's degree in Money and Banking from Ege University. Throughout his career, he has led large-scale banking operations, driving sustainable growth and fostering strong corporate relationships. Currently, he serves as a Finance Consultant and Shareholder at WellyLabs, contributing his expertise to financial strategy and business growth.



Çetin Amato

Founder at Botano Wellbeing Loyalty Platform & Botano Shop, Board Member at Gazi Hospital(Izmir)

Founder of Botano Wellbeing Loyalty Platform & Botano Shop and Board Member at Gazi Hospital (Izmir). Currently serving as Vice President of Global Supply Chain at Supply Caddy. Holds an MBA from Baruch College. Experienced leader in supply chain management, healthcare, and e-commerce.



Jason Calacanis

Entrepreneur, Angel Investor, and Podcaster.

American entrepreneur, angel investor, and podcaster. Founded Weblogs, Inc., later sold to AOL. Early investor in Uber, Robinhood, Calm, and other major startups. Hosts This Week in Startups and All-In podcasts. Led ventures like Inside.com and Mahalo. Assisted Elon Musk in Twitter's transition in 2022. A key figure in tech and investing.



Vellum Zone, aims to offer a premium boutique health and wellness hotel experience in the wellness tourism market. We provide our investors with a three-stage profit model that includes property-backed investment security, dividend earnings, and value appreciation tied to company partnership. This model offers a secure start and high earning potential, creating a sustainable value generation opportunity for our investors.

vellum zone by ✨ WellyLabs

Rising amidst the olive trees, vineyards, and the fertile whispers of the land in Urla Yağcılar, a region embodying the ancient spirit of the Aegean, Vellum Zone offers an experience far beyond that of an ordinary hotel. This region's natural rhythm has been a cradle of healing, wisdom, and balanced living throughout history. Now, with the vision of "The Evolution of Wellness Hospitality," Vellum Zone transforms this timeless heritage into a spiritual and technological experience that meets the needs of the modern individual.

Here, the vineyards awakened by the first light of the sun, the serene shade of olive trees, and the breeze touching the shores create a stage where the body, mind, and soul unite. At the heart of Vellum Zone lies the natural wealth of Urla Yağcılar and the traditional Aegean hospitality. It's not just about luxurious rooms, gourmet detox menus, or guided expert sessions; every detail is designed for our guests to rediscover themselves, unlock their inner strength, and rejuvenate their life energy.

vellum zone by ✨ WellyLabs

This place is a gateway to the future of health and tranquility: a laboratory where ecological sustainability, smart technology, personalized wellness programs, and ancient teachings converge. At Vellum Zone, the pure nature of the Aegean intertwines with high-standard accommodations, blending seamlessly with science, art, and spiritual approaches. Every stay here is not just about relaxation but about unlocking the doors to inner transformation.

As the unique essence of Urla Yağcılar permeates the soul of Vellum Zone, we take the ancient vibrations of this magical land and transform them into the wellness experience of the future. Time flows differently here; breaths grow deeper, minds find calm. Our guests leave stronger, brighter, and more mindful, ready to embrace the world anew.

Located in the heart of Urla Yağcılar, Vellum Zone transcends the classic definitions of wellness and hospitality. It brings together the fertile energy of this land, its inspiring natural beauty, and an unparalleled service philosophy. Because we are co-creating the future of wellness, comfort, and spiritual awareness. Here, the wisdom of the past and the vision of the future merge to offer an extraordinary stage for rebuilding oneself.

vellum zone

by ✨ WellyLabs

Opening Date **March - June 2026**



Vellum Zone;

Natural Beauty

Here, the vineyards awakened by the first rays of the sun, the tranquil shade of olive trees, and the breeze caressing the shores create a stage where the body, mind, and soul come together in perfect harmony.

The Foundation of Vellum Zone

At its core, Vellum Zone is built on the natural richness of Urla Yağcılar and the traditional Aegean hospitality. It's not just about luxurious rooms, gourmet detox menus, or expert-led sessions; every detail is thoughtfully designed to help our guests rediscover themselves, unlock their inner strength, and rejuvenate their life energy.

