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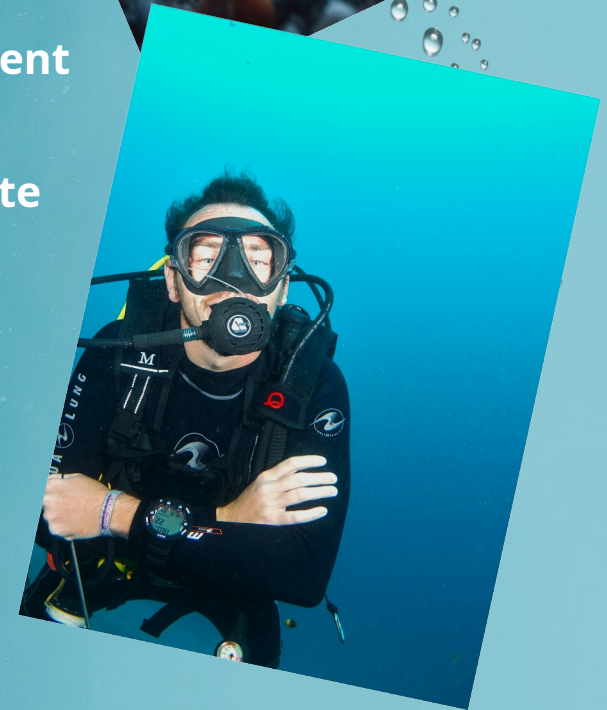
**Project of Eco-Friendly  
Accommodations,  
Association-Based Diving  
Center and Underwater  
Documentary**





# Introduction

Our project combines a passion for the ocean, underwater adventures, and ecological commitment within unique accommodations that house an Association-Based Diving Center. We aim to create an immersive, sustainable, and accessible experience while actively contributing to the preservation of marine ecosystems.





# Key Points



## Strategic Location

Located on the southern coast of Tenerife in the Canary Islands, our accommodations will provide easy access to spectacular dive sites, attracting diving enthusiasts from around the world.



## Environmental Sustainability

Designed with a strong ecological commitment, our accommodations will incorporate sustainable practices such as the use of renewable energy, efficient waste management, and initiatives for marine conservation.



## Association Based Dive Center

As an association, our dive center aims to make this activity accessible to everyone. The funds generated will support educational programs on marine conservation and provide diving opportunities to underprivileged communities.



## Engaging Underwater Documentary

We plan to produce a captivating documentary that will celebrate the beauty of the ocean, express our passion and love for the sea, and raise awareness about the need for marine conservation.



## Partnerships and Certifications

We are establishing partnerships with recognized ecological and diving organizations, thereby strengthening our credibility and positive impact.





## The Founder of the Project:

Guillaume Marical – 38 years old – 4 children  
15 years of experience in the restaurant industry

Impeccable service quality

Lover of **philosophy**

Has been practicing scuba diving for 20 years

**Scuba diving professional for 5 years**

My values: work, sharing, mutual support, efficiency, morality, freedom

Influences: Jacques-Yves Cousteau, Paul Watson, Gandhi,

Albert Einstein, Oscar Wilde.



*A **diving instructor** and **Ocean** enthusiast, I love sharing this passion and offering my clients unforgettable moments underwater. My **nonprofit** activity allows those who cannot afford it to discover the **beauty of marine life**.*

*I aim to raise awareness among **future generations** about the **preservation** of marine ecosystems, and sometimes, spark new **passions** or even **vocations**.*

*My goal: to make as many people fall in love with the **Ocean** as I did 20 years ago.*

*« You only protect what you love. » – Jacques-Yves Cousteau*





# Vision and Mission

## Create an Inclusive Destination:

Position our dive center as the preferred destination for **eco-conscious** travelers and divers who want to make a **social impact**. In addition to our current services, we plan to **expand our offerings** and will provide **all-inclusive weekly packages** (round-trip airport transfers, accommodations, meals and 2 dives every day...).

## Promote Accessibility to Diving:

As an **association**, we aim to make scuba diving accessible to a **wide audience**, especially **those who might not have had the opportunity otherwise**.

## Future Expansion:

Plan the expansion to **other destinations**, thereby creating a recognized **brand** in the fields of **eco-friendly hospitality**, **diving**, and **community engagement**.



# The Association Based Dive Center

## WHY?

Through an association-based structure, we have the opportunity to offer nearly free access for everyone to discover the magnificent marine life of Tenerife through scuba diving.

In this way, we hope to share our love for the ocean, showcase its beauty, contribute to the preservation of aquatic flora and fauna, and, at the same time, inspire, raise awareness, and motivate young people.



## FOR WHOM?

For all Canary Islands residents aged 8 and above

«Tenerife is an important place for us,  
which is why we want to invest  
in its future»

In order to cover our expenses and fund the costs of the activities we offer to residents, we sell our services to tourists.

This way, tourists who use our services can take pride in knowing that part of their money is used to benefit others. It allows us to do what we love while contributing to the local community.

