

build3

startup ecovillage

overview

1. vision story

2. purpose

3. guiding principles

4. state of business

5. learnings so far

6. strategic approach

7. timeline of the project

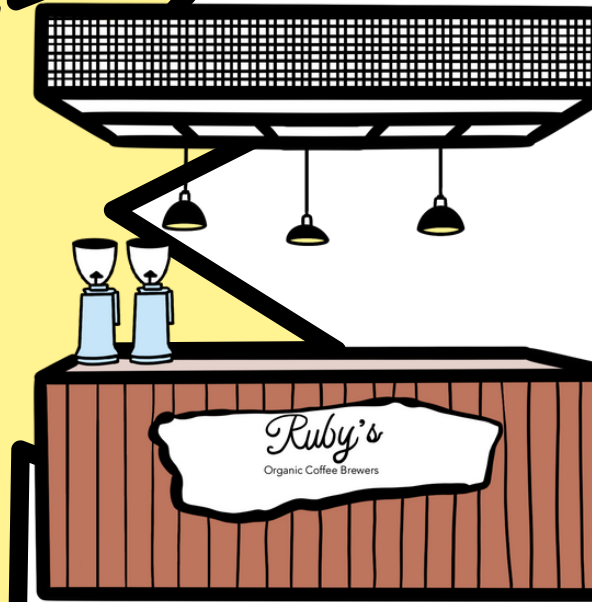
how a journey inspired a dream...



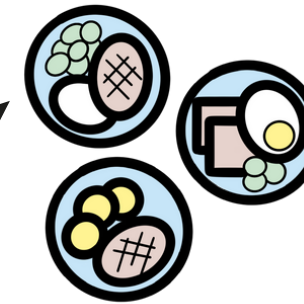
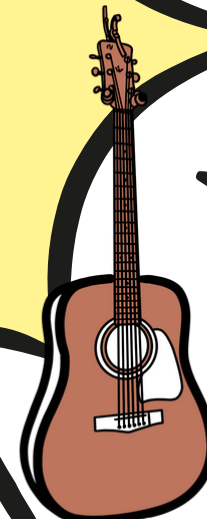
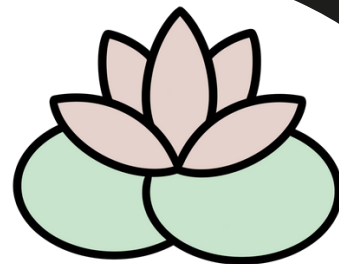
DISENCHANTED BY THE PROVERBIAL SUCCESSFUL LIFE OF AN IVY LEAGUE EDUCATION AND A HIGH-PAYING JOB IN THE WEST, VARUN SOUGHT TO ACTUALIZE HIS NEED FOR INNER FULFILLMENT THROUGH PRACTICES IN HIS LIFE AND WORK.



THUS, EQUIPPED WITH VALUABLE SKILLS FROM HIS PAST WORK EXPERIENCES, VARUN RETURNED TO INDIA TO HELP FLEDGLING STARTUP BUSINESSES THRIVE AND FIND SUCCESS.



HE HAD TO STOP OR HE WOULD NOT SURVIVE. TO FIND A SOLUTION HE EXPERIMENTED WITH VEGANISM, CONSCIOUSLY SLOWED DOWN HIS LIFE, TURNED TO YOGA AND SPIRITUAL TEXTS TO FIND AN ALTERNATIVE, WHOLESOME AND FULFILLING LIFESTYLE.



WHILE THIS ENTREPRENEURIAL WORK FED HIS DESIRE TO BUILD SOMETHING MEANINGFUL, IT CAME AT THE COST OF HIS PHYSICAL AND MENTAL HEALTH WITH LONG WORK HOURS AND NO TIME FOR SELF.



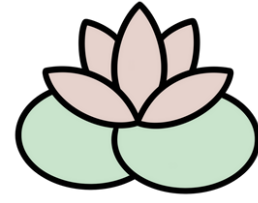


I realized that while I had wanted to fulfill my higher needs I had constantly ignored them. No wonder I was miserable. Paying attention to them changed my life and my outlook.

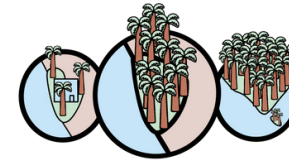


These needs of mine I began to work on!