The Future of Health and Tranquility, Shaped by the Unique Essence of Urla Yağcılar



**Ecological
Sustainability**



**Personalized
Wellness**



Smart Technology



Ancient Teachings

This place serves as a gateway to the future of health and tranquility: a laboratory where ecological sustainability, smart technology, personalized wellness programs, and ancient teachings come together in harmony.

At Vellum Zone, the pure essence of the Aegean merges with high-standard accommodations, seamlessly intertwined with science, art, and spiritual approaches. Each stay is not just about relaxation but about opening the doors to inner transformation.



Beyond Wellness and Hospitality



Vellum Zone, located in the heart of Urla Yağcılar, transcends the classic definitions of wellness and hospitality.

It brings together the fertile energy of this land, its inspiring natural beauty, and a flawless service philosophy. Because we are co-creating the future of healthy living, comfort, and spiritual awareness. Here, the wisdom of the past and the vision of the future offer an extraordinary stage for you to rebuild yourself.

What Will Happen at Vellum Zone?



**Physical and
Mental Activities**



**Nutrition and
Nature Activities**



**Spa and Therapy
Services**



**Private Therapy
Rooms**

Project Summary



Multilayered Profit Model

Wellylabs Wellness Center offers investors a multilayered profit model, not a one-dimensional approach.



Brand Value Growth

Partner in the growth of brand value.



Real Estate Value Appreciation

Partner in the long-term value appreciation of the property.



Hotel Operation Profit

Share in the profits of hotel operations.

Why You Should Invest Now?



The Global Boom of Wellness Tourism

Vellum Zone is positioned in a growing wellness tourism market, offering a unique blend of luxury and holistic experiences.



Niche Positioning and Differentiation

With our package-based model, we go beyond standard room sales. Guests purchase fully personalized programs tailored to their specific needs.



High Profit Margins and Customer Loyalty

We achieve high profit margins through premium pricing power and repeat customer loyalty.



Market and Competitive Advantage

Catalyst of Wellness Trends:

In the post-pandemic world, people are investing more in their physical and mental health. The "Travel with Purpose" philosophy is gaining strength, while the pursuit of digital detox, healthy eating, and personalized therapies is on the rise.

Differentiated Value Proposition:

While you can find many boutique hotels in the Aegean, they are often just charming places to stay. Welly Labs, however, stands out as a true "destination resort," offering expert consultants, personalized programs, a package-based sales model, and an integrated wellness concept. By providing a deeper experience that standard hotels cannot offer, we differentiate ourselves in the competitive market.

