

Mediterranean Dream

The Project, the Business Model and 2026-2028 Projections

Maurizio & Svetlana De Lorenzo · mediterraneandream.blue

1. Executive Summary

Mediterranean Dream is a multi-platform lifestyle brand built around a true story: a couple who, at sixty, leave everything behind to live and sail the Mediterranean, documenting the experience every day on YouTube, Instagram and TikTok and turning it into a diversified business model.

The project brings together three worlds the founders know intimately: international hospitality, professional cooking and sailing. From this combination comes an offering no direct competitor replicates today — authentic digital content, premium on-board culinary experiences, technical sponsorships and a television format in development.

This document presents the project as a whole: what Mediterranean Dream is, how it generates value and where its revenue comes from, and the economic projections for 2026-2028, from the launch year to consolidation. It is a picture of the model in terms of costs and revenue, independent of how the launch itself is supported.

2. The Project

Mediterranean Dream stems from Maurizio and Svetlana De Lorenzo's decision to turn a dream into a venture. This is neither a holiday nor a temporary experiment: the founders work full-time on the project and are already in Greece, in the Cyclades, where they are selecting the boat and building their first content.

The heart of the project is authentic storytelling. Living aboard, the founders produce continuous content — every port, every passage, every dinner becomes an episode. This continuity fuels audience growth, which in turn generates value for commercial partners and demand for on-board experiences.

The competitive advantage is simple and defensible: the founders are not playing a role, they genuinely live what they tell. In an increasingly crowded content market, lived authenticity is the hardest asset to replicate.

3. The Founders

Maurizio De Lorenzo — Co-Founder, Project Director & Skipper. Over thirty years in international hospitality across four continents, from luxury hotels in Thailand to restaurants in California, Florida, Spain and Italy. Manager, entrepreneur, digital marketing expert and licensed skipper with

hundreds of hours at sea. He leads strategy, navigation, business development and content production.

Svetlana Chulkova De Lorenzo — Co-Founder & Culinary Director. A professional chef with a career built across Russia, Asia and Europe. She has led international kitchens and created high-end culinary experiences. She is responsible for culinary direction, on-board experiences and food & lifestyle content. She has gained solid sea experience sailing with Maurizio over several seasons.

Together for over twenty-one years, the founders work full-time on the project and bring a database of more than 7,500 high-spending clients built over thirty years — an asset that can be activated immediately to commercialise the experiences.

4. The Business Model

Mediterranean Dream generates revenue from several complementary sources, so that no single channel is decisive on its own and the project remains resilient over time. The model operates on two levels: B2C, selling experiences, cuisine and content directly to the public, and B2B, through sponsorships and partnerships with industry brands. The revenue sources described here are all active and mutually reinforcing.

On-board experiences. These are the main source of immediate cash: gourmet dinners at anchor, days at sea and experiential mini-cruises in the Cyclades, all tailor-made and priced per person, with Svetlana's cuisine at the centre. The operating season extends over six-seven months in the Aegean and, in the winter months, looks to the Canary Islands and Atlantic crossings. Every experience is also a content episode. The model and the configurator are described in detail in the next section.

Food delivery to anchor. Svetlana's kitchen extends beyond our own guests: other boats anchored in the same bay can order ready dishes, gourmet hampers and takeaway dinners, delivered straight to their boat by tender. It is incremental revenue at low additional cost, leveraging a kitchen and a location we already have, and reaching an audience — boaters at anchor — that is naturally aligned and willing to spend.

Sponsorships and content monetisation. Technical sponsorships with nautical, food and lifestyle brands provide structured revenue in exchange for authentic visibility: products on board, dedicated content, mentions in episodes. In parallel, direct social media monetisation — YouTube, TikTok, Instagram — activates from the sixth-seventh month, once the audience reaches the required thresholds, through partnership programmes, advertising revenue and sponsored content.

Television format and digital products. The television format, in development with interest from producers, represents potential extraordinary revenue, prudently kept outside the base case so as not to overstate projections. To these we add digital products — such as Svetlana's recipe book — which generate marginal revenue but strengthen the brand and the relationship with the community.