spirituality

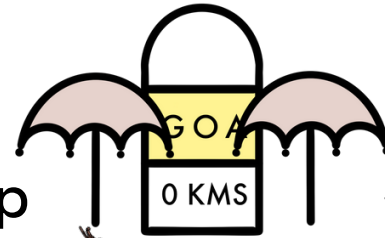


transcendence

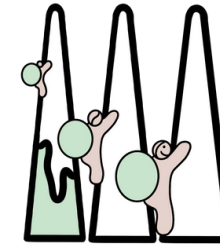


helping others

entrepreneurship



self-actualization

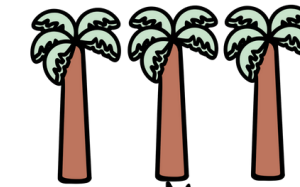


opportunities for self growth

Art & Music

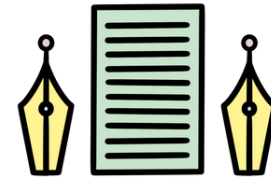


aesthetic

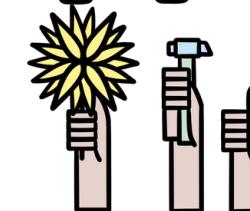


beauty and nature

pursuit of knowledge

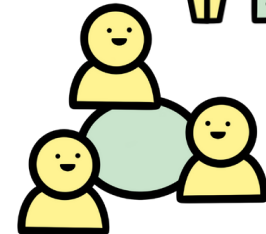


cognitive

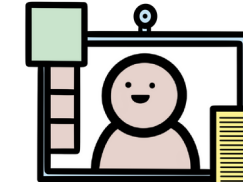


workshops and training

peer respect and regard



esteem



jobs in the community

intimacy and care

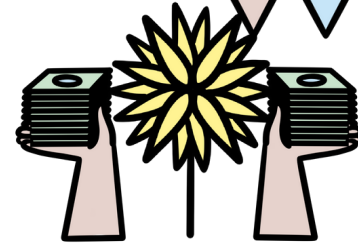


love and belonging



friends and family

financial security



safety

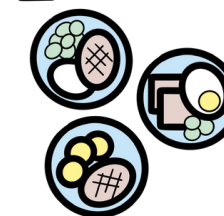


health and wellness

shelter



physiological

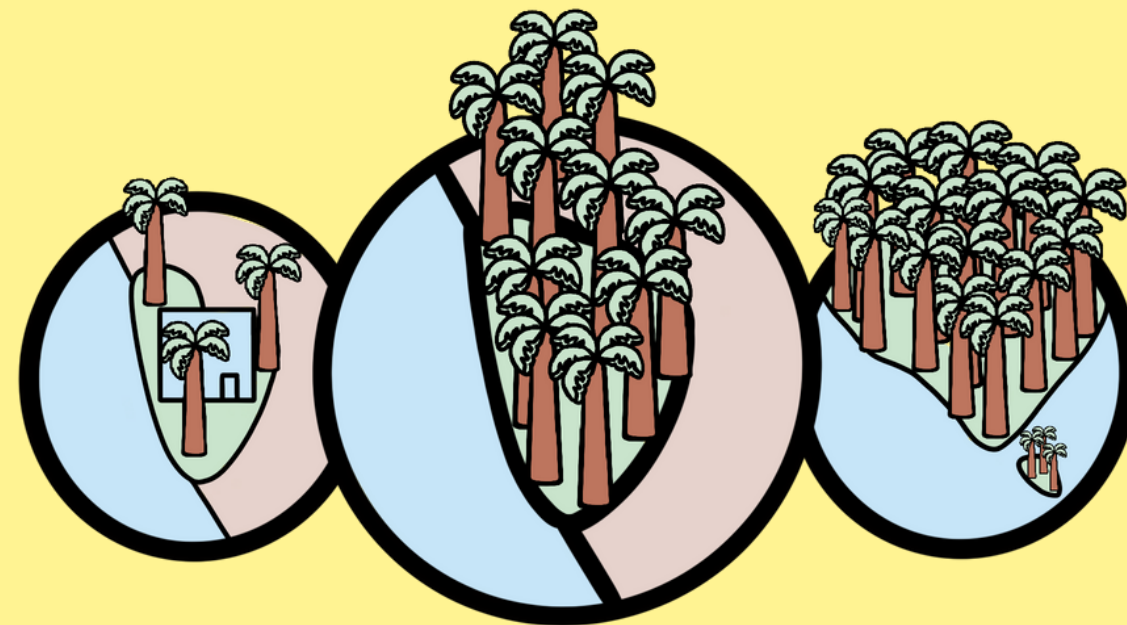


food and farming

invigorated by his regained physical and mental health, and awakened with new realizations, Varun felt called to create a space providing a fulfilling life for others like him: a place for them to carve their own journeys of purposeful living and meaningful work.

thus, build3's bespoke project was born -

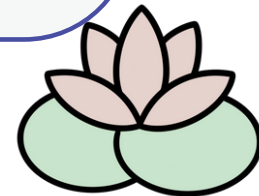
the startup eco-village



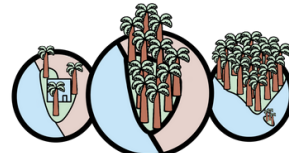


what would our needs look like and how do we go about fulfilling them? Maslow's hierarchy of needs is one framework we could use to figure that out!