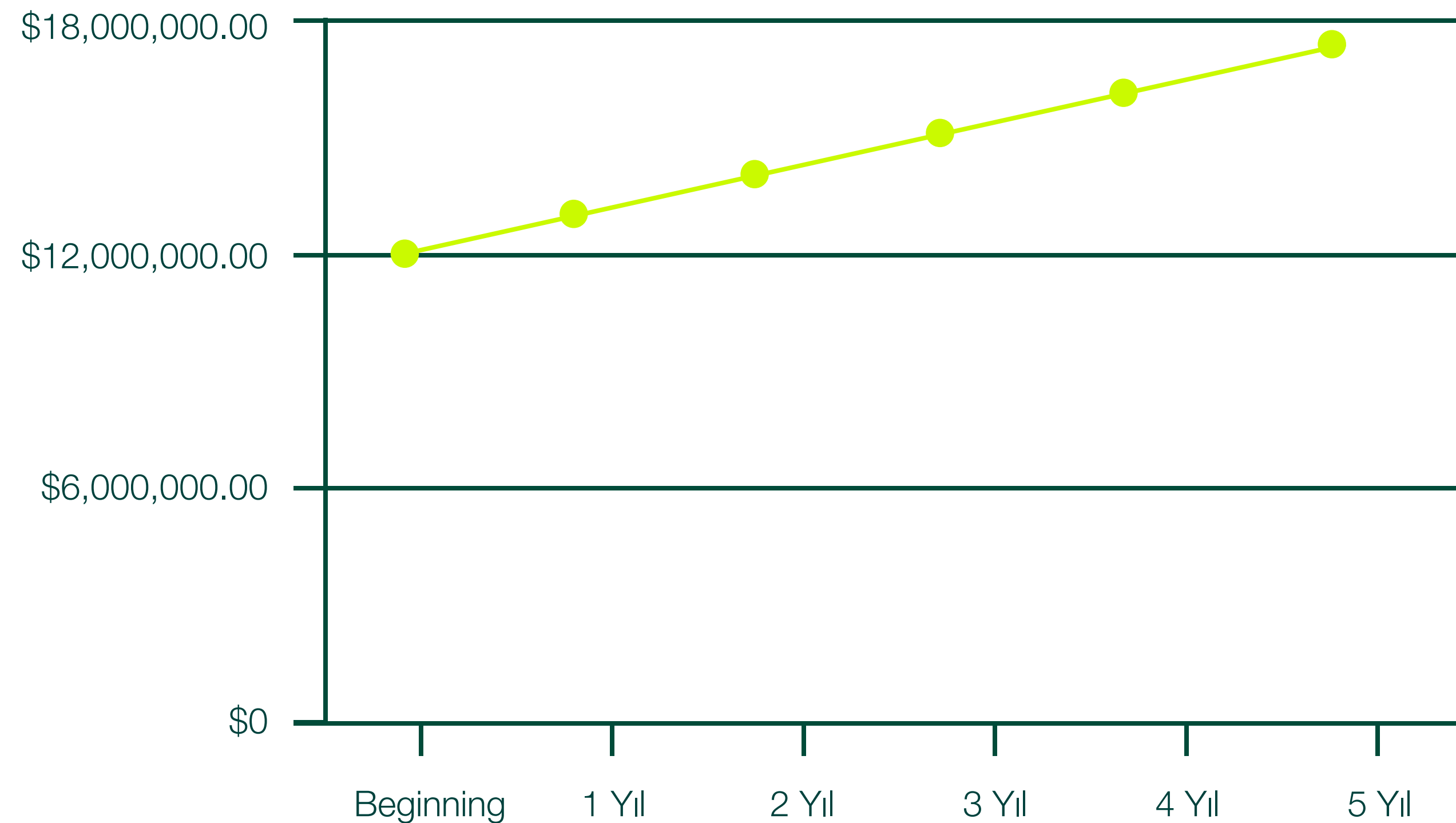


Financial Advantages and Multidimensional Return Model

Dividend Yield:

Each investor will be entitled to dividends annually. Dividend distribution will be made annually. The initial investment is planned to be returned to the investor within 5-7 years with the annual dividend entitlement.* Investors will continue to receive dividends throughout the operation.

