



FINCA — Build Roadmap

Idea → first rooms → proof → productize → city expansion

The core rule: don't build the full platform first. Build the room engine, prove return, then productize what works. New here. Known here.

BUILD ROADMAP

INTERNAL · CONFIDENTIAL

Idea → first rooms → proof → productize → city expansion

The core rule: don't build the full platform first. Build the room engine, prove return, then productize what works. New here. Known here.

Companion files: strategy = Business & Marketing Plan · weekly tool = 90-Day Execution Dashboard · operating templates = Execution OS Pack + Host Briefing / Partner Onboarding / Post-Event Recap. This roadmap is the *sequence*; those are the *tools*.

Phase 0 — Lock the foundation (Week 0-2)

- Working brand: **Finca — working masterbrand pending legal clearance** (Finca = master; Social Club = rooms; Passport = identity; Atlas = places; People = intros; Presence = future). Don't over-invest in public assets pre-clearance.
 - One sentence, used everywhere: **"Finca is the trusted social layer for becoming known in a new city."**
 - Lock the 90-day truth: **Finca is not an app company yet — it's Rooms + CRM + Partners.**
 - Founder lanes + weekly call rhythm (Michelle: vision/brand/quality · Mike: partners/revenue/BD · ops/city lead: rooms/hosts/CRM · product/design support). *Log decisions in the Decision Log (OS Pack §15).*
-

Phase 1 — Minimum operating system (Week 1-3)

- **Waitlist** (Tally/Typeform → Airtable) — capture the intake fields = the start of the Belonging Graph.
 - **CRM** — three tables: Members, Partners, Hosts (schema = OS Pack §2).
 - **Landing page** — hero "New here. Known here.", what/why, first rooms, Founding 100 CTA, partner + host CTAs.
 - **Three one-pagers** — Founding 100, Partner (done), Host briefing (done). WhatsApp/email-ready.
-

Phase 2 — The first room engine (Week 2-4)

- **Three formats only** (not ten): **New Here, Known Here** (flagship), **Come Alone Supper** (the wedge), **Local Bridge Night** (legitimacy). Optional 4th: Founders & Builders (sponsor-friendly).
 - Define each room (target member · emotional job · size · venue · host · guest mix · ticket model · partner logic · arrival flow · intro moment · closing ritual · follow-up · success metric).
 - **Recruit 3 hosts** — emotional intelligence over popularity; train with the Host Briefing template. (*Include ≥1 non-founder → Proof #2.*)
 - **Map 20 partner venues** — filter for safe arrival, warm staff, local credibility, repeat-visit potential, not-pretentious.
-

Phase 3 — The first partner offer (Week 3-5)

- **Founding Partner Pilot** (60–90 days): Trusted Place profile · one perk · one hosted room · QR/welcome card · "First 72 Hours" inclusion · monthly recap · renewal convo. (Use the Partner Onboarding template.)
 - **Price softly** — free pilot w/ data, venue minimum-spend, sponsor-covered room, small founding fee, or rev-share. Close commitment first, prove value, then price up.
 - **Track partner value from day one** — saves, redemptions, repeat visits, bookings, feedback, renewal intent. *That's what makes the Trusted Places Network real.*
-

Phase 4 — Launch the Founding 100 (Week 4-8)

- Criteria: warm · curious · socially generous · internationally minded · locally respectful · likely to return · brings quality people. Quality over volume.
 - Invite: *"You are not joining a crowd. You are helping shape the first trusted door into the city."* Benefits: founding number, early Passport, first access, nomination rights, founding dinner, early perks, first city stamp.
 - Nomination loop: **"Invite someone who would make the room better"** — never "invite all your friends."
-

Phase 5 — Run the first private room (Week 5-6)

- Invite-only. Don't overpack (20–40 open house · 8–14 supper).
 - Full run-of-show: pre-arrival message → arrival window → host greets each guest → identify solo arrivals privately → first warm intro → welcome → light prompt → organic conversation → partner moment → closing ritual → next invite → **recap within 24h**.
 - Capture proof (→ Proof Library): attendance, no-shows, solo arrivals, felt-welcomed, would-come-alone-again, people met, intro requests, next-room interest, partner feedback, testimonials, safety, consented photos.
-

Phase 6 — The 90-day proof sprint (Days 1-90 from first room)

Prove only the Four Proofs (run them off the 90-Day Dashboard):

