

# Growth Gang 25

A different kind of funding  
for a different kind of business.

We're inviting you — the people who've supported, surfed with, and believed in us — to help shape the next phase of Soul & Surf. This isn't a sale. It's a shared future.







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for a different kind of business.**



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# Soul & Surf

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# 1

## Who We Are

Back in 2009, Ed and Sofie set off on a round-the-world surf trip chasing waves and that elusive mix of good living — yoga, music, adventure, community, and not-so-serious wellness. Along the way, they found the surf camp scene a bit lacking. Too basic. Too bland. Too macho. Not enough soul.

So in 2010, they set up Soul & Surf on a quiet stretch of Kerala's coast. A more thoughtful alternative to the usual surf camp — combining proper surf and yoga with decent food, meaningful experiences, and a sense of humour.

From the start, four values shaped everything: take risks, find balance, feed the soul, and live in the now. We've stuck to those ever since, as we've grown slowly and soulfully into Sri Lanka and Portugal — each place shaped by its setting, but rooted in the same spirit.

We're also trying to tread lightly. We call it sustainable-ish — because we know running retreats and flying people round the world isn't saving the planet. But we're doing what we can. Inspired by the likes of Patagonia, we aim to do a bit of good — for our guests, our team, the locals, and the environments we call home.





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# Let's Do This Differently.

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## 2

## Introduction.

We've been running Soul & Surf for 15 years. Slowly. Soulfully.

Always guided more by gut than growth targets.

Now, we're opening a door for you to help shape our future — and get something real (and lovely) in return.

It's called **Growth Gang 25.**

You pay £5,000 now.

We give you £6,000 in Soul & Surf credit to use anytime in the next 5 years.

Plus some perks for the gang.

No fine print. No blackout dates. No drama.

It's not a donation. It's not a discount.

It's a shared step into the next phase of Soul & Surf — one that we build with our community, not a bank.

[Click here to join Growth Gang 25.](#)



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# Enough Is A Beautiful Word.

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# 3

## A Slow Growth Business.

Every time we talk to business folk, they ask the same thing:

*“Where’s your next location?”*

*“What’s your growth strategy?”*

*“What’s your exit plan?”*

We understand. That’s the game most people are playing.

But we’re playing a different one.

We’re not in a rush. We’re not aiming for a buyout or a boardroom.

We’ve grown organically, with intention — adding new locations only when it truly felt right. And stopping to catch our breath when we needed to.

This is what we believe in:

- **Enough** — as a financial goal, not just a feeling
- **Stewardship** over speed
- **Depth** over expansion
- **Team ownership** over executive bonuses
- **Community connection** over brand domination

Soul & Surf is a **Slow Growth, No Exit** business.

We’re not here for fast flips. We’re here to stay — and to do it better.



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# Let's Build This Together.

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# 4

## Funding a Slow Growth Business – Our Idea

Of course, even slow businesses need funding.

But when you're not in the game of "10X returns" or "3-year exits," traditional funding doesn't really fit.

Banks want stability, scale, and profits.

Investors want speed, control, and big exits.

So what happens when you want to:

- **Stay small(ish), on purpose.**
- **Keep the culture strong.**
- **Give more back to your team.**
- **Keep the ownership in-house?**

Usually... nothing. You don't get funded.

So we thought — why not ask the people who've already shown they believe in us?

Our guests. Our community. Our crew.

**Growth Gang 25** is our way to raise funds for our next chapter — without compromising the values that got us here in the first place.

And in return, you get more than a warm fuzzy feeling.

You get value.

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# Here's The Deal.

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# 5

## The Details

### Let's keep it simple:

- You pay **£5,000** upfront.
- We give you **£6,000** in Soul & Surf credit.
- You have **5 years** to use it — until 30 June 2030.
- Valid at **all locations**: Portugal, India, and Sri Lanka
- Use it on everything: rooms, food, surf, yoga, massage, retreats

### You can:

- Use it all in one go, or spread it out.
- Bring someone with you, or go solo.
- Gift or share your credit with friends or family.

You don't need to choose dates now. You don't need to commit to one location.

You just need to know that Soul & Surf will be part of your life in the next few years.

