



# ASHA

ALCHEMY SCHOOL OF HEALING ARTS

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# OUR VISION

We are at a pivotal moment in history

Now is the time for change

Alchemy School of Healing Arts will lead and provide the world with a scaleable blueprint for a new, sustainable way to live through regeneration, education, business, art, and healing

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## The “why”

ASHA is an idea whose time has come - and Anthony and Amy are committed to restoring hope in the human heart. Working together, we are dedicated to creating a positive and inspiring example for the troubled world we live in.

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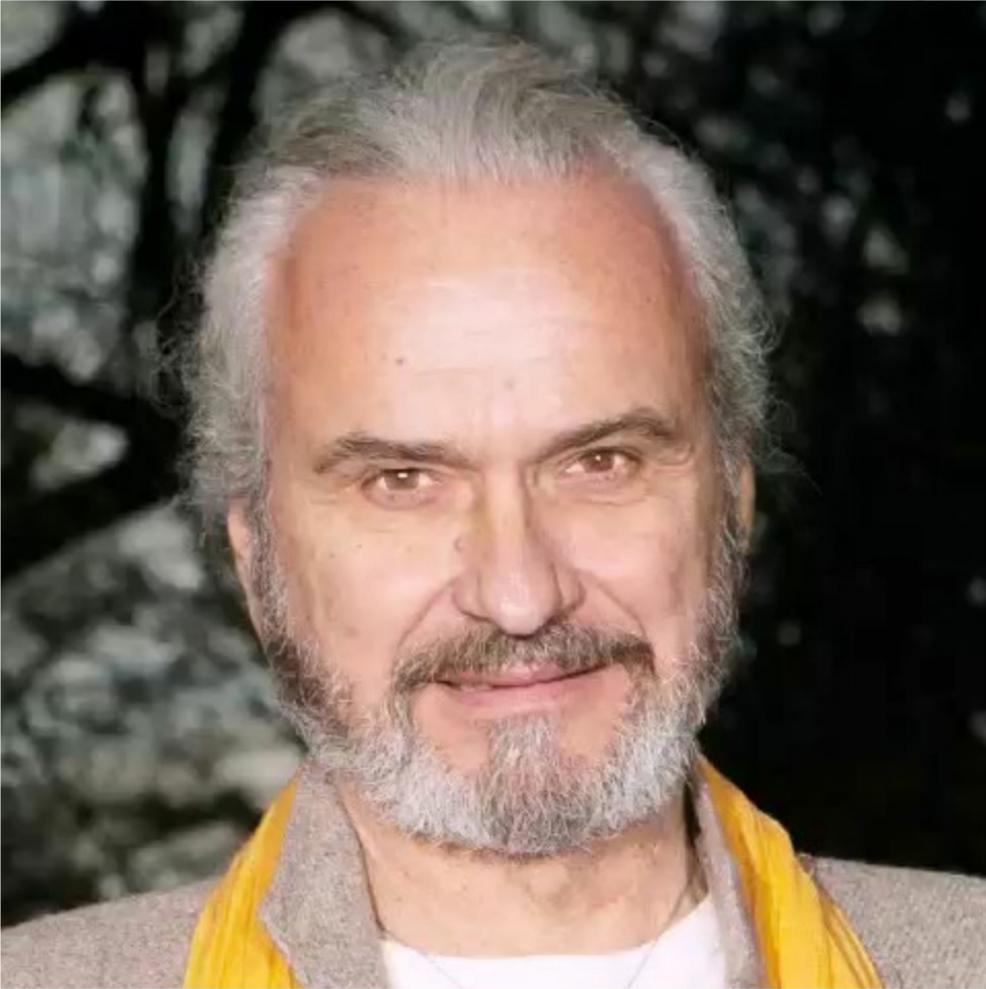
# Anthony Abbagnano

FOUNDER

No stranger to cutting-edge conscious businesses, Anthony has founded Alchemy Bali, The Ark Retreat Center, Community of Healing, and The Alchemy of Breath Academy, Anthony has also been a significant investor in several purpose businesses in Asia and Europe

Anthony has held the vision of ASHA for over 30 years, scouting the globe for the perfect starting place for a landbased school to serve his Alchemy of Breath Academy of over 50,000 members.

Although he's been a part of building many communities, ASHA is his third regeneration project after achieving much success in Tuscany in the '90's, and in Bali over the last 10 years.



