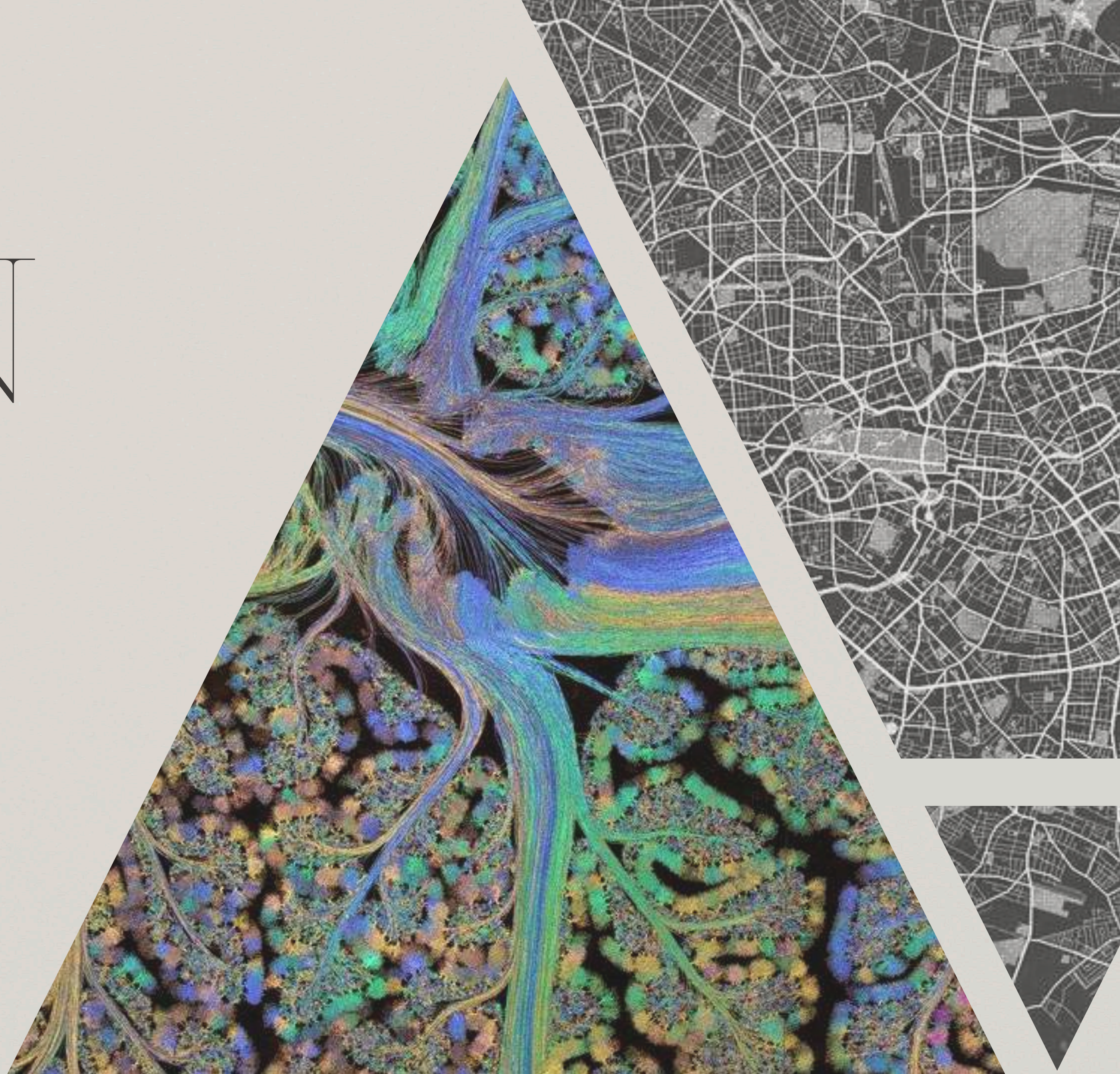


URBAN MINDS

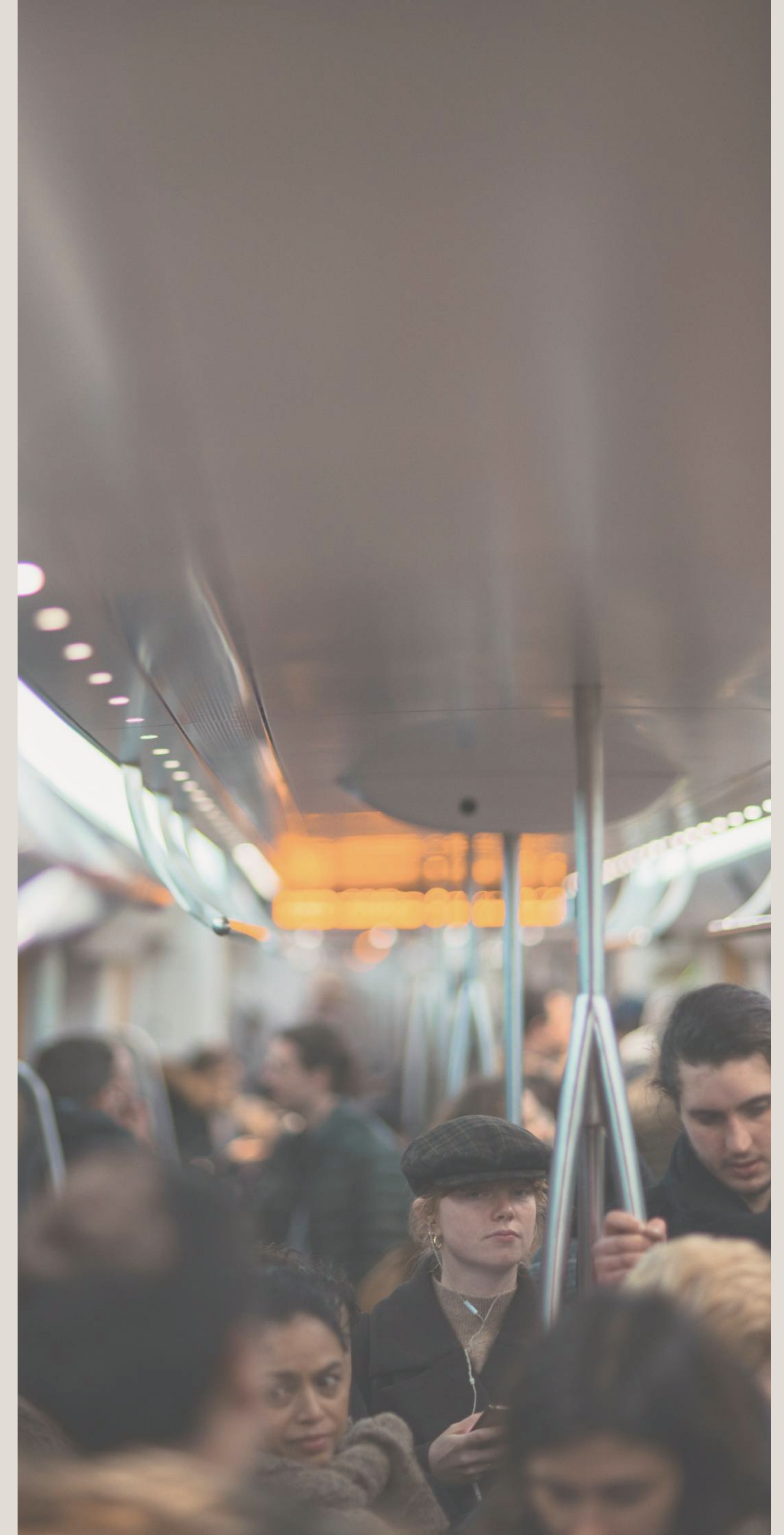
An inner city retreat



Cities are associated with higher rates of most mental health problems compared to rural areas:

An almost 40% higher risk of depression, over 20% more anxiety, in addition to more loneliness, isolation and stress.*

*urbandesignmentalhealth.com



URBAN MINDS *pain points*

In a fast-paced world filled with stress and limited personal time, it's essential to discover ways to soothe our bodies, minds, and souls. Numerous factors contribute to this daily stress, leaving us feeling overwhelmed and struggling to find respite:

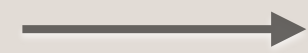
Pollution

noise
air
streets
light
smells

Urban
Stressors

Social population

density
housing
employment
social injustice
social pressure



Physical overwhelm

sleep quality
breathability
toxicity
disruption of natural
rhythms

Effects on
individual

Mental overwhelm

stress
anxiety
depression
isolation
lack of communication

URBAN MINDS *purpose*

Imagine a world where stress no longer dominates our lives, where inner harmony prevails.