communtiy outreach

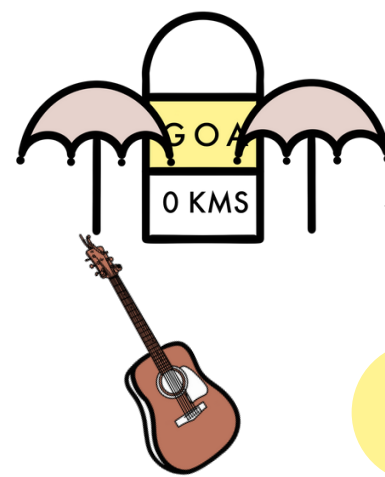


transcendence

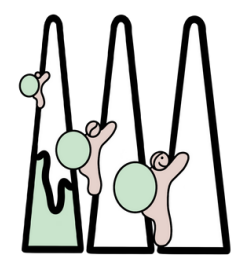


helping others

cohub, startup studio



self-actualization

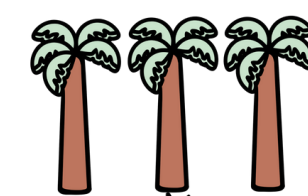


creation of music, art, food

cohub, startup studio

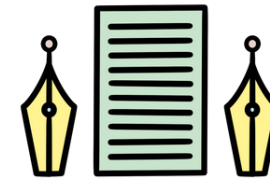


aesthetic

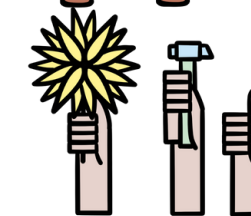


art, music performance

learning hub

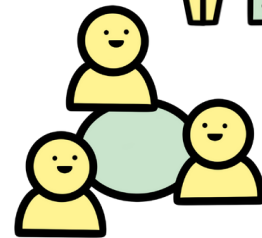


cognitive

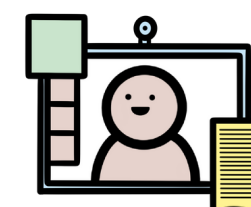


workshops and training

startup studio



esteem



jobs in the community

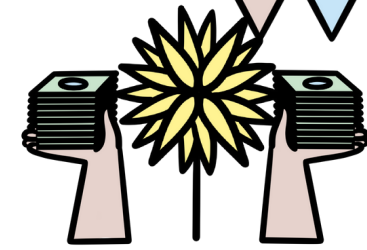
community center



love and belonging

time with friends and family

economic hub



safety

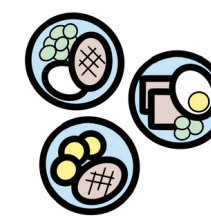


entrepreneurial ventures

farm and kitchen

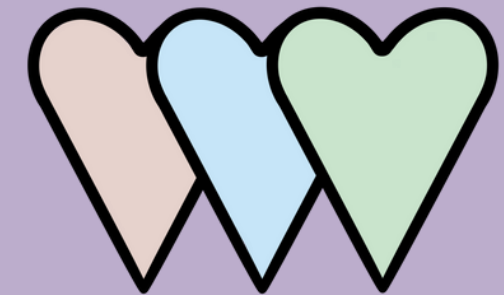


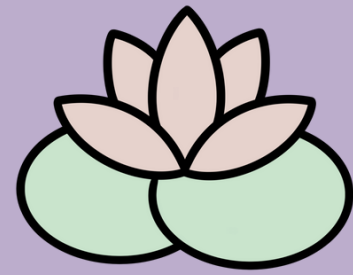
physiological



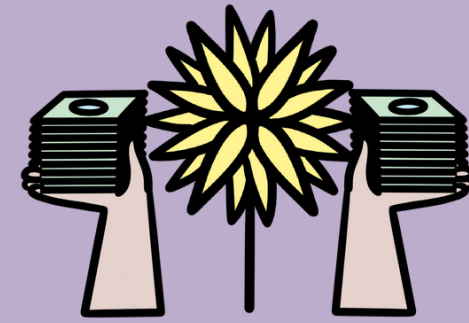
food and farming

the purpose of our startup eco-village

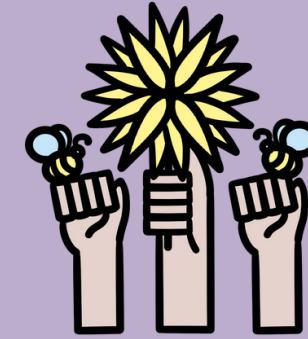




**practise
environmental
stewardship**



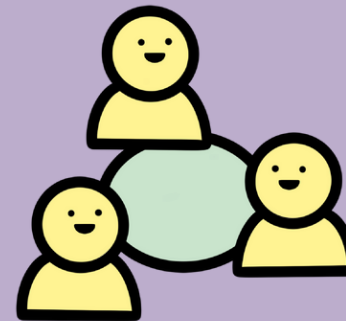
**operate in a
financially self sufficient
manner**



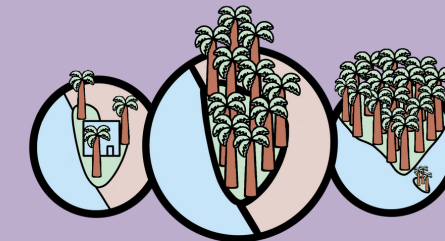
**build a community of
mindful and
compassionate individuals**