# Amy Rachelle, ND

FOUNDER

Amy is a naturopath specializing in food as medicine - detoxing mind, body, and soul - specific to turbulent times. She's also a long-time teacher and intuitive with a significant international following.

Creating healing communities has been her central focus for the past 20 years, and she's carried a vision of ASHA since childhood. For the past 10 years she's had a retreat business in Bali, teaching with popular food and fasting trainings.

In Bali, Anthony and Amy founded The Ark, their first retreat center.

Amy is also a writer, singer, songwriter, and performer. Along with spearheading ASHA with Anthony, and heading her govegan.community, she's writing a musical about transforming the sex, drug's, & rock n'roll lifestyle - into a path for change and enlightenment - in apocalyptic times.



holistic  
**Nu—De**  
nutrition & detox school

 **The Ark**  
RETREATS • UBUD

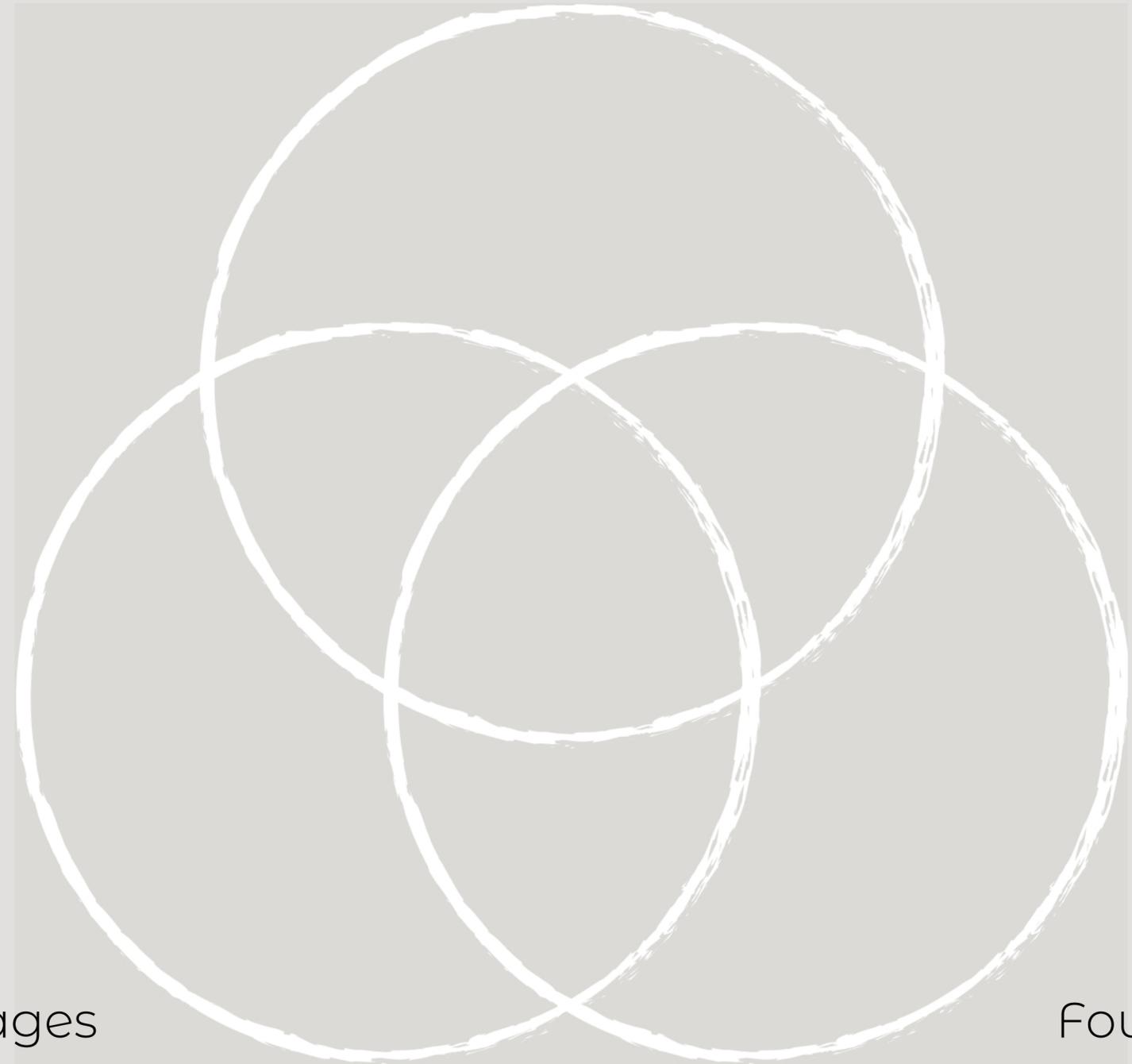
**GoVegan!**  
with Amy Rachelle, ND

# The ASHA Vision

A scaleable blue-print for land-based communities that work in synergy with ASHA global and the ASHA foundation.