Property Value Appreciation



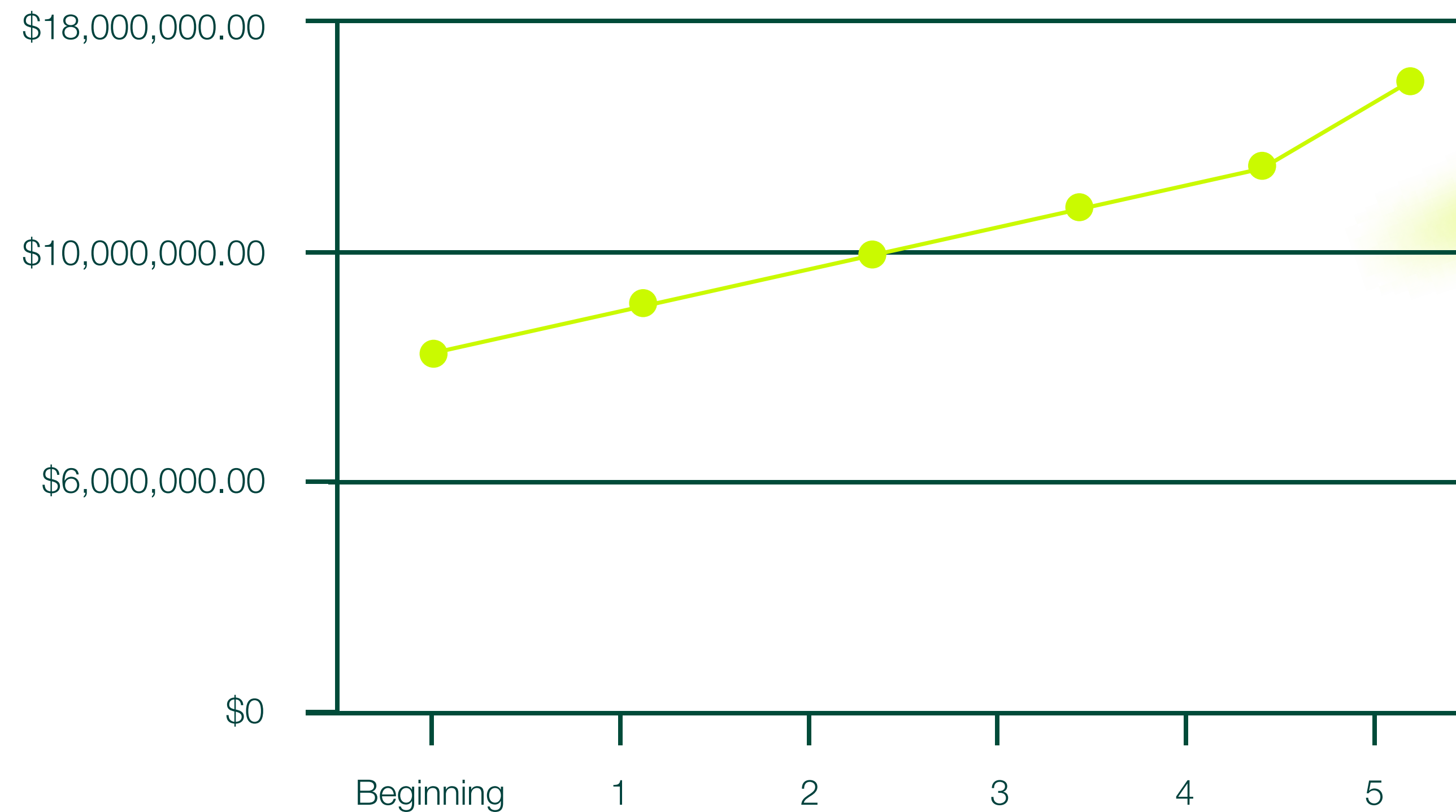
Initial property value: USD 11.7M.

With a projected annual property value increase of 7.5%, it will be 16.76M USD at the end of 5 years.

This provides a strong protection shield against inflation and volatility.

This increase in property valuation adds a natural multiplier effect to the investor's capital.

Increase in Company/Brand Value



Initial valuation: USD 10M.

After 5 years: USD 16.1M (estimated)

Growing revenues, increasing brand awareness, expanding partnerships and the addition of new services are expected to drive the price of your shares higher. These potential exit strategies (IPO, strategic sale) could generate high returns.

Estimated Return Scenarios (5-7 Years)

Investment Amount	5-7 YearTotal Estimated Dividend Yield	Property Share Estimated Value (in 5-7 Years)	Estimated Value of Company Share (5-7 Years)	Total Estimated Potential Value 5-7 Years)
10.000 USD	9.280 USD	16.760 USD	16.100 USD	42.140 USD
50.000 USD	46.400 USD	83.800 USD	80.500 USD	210.700 USD
100.000 USD	92.800 USD	167.600 USD	161.000 USD	421.400 USD

***Property Share Estimated Value:** It is the ratio of the hotel's immovable real estate value to the investment amount. Estimated with the increase in real estate value.

