



Sky Cave Retreats

2021-12-21

www.SkyCaveRetreats.com

Winter Solstice

BUSINESS PLAN BRIEF

Confidential

December 21, 2022

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Confidentiality Statement

This Confidential Business Proposal has been prepared by the management of **Living Lore, LLC** (the “Company” or “Sky Cave Retreats”) with the assistance of its advisors, for the purpose of obtaining the financing required to fund its operations and the execution of its sales and marketing strategy as described further herein. This Business Proposal and the supporting documents in the Appendix have been prepared for the purpose of educating and assisting the recipient in deciding whether to proceed with further investigation of an Investment.

All inquiries and requests for additional information should be directed to **Scott Berman, via email to: info@skycaveretreats.com**.

By acceptance hereof, each recipient agrees that it will not copy, reproduce, or distribute to others this Business Proposal and/or the supporting documents in the Appendix in whole or in part, without the prior written consent of the Company unless expressly permitted in a Confidentiality Agreement delivered by the recipient to **Scott Berman** and that, consistent with the terms of such agreement, it will keep confidential all information contained herein not already public and will use this Business Proposal and Appendix only for the purpose set forth below.

This Business Proposal and Appendix has been prepared for the purpose of providing prospective investors with general financial and other information concerning the Company. This Summary is being furnished to gauge the recipient’s interest in investing in the Company and by itself does not constitute an offer to sell or a solicitation of offers to buy securities of the Company. All information presented in this submission with respect to the existing business and historical operating results of the Company and estimates and projections as to future operations are based on material prepared by the Company and its management. Although the information contained herein is believed to be complete and accurate, the Company expressly disclaims any and all liability for representations, express or implied, contained in, or for omissions from, this Business Proposal and/or supporting documents in the Appendix. If and when authorized by the Company, prospective investors will be allowed to conduct a due diligence review of the Company’s operations and financial condition, including discussions with senior management of the Company. Prospective investors will be required to rely only upon such review in making an investment decision regarding the Company.

The Company reserves the right to require the return of this Business Proposal and supporting documents.

Table of Contents

| | |
|---|----|
| EXECUTIVE SUMMARY | 3 |
| The competition | 4 |
| Marketing activities | 4 |
| Revenue streams | 4 |
| Expenses & Ask | 4 |
| Our Financial Ask | 4 |
| Team and key roles | 4 |
| Milestones | 4 |
| THE OPPORTUNITY | 4 |
| A PROBLEM / OUR SOLUTION | 5 |
| CURRENT MARKET | 5 |
| OUR OPPORTUNITY | 5 |
| OUR TARGET MARKET | 6 |
| MOST IDENTIFIABLE DEMOGRAPHIC | 6 |
| OUR COMPETITOR LANDSCAPE | 7 |
| WHAT MAKES US UNIQUELY QUALIFIED | 8 |
| A NOTE FROM THE FOUNDERS: | 8 |
| OUR BUSINESS MODEL | 9 |
| OUR VISION FOR THE FUTURE | 9 |
| OUR MARKETING STRATEGY AND PLAN | 10 |
| STRATEGY OVERVIEW | 10 |
| ACCOUNT BASED MARKETING PLAN | 11 |
| OUR SALES STRATEGY AND PLAN | 12 |
| STRATEGY OVERVIEW | 12 |
| DISTILLATION PHASE (YEAR 1) | 12 |
| REPLICATION PHASE (YEAR 2) | 12 |
| SCALING PHASE (YEAR 3+) | 13 |
| LONG RANGE SALES PLAN | 13 |
| FINANCIAL PLAN | 15 |
| REVENUE AND OPERATIONAL COSTS | 15 |
| CURRENT SOURCES OF FUNDS | 16 |
| OUR FINANCIAL ASK | 16 |
| OUR USE OF FUNDS | 16 |
| OUR MILESTONES AND KEY PERFORMANCE INDICATORS | 17 |
| WHO WE ARE | 18 |
| APPENDIX of Items Available on Request | 20 |