**Our island is precious.**



# The Commitment of Our Association

Our association-based dive center goes far beyond underwater activities. Our mission is to **raise awareness among younger generations about the beauty and preservation of the ocean.**

## School Outreach Programs

We offer to engage with **schools and classrooms** to share our passion for **the marine world.**

Through interactive and educational presentations, we cover:

- The richness of marine ecosystems.
- The challenges related to their preservation.
- The importance of every action in protecting our blue planet.

## A Complete Experience

These interventions are followed by a practical immersion: we offer students the opportunity to explore the underwater world during **guided diving sessions.** This approach aims to **spark passions, inspire vocations, and strengthen their connection with the environment.**

## A Lasting Impact

By raising awareness among **younger generations**, we hope not only to share our **love for the ocean** but also to **encourage concrete actions for its preservation.** Our association thus positions itself as an **educational and environmental player serving the community.**





# Expansion of Lov'Ocean: A Project for the Future

Lov'Ocean is not limited to the Canary Islands. In the future, we plan to **expand our commitment to France** by developing collaborations with **reintegration programs and organizations supporting young people in difficulty**. The goal is to offer them a unique opportunity: **to discover scuba diving and ocean conservation as a means of awareness and social integration**.

This project would complement the **development of our diving center in Tenerife**, the **acquisition of land and eco-friendly accommodations**, and our long-term commitment to making Lov'Ocean thrive.

With this vision, we aim to work with **associations, local governments, and educational institutions** to enable participants to:

**Develop a connection with the marine environment**, even far from the ocean.

**Experience an immersive activity**, fostering personal growth and self-confidence.

**Explore professional opportunities** in marine-related and ecological careers.



**Guillaume Marical**, founder of Lov'Ocean and originally from Rouen, Normandy, shared his personal experience:

"The first time I saw the fishes, the marine life, and the deep blue ocean... I have that image imprinted in my mind as if it were yesterday. And it motivated me to work."

He also expresses his desire to offer similar opportunities to young people in France:

"I want to bring this experience to young people in Rouen who are struggling or in reintegration programs. Diving allows people to reconnect with nature—it benefits the mind, it benefits the body."

Our initiative is already attracting attention. **The newspaper Tendances Ouest Rouen recently published an article** highlighting our project and our ambition to expand our impact in France. This media recognition confirms the growing interest in our approach and paves the way for future partnerships.

We firmly believe that **scuba diving, beyond exploration, can be a powerful tool for education, inspiration, and social integration**. That is why we are actively working **to lay the foundations for this program in France**, exploring collaboration opportunities and raising awareness among young people about the beauty and preservation of the oceans.



# Current Offer and Future Developments

## Current Offer

We offer a **full range** of services to meet the expectations of **diving enthusiasts**:

Trydives, courses, refreshers, training sessions...

These activities are provided in a **fully private setting**, a feature that **sets us apart from the competition**. This exclusive approach is a **major asset**, ensuring a **high-quality experience** and meeting the **expectations of the most discerning clients**.

## Future Developments

**Inspired** by the offerings of scuba diving cruise boats, we have designed a **land-based alternative** that combines **comfort** and **sustainability**. Our future packages will include:

- Accommodation in an eco-friendly lodging.
- Meals.
- Two daily dives.
- A vehicle provided for transportation.
- Round-trip airport transfers <=> accommodations.

## A Tailored Experience

At **Lov'Ocean**, every client is **unique**. We are committed to handling each request in a **personalized manner**, crafting an **authentic experience**, and meeting the expectations of our clientele.

Whether it's organizing dives, selecting activities, or addressing **specific needs** related to accommodation and meals, our team ensures **tailored solutions**, guaranteeing an **unforgettable stay** perfectly **suited to each individual**.





## Planned Investments

To ensure the development and sustainability of our project, we have identified the following key investments:

- Acquisition of land.
- Construction of eco-friendly accommodations.
- Installation of solar panels for sustainable energy.
- Purchase of a professional vehicle to streamline operations.
- Enhancing our offer with additional diving equipments and tanks.
- Implementation of a marketing and communication strategy.
- Establishment of a financial reserve to secure our operations.
- Covering the salary of a full-time employee for one year.

These investments reflect our commitment to providing a high-quality experience while staying true to our ecological and community values.