***Estimated Value of Company Share:** The ratio of Vellum Zone brand value to the investment amount. The estimated value of the Company's share has been calculated by taking into consideration international valuation standards with the increase in income and brand value over the years.

Projected Return on Investment Amount: 5-7 Years



The estimated total value of the investment at the end of this period is projected in the table.

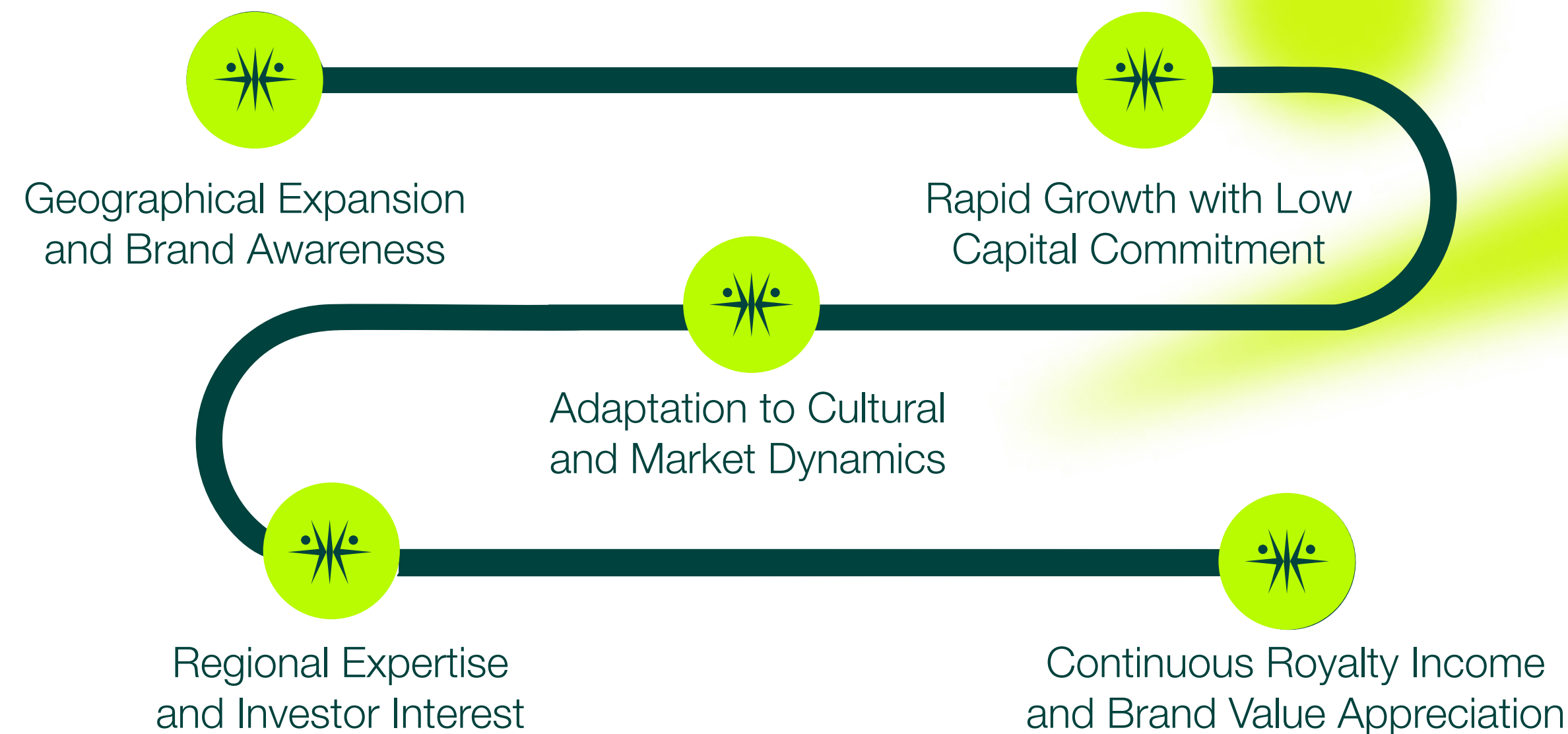


Dividend distribution will be made annually.