EXECUTIVE SUMMARY

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| <p>Identity</p> <p>Sky Cave Retreats creates sanctuaries for people to experience the medicine of total darkness for days at a time, enfolded in the quietude and purity of the wild.</p> | <p>Problem / Need</p> <p>Life in the 21st Century is filled with information overwhelm, over-scheduling; real, remembered, and imagined trauma; post-traumatic stress; bad news; disconnection; lack of kindness or civility.</p> |
| <p>Our solution</p> <p>Sky Cave Retreats provides retreats in total darkness, in a wilderness setting, nestled in the Cascade-Siskiyou National Monument, near the town of Ashland, in the state of Oregon, U.S.A. People with both clinically diagnosed conditions and traumas, as well as no perceived previous existing circumstances, have experienced profound transformations and healings as they rest, relax and deeply return to trust in the uniquely safe and supportive container of darkness therapy.</p> <p>Our retreatants have the opportunity to receive assistance and guidance from our experienced dark retreat practitioners, enhancing their encounter.</p> | <p>Target market</p> <p>The target audience is individuals and small groups aspiring to deepen into true nature. People with clinically diagnosed PTSD, depression, anxiety disorders, sexual abuse, and a full range of childhood and lifetime trauma, as well as those committed to an open exploration of self, have experienced profound transformations, as they benefit deeply from the uniquely safe and supportive container of darkness therapy.</p> <p>The most identifiable demographic and socioeconomic aspects of existing customers are women (>60%), ages 30-50, active on social media, some experience with yoga and meditation, and sufficient discretionary income or credit to afford the nightly rates, transportation, and retreat time.</p> |
| <p>The competition</p> <p>Although there is no direct competition, several niche markets exist, with companies of all sizes. Large companies include yoga retreats, floatation tanks, sleep center franchises, meditation retreat centers, Zen centers, off-grid retreats, National Parks, etc. Smaller companies offer non-dark opportunities in the region, such as . Jackson Wellsprings, Hidden Springs, naturist centers, and ranch retreats.</p> | <p>Marketing activities</p> <p>Sky Cave Retreats will communicate with prospective customers through the existing website; an email newsletter; targeted Google, Facebook, and other ads; social media; online outreach; traditional media coverage from news outlets, authors, publishers, and influencers; celebrity endorsements; various podcasts; and word-of-mouth referrals.</p> |

| | |
|---|--|
| <p>Revenue streams</p> <p>Sky Cave Retreats has several revenue streams including:</p> <p>\$918K projected gross 2024 revenue from retreats</p> <p>\$566K projected 2024 net (EBITDA)</p> <p>We also envision building additional cabins to host retreatants who wish to stay longer both before and after their dark immersion, and a priority rate for accelerated scheduling.</p> | <p>Expenses & Ask</p> <p>\$352K in expenses per year, beginning in 2024, which includes:</p> <ul style="list-style-type: none"> • \$19,000/month for labor • \$ 6,500/month for food & supplies • \$ 3,400/month capital reserve <p>Our Financial Ask</p> <p>Sky Cave Retreats seeks additional investment of approximately USD\$1.5MM in the form of equity investment, secured or unsecured loans, loan guarantees, or other creative financing.</p> |
| <p>Team and key roles</p> <p>Currently, the founding team members are Scott Berman, Jill Berman, and Adrienne Riding.. As revenue and profits increase, Sky Cave Retreats will add employees to cover social media, online marketing, construction, onsite support, and global expansion.</p> | <p>Milestones</p> <p>As business grows, Sky Cave Retreats will</p> <ul style="list-style-type: none"> • advertise in target markets • add 1 east coast USA location in 2024 or 2025 • add an additional 2 locations, in the U.S.A. and possibly Europe, in 2025 or 2026 • realize additional serendipitous opportunities as they emerge. |

THE OPPORTUNITY

A PROBLEM / OUR SOLUTION

Life in the 21st Century is filled with information overwhelm, over-scheduling; real, remembered, and imagined trauma from childhood and subsequent events; post-traumatic stress; bad news; depression, anxiety disorders, sexual abuse, disconnection; lack of kindness; and a general lack of civility.

Since starting in 2020, we have served and assisted over 300 retreatants for stays of 4-5 days up to 40 days at a time. We have grown from 1 to 3 retreat caves with Annual Gross Revenue over \$200,000. As of December 2022, we are booked for the next 17 months, with a list of 400 applicants, who await possible cancellations, to schedule earlier than March of 2024. We seek USD\$1.5MM in capital, to build 7 more cave facilities, septic, well pump and well house, upgrade existing 4,000 sq ft metal building into a beautiful stone lodge with spa and kitchen on the adjacent 360 acres owned by the existing LLCs which are exclusively owned by Scott and Jill.

People with clinically diagnosed conditions and traumas have experienced profound transformations as they rest, relax and deeply return to trust in the uniquely safe and supportive container of darkness therapy nestled in the wilderness here.

Many others come simply to reset, have a digital detox and allow their nervous system to relax, while others are drawn, with deep curiosity, to explore their inner world, free from all external distractions, and open to their true nature with the support and reflection of the dark.