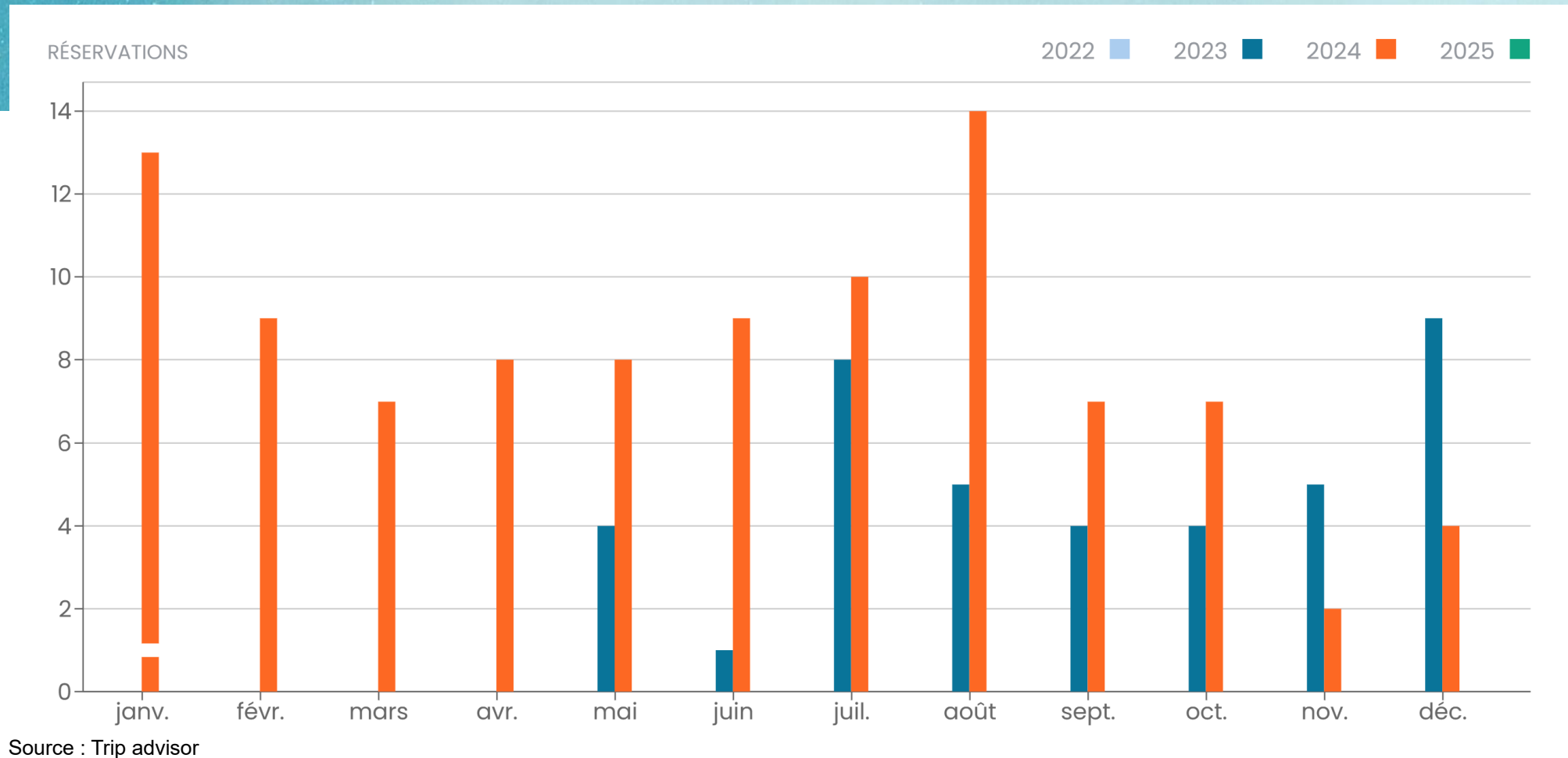




# Growth 2023-2024

We are delighted with our remarkable growth in 2024 compared to 2023. We recorded a 152.5% increase solely on the TripAdvisor platform.

For direct bookings (via our website), the growth was even more impressive, with a 238% increase.





# Creation of the Dive Center



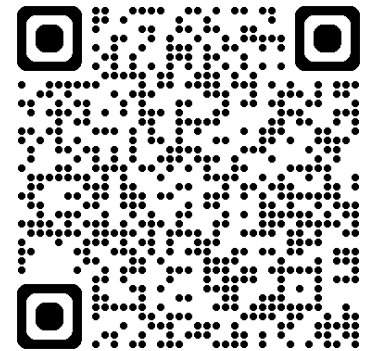
2021



## Lov'Ocean Diving

Investment, Creation, and  
Launch of Our Mobile and  
Private Scuba Diving Center in  
Tenerife

<https://lovocean.com/>





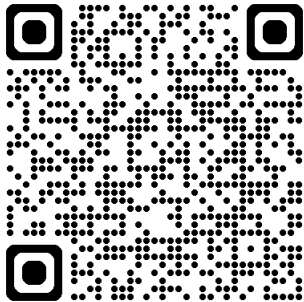
# Achievement of Our Financial Goals

2024

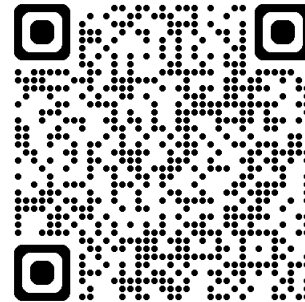
## Lov'Ocean: The Documentary

Having achieved our financial goals, we dreamed, envisioned, and began working on the underwater documentary project.

The Underwater Documentary Project



YouTube Documentary Video Teaser





## Call to Action:

We are looking for partners, patrons, sponsors or investors who share our values and commitment to bring this unique vision to life.

Join us on this journey to contribute to a positive and lasting impact on the environment and society, while offering unforgettable experiences to travelers from around the world.

### Contacts :



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# Thank you

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*"Always aim for the moon, because even if you fail, you'll land among the stars."*

Oscar Wilde