Estimated total potential return value of 4.2 times the estimated investment. (USD)

Scalability with the Franchise Growth Model



Welly Labs Wellness Center aims to transfer the success achieved at a single location to other areas easily, thanks to operational efficiency, brand standardization, customer satisfaction, and a unique package sales model.

In this regard, in the coming years, the franchise growth model will be implemented, with the goal of expanding the brand to different geographical locations and even international markets.



Strategic Partnerships and Growth



Health Institutions and Expert Networks

Collaboration with international spa institutions, yoga schools, detox specialists, and dietitian platforms.



Corporate Clients

Corporate wellness packages, executive training camps, digital detox weeks for large companies.



Digital Membership Model

Remote wellness consulting, online seminars, subscription packages for loyal customers.



1. Geographical Expansion and Brand Awareness:

By packaging the proven business model, standard operating procedures, and service quality criteria from a single location and offering it to other investors, the brand becomes a recognized player at the national and international levels within a few years.



2. Rapid Growth with Low Capital Commitment:

The franchise model reduces the need for the company to allocate large initial capital for each new location. Franchisees invest in the Welly Labs system with a specific entry fee, ongoing royalty payments, and by meeting brand standards. This way, working capital does not limit the company's growth speed.



3. Adaptation to Cultural and Market Dynamics:

Franchise locations established in different countries or regions can quickly adapt to local market dynamics, cultural expectations, and consumer habits. This flexibility helps the brand compete on a global scale and reach different customer segments.



4. Regional Expertise and Investor Interest:

Local franchise owners are closely familiar with the tourism trends, customer base, competitive conditions, and supply chain opportunities in their region. This enables each franchise location to develop strategies tailored to its specific conditions, while the central operation supports maintaining quality standards.



