



TSARA

care

Where healing begins. Business with purpose.

GROUP ECOSYSTEM OVERVIEW • 2026 • v1

tsara.care



MR. ŞAHİN

Founder & Ecosystem Builder

TSARA Group

One founder. One ecosystem.

TSARA was built by Mr. Şahin over a decade — a quiet construction of trade, health, and travel divisions across Türkiye, Indonesia, Madagascar, and Europe.

Not a conglomerate. Not a fund. A long-term builder's network: ten interconnected divisions sharing infrastructure, suppliers, values, and a single source of trust.

Ethical. Lean. Long-term. For a better humanity.

DAVA · 9 PRINCIPLES

**We exist to build ethical,
lasting businesses.**

01 TRUTH

02 FREEDOM

03 JUSTICE

04 HEALTH

05 EDUCATION

06 COMMUNITY

07 SUSTAINABILITY

08 DIGNITY

09 LEGACY

Anchored in real trade, real health, and real human connection.

Ten divisions. One mission.

Trade · Health · Travel · Platform · Purpose — interconnected by values, not hierarchy.

HEALTH & CARE

TSARA Care

tsara.care · HQ

Medical

Premium medical travel

HealthKind

AI blood analysis

Travel

Eco-luxury tourism

TRADE & GOODS

COCO

Coconut · FCL · Indonesia

Vanilla

Madagascar bourbon

Kahveci

Coffee · Cacao · Spices

PLATFORM & PURPOSE

TurnkeyAI

AI trade engine

Vicana

Ecovillage movement

Zahra

Ice cream · Donate & Smile

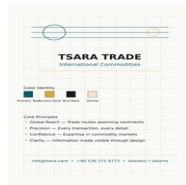
One brand family.

Each division has its own identity. All anchored to TSARA.



TSARA Care

tsara.care · HQ



TSARA Trade

trade.tsara.care



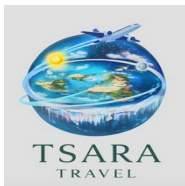
Vanilla

vanilla.tsara.care



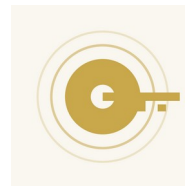
Kahveci Grup

kahveci.tsara.care



TSARA Travel

travel.tsara.care



TurnkeyAI

turnkey.tsara.care



Zahra

zahraice.com

Plus: HealthKind · Medical · Vicana — under TSARA Care umbrella.

Where healing begins.

Four touchpoints, one care journey — from blood test to medical procedure to ongoing wellness.

TSARA Care

Group HQ. The umbrella brand and care path entry point.

tsara.care

Medical

Premium medical travel. 80+ procedures. -65% to -80% vs US.

medical.tsara.care

HealthKind

AI-powered blood analysis. Free for everyone.

healthkind.tsara.care

Travel

Eco-luxury tourism. Recovery + experience destinations.

travel.tsara.care

Direct from origin. Container-scale.

Three trade divisions. Indonesia · Madagascar · Vietnam · Türkiye. FCL contracts. EUDR compliant.

COCO

by TSARA Trade

Coconut shell charcoal, briquettes, activated carbon, cocopeat. 18-27 MT/FCL.

From \$1,400/MT FOB

VANILLA

Madagascar Bourbon

Grade A-B beans, extract, powder, caviar. Direct from Sava cooperatives.

€55-75/kg FOB

KAHVECI

Coffee · Cacao · Spices

Robusta S18, Arabica Gayo, Forastero cacao, cardamom + spice range.

\$3,400-3,900/MT FOB

AI • Movement • Joy.

Three divisions that don't sell commodities — they shape behavior, technology, and culture.

TurnkeyAI

AI Trade Engine

From HS Code to signed deal. AI scoring + Comtrade data + verified buyers.

Vicana

Conscious Living Movement

Ecovillage network. 9 DAVA principles. Non-commercial, non-political.

Zahra

Ice Cream with a Mission

Jakarta-based showman ice cream. Donate & Smile. Joy-as-product.

Six hubs. Twelve countries.

Lean infrastructure. Local relationships. Global reach.

ISTANBUL

Türkiye

Operations Hub · Primary

JAKARTA

Indonesia

Sourcing · Vanilla, Charcoal, Spices

MADAGASCAR

Sava Region

Origin · Vanilla, Cloves, Coffee

EUROPE

Germany · Netherlands

Market Hub · EU Buyers

DUBAI

UAE

Gulf Partner · MENA

KUALA LUMPUR

Malaysia

Southeast Asia

Why ten divisions, not ten companies.