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ASHA global



Villages

Foundation



ASHA global ...

...mirrors the ASHA village. It builds global community, provides education, information, and support for building ASHA land-based communities around the world.



ASHA Foundation ...

...provides investment for local and global regeneration, including “Virtuous Circle” businesses committed to creating an example of how enterprise can have a positive impact with minimal footprint.



ASHA Villages ...

...are sustainable and replicable land-based communities, including a central campus for healing and creative arts. Asha Villages collaborate with the ASHA Foundation to provide “give back’ programs to the local areas..

# ASHA 4 Pillars



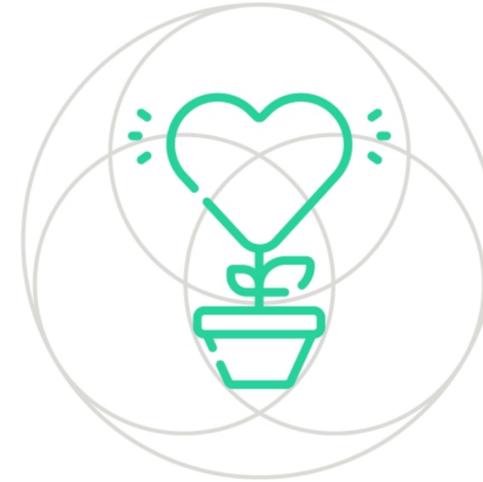
## **Community**

Our response to the call from our online community - a grounded vision of co-creativity.



## **Education & Art**

A voice and vehicle for new thought leaders. A 'Life University' and online platform for cutting-edge artists creating new culture.



## **Rejuvenation**

The rebirth of forgotten or abandoned towns and villages, harmonising latest tech and local wisdom.



## **Virtuous Circle**

ustainable and scalable, fostering a healthy new economy, and finances new initiatives to support community, and rebuilt old villages.

**Creating A Better World & Way To Live**



# Our Italian Pilot Project

an antidote for troubled times  
.....

Our first land-based model, created for  
duplication and scalability, features:

- ⊕ a healing art campus  
(education, integration,  
regeneration)
- ⊕ community center
- ⊕ art & new culture creation
- ⊕ theatre & music
- ⊕ retreats & workshops
- ⊕ restaurant
- ⊕ production studio
- ⊕ permaculture



## Sustainability

World class teachers and thought leaders, new currency systems, permaculture, food as medicine



## Leadership Program

Start-up coaching, innovator and accelerator programs for community and members



## Holistic Education

Village & ASHA global retreats, workshops, and seminars



## Creative, Visual & Healing Arts

Theatre, dance, music, painting, sculpture, photography and more



## Elder Mentorship

Restoring connection between generations, passing on a legacy of hope



## Children's school

Modern educational systems to prepare better leaders for a better world

# Local & Cultural Integration

ASHA integrates evolving social structures with ancient wisdom, leading by example and innovation with:

- Give back programs
- Intergation incentives
- Learning from village elders
- Listening to the locals