URBAN MINDS is a modern event format blending **conference** and **retreat**, which is:

- tackling the silent epidemic of stress in urban lifestyles
- empowering individuals with **expert-backed tools** and techniques to strengthen their nervous systems, to foster resilience in the face of everyday challenges
- **building a community** in which urban minds can transition from isolated perspectives to a unified mindset
- defined by a **holistic approach** that covers a broad spectrum of physical and mental health topics and is accessible to everyone
- organised by **event** and **holistic health experts**, with years of experience and a passion to create change



URBAN MINDS *needs*

We distributed a pre-event survey to 50 individuals within our network to identify our target group needs.

Interests:

- Participants have **prior experience** in meditation (65%), breathwork (60%), and coaching/therapy (65%)
- 87% prioritize **workshops and immersive experiences**
- 60% are interested in **inspirational talks** and **sustainable insights** as well as personal exchange
- Participants show highest interest in activities related to the **mind** (78%) and **growth** (70%), followed by body and soul

Expectations:

- Curated and well-thought-out **program**
- Desire for relaxation and **personal retreat**
- Setting conducive to rest and **calmness**
- Time for personal exchange and facilitated **networking**
- **Clarity and guidance** in event layout
- Preference for **minimal esoteric elements**
- Emphasis on **community** and relaxed **atmosphere**

URBAN MINDS *target audience*

The target audience for this initiative **primarily** comprises individuals **aged 25-45**, with a **secondary focus** on those **aged 45-60**.

All genders are welcome to participate, and the main location for engagement is **Berlin**, with additional **outreach to metropolitan areas**.

We are seeking

Individuals facing challenges such as managing a busy and hectic lifestyle

- People feeling overwhelmed or overworked
- Multitaskers
- Students
- Business and spiritual individuals
- Curious individuals
- Those seeking personal growth
- Singles, couples, parents
- Artists, yoga community, etc.