Revenue source	Type	When it activates
On-board experiences	B2C	From launch
Food delivery to anchor	B2C	From launch
Technical sponsorships	B2B	First months
Social monetisation	B2C / B2B	Month 6-7
Digital products	B2C	From launch
Television format	B2B	Upside (outside base case)

5. Tailor-Made Experiences and the Configurator

The commercial heart of Mediterranean Dream is not boat rental, but the sale of tailor-made on-board experiences built around Svetlana's cuisine. This is a fundamental strategic distinction: we do not compete with charters on the price of a berth, but offer a premium experiential product a traditional rental cannot replicate — a professional chef on board, an itinerary designed around the guest, and access to the brand's world.

All experiences are priced per person. On the website the guest does not book a rigid package: they configure their own experience through a dedicated tool. They choose routes and islands, the number of days, the pace (nights at anchor or in port), the level of exclusivity and — the central element — Svetlana's culinary offering, indicating preferences, menu level (base, tasting, gourmet) and any dietary needs. For multi-day experiences, the guest also defines the distribution of meals: how many dinners on board prepared by the chef and how many evenings ashore, so that each configuration reflects the real cooking workload and determines its value.

This configuration model delivers three economic advantages. First: Svetlana's cuisine is the main driver of margin, because every meal on board is a high-value per-person revenue stream, not a service simply bundled in. Second: the full-exclusivity option — the boat reserved for the guests alone, with no one else on board — is a premium upsell that compensates for unsold seats. Third: a progressive group discount encourages filling the boat, increasing total revenue per departure.

Operationally, the configured request reaches the founders, who confirm availability and a tailored quote. The booking is secured on the calendar with a deposit, guaranteeing date exclusivity. It is a lean, scalable, low-management-cost system that turns the website from a mere showcase into a genuine direct sales channel — reducing dependence on intermediaries and protecting margins.

6. Financial Projections

The projections cover the first three years of activity, from launch to consolidation. Year 0 (2026) is a partial year, with operational launch in the second half: the audience is built, the first on-board experiences begin and the first collaborations start. Year 1 (2027) is the first full year, in which the various revenue sources come fully on stream. Year 2 (2028) represents consolidation and structural growth.

Revenue comes from complementary sources: the culinary and sailing experiences on board, which generate the most immediate cash; sponsorships and collaborations with industry brands; and the monetisation of social channels, which activates once audience thresholds are reached. The table below summarises expected revenue in the two scenarios — conservative and optimistic — and the net cash flow. The potential of the television format, in development, is prudently kept outside the main projections to preserve their credibility.

Year	Conservative	Optimistic	Net Cash Flow
2026	€ 25,000	€ 40,000	€ 6,800
2027	€ 150,000	€ 190,000	€ 131,800
2028	€ 250,000	€ 330,000	€ 231,800

7. Cost Structure

One of the model's strengths is the efficiency of its cost structure. Living aboard, the founders eliminate most expenses typical of a traditional business — there are no commercial rents, no employees and no high fixed overheads.

The monthly burn rate sits at around 1,850 euros in fixed operating costs. Variable costs are mainly tied to raw materials for the culinary experiences and grow in proportion to revenue. This structural lightness allows operational break-even to be reached around the eighth-tenth month of activity.

Cost item	Annual amount
Boat insurance	€ 3,500
Winter mooring	€ 3,500
Fuel	€ 700
Phone & internet	€ 600
Routine maintenance	€ 2,000
Misc on-board expenses	€ 1,200
Food raw materials	€ 4,000
Content production & tech	€ 2,700
TOTAL	€ 18,200

8. The Market

Mediterranean Dream operates at the intersection of three fast-growing markets. The global creator economy, valued at around 252 billion dollars in 2025, is expected to exceed 1,350 billion by 2035, with a compound annual growth rate of 22.4%. Luxury maritime tourism is worth 43.7 billion dollars and is growing towards 72.6 billion by 2035.

The Mediterranean in particular is seeing explosive growth in demand for luxury experiences, with a projected 32% increase in capacity in 2026. The target audience — people aged 40 to 65, with high purchasing power and a passion for the sea, travel and food — is a segment growing rapidly on social media and still underserved by existing creators. Mediterranean Dream arrives ahead of this demand.

9. Conclusion

Mediterranean Dream is a rare project: an idea with an authentic soul and, at the same time, a structured and diversified business model. The founders are not improvised dreamers, but two professionals with decades of experience who have chosen to reinvent themselves.

The cost structure is light, break-even is near, and the revenue sources are multiple and complementary, ensuring resilience over time. Above all, the project carries something money cannot buy: a true story that people want to follow and want to be part of.

The Mediterranean is waiting for us.