CURRENT MARKET

In this post pandemic world individuals, organizations, and companies, are investing in mental health and wellness retreats. The global wellness tourism market was USD\$793 billion in 2020 and is projected to grow to [USD\\$1.7 trillion by 2030](#). There is no comparable facility in the U.S.A. as of December of 2022.

OUR OPPORTUNITY

Sky Cave Retreats creates sanctuaries for people to experience the profound medicine of total darkness for days at a time, enfolded in the quietude and purity of the wild. Darkness retreats potentially represent the birth of a new healing modality and spiritual tradition, rooted in direct experience that is free of formal teaching or teacher without any cultural or spiritual overlays. Darkness therapy speaks to a wide

audience, because there is no identifiable tradition, just direct experience, not colored by belief or culture. This isn't just another teacher or teaching. Sky Cave Retreats presents an opportunity centered, led, and initiated by each individual.

OUR TARGET MARKET

Sky Cave Retreats' target audience is individuals and small groups desiring to feel complete and whole, relaxed and at home in themselves through the simplicity of resting in the dark. The target market ranges from people with clinically diagnosed PTSD, depression, anxiety disorders, sexual abuse, and a full range of childhood and lifetime traumas, who have experienced profound transformations as they deeply benefit from the uniquely safe and supportive container of darkness therapy, to the general health and wellness crowd, spiritual seekers, advanced and beginner meditation practitioners, city yoga goers, plant medicine enthusiasts, new age spirituality, people simply seeking a "digital detox," people just looking for an alternative healing modality (without any specific spiritual overtones). Many people come simply to reset and allow their nervous system to relax, while others are drawn, with deep curiosity, to explore their inner world and go through "digital detox," free from all external distractions, and rest in their true nature with the support and reflection of the dark. Experienced meditators love the remote silence, the darkness, and the inspiration of re-emerging from the darkness into a pristine wilderness area. Contrary to what most people think, people with little to no experience in meditation and contemplation are even more likely to have profoundly transformative experiences in the darkness, silence, and comfort of a Sky Cave Retreat.

MOST IDENTIFIABLE DEMOGRAPHIC

Currently, our most common clients' identifiable demographic and socioeconomic aspects are women, ages 30-50, active on social media, some experience with yoga, meditation and/or plant medicine, and sufficient discretionary income or credit to afford the nightly rate. Discussions have begun, for planning and development of an additional location on the East Coast of the U.S.A., as well as possible franchises or affiliated centers in Europe and other locations.

OUR COMPETITOR LANDSCAPE

Although there are no comparable facilities, a fuller business plan is under development, to include a broader analysis of several niche markets, with companies of all sizes. Large companies will include Vipassana retreat centers, yoga retreat centers, floatation tanks, sleep center franchises, meditation retreat centers, Zen centers, off-grid retreats, National Parks, etc. The fuller business plan will list some smaller companies, locations, traditions, etc. e.g. regional facilities like Jackson Wellsprings, Hidden Springs, naturist centers, urban facilities in the Czech Republic, a darkness meditation center in Guatemala, etc.

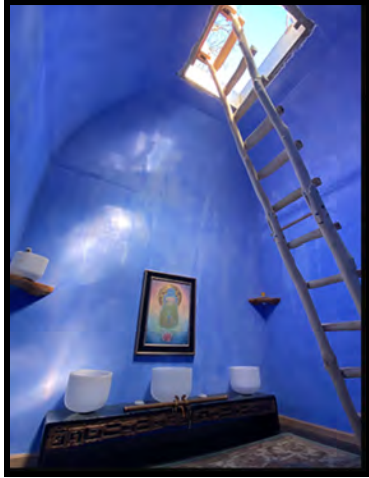
Based on preliminary market analysis and observation of the global wellness market, Vipassana, floatation tank communities, increasing interest in alternative therapies like psilocybin therapy, along with youth rites of passages as examples, we estimate that once sufficient facilities exist, there is potential to inspire a darkness therapy market in the range of 1,000 people per month, leading to a \$75MM/year industry (1,000 people x 25 cave nights x \$250/night x 12 months = \$75MM/year or more).

In a December 2022 search of YouTube for “Darkness Therapy,” 13 of the top 14 results were for videos featuring experiences at Sky Cave Retreats. Some of these videos had in excess of 1.4MM views. Similar posts on Instagram have views in the hundreds of thousands.