**build strong relationships
with existing local
communities**



**make the entire eco-
village a classroom for
community members**

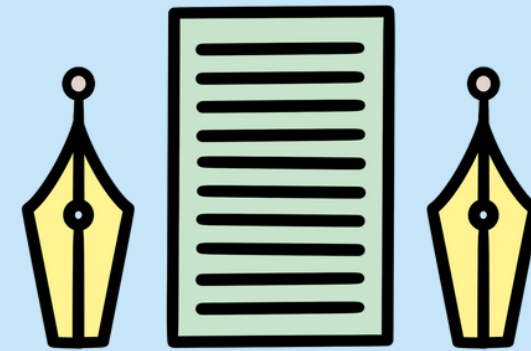


**create a replicable
startup eco-village
model**

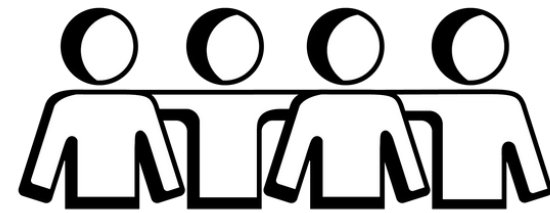


**meet the basic needs of all community members so they
may have the opportunity to strive towards higher needs**

our guiding principles



1.



an intentional ubuntu
community

we choose to be a community of like-minded individuals who believe in and live the tenets of our community. i am because we are.

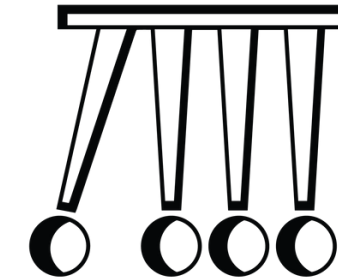
2.



living in harmony with
nature and her rhythms

protection, preservation and conservation of nature's ecosystems, and finding harmony with it through mindful practices

3.



ethical, mindful & impactful
economic pathways

the coming together of purpose AND profit leads us down the path of impact entrepreneurship as an engine to enable abundance

4.



independent yet
interdependent

independent of our neighbours for
our own vital needs and yet
interdependent for many we are
unable to fulfill ourselves

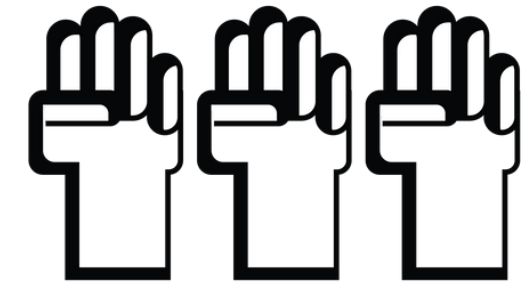
5.



a healthy heart, mind,
body, and spirit

every person has a role that they
play in the community (this is not a
hotel), through mindful work and
community living we achieve
holistic well-being

6.



learning and self-exploration
as base of education

in our community, we believe
learning is integrated in our day to
day lives and happens best with
diverse people and ages

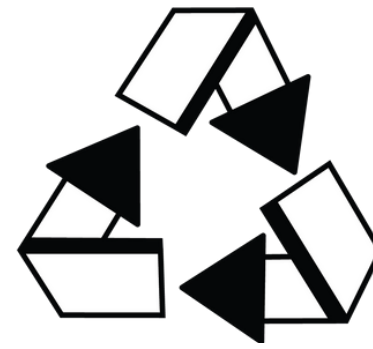
7.



equality with abundance

hierarchies have no place in our community. we believe that people are not lesser or greater than each other. everybody puts in the same and they shall receive the same

8.



sharing the fruits of our labour

once we create a structure that can be replicated we believe in sharing with all so they too may benefit from the fruits of our labour

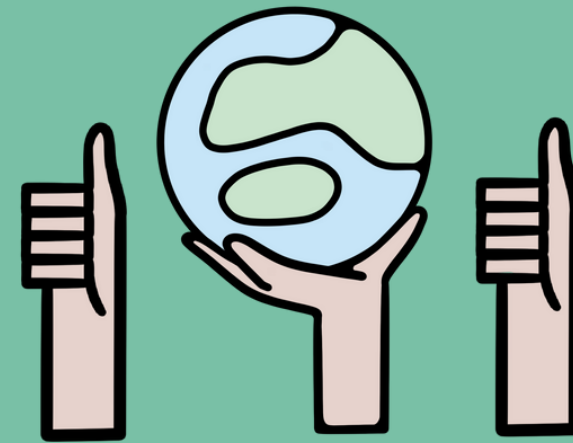
9.



sense and evolve

we believe it important to be attentive to the needs of the earth, the people, and the organisation, to evolve through reflective practice