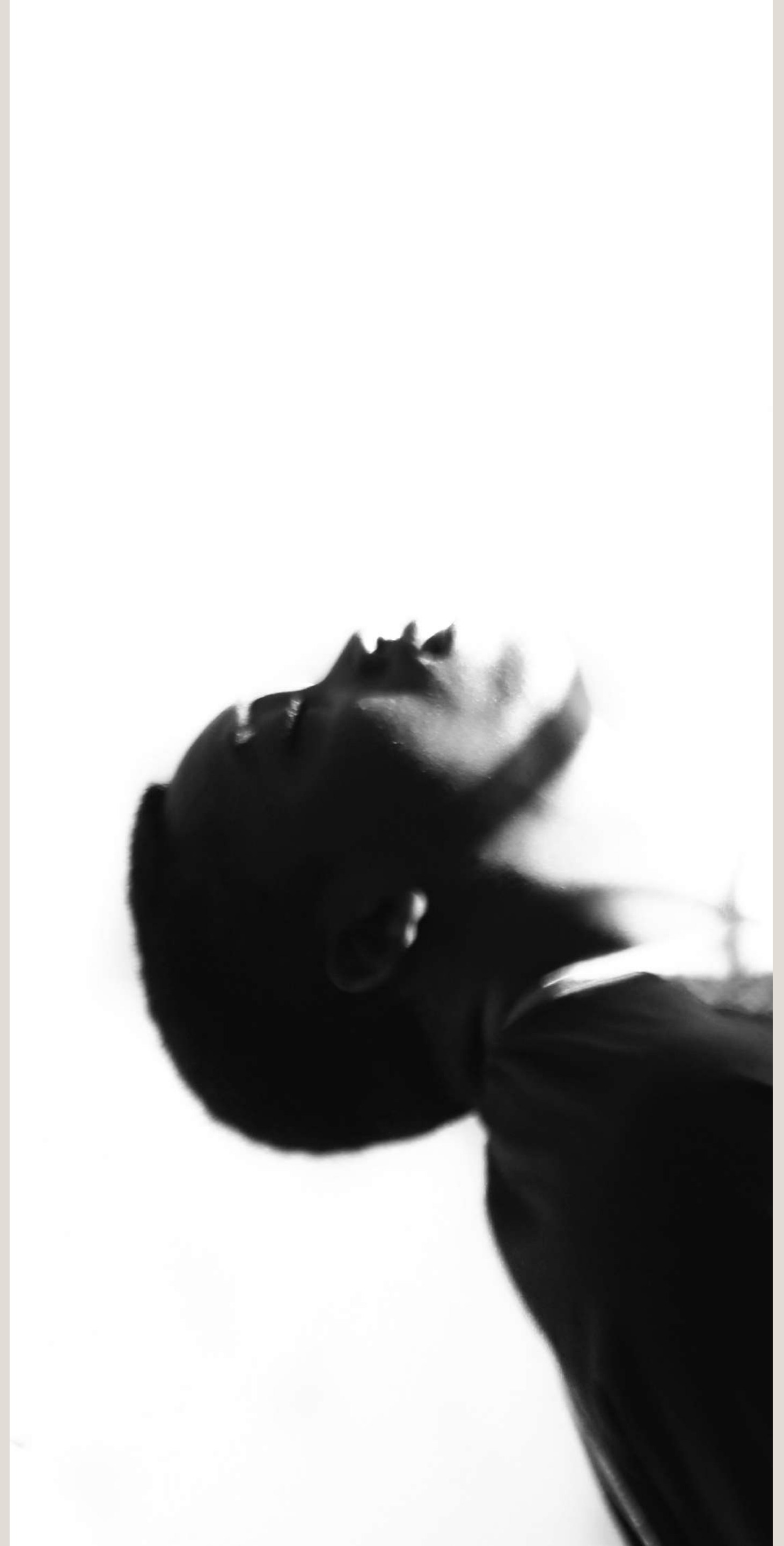
URBAN MINDS *inner city retreat*

Blending the essence of a conference with the serenity of a retreat,

URBAN MINDS presents a unique departure from the traditional "yoga festival".

What steps do we take to accomplish that?

1. Customizing sessions for diverse proficiency levels
2. Using evidence-based methods for measurable outcomes
3. Featuring esteemed speakers and facilitators for each session
4. Creating a carefully designed program to avoid overwhelming options
5. Staying in the cityscape to seamlessly integrate learnings with everyday life



URBAN MINDS *four pillars*

Our aim is to empower attendees to lead healthier lives through our four key topics, which **bridge science and spirituality**. We provide tools and techniques from leading experts to help create a resilient nervous system and alleviate the pressures of urban living.



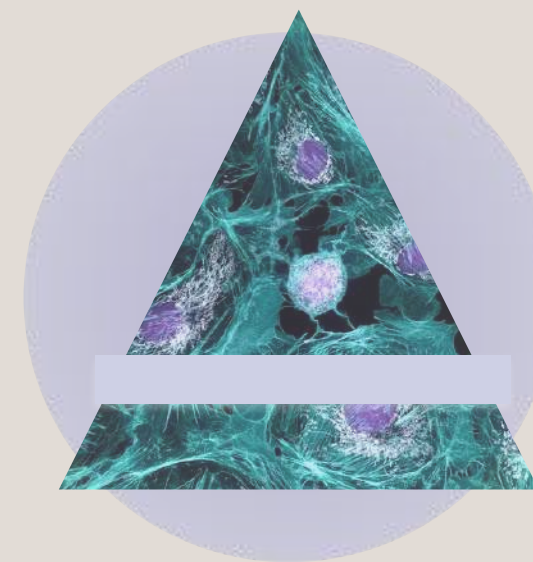
BODY

Empowering our physical self and enhancing overall health through targeted exercises and practices



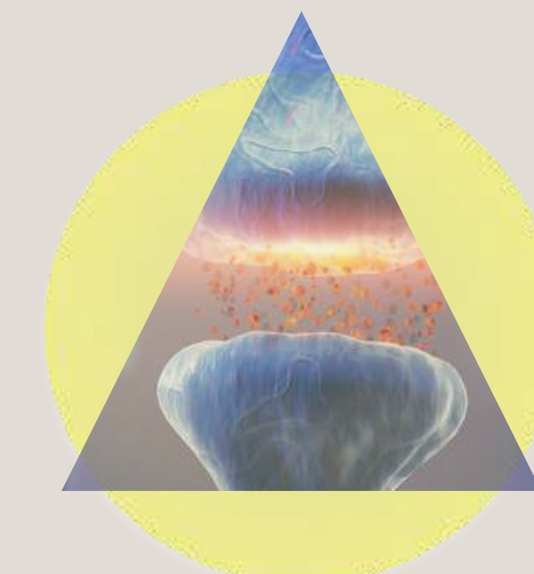
MIND

Exploring mindfulness and attention techniques to enhance mental well-being and focus



SOUL

Embracing techniques to cultivate happiness through inner exploration and self-discovery



GROWTH

Developing a growth mindset and intentional action with the focus on personal development