WHAT MAKES US UNIQUELY QUALIFIED

A NOTE FROM THE FOUNDERS:

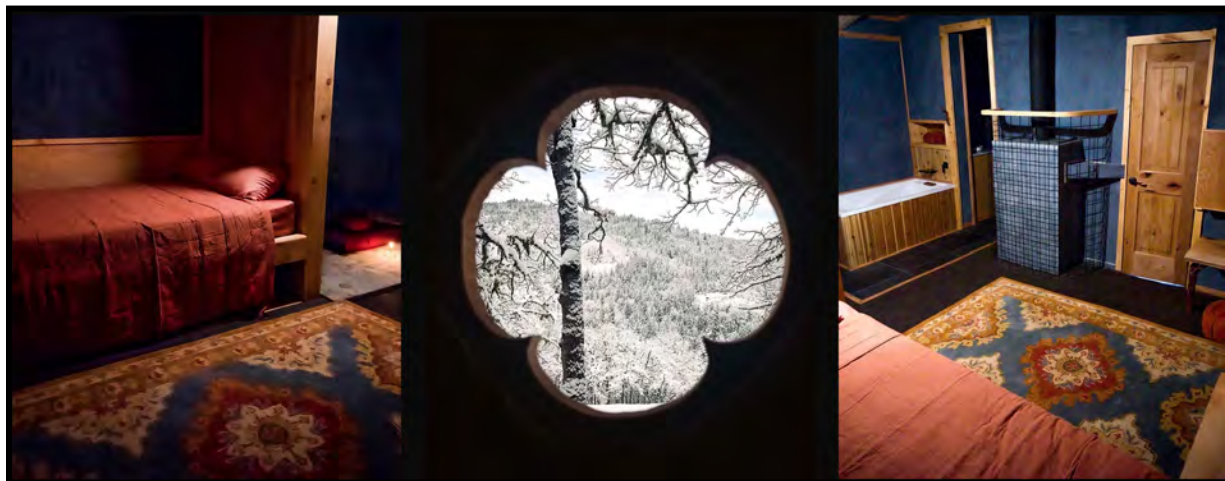


For almost a decade, the founders retreated in complete solitude into the remote wilderness in Mount Shasta, California and Southern Baja, Mexico. From that, a deep desire was born to create a sanctuary for both themselves and other sincere and self-initiated practitioners. Now, enfolded in the quietude and purity of the wild, we are able to offer this.

We also have a strong passion for land stewardship, natural building, organic gardening, raising our wild children, and a life immersed in nature's beauty, simplicity and majesty.

We feel fortunate that we have the opportunity to fuse many of our different passions together – offering these earth-bermed dark retreats, enfolded in the wilderness, while serving retreatants organic food from our seasonal gardens.

To date – we have supported and facilitated 300 plus dark retreatants spanning over three years..



OUR BUSINESS MODEL

Sky Cave Retreats has several existing and proposed revenue streams including:

- Nightly fees for visits to Sky Caves (usually 4 - 10 nights billed nightly, like a hotel)
 - In 2024, we will begin testing “preferred/VIP pricing” to provide accelerated reservation scheduling and additional services
 - Annual Subscription service for returning guests
- Hourly in-person, pre- and post- retreat therapy sessions
 - Cranio-Sacral therapy
 - Somatic therapy
- Additional nights before and after, in non-dark retreat cabins (2024)
- Online, subscription- and membership-based pre- and post-darkness communities and activities (2024)
- Online sales of recipe books and branded lifestyle materials (2025?)
- Other innovative revenue streams to be identified in late 2024.