This is a way to **pre-pay your future holidays** — and help us shape the future while you're at it.

### Plus some perks:

- You get the **first pick of season dates** weeks before they are announced publicly
- An **invite to our launch party** of the new Soul & Surf at Quinta Agave, Algarve, Portugal.
- Choose **any one of our Soul & Surf Posters**, from our online store, delivered to your door.

**Join Growth Gang 25.**

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# The Back-Up Plan.

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# 6

## Security.

We'd be asking the same thing if we were you:

*"What happens if Soul & Surf doesn't make it?"*

Good question. Here's our answer.

Ed & Sofie, our founders, personally own a property in Portugal — **Quinta Agave**. That property is part of the Growth Gang vision — our future home for Soul & Surf Portugal.

If, for any reason, Soul & Surf is unable to honour your credit, you'll be refunded from the proceeds of that property if necessary via a **Personal Guarantee** signed by Ed & Sofie.

It transfers the risk from you to us.

And while we don't expect to need it, it's there — because that's what trust looks like.



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# Where Your Money Goes.

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## How Much + What We'll Spend It On

We're aiming to raise **£600,000**.

However, we'll only go ahead if we hit at least £300k — and we won't raise more than we can use well. We're capping it at £900,000 so it doesn't outgrow the plan. No mission creep.

Here's how we'll use the funds:

### Team & People

- Hire a full-time person at HQ to focus on HR, training and team development
- Expand our key marketing role from part-time to full-time
- Create a paid, part-time sustainability role to level up our **Sustainable-ish** commitments and help with on-site roll out.

### Space & Place

- Renovate Quinta Agave in Portugal for Soul & Surf — moving out of our rental and into a permanent, purpose-built home.
- If we reach the upper end of the raise, we'll also add a public surf culture café and on-site accommodation for staff.

This isn't just a facelift. It's a futureproofing move — not just for Portugal, but for the whole Soul & Surf experience.





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# FAQ's

**If you're seriously considering joining  
(or just Growth-Gang-curious), this is for you:**

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## What if Soul & Surf goes under?

Totally fair concern. Here's how we're handling it:

Ed & Sofie (our founders) own a property in Portugal that we plan to develop as the new Soul & Surf Portugal site — moving from our current rented space to something designed with love from the ground up.

If Soul & Surf were ever unable to fulfil your credit, you'll receive a **Personal Guarantee** signed by Ed & Sofie.

They'll personally refund any unused credit from the proceeds of that property.

It's not something we plan for. But we've built this with backup — because that's what we'd want if we were in your shoes.

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## What if I can't travel?

You've got a full **5 years** to use your credit — so there's plenty of time.

And if something changes? You can **share or gift your credit** with friends or family.

Bring your partner. Treat your sister. Give your best mate a week away. No drama.

## Is £5,000 really worth it?

Short answer: yes — *if* you know you'll come back.

Here's what £5,000 (which gives you **£6,000** of credit) can look like:

### Solo Traveller Examples:

- 2 weeks in Sri Lanka + 2 weeks in Portugal
- 1 week in Sri Lanka + 10 days in Kerala (surf & yoga week) + 2 weeks in Portugal
- 2 weeks in Sri Lanka + 10 days in Kerala + 1 week in Portugal (double room)

### For Couples or Two Friends:

- 1 week in Sri Lanka (with massages) + 1 week in Portugal (with massages)
- 1 week in Sri Lanka + 1 week in Kerala + 1 week in Portugal
- 2 weeks in Sri Lanka + 1 week in Kerala

That's a lot of waves, wellness, and warm evenings.



## Why are you doing this raise?

Because we want Soul & Surf to grow — but on our own terms.

We're not chasing scale for scale's sake. But we do want to **deepen our impact** — for our guests, our team, and the planet.

Here's where the Growth Gang funds will go:

### Our Team:

- Hiring a full-time team member at HQ focused on HR, training, and long-term team development.
- Expanding our lead marketing role from part-time to full-time.
- Creating a paid, part-time role focused on improving our **Sustainable-ish** commitments — so we walk our talk even more.
- Developing co-ownership models so long-term local

### Our Spaces:

- Renovating Quinta Agave, a beautiful property in Portugal, so we can move Soul & Surf out of our current rental.
- This new site will be designed from the ground up to reflect who we are — soulful, sustainable, built for the long run.

