



TSARA *care*

Where healing begins. Business with purpose.

GROUP ECOSYSTEM OVERVIEW · 2026 · v2

tsara.care



SERDAL ŞAHİN
Founder & CEO
TSARA Group

One founder. One ecosystem.

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

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

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

PRIVATE COACHING • THE HUMAN FACE

Listen clearly. Understand deeply. Move forward.

Builder. Listener. Bridge between worlds. Private coaching for thoughtful people who need a steady human guide — energy, sleep, focus, stress and the decisions that matter.

Real Experience

A founder who has built real businesses — not theory.

Deep Listening

Understand the real problem before any advice.

Honest Guidance

Clear, ethical, a plan to move forward.

tsara.care/coach



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.

Five arms. One mission.

Health · Trade · AI · Energy · Purpose — interconnected by values, not hierarchy.

HEALTH & CARE



TSARA Care

tsara.care · HQ



Medical

80+ procedures, -65/-80%



HealthKind

Free AI blood analysis



Travel

Eco-luxury tourism

TRADE & GOODS



Kahveci · TSARA Coffee

Retail + premium reserve



Vanilla

Madagascar Bourbon



COCO · Charcoal

Coconut · FCL · Indonesia



Palm · ASTOR

Reseller + export lines

AI · ENERGY · PURPOSE



BEKÇI AI

Retail intelligence



TurnkeyAI

Cross-border trade engine



TSARA Energy

Renewables + Blue Hybrid



Vicana · Zahra

Ecovillage · Donate & Smile

One brand family.

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



TSARA Care
tsara.care



Medical
medical.tsara.care



HealthKind
healthkind.app



Travel
travel.tsara.care



TSARA Coffee
kahveci-grup.com



TSARA Trade
trade.tsara.care



BEKÇİ AI
bekci.ai



TurnKey AI
turnkey.iq-ra.com



TSARA AI
ai.tsara.care



TSARA Energy
energy.tsara.care



Vicana
vicana.net



Zahra
zahraice.com

Where healing begins.

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



TSARA Care
tsara.care

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



Medical
medical.tsara.care

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



HealthKind
healthkind.app

AI-powered blood analysis. Free for everyone.



Travel
travel.tsara.care

Eco-luxury tourism. Recovery + experience destinations.

Direct from origin. Container-scale.

Indonesia · Madagascar · Vietnam · Türkiye. FCL contracts. EUDR compliant. Now also retail & private label.



KAHVECI · TSARA COFFEE

Coffee · Vanilla · Cacao · Spices

Retail coffee (₺600-1.500) + **TSARA Coffee Premium +50%** + Madagascar vanilla retail.
Wholesale Robusta S18 / Arabica Gayo.

Retail ₺ · B2B \$3,400-3,900/MT FOB



VANILLA

Madagascar Bourbon

Grade A-B beans, extract, powder, caviar — direct from Sava cooperatives. Retail packs €18-130.

€55-75/kg FOB · retail €/pack



COCO · CHARCOAL

Indonesia · FCL

Coconut shell charcoal, briquettes, activated carbon, cocopeat. + Palm oil & ASTOR export lines.

From \$1,400/MT FOB

Intelligence as infrastructure.

Not chatbots — scalable trade & operational intelligence. Two flagships, two products.



BEKÇI AI

Retail Operational Intelligence · bekci.ai

In-store video analytics — watch · understand · report · intervene. v0.6 live, supermarket pilots.



TurnkeyAI

AI Trade Engine · turnkey.iq-ra.com

From HS code to signed deal. Supplier scoring + Comtrade data + verified buyers.



TSARA AI

Receptionist & Concierge · ai.tsara.care

Always-on AI receptionist / concierge — live and handling real calls.



HealthKind AI

Health Intelligence · healthkind.app

AI blood-analysis MVP — turns lab results into plain-language guidance.



Power for a better future.

TSARA Energy — renewable energy & infrastructure developer. energy.tsara.care

Blue Hybrid Solutions — Partnership

Worldwide distributor + joint EPC

Floating off-grid **desalination platforms** — clean water + power for islands, coastal and remote sites. TSARA = worldwide distributor and joint EPC partner.

Flagship · energy.tsara.care/#solutions

WALLT & Dealer Network

Energy storage / generation

Reseller tier with regional dealer margins (DACH via Ramazan, GCC via Abdurrahman). Due-diligence-first, consultant-led sales.

EU / GCC roll-out

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 many divisions, not many 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 technology backbone, one CRM, one finance system. 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.

Live, measurable, growing.

Snapshot: 2026. Real numbers across the ecosystem.

15+

Live websites · 4 domains

96

Suppliers in TurnkeyAI DB

39

Verified buyers matched

60+

Countries covered

80+

Medical procedures

17

Vanilla SKUs (Madagascar)

3

AI products live

10+

Years coffee + vanilla

Four ways to engage.

BUYER

I'm sourcing a commodity

FCL contracts: Vanilla · COCO · Coffee · Cacao · Spices. Trade specs, FOB→CIF calc, sample protocol. Retail: kahveci-grup.com.

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 intros welcome. Transparent terms, ethical-only partnerships.

INVESTOR

TurnkeyAI, BEKÇİ AI or Energy

Bootstrap today; open to strategic seed for TurnkeyAI / BEKÇİ AI / TSARA Energy. Group itself 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	15+ division sites live · CRM unified · shared cloud backbone · TSARA Coffee + Energy launched
2027	AUTOMATION	TurnkeyAI to 1,000 users · BEKÇİ AI pilots → paid · 4 corridor playbooks
2028	SCALE	Medical 500+ procedures/yr · COCO 50+ FCL/yr · Energy first EPC project
2029	ECOSYSTEM	Vicana ecovillage launch · partner network 50+ countries
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.



Serdal Şahin
Founder & CEO
TSARA Group



Talat Kıyar
Strategic Partner — Coffee
Kahveci Grup



Ramazan Gümüş
Chief Energy Officer
Energy & Infrastructure



Muammer "Max" Yaşaroğlu
Regional Partner — Americas
Market & Business Relations



Deniz Çakatay
CFO · Operations
Türkiye



Ömer Erdem
Regional Partner — Eastern Europe
Markets & relationships



Kadir
Partner · Operations
Türkiye / Colorado LLC



Abdurrahman
Partner · Trade & Ecovillage
Türkiye · MENA · Vicana



Kindi AI
AI Agent · TSARA CTO
Always on · 24/7



SERDAL ŞAHİN

Founder & CEO

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.app

COFFEE kahveci-grup.com

ENERGY energy.tsara.care

AI bekci.ai · ai.tsara.care

TRADE trade@tsara.care

Group HQ · 14 divisions · 6 hubs · tsara.care/ecosystem