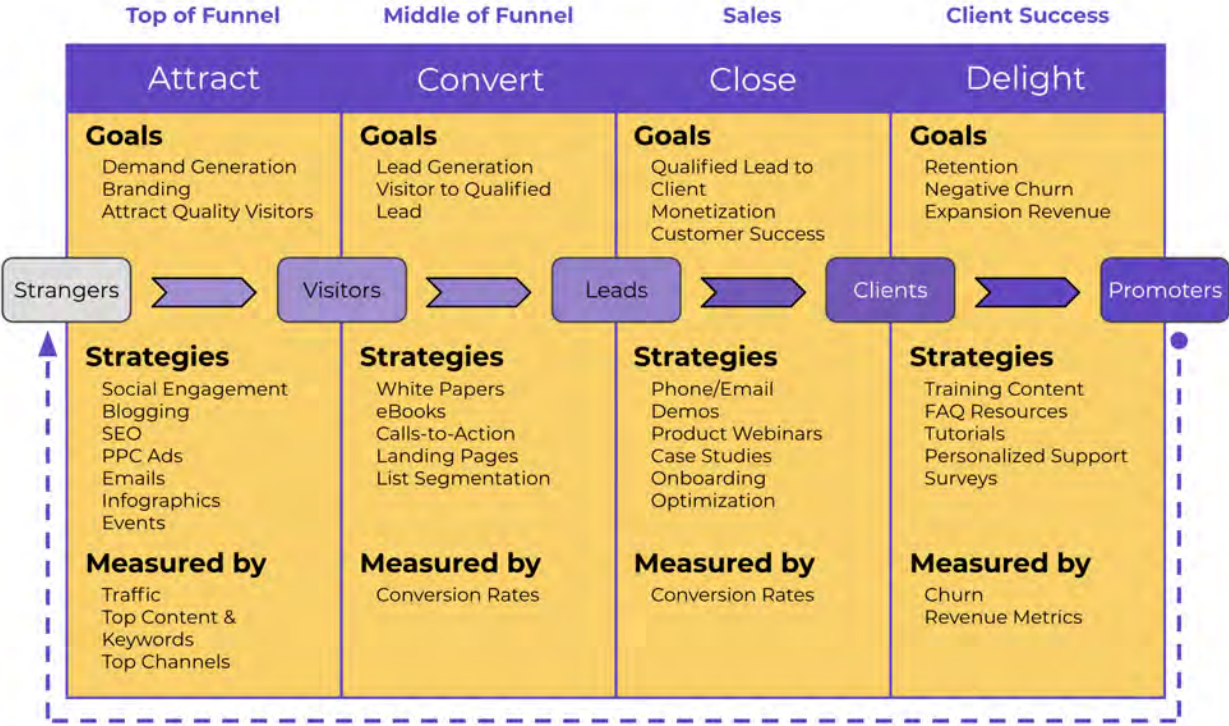
OUR VISION FOR THE FUTURE

We also envision building additional cabins to host retreatants who wish to stay longer both before and after their dark immersion. As mentioned in the section above, titled “Our Serviceable Market,” conversations are underway regarding potential future franchises or affiliated centers, an additional location on the East Coast of the United States, as well as other prospective locations in the U.S.A. and other continents, as well as further development of virtual and local communities of those who have completed or who are planning darkness therapy retreats.

OUR MARKETING STRATEGY AND PLAN

The marketing strategy's primary goal is to generate leads from our target markets to support business development and sales objectives. We will take the lead on our direction and resource network to build powerful and lasting customer relationships.

STRATEGY OVERVIEW



The process above illustrates the client journey through our lead funnel. Top-and middle-funnel processes are managed by marketing. We will direct the efforts to increase brand exposure and build brand equity through inbound and outbound marketing efforts in both traditional and digital mediums. Marketing will support our sales efforts by identifying and preparing promotional content and materials, such as white papers, presentations, webinars, microsites, ads and publications. The sales team assumes responsibility for the lead phase, engaging in phone calls, emails, demos and webinars. Finally, our client success team ensures that clients realize the promised benefits while providing product feedback to our development team.

ACCOUNT BASED MARKETING PLAN

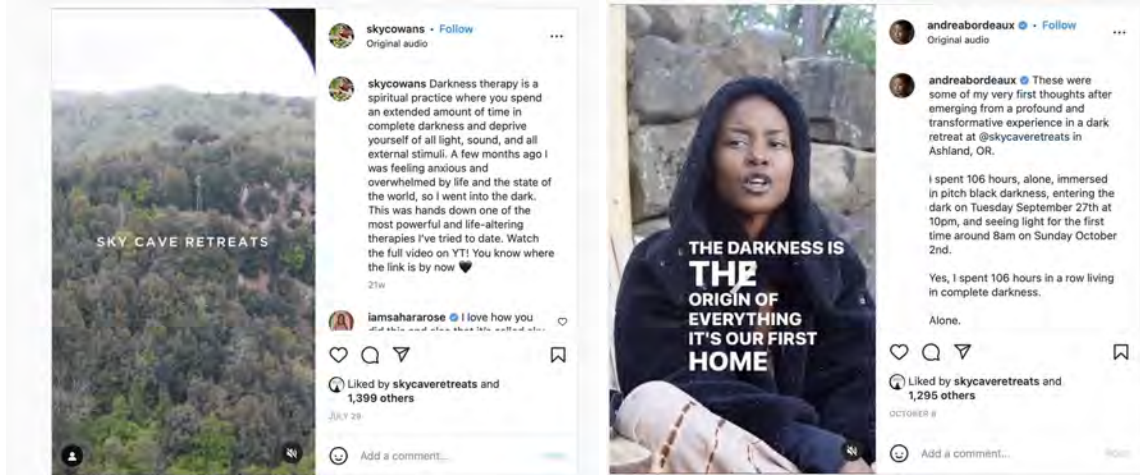
80/20 Goal to a targeted market of key decision makers at potential client influencers and potential companies