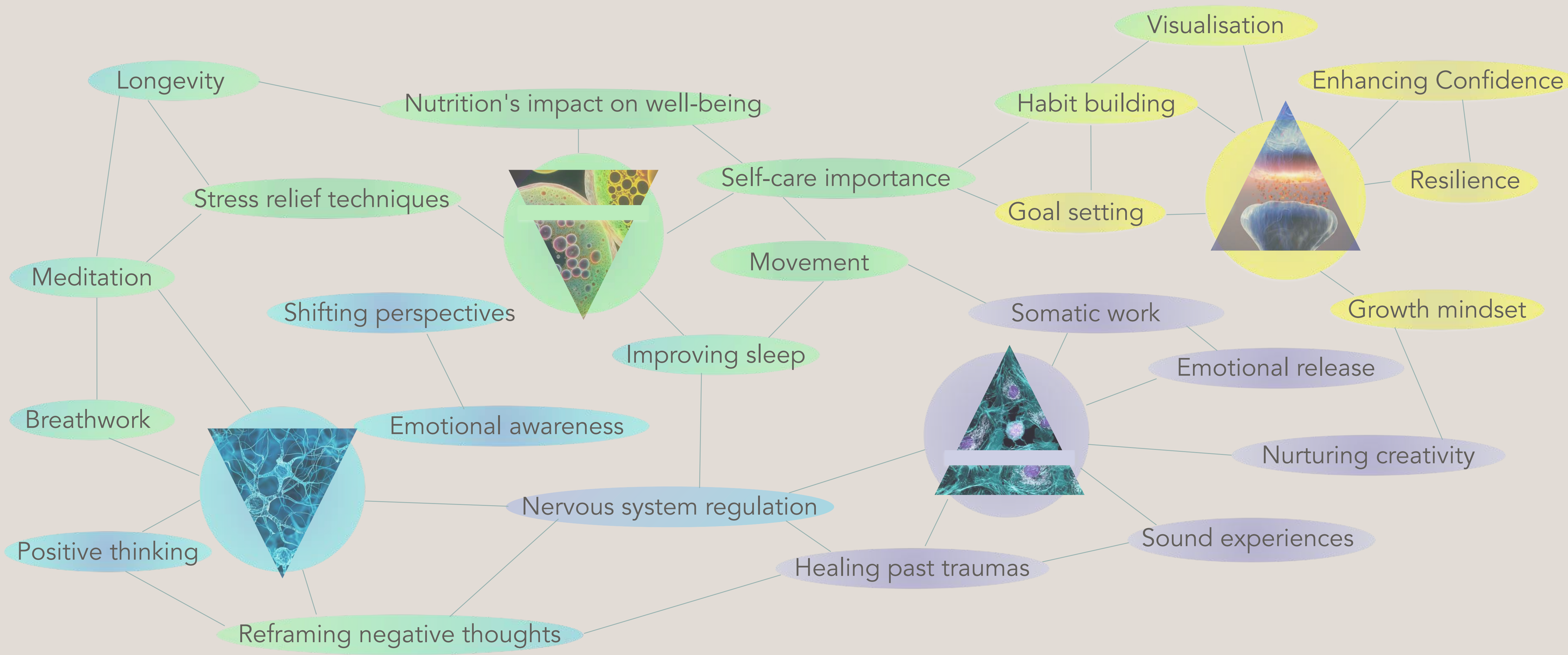
URBAN MINDS *formats*

We offer inspirational sessions and practical tools, crafting dynamic learning experiences through various formats such as **talks, workshops, and 1:1 sessions.**

The different formats will be hosted by a diverse network of professionals including **teachers, coaches, scientists, therapists, and holistic brands.**



URBAN MINDS *the experience*



URBAN MINDS *the environment*

We create a unique environment to relax the nervous system and evoke a retreat-like atmosphere by meticulously crafting stress-free spaces, ensuring a seamless experience that calms the mind and captivates attendees upon entering the venue, using elements such as:

Natural elements

Cozy seating

Soothing sounds

Calming colors

Gentle lighting

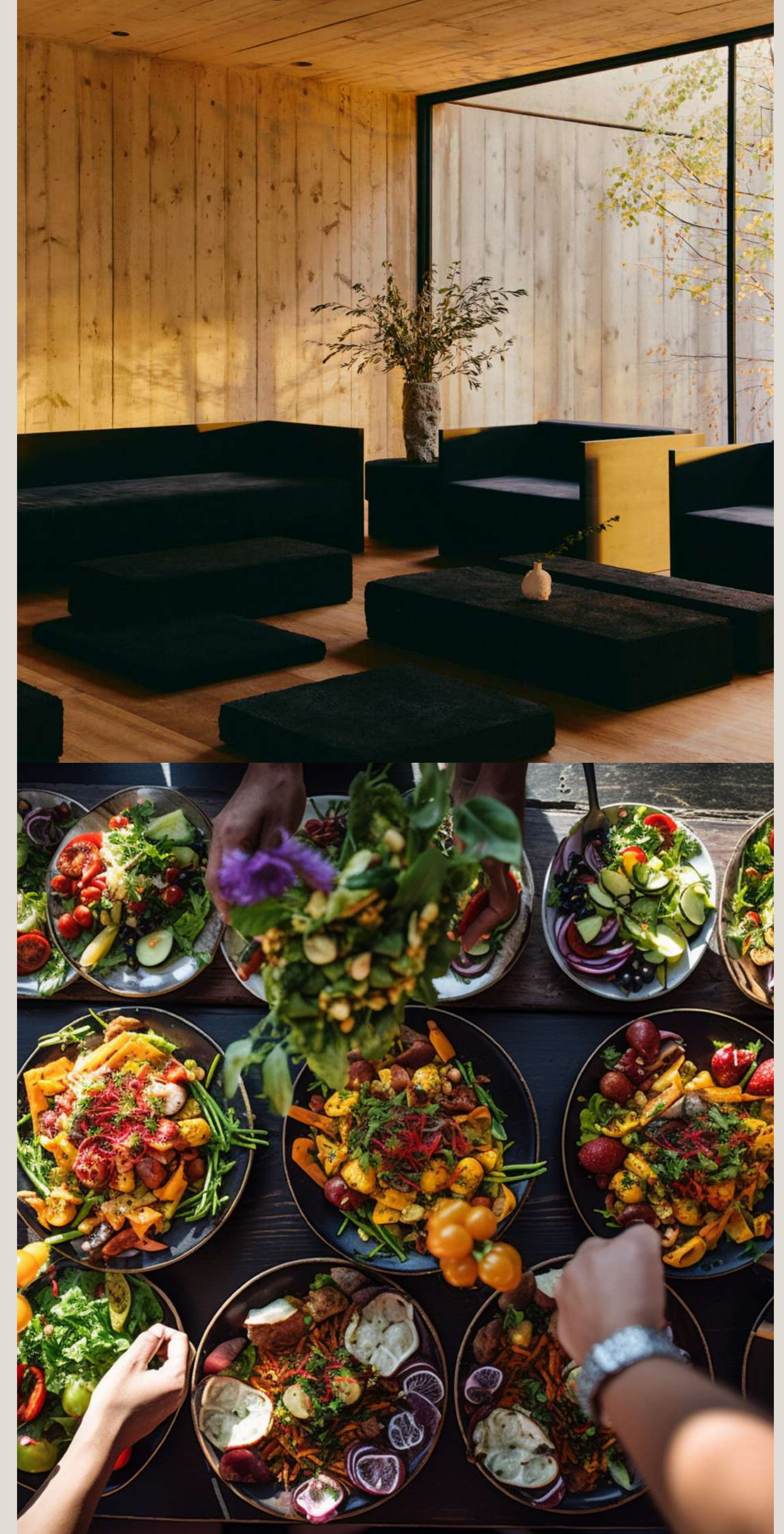
Aromatherapy

Comfortable temperature

Simple wayfinding

Nourishing meals and drinks

Mindful design



The first edition of URBAN MINDS is scheduled for **February 2025 in Berlin**, with plans to expand into a series featuring large-scale **winter editions for 1000+** participants and more intimate summer editions accommodating **30-50 attendees**. Our long-term goal is to cultivate a vibrant community within the city.