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REPLICABLE MODEL



BRING THE YOUNG HOME



BUSINESS INNOVATION



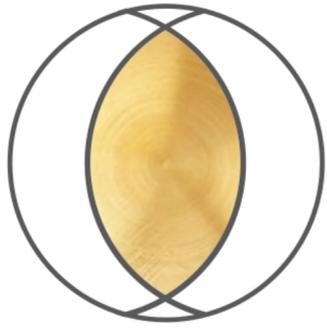
LAND REGENERATION



JOB CREATION

## CASE STUDY 1 - Conscious Business

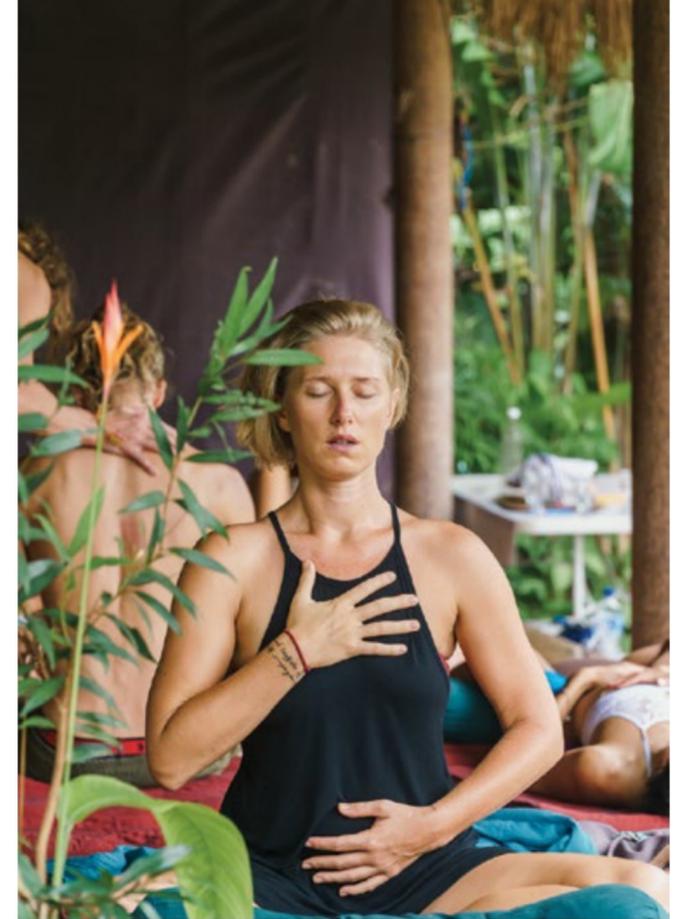
# Alchemy of Breath Academy



Founded in 2012, Alchemy of Breath is now the world's largest community of breathers.

Our growing movement of over 1 million people is the foundation for Alchemy School of Healing Arts in Italy.

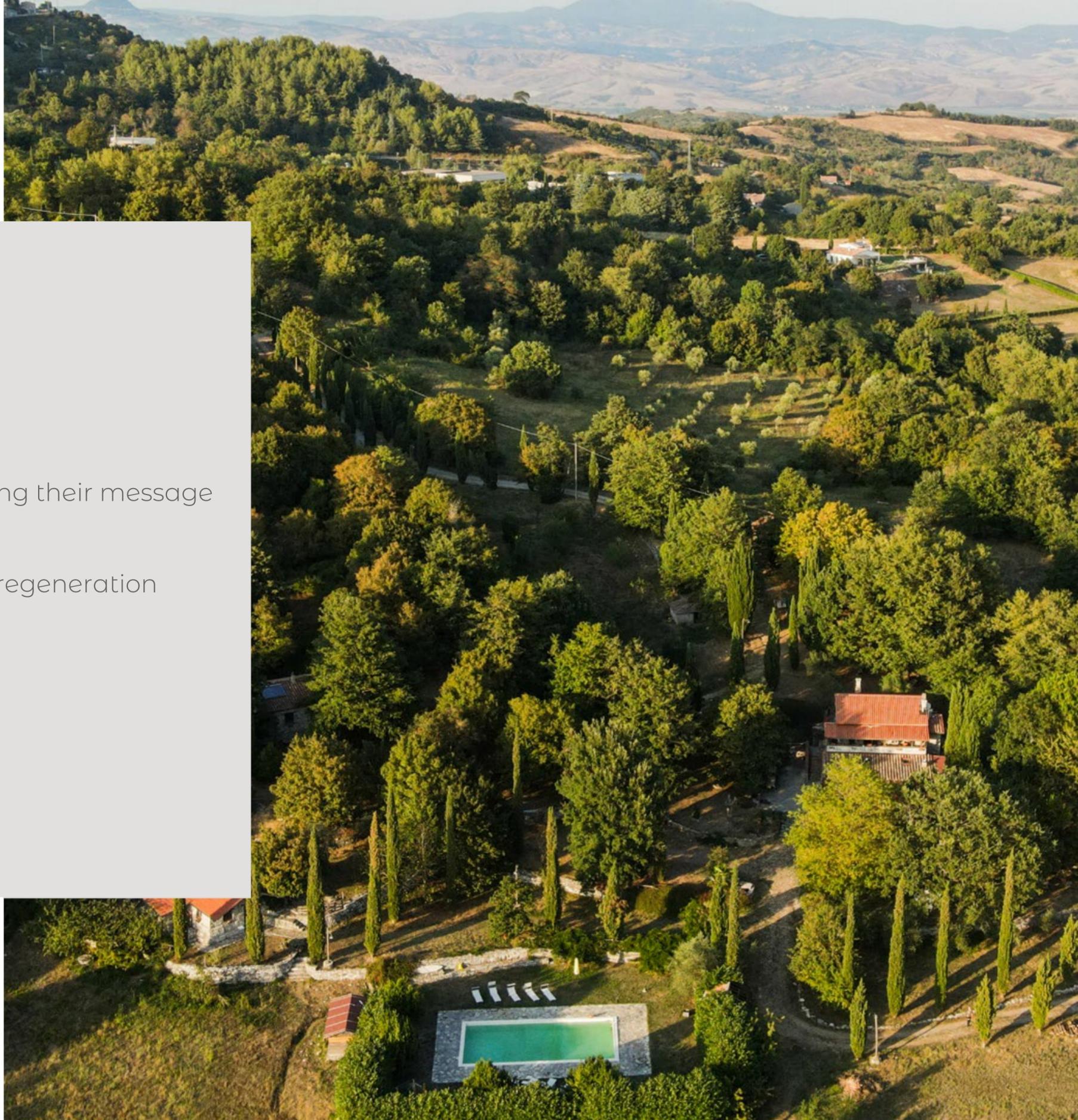
With over 200 new graduates every year and our massive online outreach, the AoB team introduces the benefits of Breathwork to over 500,000 annually.