1. The rooms work. 2. A **non-founder host** can reproduce the feeling. 3. **First-timers become Regulars** (25–30% return/Regular-action in 45–60 days). 4. Partners pay or seriously engage.
- Cadence: **2-4 rooms/month** (1 flagship · 1 dinner · 1 local-bridge/culture · 1 partner-hosted). Don't overproduce.
 - Weekly cockpit + weekly founder review (agenda: what happened · did anyone return · did solo arrivals feel safe · did a host reproduce it · did partners see value · what changes · what's next).
-

Phase 7 — Productize manually (Month 2-4)

Turn repeated manual behaviour into simple systems — **manual before software**:

- **Manual Passport** (Softr/Glide/Notion/even PDF) · **Manual Atlas** (curated trusted-places list) · **Manual Warm Intros** (host-mediated, double-consent, 7-day follow-up) · **Manual Come Alone Mode** (pre-room WhatsApp: who greets you, what to wear, arrival window, how many coming alone, first-hello prompt, quiet-arrival support).
-

Phase 8 — No-code / PWA beta (Month 4-6)

Build **only** features with proven manual usage: onboarding/arrival-style · room feed · event detail · RSVP · Come Alone Mode · QR/manual check-in · recap · People You Met · warm-intro request · Passport · Atlas · partner perks · privacy · basic host dashboard.

Don't build yet: full AI · auto-Presence · native app · marketplace · complex membership tiers · corporate portal · multi-city. Test with Founding 100 + first hosts/partners.

Phase 9 — Public launch (Month 6-9)

- **Readiness gate** (don't launch on vibes): 300-500 qualified waitlist · 100+ attended ≥ 1 room · visible second-visit return · ≥ 1 host-led success · 5-10 partner relationships · first redemptions · safety tested · recap loop working · landing page + basic Passport/Atlas · proof library.
 - Campaign: **"No one arrives alone."** Channels: IG · WhatsApp · email · partner QR · venue signage · local creators · founder network · LinkedIn (investor/partner) · SEO guides · PR. **Product Hunt only if the PWA is ready — the room is the launch, not Product Hunt.**
-

Phase 10 — Decide whether to scale (Month 9-12)

- Scale only if: first-timers return · non-founder hosts run rooms · locals trust it · partners renew/pay · CRM shows repeat behaviour · Passport/Atlas meaningfully used · city playbook documented · CAC realistic · quality holds with volume. *If not — improve CDMX, don't expand.*
 - Build the **City OS** (launch checklist, host certification, partner onboarding, first-10-rooms, legitimacy checklist, room economics, safety, cockpit, proof library, CRM schema, expansion scorecard).
 - Second city only by gates (One City, One Page — OS Pack §13). No vanity expansion.
-

Phase 11 — Raise or bootstrap (Month 9-15)

- Weak metrics → don't raise big; fix room quality, host training, legitimacy, follow-up, partner offer, acquisition.
- Strong metrics → raise around the Regulars metric, second-visit return, host replication, partner revenue, Passport/Atlas usage, city playbook, second-city demand, the cross-city thesis. **Story: "Finca is building the trusted identity layer for globally mobile life."**

- Use of funds: city ops · product/PWA · host network · partner sales · trust & safety · content/PR · one second-city test. *Don't raise to overbuild AI/native too early.*

Phase 12 — Build the true platform (Year 2+)

Only after CDMX works: full Passport · Living City Map · Host Intelligence System · Warm Intro Engine · Regulars Map · partner analytics dashboard · cross-city **Welcome Relay** · City Companion · host certification · corporate/relocation layer · city launch dashboard. *This is where Finca becomes Airbnb/Uber-level.*

The 12-month sequence (at a glance)

Month	Focus
1	Lock brand + legal process · landing + waitlist + CRM · partner & host one-pagers · 20 venues · 3 hosts · 3 room formats
2	Launch Founding 100 · first private room · collect proof · start partner pilots · recaps · track return
3	2-4 rooms · one non-founder host-led room · first partner commitments · manual Passport + Atlas · weekly cockpit live
4	Refine formats · document City OS · grow waitlist · improve partner offer · start no-code portal · proof library
5-6	Private beta PWA · Founding 100 active · trusted places live · manual/semi-auto intros · basic host dashboard · partner reporting
7-8	Public brand launch · PR/content · partner activations · local-bridge programming · stronger cadence
9-10	Public product launch if ready · investor memo refreshed with proof · second-city research
11-12	CDMX scale decision · city playbook complete · second-city pilot planning · raise/bootstrap decision

Ignore for the first 90 days

Native app · AI companion · auto-Presence · corporate HR · marketplace · merch · multi-city · complex membership tiers · heavy paid ads · too many room formats · big public launch.

The operating mantra

Rooms create trust. Return proves belonging. Hosts make it scalable. Partners fund the system. Passport makes it portable.

Finca — New here. Known here.