

We represent a new nautical venture situated within the picturesque Aquileia & Marano lagoon in the Adriatic Sea, meticulously crafted for couples and small, exclusive groups.

This unique offering seamlessly integrates the allure of local culture, the ecological exploration, the indulgence of local wine and food tasting, and the profound insights of yoga and wellness, culminating in an authentic and sophisticated journey deeply intertwined with the natural environment.

M.A.R.E.

****Marano Aquileia Real Ecoturism***

PROBLEM

**THE CURRENT
OFFERING LACKS
AUTHENTIC
NARRATIVE
ENGAGEMENT**

**INEXISTENT
EXCLUSIVE, AND
UNHURRIED
LUXURY
EXPERIENCE**

**SUSTAINABILITY &
COMMUNITY
CHARTER MISSING**

OPPORTUNITY

**UNESCO WORLD
HERITAGE SITE OF
AQUILEIA: ONE OF
THE LARGEST
CITIES OF THE
ROMAN EMPIRE**

**NATURA 2000
MARANO'S
LAGOON: ONE OF
ITALY'S MOST
IMPORTANT
COASTAL
WETLANDS**

**FVG REGIONAL
DRIVE AND
SUPPORT FOR
MARKETING AND
TOURISM**

**OFF SEASON
ACTIVATION**

CUSTOMER

**MAIN GROUP: 35-65
'SLOW TRAVELER'
COUPLES MID TO
HIGH INCOME -
WELL EDUCATED
FAMILIES**

**(HONEYMOONS,
SPECIAL GIFT, etc.)**



**We will offer a
slow stay
experience,
supported by a
beautiful
agritourism
just a short
distance from
Aquileia's port.**

**The Stay will be delivered through local partner
accommodation rather than owned infrastructure**

PRIVATE eco-luxury lagoon tour for couples and small groups, starting from a coffee to see the largest mosaic floor in the Roman West in Aquileia and moving into the wild calm of the Marano Lagoon.

JOURNEY by reserved boat through canals, reed beds, and traditional Casoni where guests can meet locals, with slow, nature-focused navigation.

IMMERSIVE tailor-made activities like guided birdwatching in protected areas, eco-snorkeling, or SUP as a low-impact way to experience the lagoon ecosystem. We would also offer ultra-special packages like guided underwater archaeology, scuba diving, shipwreck, sea trekking, as well as Adriatic adrenaline on towable inflatable.

RESTORATIVE yoga session at sunrise or sunset, integrated into the landscape for a sense of peace and connection.

CULMINATION in a refined tasting of local seafood and Friulian bio wines, woven into the lagoon-to-table narrative.





We offer a comprehensive range of activities for guests to choose from, including birdwatching, eco-snorkeling, sea trekking on the islands, yoga sessions, premium SUP or towable inflatable rides outside the lagoon, and scuba diving. Each activity is meticulously tailored to guests preferences, ensuring a unique and personalized adventure for each individual, much like our entire experience.

WE'RE ENVIRONMENTAL

- *Hydrogen-assisted propulsion: This technology reduces carbon dioxide emissions, minimizes fumes, and generates less noise, making it ideal for a delicate lagoon ecosystem.*
- *Zero single-use plastic, low-water fixtures, and eco-friendly cleaning products: These measures reduce pollution and alleviate pressure on local water resources.*
- *Active support for marine conservation through NGO partnerships: We collaborate with non-governmental organizations to protect and preserve marine life.*

WE TRUST SOCIAL

- *100% food and wine sourced from small organic producers in Friuli Venezia Giulia: This ensures a steady income for local farmers, fishermen, and micro-wineries throughout the year.*
- *Off-season tours and educational days for schools and residents: These initiatives create stable local employment opportunities and foster a deeper understanding of the lagoon and marine ecosystems.*
- *Inclusive hiring and training of young locals as guides and crew members: This approach provides them with valuable skills, quality employment, and a stronger sense of community attachment to tourism.*

WE LOVE GOVERNANCE

- *A comprehensive ESG charter outlining clear targets for emissions reduction, plastic-free operations, local sourcing, and NGO revenue sharing: This ensures transparency and accountability in our environmental and social practices.*



OUR CORE ? BLUE IT'S A RITUAL

M.A.R.E. creates an emotional connection through belonging: it makes guests feel like they are being let into a hidden, protected world rather than simply booking a boat trip.