# ASHA.global

## A purpose-driven platform

- ④ To promote new-thought leaders and change makers and bring their message to the world.
- ④ To provide education, support, and resources for renewal and regeneration
- ④ To build global community
- ④ To use the power of community to influence change ([avaaz.org](http://avaaz.org), [change.org](http://change.org))



## CASE STUDY 2 - Location



## Ubud, Bali

In the past ten years, Ubud has become:

- A world leader in wellness
- The largest yoga community in the world
- A thriving Nomad Oasis
- A global holistic community

Anthony and Amy were formative in Ubud's fame as one of the world's most sought after holistic tourism destinations.

The regeneration of Penestanan, (a formerly neglected suburb) was a significant part of the process, which began with the creation of Anthony's and Amy's retreat centre, The Ark, and his Alchemy restaurant.

Winning international acclaim and attracting new businesses to the area, another town centre was created and the local economy thrived. Anthony went on to found or invest in several other initiatives in the area.

Amy's food and fasting retreats, which initiated a surge of health related restaurants and enterprises.

We have chosen some aspects of the

Ubud model for ASHA, such as:

- the promotion of sacred tourism
- easy to get around by foot
- a natural culture and way of life
- an oasis for digital nomads
- integration with local culture
- international and eclectic
- affordable
- world class teaching academy
- supportive like-minded community