And although the new Portugal property will be the visible change, the benefits will ripple across **all three locations** — India, Sri Lanka, and Portugal. Better training, better systems, better experiences for everyone.

This raise isn't about growing fast.

It's about growing *right*.

## What if you raise too little or too much?

There's a clear purpose here. We aim to raise £600,000. If we don't raise at least £300,000, we'll return the funds. We're capping it at £900,000 so it doesn't outgrow the plan.

No mission creep.

## What if prices rise over time?

We've never done steep price increases — it's just not our thing.

But yes, in 5 years, £1,000 might not stretch quite as far.

So your best bet? **Book early, lock in today's rates**, and get maximum value from your credit.

## Can I use all the credit at once?

Absolutely.

Go big on one incredible trip or spread it out over a few years. It's up to you.

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# The Small Print.

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We don't love fine print. But we do love clarity, trust, and good communication. So here's what you need to know before joining Growth Gang 25:

### 1. Payment & Confirmation

Your place in Growth Gang 25 is confirmed **once we reach the £300,000 minimum raise**. You'll receive a confirmation email and a **Personal Guarantee** signed by Ed & Sofie.

Payments will be taken via Card, Google Pay and Apple Pay. If you prefer Paypal contact us and we can send you the details.

### 2. What You Get

Pay **£5,000**, receive **£6,000** in Soul & Surf credit. Credit is valid at **all Soul & Surf locations** (Portugal, India, Sri Lanka).

Use it on anything Soul & Surf offers: rooms, food, surf, yoga, massage, retreats, on-line store. Excludes location specific third-party services (e.g. taxis, outside tours, massage in Sri Lanka etc.).

### 3. How You Use It

Use it all at once or spread it over multiple trips — **no usage limits or caps**.

**Fully transferable:** you can gift, share, or use it for travel companions. All credit must be used by **30 June 2030**.

### 4. Tracking & Credit Management

You'll receive a **unique Growth Gang code** to use for bookings and onsite payments. Your credit will be tracked via our booking system (BookingLayer). You'll get **an annual credit update** so you know what's left to use.

### 5. Refunds

If the £300,000 minimum raise is not reached, we'll give you two options:

- Receive a **full refund**, or
- Keep your voucher and use the credit as normal.

Otherwise, payments are **non-refundable**.

That includes: changing your mind, missing the expiry date, cancelled bookings, or changes in your circumstances.

### 6. Peace of Mind Guarantee

If Soul & Surf is ever unable to fulfil your credit (e.g. closure of the company), Ed & Sofie will personally refund your unused credit from the sale of their Portugal property (**Quinta Agave**) — as outlined in your **Personal Guarantee**.

### 7. Location Closures

Closure of one or more Soul & Surf locations does **not** constitute an inability to deliver holidays, as long as Soul & Surf continues to offer holidays at **any** of its operating locations.

### 8. Perks for Growth Gang Members

As a thank you for your support, every Growth Gang 25 member will also receive:

- **First pick of dates** – priority access to book your Soul & Surf weeks before we release them to the public
- **An invite to our Quinta Agave launch party** – be part of the celebration as we open our new Portugal home
- **A Soul & Surf poster of your choice**, delivered to your door, from our online store.
- A little extra love from us to you.







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# **Growth Gang is our way to raise funds for our next chapter.**

**Our aim is to raise £600,000 from our community.**

**Join Growth Gang 25 Now**

Or email us at [growthgang25@soulandsurf.com](mailto:growthgang25@soulandsurf.com) to chat more.



## A Word From Our Founders.

We've never wanted to be "business people."

We've just wanted to create places that feel good — and do good.

Soul & Surf started as a passion project.

15 years later, it still is.

But we've also grown to a kind of multi-national corporation (with corner shop resources) — and with that comes the need for long-term stability.

Growth Gang 25 is our way of doing that — without losing what made us start in the first place.

If you join, you're not just helping us grow.

You're helping us **grow better**.

Thanks for considering it. Thanks for being here.

And thanks, always, for your trust.

**Ed & Sofie**  
Founders, Soul & Surf

x

