



REAL ASSETS — CURATED HOSPITALITY

Mauro Godinho

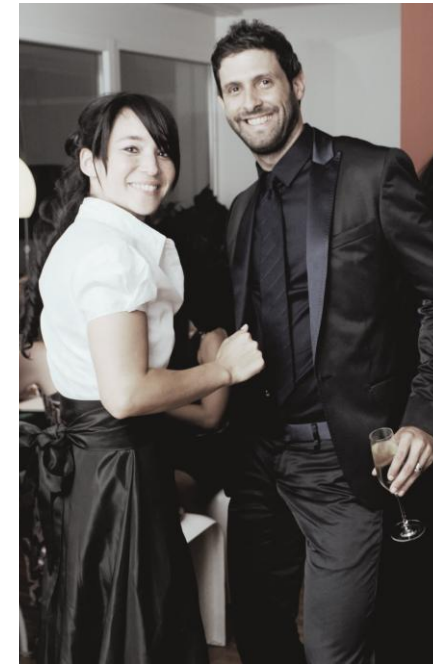
ABOUT ME



In 2001, I left Brazil for Switzerland, carrying a degree in Computer Science and little sense of what would follow. Soon, I found myself designing a solution behind the distribution of 100,000 Microsoft DVDs across EMEA

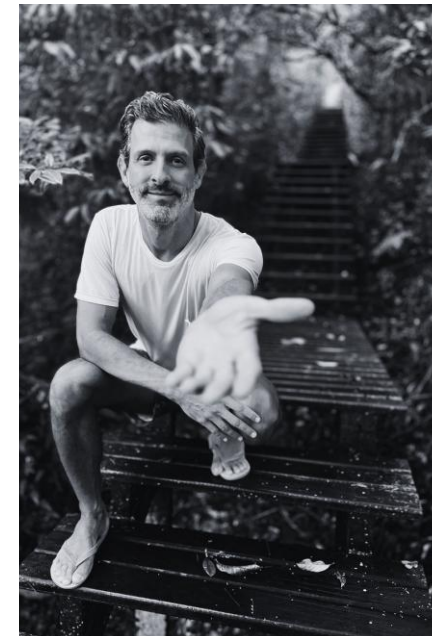


By 2010, life had deepened I married my Swiss–Japanese partner and joined the executive team of my company.



In 2017, my path expanded globally, taking responsibility for a product within one of the world's largest banks.

In 2022, after studying Business Sustainability Management at Cambridge I returned to Brazil — drawn by a vision of creating something quieter: sustainable hospitality, set within a forested island, a few hours from where I grew up.





POSITIONING

A curated hospitality concept across Bahia

Bahia is quietly shifting from a beloved domestic escape into one of Brazil's most compelling international destinations. Salvador's layered culture, Morro de São Paulo's island rhythm, and the raw landscapes of Chapada Diamantina are no longer experienced in isolation—they're being discovered as a natural circuit by travelers seeking depth, not just distance.

With new international connections and a broader global curiosity for Brazil, the profile of the visitor is changing: more intentional, more design-aware, and more drawn to places that feel personal rather than standardized.

Bahia offers the rare combination of cultural density and geographic diversity, still early enough in its evolution to be shaped with care rather than scale.



CREDIBILITY

Two locations, one coherent approach

Island — Forest Retreat (Morro de São Paulo region)

- Restored architectural loft embedded in protected forest
- Sustainable bungalows using local materials and low-impact methods
- Strong appeal to international guests

City — Salvador (Solar do Unhão area)

- Reimagined historic house overlooking the Bay of All Saints
- Private hosting with immersive urban experience
- Walking-distance cultural access (rare for Salvador)

A CASINHA DA FLORESTA

IN THE HEART OF THE FOREST, WITH THE SOUL OF THE SEA

1 HECTAR OF FOREST
100m AWAY FROM THE BEACH



REPLICATED SUSTAINABLY
BUILT BUNGALOWS



YOGA & ARTS IN THE ART
RESIDENCY LOFT



A CASINHA DO ENCANTO

CITY LIFE REIMAGINED WITH A BREATHTAKING VIEW

EVERY CORNER SPEAKS
BAHIA—SOULFUL, ALIVE



ROOFTOP WITH VIEWS OVER
THE BAY OF ALL SAINTS



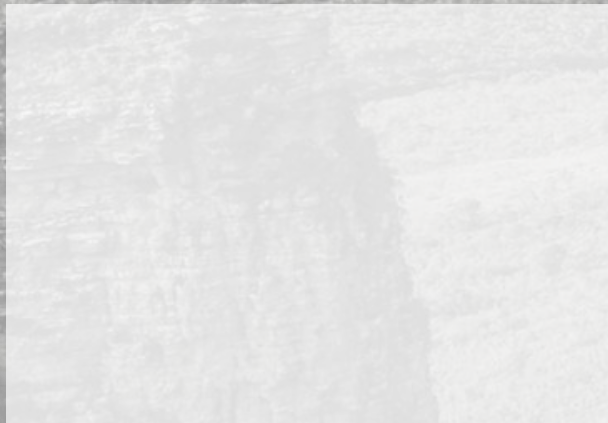
GARDEN VIEWS — RHYTHM
BETWEEN INSIDE AND OUT