01 ONE FOUNDER *ONE TRUST*

Every division shares supplier networks, brand discipline, and ethical standards. A single point of accountability.

02 SHARED INFRASTRUCTURE *LEAN MARGINS*

One brand identity, one tech stack (Cloudflare + AI), one CRM, one finance backbone. Costs scale slower than revenue.

03 CROSS-POLLINATION *REAL VALUE*

Medical patients meet Vanilla buyers in Istanbul. COCO importers meet TurnkeyAI for new corridors. Every contact compounds.

Four paths. One care.

Visitors choose their own entry point. We meet them where they are.

UNDERSTAND

I want to understand my body better.

Free blood test analysis. AI-powered.
Plain language.

IMPROVE

I want to feel better daily.

Personal coaching. Energy, sleep, focus,
stress.

TREATMENT

I need a procedure or surgery.

Medical travel. Quote within 24h. -65%
to -80% vs US.

LONG-TERM

I want ongoing support.

Care relationship. A team that knows
you over time.

Live, measurable, growing.

Snapshot: April 2026. Real numbers across the ecosystem.

11

Live websites · 4 domains, 7 sub-domains

96

Suppliers in TurnkeyAI database

39

Verified buyers matched

60+

Countries covered (Comtrade)

80+

Medical procedures available

17

Vanilla SKUs from Madagascar

4

Coconut origins (FCL ready)

10+

Years coffee + vanilla experience

Four ways to engage.

BUYER

I'm sourcing a commodity

FCL contracts: Vanilla · COCO · Coffee · Cacao · Spices.
Trade specs, FOB→CIF calc, sample protocol — see division decks.

PATIENT

I'm exploring health or treatment

Free blood test → free care plan → quote.
Medical travel quote within 24h. No commitment.

PARTNER

I want to represent TSARA in my region

Agency / distributor / chamber-of-commerce intros welcome.
Transparent commercial terms, ethical-only partnerships.

INVESTOR

I'm interested in TurnkeyAI or division equity

Currently bootstrap. Open to strategic seed for TurnkeyAI.
TSARA Group itself is founder-held.

Cultivate.
Elevate.

Two words. Every division. Every decision.

We cultivate quality at origin. We elevate the people we work with.

2026 → 2030.

Foundation built. Now we scale through ecosystem leverage, not headcount.

2026**FOUNDATION**

11 division sites live · 4 domains · CRM unified · Estonia OÜ + Hetzner backbone

2027**AUTOMATION**

TurnkeyAI to 1,000 users · 4 corridor playbooks · €100K MRR target

2028**SCALE**

Medical 500+ procedures/yr · COCO 50+ FCL/yr · €500K ARR target

2029**ECOSYSTEM**

Vicana ecovillage launch · partner network 50+ countries · €1M ARR

2030**LEGACY**

Full ecosystem self-sustaining · profit-share to DAVA causes · multi-gen handoff prep

Eight partners. One AI.

Real people across four origins — and Kindi AI as our 9th teammate.



Mr. Şahin

Founder & Ecosystem Builder

TSARA Group



Talat Bey

Strategic Partner — Coffee & Hospitality

Kahveci Group



Ramazan Güneş

Regional Partner — Europe

Trade & Relationship Development



M. Yaşaroğlu

Regional Partner — Americas

Market Presence & Business Relations



Deniz Çakatay

Partner · Operations

Tacho Easy · Türkiye



Ömer Erdem

Regional Partner · Russia / CIS

+90 532 706 77 77



Kadir

Partner · Operations

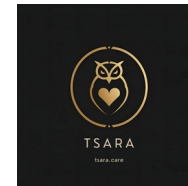
Türkiye



Abdurrahman

Partner · Ecovillage

Türkiye · Vicana



Kindi AI

AI Agent · TSARA CTO

Always on · 24/7



MR. ŞAHİN

Founder & Ecosystem Builder

TSARA Group

Cultivate · Elevate

LET'S BUILD SOMETHING GOOD

One ecosystem. One conversation.

EMAIL

info@tsara.care

WEBSITE

tsara.care

MEDICAL

medical.tsara.care

HEALTHKIND

healthkind.tsara.care

TRADE

trade@tsara.care · [vanilla](#) / [COCO](#) / [kahveci](#)



TSARA CARE

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Group HQ · 10 divisions · 6 hubs