Why do people share us?

People would share M.A.R.E. because it is visually elegant, socially signal-worthy, and personally meaningful. Travel sharing is driven by perceived enjoyment, authenticity, uniqueness, emotional connection, and community value, which fits a private lagoon experience with nature, wine, wellness, and conservation.

THEY WOULD POST IT BECAUSE IT LOOKS BEAUTIFUL, BUT THEY WOULD RECOMMEND IT BECAUSE IT FEELS RARE AND INTENTIONAL.

The story behind us?

The lagoon is not just scenery; it is a living, fragile place where calm water, birdlife, local food, and slow movement belong together. M.A.R.E. turns that place into a curated ritual: quiet luxury, ecological respect, and a direct relationship with the territory's people and producers.

The offer becomes compelling because it connects three layers at once: the historical and natural beauty from Aquileia's mosaics to Marano's lagoon, the human story of local sourcing and small producers, and the personal story of the guest seeking a rare, restorative experience.

THE BRAND M.A.R.E. SAYS: "YOU DO NOT HAVE TO CHOOSE BETWEEN PLEASURE AND RESPONSIBILITY!"

M.A.R.E.

represents a Mediterranean blue-economy pilot where low-carbon coastal tourism, local value chains, and marine protection are developed together in the Aquileia-Marano lagoon.



High-margin eco-yachting boutique with clear unit economics

Private eco-yachting experiences sold as all-inclusive packages (~€1.6k average ticket) plus high-margin add-ons.
Target guests: affluent couples and small groups, mainly via 4–5* hotels, wine resorts, and high-end DMCs (relationship-driven B2B2C).

Revenues, Costs & Break-Even

Lower cost base → faster break-even and higher margins so annual operating costs ≈ €70k (leaner crew/ marketing structure and tighter cost control)
Break-even ≈ €70k revenues → ~43 outings/year at ~€1.65k each; Premium Base (95 outings) → ~€156.7k revenues and ~€86.7k EBITDA.

Capex & Capital Efficiency

Moderate capex with strong EBITDA → potential Initial capex unchanged at:
≈ €306k (boat, branding, equipment, working capital)

Partnerships & Scale Logic

Distribution via a small number of strong partners; Pipeline built through selected 4–5* hotels, relais, wine resorts, luxury agriturismo, wedding planners, concierges, and high-end DMCs.
Once proof of concept is achieved in the Aquileia–Marano lagoon, the format can be replicated in other high-value coastal/lagoon destinations.

Risk / Return Snapshot

Clear risk map with concrete mitigation and strong upside.
Main risks: seasonality, weather, partner dependence, and delivering consistently premium experiences; mitigated via advance private bookings, minimum spends, and non-refundable deposits/vouchers.

Upside driven by structural trends (personalized, sustainable, wellness luxury travel) and FVG’s strong blue-economy ecosystem, supporting long-term demand and partnerships.