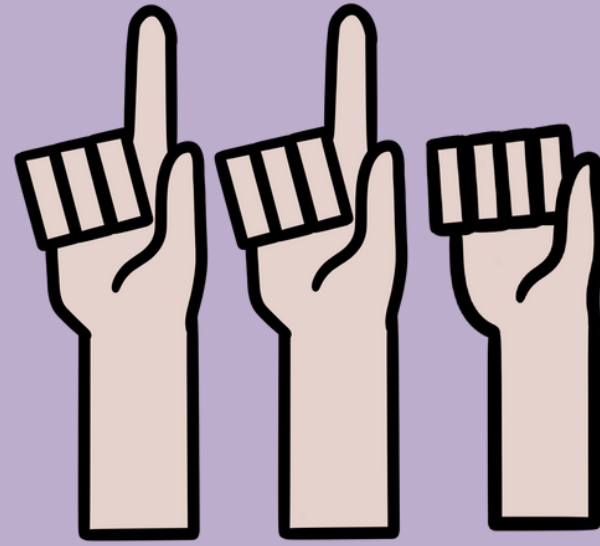
state of the business



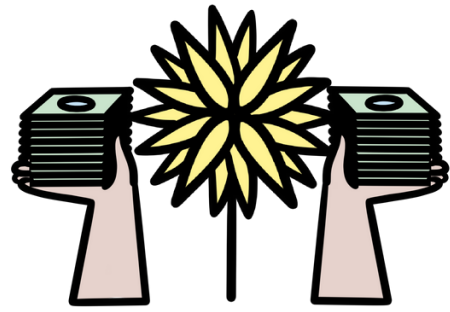
state of the business

- a small team dedicated to this project
- backed by an organization focused on creating positive impact in the world
- with some capital to invest in the eco-village
- identified cornerstones for our approach –permaculture (for living), teal (for organizational principles and governance), and impact entrepreneurship (for financial sustainability)
- working towards – finding land AND setup capital; creating a set of fine-tuned principles for our community to attract experts and residents (who would have relevant skills and share our ideals+vision)
- we have created a draft infra+activities plan to create a simple, fulfilling, and abundant life for our intentional community

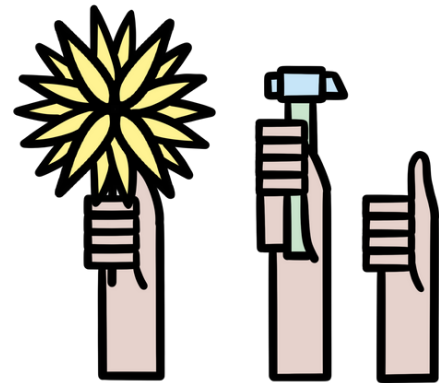
our learnings so far



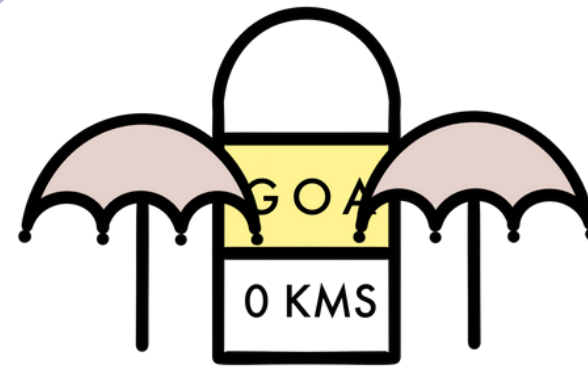
INTERNAL LEARNINGS



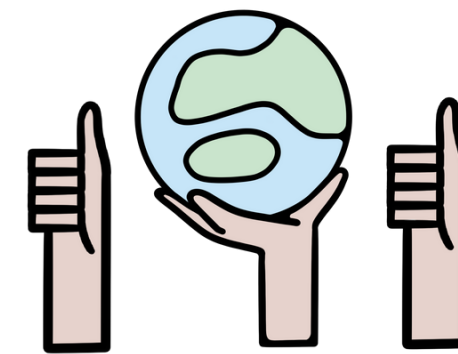
**ENTHUSIASTIC
RESPONSES TO OUR
VISION TELLS US
NOW IS THE TIME
TO BEGIN AND
POSSIBLY EVEN
CROWDFUND!**



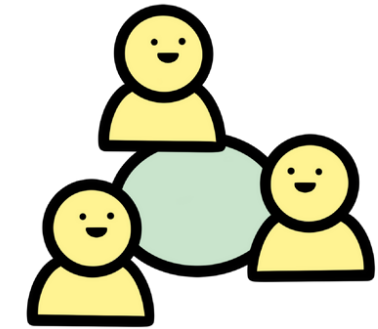
**OUR ROLE IS TO
ASSEMBLE THE
SOLUTION:
HOUSING,
ECONOMICS,
ENERGY,
GOVERNANCE**



**ACQUIRING LAND IS
OUR NEXT MOST
IMPORTANT STEP AS
IT WILL HELP US
DESIGN A REALISTIC
MASTERPLAN**



**EITHER WE
COLLABORATE
WITH AN EXISTING
LAND OWNER OR
BUY OUR OWN
PARCEL OF LAND**



**COMPLEX
PROJECT - WE
CANNOT BE
EXPERTS IN
EVERYTHING!**

EXTERNAL LEARNINGS

REASONS FOR MOVING TO AN ECOVILLAGE

1990 WAS A PIVOTAL
POINT FOR
ECOVILLAGES AROUND
THE WORLD. THEY
ATTRACTED PEOPLE
LOOKING TO REDUCE
THEIR
ENVIRONMENTAL
IMPACT RATHER THAN
LOOKING FOR
SPIRITUAL
COMMUNITIES

MACRO TRENDS

"IF ONLY 5% OF
EUROPEAN POPULATIONS
WERE ENGAGING IN
CLIMATE CHANGE
MITIGATION PROJECTS AS
COMMUNITIES, CARBON
SAVINGS WOULD BE
SUFFICIENT TO ACHIEVE
85% OF THE 2020
CARBON EMISSIONS
REDUCTION TARGETS" -
TESS EUROPEAN SURVEY
(2016)

DEMOGRAPHIC MOVING TO ECOVILLAGES?

