

This document outlines the phased development plan for K.Nest – Aurora, a private wellness retreat for Korean artists. The project is structured in clear milestones to ensure transparency, sustainability, and long-term operational success

Phase 1: Founding & Funding (Months 0–6)

- Finalise concept, branding, and comprehensive business plan  May 2025
- Apply for grants, secure sponsorships, and initiate international outreach
- Begin scouting suitable land for the retreat in Denmark

Phase 2: Land Acquisition & Facility Design (Months 6–12)

- Purchase land and initiate zoning and permit applications
- Launch architectural planning and retreat layout design
- Establish a full legal, financial, and operational framework

Phase 3: Construction & Recruitment (Months 12–24)

- Build essential infrastructure: main building, individual cabins, therapy spaces
- Install privacy systems, security measures, and digital protection
- Recruit licensed therapists, wellness practitioners, and support staff

Phase 4: Pilot Program & Evaluation (Months 24–30)

- Run a small-scale pilot retreat with 1-2 artists to test workflows
- Collect feedback from guests, agencies, and partners
- Evaluate performance, adjust service structure, and finalise long-term procedures

Phase 5: Official Launch & Long-Term Operations (Month 30+)

- Open for full-scale agency bookings and regular program scheduling
- Offer curated wellness packages and extended-stay recovery options
- Begin preparing for expansion into additional international K.Nest branches