URBAN MINDS *support us*

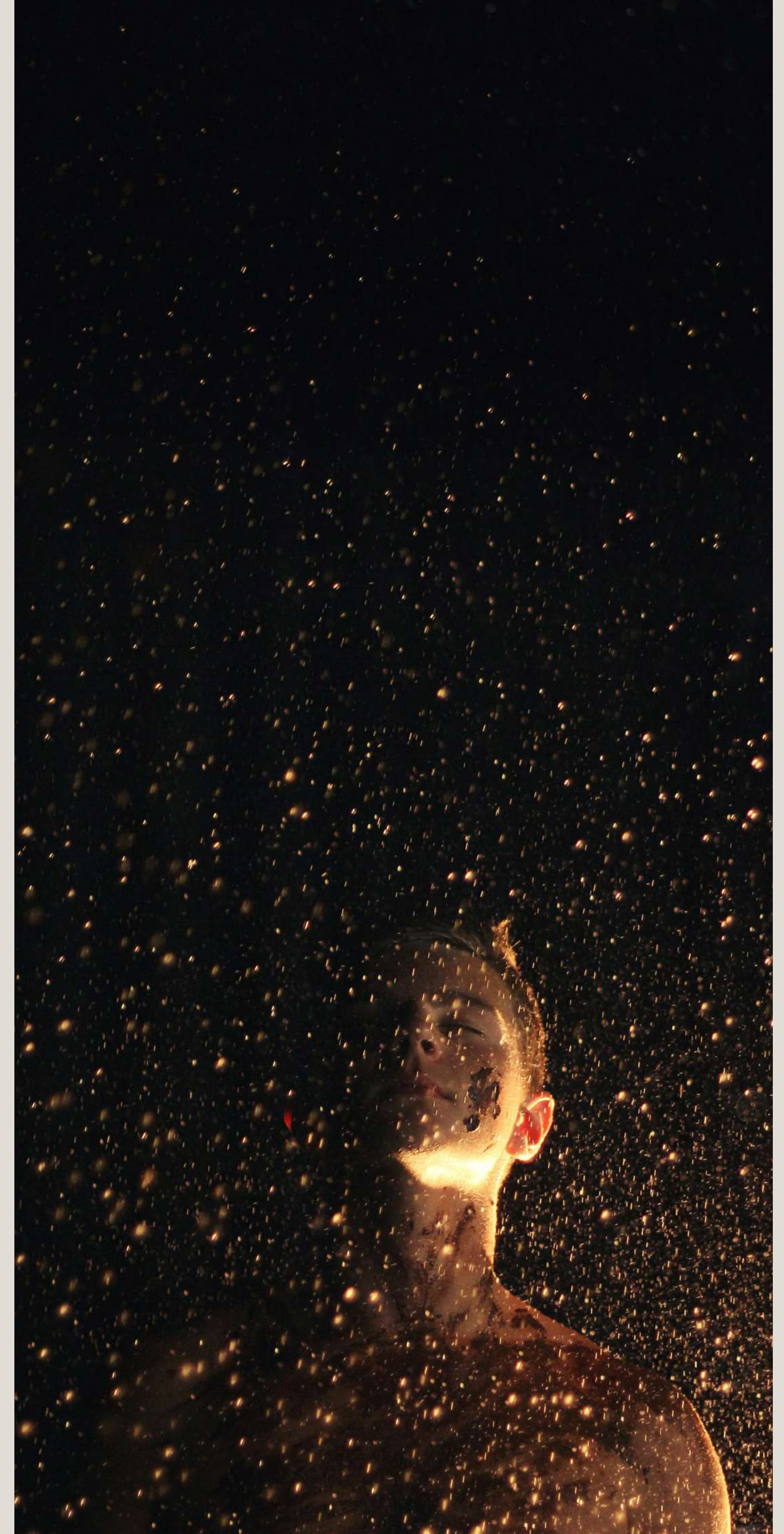
Join us in creating a world where urban living isn't just survivable – **it's thriving.**

We are looking for:

- Funding
- Long-term partnerships
- Sponsors
- Investors
- Business Angels
- Partner venues
- Collaborations

We are offering:

- Brand activation onsite
- Speaking slots
- Product integration
- Branded content
- Target audience demographics
- Impactful mission to improve physical and mental well-being