A STUDY OF 1009
INDIVIDUALS FROM 174
COMMUNITIES HAS
SHOWN THAT 85% HAD
A MINIMUM OF A
BACHELORS DEGREE

THE SAME STUDY SHOWS
THAT 62% PEOPLE ARE
MOVING TO
ECOVILLAGES WITH
THEIR FAMILIES AND
66% OF THEM HAVE
CHILDREN

HAPPINESS INDEX OF ECOVILLAGERS

IN A STUDY
CONDUCTED IN
2017 PEOPLE ON
AVERAGE SCORED
5.41 ON A SCALE
OF 7 ON THE
SATISFACTION WITH
LIFE SCALE
INTRODUCED IN THE
JOURNAL OF
PERSONALITY
ASSESSMENT

DECISION MAKING PROCESS

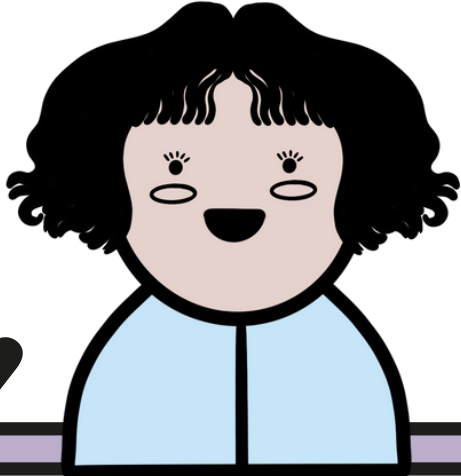
215 INTENTIONAL
COMMUNITIES WERE
INTERVIEWED. IT WAS
FOUND THAT AN
EGALITARIAN DECISION
MAKING PROCESS
PROVIDED A SAFE
SPACE FOR PEOPLE
FOR HIGHER LEVEL OF
SATISFACTION. 72%
COMMUNITIES HAVE
SOME KIND OF AN
EGALITARIAN PROCESS

REPOPULATION OF RURAL AREAS

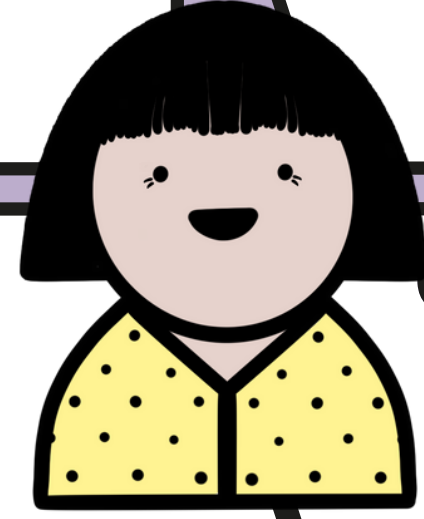
ECOVILLAGES HAVE
PREVENTED SCHOOL
CLOSURES, PROMOTED
THE LOCAL ECONOMY,
BY HELPING LOCAL
BUSINESSES, AND
INFLUENCED THE
SOCIAL ENVIRONMENT
WITH A NEW VISION OF
SOCIAL RESILIENCE IN
RURAL AREAS



AUROVILLE, ONE OF THE FIRST ECOVILLAGES IN THE WORLD, WAS STARTED IN INDIA. IT IS A SUPER SUCCESSFUL LIVING LABORATORY!



MORE THAN 3,000 RESIDENTS OF 70 DIFFERENT NATIONALITIES AS WELL AS AN ABUNDANT BIODIVERSITY OF ANIMALS, BIRDS AND INSECTS OF ALL KINDS LIVE TOGETHER IN AUROVILLE.

