



FINCA SOCIAL CLUB ♦ CDMX ♦ EST. 2021

The Founders' Response

To the three questions you asked us on June 10

Prepared for Teddy

Michelle van Eck & Mike Mangold · July 2026

Teddy —

First, the honest part: we told you we'd have more clarity in one to two weeks, and it took us six. We weren't stalling — we were deciding. We didn't want to come back to you with more brainstorming; we wanted to come back with answers. This is that document.

Second, the grateful part. That call did more for FINCA than you probably realize. You asked the four questions that sharpened this company: whether partners should pay us by subscription or commission — and what each one forces us to *prove*; why anyone would subscribe to a one-city platform; whether short-stay visitors and long-term expats are really two audiences or one; and how we'd honestly show a business the size of our room. We've built our answers into everything since. And “low-hanging fruit” has officially entered the FINCA vocabulary — tours included.

On that call you asked us three things we couldn't yet answer properly:

YOUR FIRST QUESTION

“What is my role in all this? Do you guys need an investor, an advisor... a third person? What are you guys looking for?”

YOUR SECOND QUESTION

“How are you imagining the finances?”

YOUR THIRD OFFER — NOT EVEN A QUESTION

A place to stay, from your own front door of the city.

Here are our answers — in that order.

Your role — our invitation

Our honest answer: we'd like to find out by building together.

Titles are easy to hand out and hard to take back, and we respect you too much to improvise one. So instead of a label, we're proposing a structure.

THE NEXT NINETY DAYS — THROUGH THE FIRST EVENT

Join us as a founding collaborator. No titles, no paperwork, no cheque — just the three of us building the first proof: your neighborhoods, your people, your read on the city. You'd be in the room from the start of something, not signing up to the end of a pitch.

AFTER THE FIRST ROOM PROVES

If the working chemistry is what we all suspect it will be, we then shape a real partner stake together — earned in, not bought in — and we'd want your own legal eyes involved in how it's papered. We think that's the honest order of operations: build first, structure after, so whatever we sign reflects how we actually work together rather than how we hoped we might.

WHY YOU — SAID PLAINLY

You live between Mexico and Colombia. You know property from the inside. You speak the language — literally and culturally. And you're the kind of person people trust on arrival, which is precisely the thing FINCA exists to institutionalize. Your read and your reach are worth more to us right now than anyone's money — including yours.

And the question comes back to you, genuinely: you asked what your role could be — we've told you what we'd love. What do you want this to be?

The finances — and the front door

ON CAPITAL — YOUR SECOND QUESTION

We're funding the proof phase ourselves, deliberately. We want the first receipts — the first rooms, the first partners, the first returning regulars — to be ours to earn, so that anything we ever ask anyone to join is built on evidence rather than enthusiasm. That's not a polite no. It's a sequencing decision, and it comes with a promise we mean precisely:

When we open the first cheque, you are the first call — and we'd want you in before anyone else.

ON THE PLACE TO STAY — YOUR GENEROUS OFFER

Yes — and thank you. Michelle lands in Mexico City in August, and we'd love to take you up on it the right way: as your tenants, not your guests. A clean, normal arrangement — fair rate, defined term — so that the partnership conversation always stays exactly what it should be: about the work.

And there's a second conversation hiding inside your offer, one we want to have on its own merits. You know we see FINCA reaching into the housing side of arrival eventually — trusted places to land are part of the same promise as trusted rooms. Your property world and ours are going to keep meeting. We'd rather design that on purpose than discover it by accident.

What we're asking of you

Not a shopping list — the places where you, specifically, move the needle.

- ◇ A few hours a week, through the first event cycle. Your time and your read are the real ask — everything else follows from them.
- ◇ A room. A space, a rooftop, a venue relationship you can open on friendly terms for the first Saturdays. It's the single biggest thing anyone could do for FINCA right now.
- ◇ Twenty to thirty names. The people in your world who *belong* in the first rooms — and the ones who should be standing in it when we go public.
- ◇ The city, from the inside. What things really cost, which neighborhoods are real, how business is actually done. You've been giving us this in fragments — we'd like it on purpose.
- ◇ A path to the right people. The lawyers and accountants you trust from your own dealings, as we set up the Mexican entity properly.

Notice what isn't on this list. That's deliberate — see the previous page.

What happens next

Michelle lands in Mexico City in August. The first room follows — and we want you in it. See it, don't model it.

Between now and then, if this resonates, the sprint simply starts: a first working session — your neighborhoods, your names, your read — and we take it from there. Nothing to sign, nothing to decide beyond showing up. The structure conversation comes when there's something real to structure, and we'd want to have it in person, the three of us, in the city this is all for.

We said it on the call and we'll put it in writing: we think the three of us could do amazing things together. This document is us throwing the ball back.

With respect and real excitement,

Michelle & Mike

Co-founders, FINCA Social Club

New here. Known here.

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