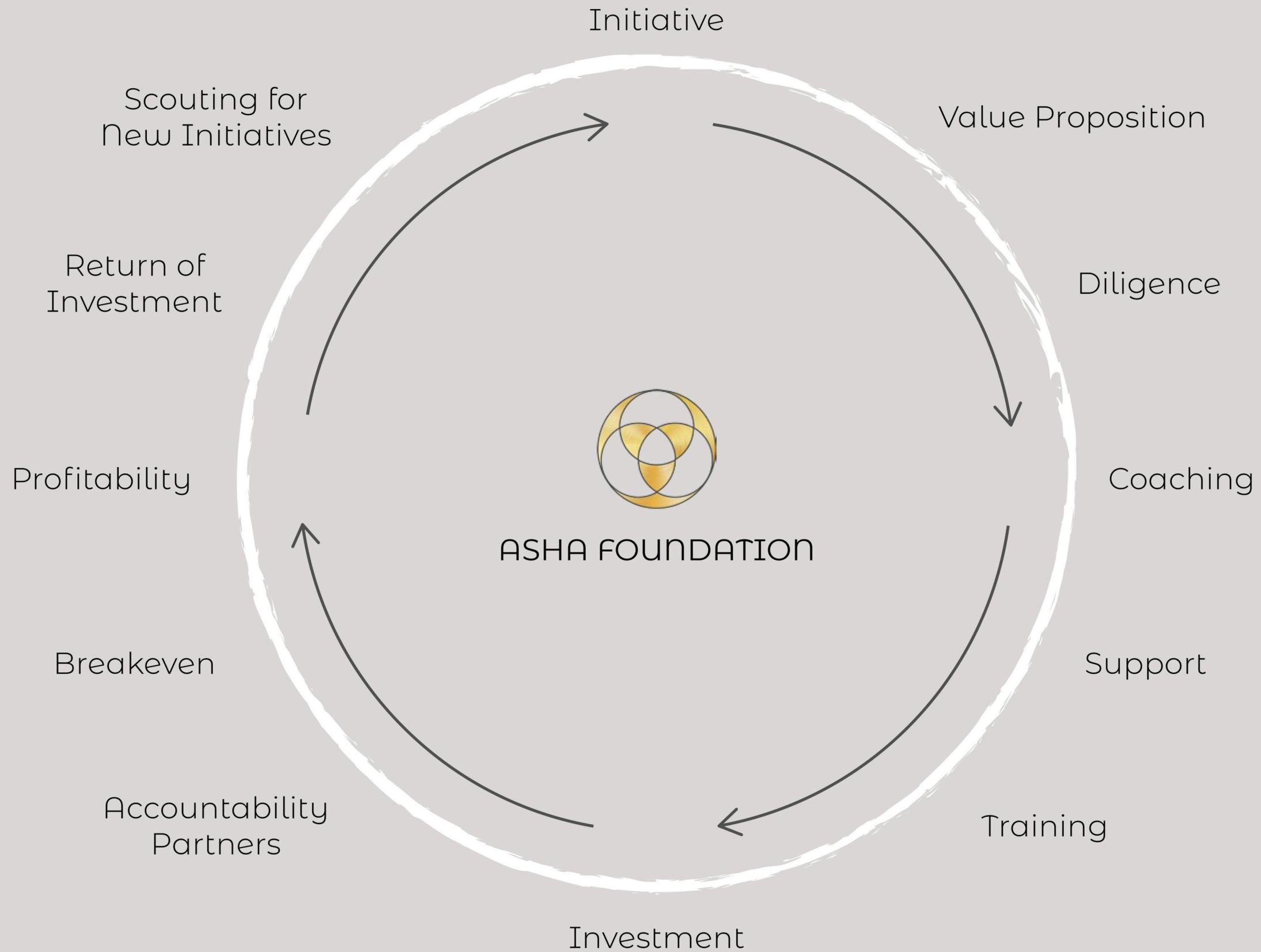
# ASHA Foundation

## Non-profit initiatives to build a new economy

- 🌐 Integration of new thought with local wisdom
- 🌐 Investment for ethical initiatives
- 🌐 The bridge between cultures
- 🌐 Regeneration of local area
- 🌐 Give-Back programs

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# ASHA 6 Principles

## ASHA Village Initiatives

Fab-lab, Light Industry,  
Nomad Oasis, Retreat  
/ Community Centre &  
Campus



## Non - Profit

Social support systems,  
circle of elders and wisdom  
keepers

## Business Model

ASHA Foundation invests  
in new business initiatives,  
both online and onland



## Reinvestment

Investment and loans to  
promote “Virtuous Circle”  
initiatives. “Give Back”  
programs to local area



## ASHA.global

Innovation, incubation  
and accelerator programs,  
online learning programs for  
facilitators, affiliate graduate  
programs



## Sustainable Growth

Self generated growth,  
reinvestment, virtuous circle  
of money and energy, nothing  
taken that cannot be  
returned

# Community at our core

A growing movement of people committed to creating change for a better world. Our strength is in numbers.