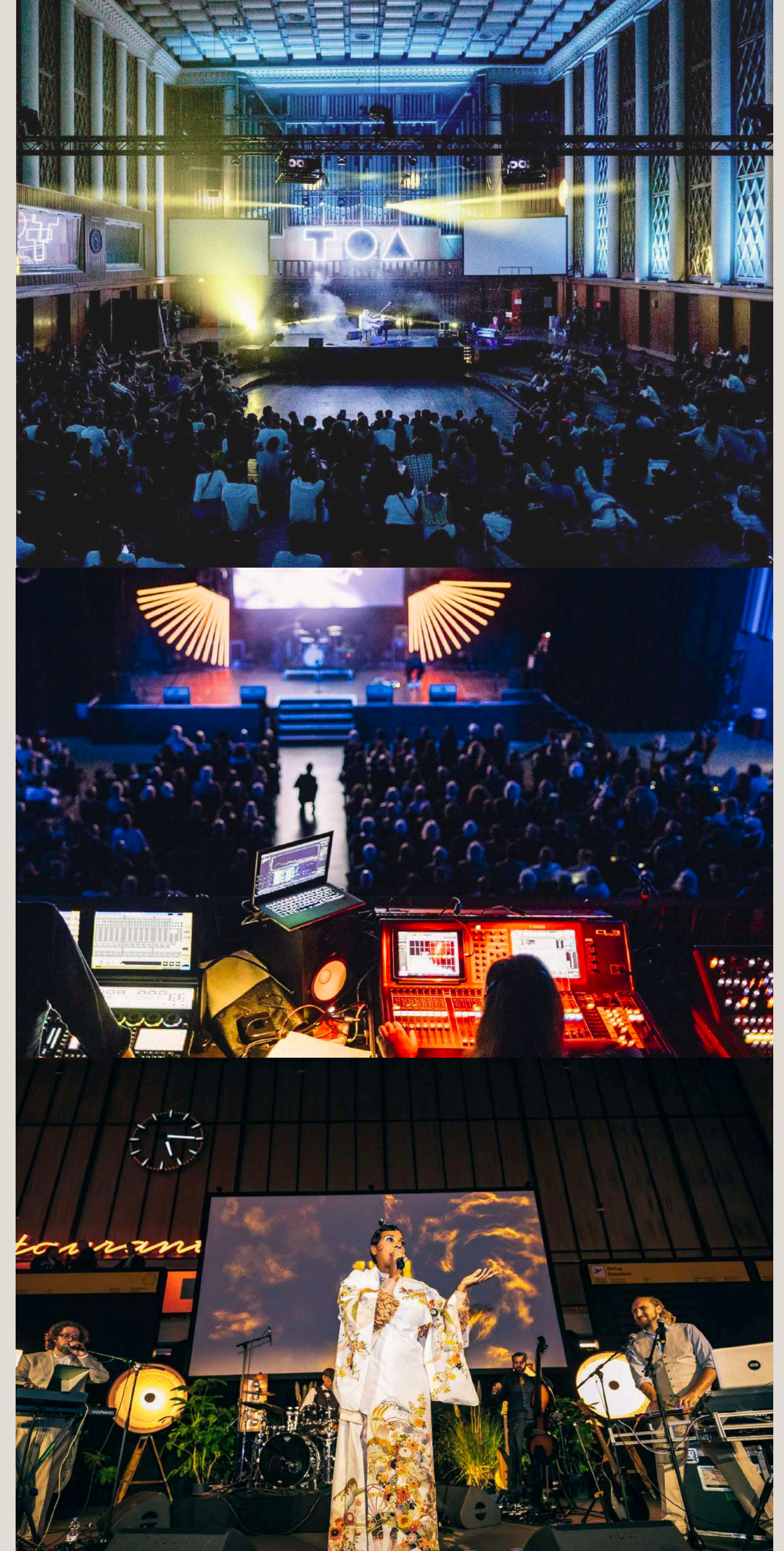


URBAN MINDS *our company*

We are a **creative agency** with a track record of crafting exceptional experiences for a diverse clientele. Based in Berlin, our creative team excels in delivering full-service event solutions. Learn more about us: easypeasymakers.club

Drawing from a shared aspiration for mindfulness and personal growth, our team has conceptualized URBAN MINDS - an **innovative event format** which reflects our dedication to nurturing mindfulness and fostering growth within urban communities.

With your support, we can turn this vision into a tangible reality.



URBAN MINDS *core team*



VERENA LORENZ

Verena, CEO & founder with 15+ years of event production experience, serves as the creative director and founder of URBAN MINDS, utilizing her expertise in major productions and exclusive experiences.



HELEN SCHWERIN

Helen, an event manager with 5+ years of experience and a background in psychology, possesses a creative mindset and a passion for mindfulness techniques and personal growth.



REBECCA MALHERBE

Rebecca, an experienced yoga teacher and holistic wellness advocate with 8+ years of experience, specializes in transformative practices and hosting retreats herself, empowering others on their paths to well-being.



SIMO LORENZ

Simo, a seasoned master of healthy work-life balance with over a decade of expertise in engineering and programming, is passionate about harmonizing productivity and well-being, and thrives in cultivating holistic lifestyles.

thank you

This concept is strictly confidential, and all ideas and suggestions are the intellectual property of WE ARE MAKERS GmbH / Easy Peasy Makers Club.

Permission from WE ARE MAKERS GmbH is required for the dissemination of this concept.



**EASY PEASY
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