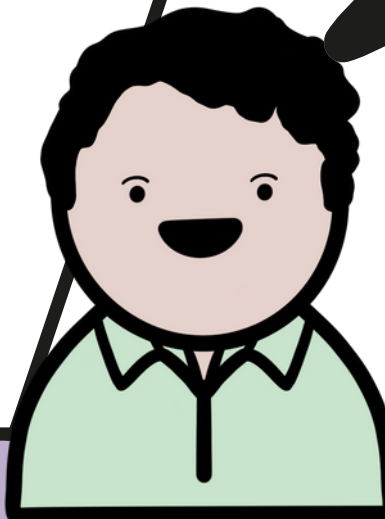


ECO TRULY PARK IN PERU FOLLOWS VAISHNAVA PRINCIPLES FOR NATURAL AND HEALTHY LIVING

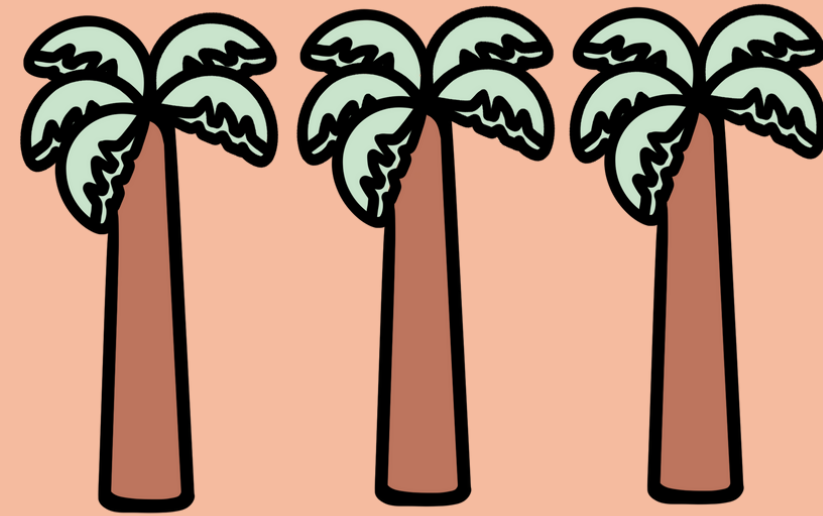
IN 2003 SEKEM AWARDED THE RIGHT LIVELIHOOD AWARD AS A "BUSINESS MODEL FOR THE 21ST CENTURY"

IN 2022, FINDHORN CELEBRATED 30 YEARS OF FORMAL ASSOCIATIONS WITH THE UN IN CONTRIBUTING TO 2 AREAS: LIFELONG LEARNING AND SUSTAINABLE DEVELOPMENT APPLIED TO HUMAN SETTLEMENTS

ALL THE FOOD IN DAMANHUR IS CHECKED BY THEIR ANALYSIS LAB TO BE SURE IT IS FREE OF GMOS



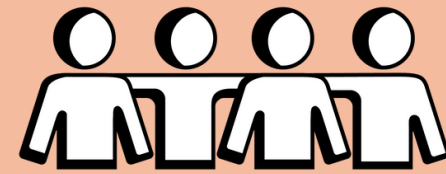
strategic approach





research

study all the components required in an ecovillage (through online research as well as visits) and assemble our combination of initial systems



outreach

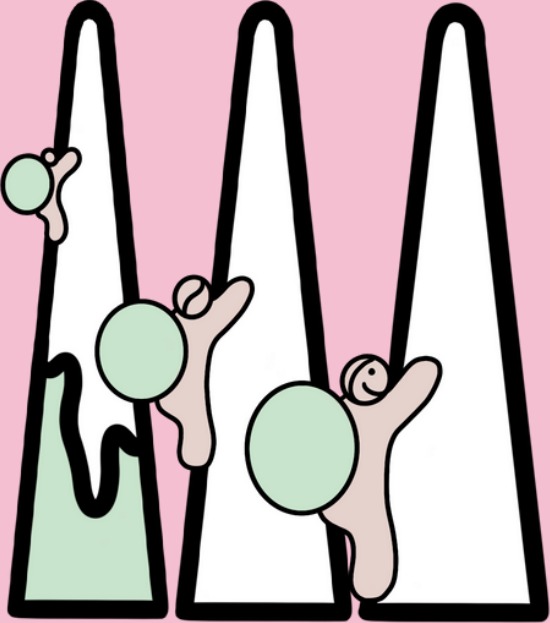
reach out to vital resource stakeholders, like-minded land parcel owners, and financiers of such an enterprise