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 Listening & Learning

 Self - Responsibility

 Self Growth

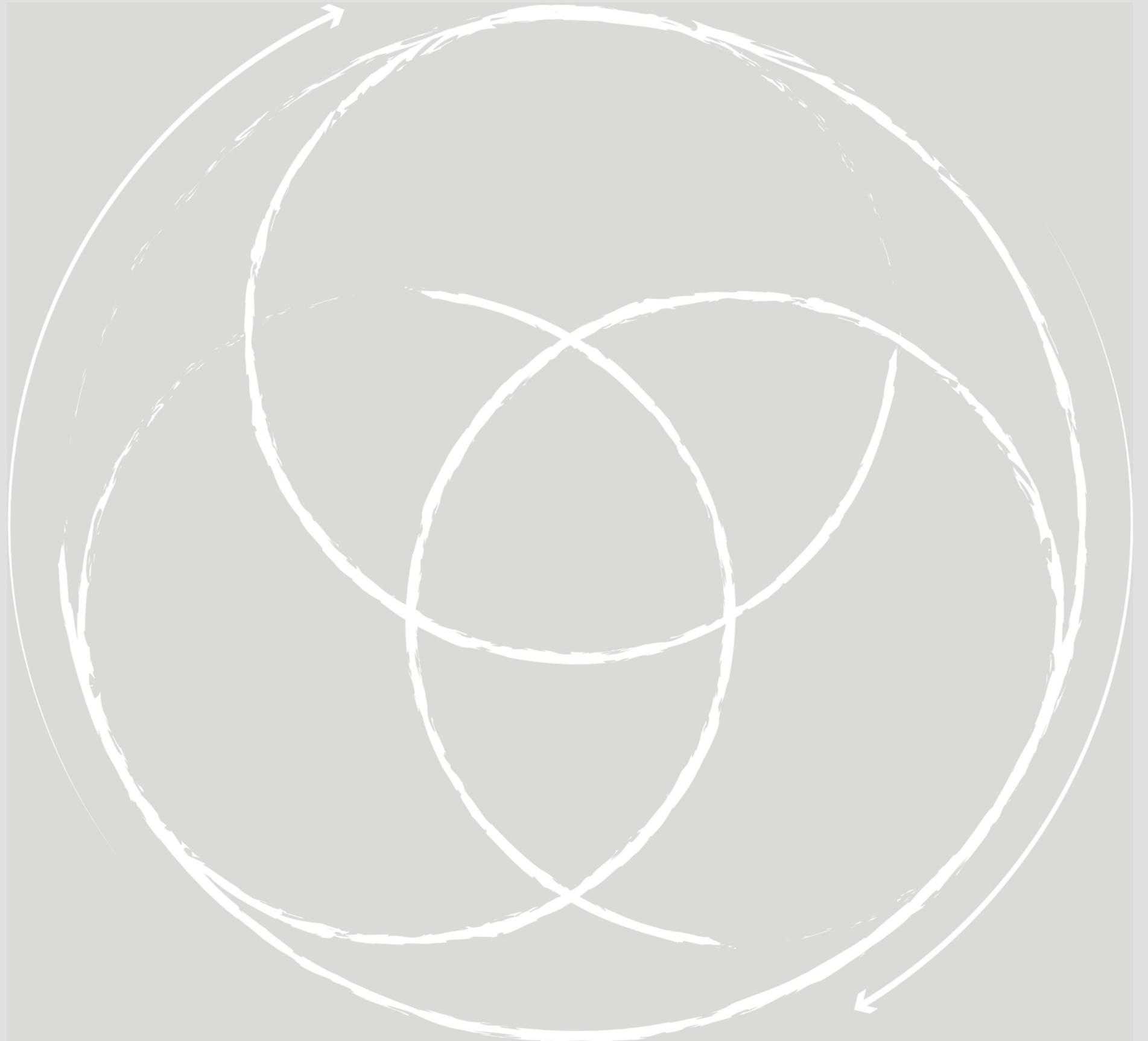
 Healing

 Give Back

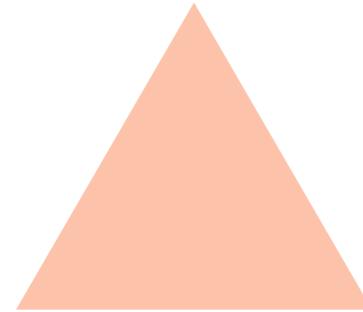
# ASHA Virtuous Circle

- self-sustaining
- scalable model
- whole cost' awareness
- inter-supporting entities
- unique combination

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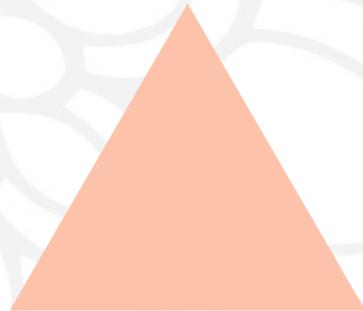


# ELDERS



## **Governance**

(Both Gender)