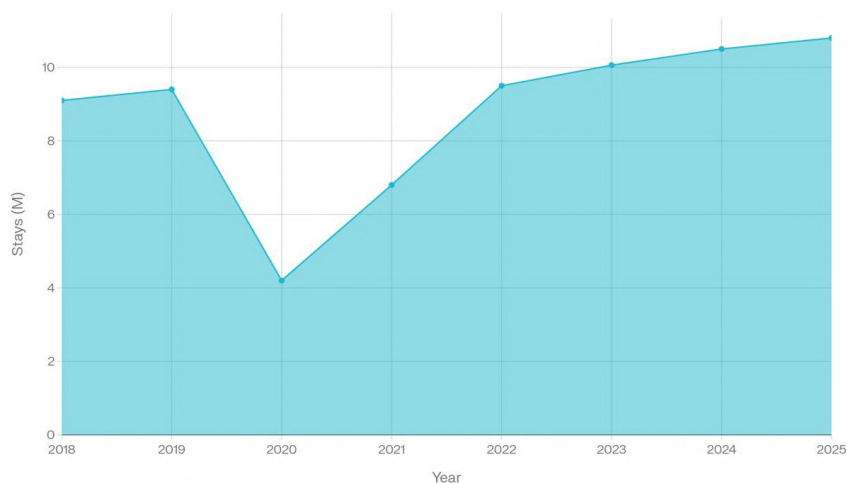
Scenario	Outings / year	Avg ticket (€)	Revenue (€)	EBITDA (€)
Selective	70	1,350	94,500	24,500
Premium Base	95	1,650	156,750	86,750
Premium Growth	120	1,950	234,000	164,000

M.A.R.E. is positioned in Friuli Venezia Giulia, one of Italy's strongest maritime regions, where the sector accounts for 15% of the local economy and is growing through innovation and sustainability. The project fits a market already moving toward experiential tourism, sustainable products, and public support for marina and boating upgrades.

Existing operators focus on low-market, route-based cruises and group tours, leaving a clear premium gap for a small-group, story-driven eco-yachting brand

FVG Tourism Grows to 10M+ Stays (2018–2025)

Source: PromoTurismoFVG / RegioneFVG | +18.7% vs 2018



Why here? Aquileia–Marano lagoon already attracts tourists with calm waters, nature, heritage, and existing boat tours, making it ideal for curated, soft-adventure eco-yachting.

Why now? Luxury travel is shifting toward privacy, personalization, sustainability, and authentic local experiences, exactly what a private eco-lagoon experience can deliver in this region.

Why us? *M.A.R.E.* fills a clear gap between standard lagoon excursions and true premium experiences, combining ESG credibility, local producers, and a strong narrative into a distinctive brand.

Early demand & gap? Existing lagoon cruises and heritage tours prove paying demand, but they are route-led and mid-market; there is room for a higher-price, story-driven, small-group product.

Next 6 months? Secure boat and compliance, line up 8–12 key partners, run a limited 5-product pilot (half-day, sunset, educational, sport, and luxury), gather reviews and pricing feedback, then refine offer for a controlled seasonal launch.

WOULD LOVE TO SEEK CROWDFUNDING SUPPORT: GUIDANCE ON CHOOSING THE RIGHT PLATFORM, REFINING OUR CAMPAIGN STORY AND REWARDS, AND ACTIVATING THE FIRST CIRCLE OF BACKERS FOR [M.A.R.E.](#)

SELECTION GIVES US THE CREDIBILITY AND NETWORK WE NEED TO LAUNCH A SERIOUS CROWDFUNDING CAMPAIGN, NOT JUST A “NICE VIDEO”: EXPERT HELP TO SHAPE THE OFFER, EARLY ANCHOR BACKERS, AND VISIBILITY TOWARDS TRAVELERS AND IMPACT-DRIVEN SUPPORTERS WHO CARE ABOUT SUSTAINABLE, PREMIUM TOURISM

IN THE NEXT 3–6 MONTHS, WE WILL DESIGN THE CAMPAIGN NARRATIVE AND VISUALS, DEFINE CLEAR REWARD TIERS (FROM EARLY-BIRD EXPERIENCES TO “FOUNDING GUEST” PACKAGES), SECURE INITIAL COMMITMENTS FROM LOCAL PARTNERS, AND GO LIVE WITH A TARGETED CROWDFUNDING LAUNCH FOR THE AQUILEIA–MARANO LAGOON



I hope to bring to light the deep, invisible connection that ties us all together, and I'd love to share it with the world through my new venture.

***“All the images you saw in the presentation come
from my beloved land, a place I hold dear with
quiet gratitude”***

G.C.

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