



FINCA — Partner One-Pager

Become a place the city's most interesting people return to

New here. Known here.

PARTNER ONE-PAGER

PRIVATE PREVIEW · CONFIDENTIAL

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FINCA is a premium social club and belonging platform for internationally mobile people in Mexico City — founders, creatives, professionals, and globally minded locals. We host curated rooms, make warm introductions, and guide members to the city's most trusted places.

We don't just send you traffic. We help you become a regulars hub.

Why partner with FINCA

- **Qualified, returning customers** — not anonymous clicks. Our members are high-intent, internationally mobile, and actively looking for trusted places to eat, meet, work, and return.
 - **Repeat behaviour, by design** — FINCA is built around helping people *become regulars*. That's exactly the customer a great venue wants.
 - **Trusted context** — appearing in FINCA carries a recommendation, not just a listing. "Recommended by FINCA" is a mark worth earning.
 - **Real-world activation** — host a FINCA room and fill a slower night with the right people.
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The Founding Partner Pilot (60-90 days)

A simple, low-risk first step:

- A **Trusted Place profile** in the FINCA Atlas (member-facing, curated).
- **One member perk or welcome offer** (your choice — e.g. a welcome drink, priority table, members' rate).
- **One hosted FINCA room or activation** at your venue.
- Inclusion in "**First 72 Hours in Mexico City**" (our newcomer guide).
- A **QR / welcome card** in your space.
- A **monthly performance recap** + a renewal conversation at the end.

Soft / pilot pricing to begin. The goal is to prove value before anything bigger.

What success looks like (we report it monthly)

Member visits · perk redemptions · repeat visits · bookings / reservations · room attendance & spend · content reach · member saves · qualitative feedback · renewal / upgrade intent.

The partner ladder

Listed → **Verified** (claimed profile) → **Passport Partner** (member perk) → **Room Host** (hosts FINCA rooms) → **Featured** (Atlas / newsletter / journal placement) → **Anchor Partner** (strategic city)

partner).

Who FINCA brings, by venue type

- **Restaurants & cafés** — members looking for trusted places to eat, meet, and work — who come back.
 - **Coworking** — founders, creatives, and remote workers deciding where to work and who to meet.
 - **Boutique hotels** — a trusted social layer for your guests beyond the lobby.
 - **Wellness & fitness** — newcomers building routines and looking for grounding.
 - **Galleries & culture** — a culturally curious, globally mobile audience that converts attention into relationship.
 - **Relocation / legal / real estate** — reach people at the exact moment they need trusted help.
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Let's start with one room.

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