## **Asset Land**

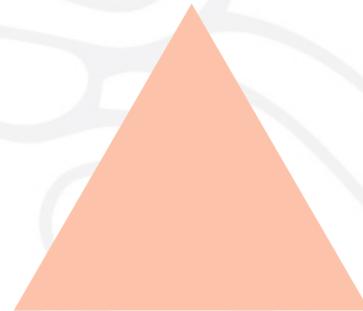
### **Management**

Permaculture

Water Management

Energy Conservation

Regeneration



## **Operations**

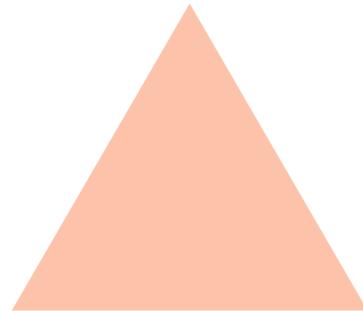
Programming

Curriculum

Faculty Relations

Bookings

Onboarding



## **Property**

### **Development**

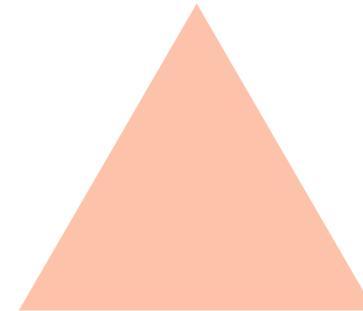
Reservations / Building

Furnishing / Int..

Design

Client Liaison

Italian Liaison



## **Business**

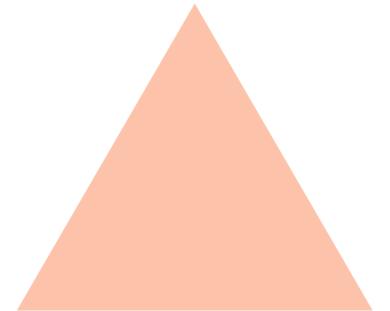
### **Development**

See

Foundation

Virtuous

Circle



## **Marketing**

### **P.R. / Outreach**

Ambassadors

Social Media

# Road Map



## Step 1

First ASHA location acquired. PHASE 1 clean up June - September 2020



## Step 3

Soft Launch: April 15, 2021



## Step 5

Foundation launches



## Step 2

Permaculture, Business Planning, Preparing for Opening



## Step 4

Launch ASHA festival, Summer 2021  
Capitalizing on summer market as a school and retreat center



## Step 6

Building permanent structures  
Winter 2021 at ASHA, and ASHA neighborhood



*“Never doubt that a small group of thoughtful,  
committed, citizens can change the world.  
Indeed, it is the only thing that ever has.”*

**Margaret Mead**

# How to get involved

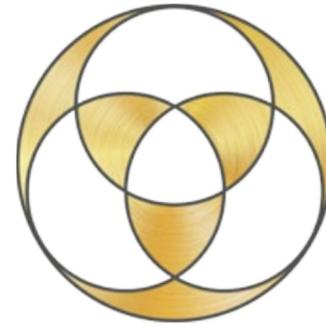
Like to be a part of the magic and transform the world together with ASHA? Join us

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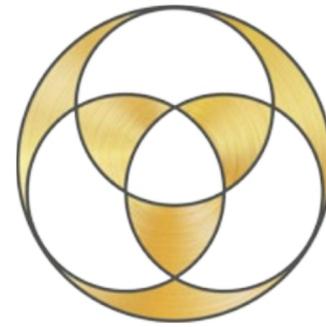
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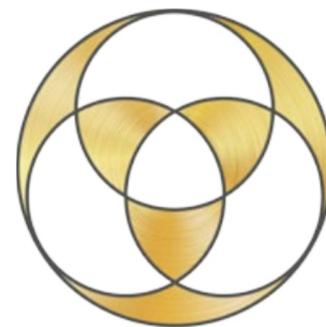
## Engaged Advisor

Do you have a burning desire to share your expertise? From better business to advising on high finance and more, drop us a line with how you're inspired to help!



## Board Members

Our dedicated team of members advise ASHA ongoing, and support us through thick and thin. Interested in becoming a member? We'd love to hear from you



## ASHA Foundation Support

Would you like to support ASHA with financial donations? Support the Virtuous Cycle that funds local business initiatives, and a new alternative economy



We believe that together we can change the world,  
and make it safe, sustainable and beautiful for generations to come.

You may say I'm a dreamer  
But I'm not the only one  
I hope some day you'll join us  
And the world will be as one

It's an old message, needed now more than ever. In Sanskrit, ASHA means  
hope. We believe  
ASHA is hope for humanity in these troubled times. Together we are stronger.  
Join us.



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