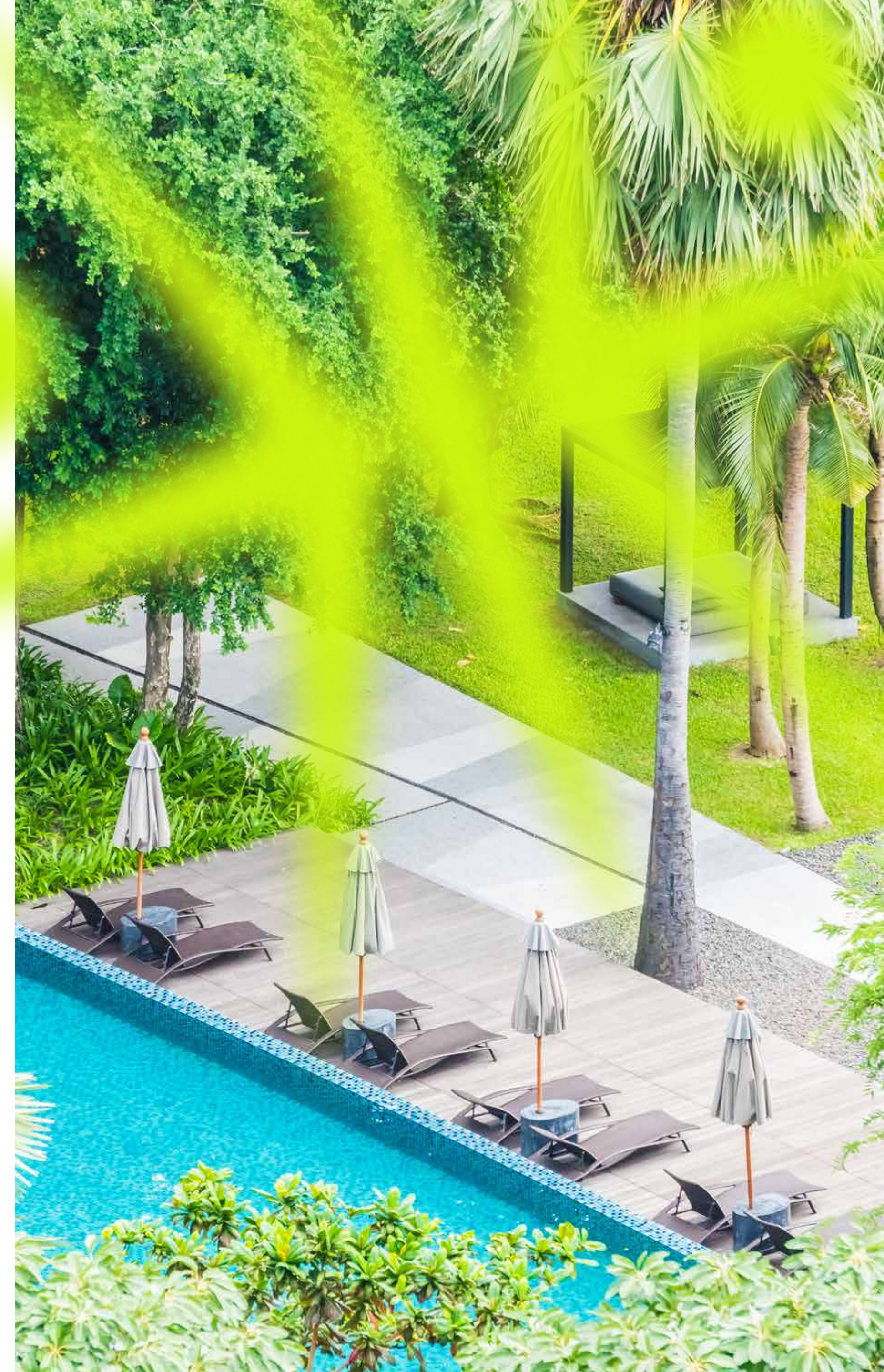
5. Continuous Royalty Income and Brand Value Appreciation:

The central management generates steady additional income streams from entry fees, monthly royalties, and marketing contributions from franchise locations. This revenue stream not only contributes to the brand's financial stability but also increases the company's valuation. Brand awareness grows exponentially with each new franchise location, which enhances its appeal to both current investors and potential new ones.

Benefits for Investors:

- Rapid value appreciation
- Diverse income sources
- Increased global brand awareness
- Long-term capital and equity value growth

The franchise growth model is a powerful strategic step for scaling the Welly Labs Wellness Center concept in a sustainable manner. This approach allows operational excellence, a strong brand image, and a unique concept at a single location to be replicated in different regions of the world. While supporting the brand's long-term vision, this strategy also creates high return potential and opportunities for increasing capital value for investors.



Risk Management and Flexibility



Seasonality

Special campaigns, workshop events, and art-yoga camps are organized during the off-season with package contents and pricing strategies.



Economic Fluctuations

Revenue diversification is achieved by expanding into international markets and different customer segments (Middle East, Europe, Russia).



Operational Excellence

Quality sustainability is guaranteed through trained staff, standard operating procedures, and customer feedback mechanisms.

Risk Mitigation and Investment Assurance



Protective Role of Property Value

The property, valued at 11.7 million USD, is the largest assurance for the investment.



Real Asset-Backed Investment

You also own a share of the property in proportion to your equity stake.



Resilience Against Economic Fluctuations

Tourism and wellness-focused real estate ensures stable demand in the long term.



Flexibility of Exit Strategies

The possibility to liquidate in different scenarios.

*A structure has been established in which risk is minimized in the investment process compared to many other ventures

.

*One of the main pillars of this minimization is the strong real estate value behind the investment.