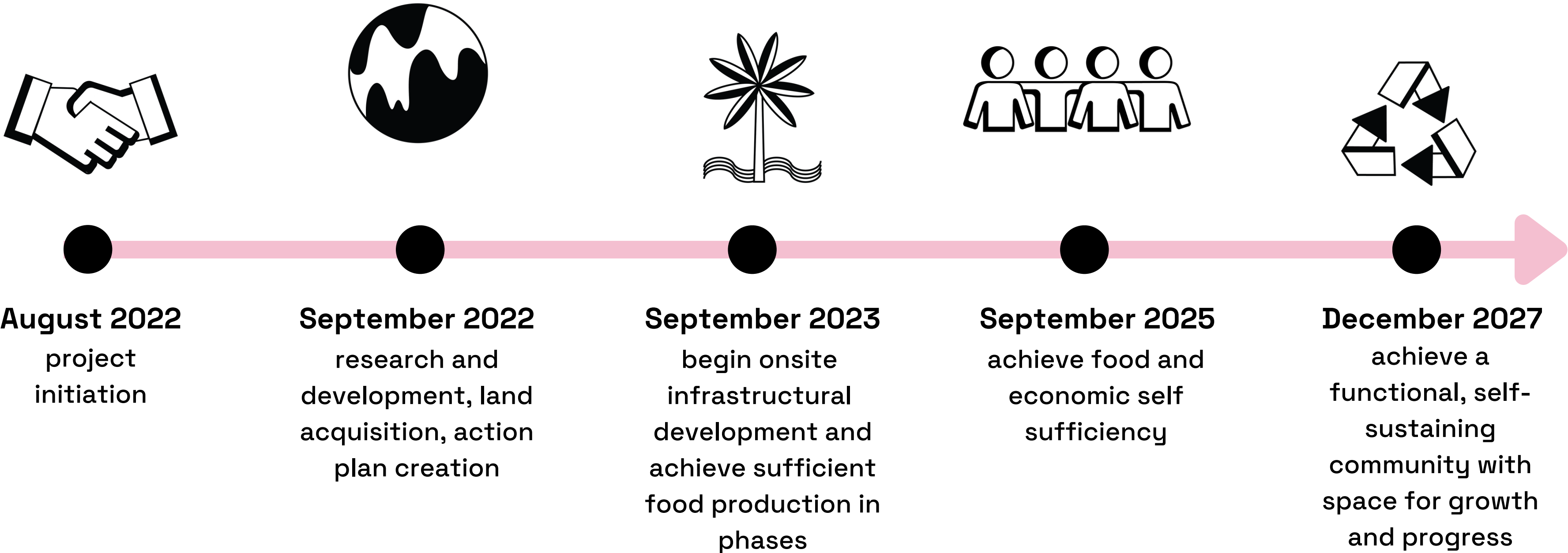
partnerships

attract experts who will guide at the implementation level and residents who will help build and populate our startup ecovillage

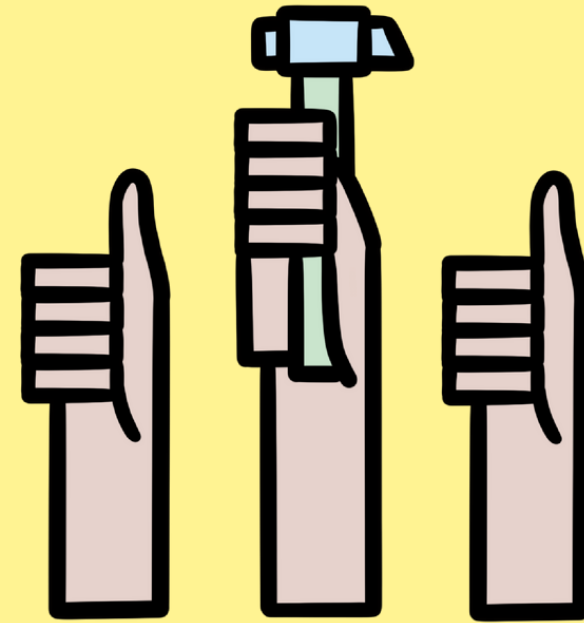
timeline of the project



here is our timeline



Let's start this journey together!



Our Statrtup Ecovillage: First look

Natural buildings for all structures possible!



Farms

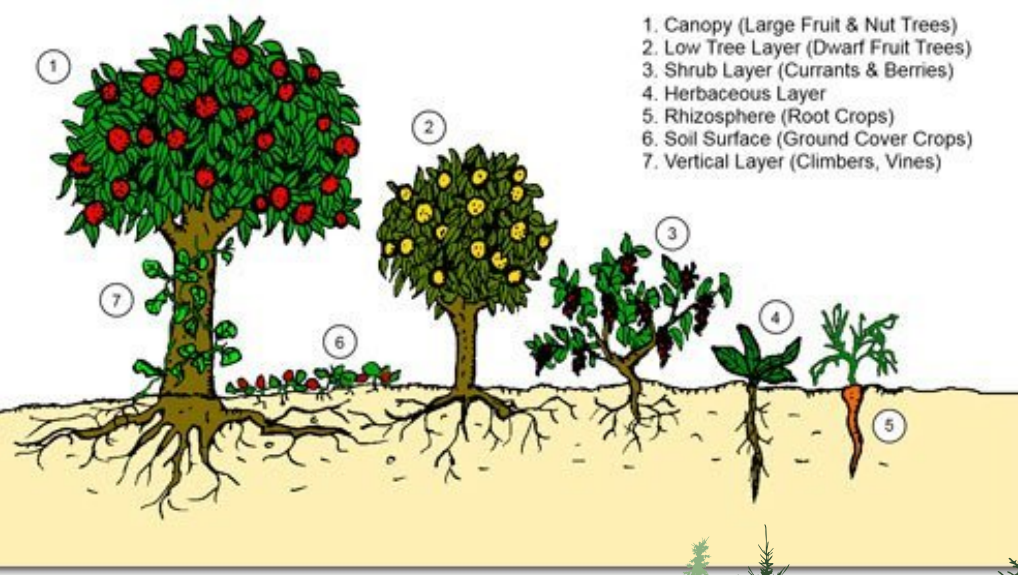
Circular housing with personal kitchen gardens



Community Kitchen and Meeting space

Learning hub

The Seven Layers of a Forest Garden



Food forest

Forest Area

Economic hub



Forest healing Retreat