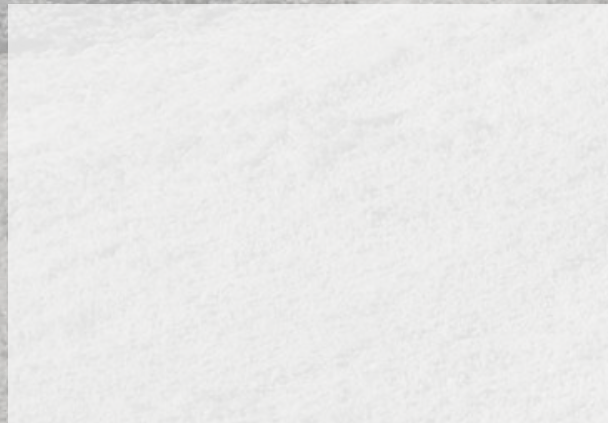
A CASINHA DA MONTANHA ↗

WHERE MOUNTAINS CARVE PATHS AND TIME STANDS STILL

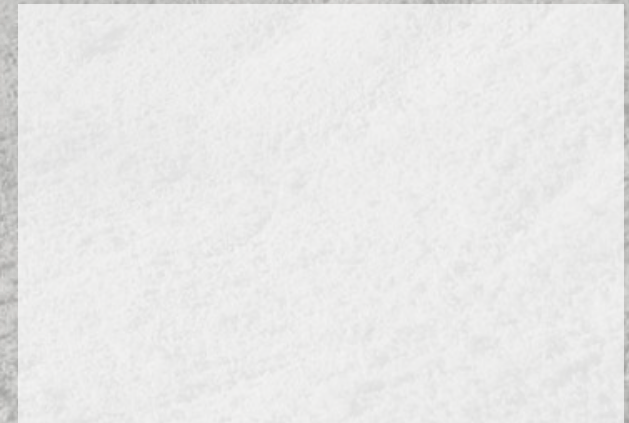
STONE-BUILT RETREAT
WITHIN THE LANDSCAPE



DISTINCT ROOMS SHAPED
BY STONE



YOGA SHALA & NATURAL
SPRING-FED POOL





WHY THIS MATTERS

A gap between tourism and experience

Global fatigue with generic hotels and mass short-term rentals

Rising demand for curated, design-led, experience-driven stays

Brazil remains under-positioned internationally in this segment

Bahia offers:

- strong cultural identity
- unique landscapes (coast, forest, mountains)
- architectural and historical depth

Curated places exist in Bahia—but remains fragmented and exclusive, not as a continuous, connected experience

→ Opportunity to position Bahia differently



CLARITY

Not a hotel. Not a rental platform.

A curated hospitality ecosystem across destinations —designed as one continuous stay and built around:

- Low-density, high-character properties
- Architectural identity and environmental integration
- Personal hosting and guest curation
- Strong narrative consistency across locations

→ Hospitality as experience + place + story, not volume



SCALABILITY

Designed for selective growth

Island (in progress)

Foundations for additional bungalows

Planned shared spaces: pool, sunset bar, holistic center

City (Salvador)

Potential restoration of adjacent abandoned houses

Vision: interconnected boutique cluster with shared green oasis

Next step

Acquisition of an already selected distinctive property in Chapada Diamantina

→ Creating a triangle: City — Island — Mountains



REASSURANCE

Controlled, brand-led approach

Direct guest relationship (beyond platforms) with end-to-end experience, from stay to movement to local curation

Targeted audience:

- international travelers
- design / culture / nature-oriented profiles
- emerging Brazilian segment aligned with this positioning

Focus on:

- occupancy optimization (island)
- cross-location experience (city + island)
- brand consolidation



WHY ME

Bridging global structure and local execution

Mauro Godinho

- 20+ years international experience (Europe, global financial ecosystem)
- Background in Computer Science + Business Administration + Business Sustainability (Cambridge)
- Cross-border operator with on-the-ground presence in Bahia

Combines:

- structured thinking
- execution capability
- cultural and market fluency



CALL TO ACTION

Open to aligned partnerships

Seeking conversations with partners interested in:

- hospitality and real assets
- concept-driven, long-term development
- positioning Bahia for an international audience

→ Focus on **alignment over short-term return**

A series of thin, light brown lines forming an abstract, overlapping geometric pattern in the top-left corner of the slide.

THANK YOU

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