Professional Management and Input Diversification

Expert Team

Experienced hotel managers

Wellness experts and consultants

Financial analysts

Marketing and brand management team

Diversified Revenue Stream

Accommodation revenue

Wellness packages and programs

Spa and therapy services

Special events and workshops

Digital memberships and online consulting

Secure Your Investment

10.000\$

Minimum Investment

10M\$

Company Valuation

%25 - %30

Percentage of Shares to be Distributed to All Investors

Property Partnership - Secure Your Investment

Your investment provides proportionate ownership of the valuable property where the hotel is located. The long-term appreciation of the property protects your investment against economic fluctuations. You will not only own a proportionate share of the company, but also a proportionate share of the property.



Vellum Zone Company Partnership

Opportunity to become a partner of a brand that stands out with its unique concept at a time when wellness tourism is on the rise. Increase in revenues, brand awareness and increase in company value in line with growth strategies.

Dividend Right

Passive income through regular dividend payments from annual profits. Higher dividend yields as operating profitability increases over the long term.





Exit Strategies and Liquidity Options:

Your investment in Welly Labs Wellness Center has the potential for long-term value creation, while also providing flexibility for investors with a variety of exit and liquidity options. These strategies allow you to cash out your investment, realize profits and reshape your investment portfolio in both the medium and long term.

3. Share Transfer Opportunity Starting from the 3rd Year

- The first 3 years are a period for the project's consolidation, brand awareness, building a customer base, and improving operational efficiency. At the end of this process, investors can transfer their shares to other investors or third parties if they wish.
- During this period, as the brand value, operational profitability, and property value of the facility will have increased, it is likely that you will find a buyer for your shares at a higher value than the initial investment.
- A secondary market among internal investors or share transfer, coordinated by the project management team, provides an easy opportunity to liquidate. This allows you to act flexibly according to your cash needs or strategic portfolio plans.

5-7 Year Strategic Exit Scenarios

- With the maturation of the business model, increased brand awareness, high satisfaction scores, and the creation of a repeat customer base, the business will fully become an "institutionalized" wellness brand within 5-7 years.

At this stage, two strong exit options become apparent:

Initial Public Offering (IPO): The brand's recognition, profitability stability, and growth potential prepare a suitable foundation for an IPO. Going public creates demand for your shares from a broad investor base, offering you an opportunity to exit at an attractive value.

Sale to a Strategic Investor: A large wellness chain, international hotel group, or fund operating in the sector may see the brand's healthy financial structure and market position and may wish to acquire your shares in bulk. This provides a fast exit opportunity with a premium valuation.

Flexibility Provided by Property Value

- Instead of selling your shares, the strategic disposal of all or part of the property in the later years of the project may also become an option. The property, whose value increases steadily, offers investors a profitable exit opportunity at any stage.
- As it is a real estate-based investment, you have the option to evaluate the property with different scenarios and convert your investment into cash at its real value if needed.

Ease of Share Transfer Among Investors

- The option to transfer your share to other existing investors or external interested strategic buyers when needed adds flexibility to your investment.
- In this secondary market among investors, you can sell your shares by determining their value based on the performance of the facility and market conditions. This way, you are not required to remain committed to the project long-term; you can adjust your exit timing according to your own strategic plans.

"Your investment in Vellum Zone does not have to turn into a rigid and long-term commitment.

You can flexibly transfer your shares from year 3, take advantage of high value-added exit scenarios such as an IPO or strategic sale in 5-7 years, and most importantly, protect your capital and maximize its value with a strong real estate backing at every stage.

These options make your investment both a liquid and value-enhancing asset."



Don't Miss the Investment Opportunity!

Minimum Investment 10,000 USD

Be part of a growing, sustainable, and profitable journey in the wellness tourism arena.

Become a Partner in a Meaningful Venture

Contribute to the new values of humanity, such as healthy living, environmental responsibility, and personal transformation.

Multidimensional Profit Opportunity

Achieve your financial goals with regular dividends, increasing property value, and a rising brand.

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