FOLLY

Infusing Off-Grid Architecture with Authentic Hospitality.

FOLLYGUESTHOUSE.COM LOS ANGELES, CALIFORNIA

When searching for accommodations, it is difficult to find a brand that sees eco-friendly products, has unique architecture, and focuses on co-existing with nature, while providing luxury accommodations. I saw a way for people to experience off-grid while being mindful of the landscape around us.

Hillary Flor Co-founder @ FOLLY

Why you may want to support us...

1. Under another entity, successful prototype: 95% occupancy rate at a $330 Average Daily Rate for 2yrs.
2. Off-Grid Architecture / Travelers are moving away from cookie-cutter hotels and looking for unique eco-accommodations.
3. Technological Applications: Guests are expecting technology to assist in the ease of booking, in room services, and check out.
4. Localized Experiences: Travelers want to feel like a local and truly experience all that a destination has to offer.
5. Nestled in Nature: We provide the luxury to unplug, while reconnecting with your surroundings.

Why investors ♥ us

WE'VE MADE BUSINESS MADE OUR FOUNDING

Our team

Hillary Flor
Co-founder
Creating exceptional customer experiences around sustainable hospitality. Over 10+ years of managing global customer teams.

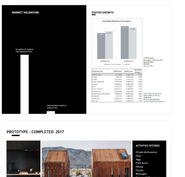
Malek Alsaidi
Co-founder
Architect with my own practice based out of Los Angeles, focused on sustainability and passive design in high end residential and hospitality spaces.

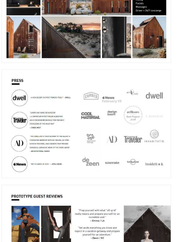
In the news

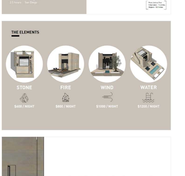
Downloads

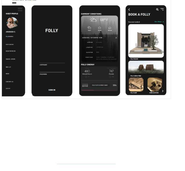
FOLLY_FOUNDER PITCH DECK.pdf
Folly Reverse Share Calculator.pdf

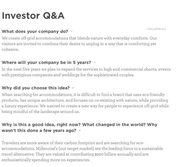
The Story of Wefunder

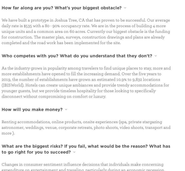












Investor Q&A

Click each to...

What does your company do?
We create off-grid accommodations that blends nature with everyday comforts. Our visitors are invited to continue their desire to unplug in a way that is comforting yet relaxing.

Where will your company be in 5 years?
In the next five years we plan to expand our services to high-end commercial shoots, events with prestigious companies and weddings for the sophisticated couples.

Why did you choose this idea? →
When searching for accommodations, it is difficult to find a brand that sees eco-friendly products, has unique architecture, and focuses on co-existing with nature, while providing luxury accommodations. I saw a way for people to experience off-grid while being mindful of the landscape around us.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? →

Travelers are more aware of their carbon footprint and are searching for eco-accommodations. Travelers are also looking to unplug and "get away" from the unsustainable travel alternatives. They are valued at contributing $100 billion annually and are enthusiastically spending more on experiences.

How far along are you? What's your biggest obstacle? →

We have built a prototype in Joshua Tree, CA that has proven to be successful. Our average occupancy rate is 95% and our average daily rate is $330. We have also found a location in Utah (Bluffdale), Nevada can create unique architecture and provide trendy accommodations for younger guests, but we provide timeless hospitality for those looking to specifically disconnect without compromising on comfort or luxury.

How will you make money? →

Renting accommodations, online products, route experiences (ex. private stargazing astronomer, weddings, venue, corporate retreats, photo shoots, video shoots, transport and more.).

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? →

Changes in consumer sentiment influence decisions that individuals make concerning expenditures on entertainment and traveling, particularly during an economic recession. The Consumer Confidence Index is expected to increase; however, given the volatility of this driver, it still remains a potential threat for our industry. Our investments in real estate mitigates potential loss as they in land and dwellings that have intrinsic value.