- 80% continue to develop a targeted opt-in database of key social media influencers and key decision makers on select platforms by driving traffic to our website.
 - influencers
 - celebrity endorsements
 - word-of-mouth referrals
 - existing website
 - personal emails in response to inquiries
 - subscriber email newsletter

- 20% to develop 'brand awareness' to begin to develop market buzz
 - targeted Google, Facebook, and other ads
 - additional social media; online outreach
 - traditional media coverage from news outlets, authors, publishers

To supplement the successful online/social media marketing, we will use a combination of print (and online print) media that targets our potential customers and decision makers through [yoga](#) magazines, [meditation/mindfulness](#) magazines; business magazines and online business magazines, such as. INC., WIRED, Entrepreneur Magazine, Bloomberg, Businessweek, GOLF Magazine, etc.; and airline in-flight magazines; as well as online media, e.g. Facebook, Instagram, LinkedIn, and banner ads to deliver our message to drive traffic to our website, to build our opt-in email database. In the future we will present at trade shows to drive qualified leads to our sales team.

We have captured some of this proposed marketing communication through influencers and Trending hash tags #skycaveretreats #darknesstherapy. Some of the Instagram influencers include [Hannah Heden Fitness](#), [Sky Cowans](#), [AlignPodcast](#), [Andrea Bordeaux](#), and YouTubers [Yes Theory](#), and [Sky Life](#)



OUR SALES STRATEGY AND PLAN

Sales will be driven by leads provided via our marketing plan and converted to paid clients. We will oversee the most important sales activities of the business. Our sales playbook analyzes target markets and use cases that are best to sell to individuals/influencers refining the messaging, pricing, feature-set and sales motion. We will operate by this playbook to scale the sales for our business.

STRATEGY OVERVIEW

Selling our dark cave retreats to consumers requires a high-touch inside sales force. Our goal is to develop a repeatable, scalable and profitable growth model on which to expand and maintain our customer base. We have structured this into three phases, roughly aligned with the first three years of business.

DISTILLATION PHASE (YEAR 1)

This is an intense period of leveraging existing relationships and digital influencers to secure initial clients, dive deep into use-cases and prove our pricing model. We will capture client testimonials of their dark cave experience to validate our hypotheses and refine our service offerings to accommodate important use cases. By the end of this phase, we will have identified our Ideal Client Persona (ICP), which will guide our sales and marketing efforts.

REPLICATION PHASE (YEAR 2)

The insight gained from the Distillation Phase enables us to create our sales playbook, by which our growing sales will operate. Our goal is to prove our sales

strategy is stable and repeatable. A repeatable sales process must be established before scaling. This also allows us to focus on managing the most important operational tasks. During this time our we will be refining darkness therapy training and service knowledge to ensure clients have a great experience.

The sales process:

- a. Prospective guests inquire via the following approach methods
 - Website contact form
 - Email
 - Phone
 - Comments sections on social media platforms
- a. Staff members reply via email or phone
- b. Staff members answer questions and provide additional information
- c. Guests book reservations at the first compatible date(s)
- d. Guests pay 50% deposit to secure their reservation via Venmo or PayPal
- e. Balance of payment is due 1 week prior to the scheduled visit.

These processes add expense to our Customer Acquisition Cost (CAC), but are offset by our high customer Lifetime Value (LTV). Making our sales process profitable is the final test of the Replication Phase.

SCALING PHASE (YEAR 3+)

We are ready to scale our caves to 7 and its services. We expect to hire staff to assist in cave maintenance, wellness services, and administrative support.

LONG RANGE SALES PLAN

Our long range sales plan is as follows.

1. In addition to existing successful practices, also target small companies and youth groups that can send groups of 5-to-9 people at a time, to book group retreats and possibly larger programs for combined groups, cycling through with some participants in the darkness and others creating context, preparing, integrating, and processing their experiences.
2. Average Cave Wait time: Based on informal surveys of existing customers in 2021-22, the ideal wait time for travel planning is 1-4 months. As of December of 2022, the wait time is over 17 months. As the expansion to 9 active caves approaches in Q4 of 2023, additional planning will be devoted to calculating how many more facilities will be required to meet the rapidly-expanding demand.
3. How we will approach our Customer Relationships:

- a. Current customer relationships are managed through direct email and phone contacts from staff, with Scott Berman as the personal contact for all attendees.
- b. Conventional Marketing:
 - i. Increase brand awareness
 - 1. Speak on panels
 - 2. Trade magazines
 - o Outreach to journalists and reporters
 - 3. Trade shows
 - 4. Focus on attracting high-profile, celebrity-status individuals who will function as influencers and brand ambassadors
 - 5. Ads on LinkedIn as well as other defined places that our research shows stakeholders frequent
 - 6. Strategic email campaign
 - 7. Outbound calling
 - 8. Appearances on podcasts, vlogs
 - o Generate podcasts
 - 9. Attendance and participation at yoga, meditation, mindfulness, and other related conferences and events.
 - 10. Outreach to small companies and groups
 - ii. Utilize the A/B testing darkness therapy and services along with our research data
 - 1. Analyze customer interest level
 - 2. Analyze customer experience
 - 3. Analyze customer Q&A sessions
 - 4. Develop list of Commonly Asked Questions

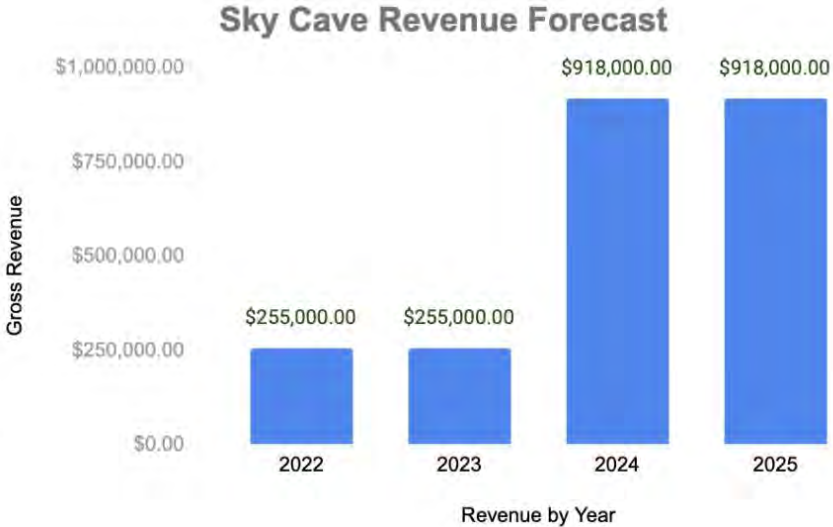
FINANCIAL PLAN

REVENUE AND OPERATIONAL COSTS

Forecast

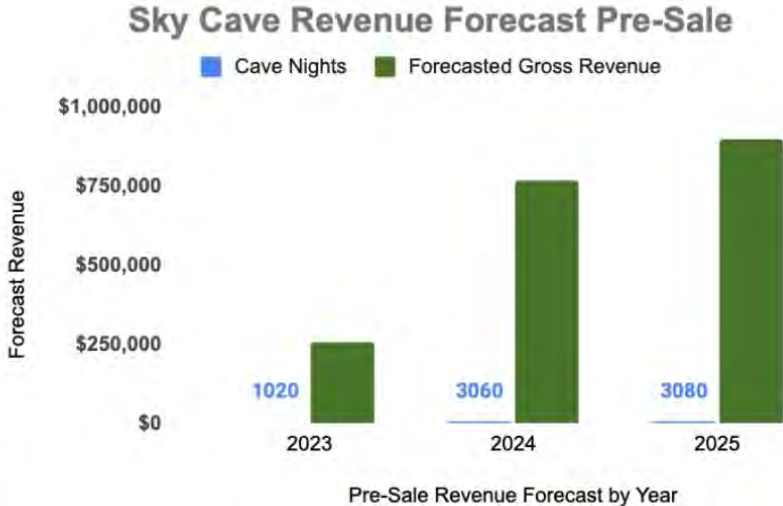
- *\$918k projected annual gross revenue from retreats beginning in 2024 (including additional revenue from new cabins and surround services)*
- *\$566k projected annual net before interest, taxes, depreciation & amortization.*

| | |
|---------------------------------|-------------------------------|
| | 9 Caves (retire 1 in 2024) |
| Venture Capital: \$1,500,000 | 7 Add'l Caves |
| Founder Capital: \$1,800,000 | 3 Caves |



As of December of 2022, Sky Cave Retreats has received deposited bookings through July of 2024 (17 months out). In addition, there is a waiting list of over 400 contacts, who have asked to accelerate their booking dates if anyone cancels.

| | |
|---------------------------------|-------------------------------|
| | 9 Caves (retire 1 in 2024) |
| Venture Capital: \$1,500,000 | 7 Add'l Caves |
| Founder Capital: \$1,800,000 | 1st 3 Caves |



CURRENT SOURCES OF FUNDS

The founders have invested over USD\$2MM to acquire approximately 400+ acres of land, secure initial permits, trench in power over a mile from nearest power pole, dig wells, and construct the existing facilities, including, 4,000 sq ft shop that will eventually be the lodge, 3 dark retreat caves, sauna, food service, on-site staff housing, and developing brand identity.

OUR FINANCIAL ASK

Sky Cave Retreats seeks additional investment of approximately USD\$1.5MM in the form of equity investment, secured or unsecured loans, loan guarantees, or other creative financing.

We are exploring all our options and are excited about bringing in deeply aligned strategic partners to join us in this unique offering and expanding this movement and the medicine of the dark.

OUR USE OF FUNDS

- Operational Locations & Facilities: Funds acquired through this initial “friends and family” round of investment will be used to construct 7 additional sky caves on the adjacent 360-acre parcel of land currently owned by the founders. In addition to the caves, this round of financing will be used to construct:
 - a 4,000 sq ft central lodge for gathering, food service, staff housing, and storage of equipment and supplies
 - related road and parking facilities
 - several non-dark cabins for staff housing and additional lodging for participants wishing to arrive earlier or stay later
- Additional business planning included in this round of financing will be devoted to assessing opportunities for additional centers, first on the East Coast of the U.S.A., then in other locations, as opportunities and invitations emerge in 2023 and 2024 as well as the potential to cycle through small-to-medium-sized groups, with shorter times in the dark, especially youth groups..

OUR MILESTONES AND KEY PERFORMANCE INDICATORS

Our plan is to implement staged rollouts of other locations, building upon earlier successes and implementing customer feedback where appropriate. Our growth milestones timeline includes the following.

- Q1 2023:
 - Continue current operations
 - Complete design and engineering plans and specifications
 - Finalize operation and building permits
 - Metrics
 - (if needed) Complete full business plan with more detailed market analysis and planning.
- Q2 2023:
 - Solicit and select bids based on permitted specifications
 - Begin construction of 7 additional caves
 - Begin scheduling additional cave facilities
- Q3 2023:
 - Continue Construction
- Q4 2023:
 - Complete construction of 7 additional caves and related site facilities.
- Q1 2024:
 - Retire 1 of the original 3 caves (convert to staff housing)
 - Begin operation of expanded facilities
- Q2 2024
 - Detailed planning for additional expansions and funding is 2025.

WHO WE ARE



Scott Berman is the creator, founder, and managing director of Sky Cave Retreats - the first darkness retreat center in the US.

Throughout the last decade, he has spent over two years in self-guided solo retreats in remote wilderness. He did his first darkness retreat in 2012 and has spent over 70 days in multiple darkness retreats and has also done darkness retreats together with his wife Jill.

He has been pioneering the darkness therapy movement at his center in Ashland, Oregon, since 2020.

Scott sees the profound medicine of the darkness as a way for people to experience direct knowing without any cultural or spiritual overlays and no specific practices or teachings in which to gauge one's "progress".

Through working with hundreds of dark retreatants, Scott listens deeply and brings years of insight and experience to assisting with self-inquiry, softening, and opening to one's unique and direct experience of Truth.

Scott also manages the website, social media, videography, booking and building for Sky Cave Retreats.



Jill Berman is the head chef and creative director at Sky Cave Retreats. She has a strong passion for land stewardship, natural building, organic gardening, raising her two children, and a life immersed in nature's beauty, simplicity and majesty.

Her creative spirit is reflected in the artistic design and atmosphere of the caves, sauna and the gardens.

She has spent years living in the wilderness with extensive time in solitude, along with time in the dark.

Adrienne Riding is head of retreat support at Sky Cave Retreats.

Through the art of intimate deep listening Adrienne attunes to and supports the retreatants in a highly individualized way. She offers two hour sessions before and after the dark immersion. Somatic therapy and Craniosacral therapy are the framework of the sessions, but they are not limited to just that. Drawing on a lifetime of experience she weaves in anything that might truly



support the retreatant in discovering their particular intentions for their retreat.

Adrienne has spent her entire adult life diving deep into all facets of spirituality. Traveling the world immersed in many spiritual traditions and practices. Spending extended periods of time in retreat with exceptional Masters.

She has an amazing gift of being able to illuminate and point towards unseen subconscious material for retreatants. This supports retreatants to see and be with parts of themselves that they may discover in the darkness. It also offers the opportunity to integrate anything that may come up in the darkness that is too much for the person to process on their own.

APPENDIX of Items Available on Request

Appendix A - 2021 Tax Return

Appendix B - 2022 Tax Return

Appendix C - Customer Testimonies