



FINCA — Partner Onboarding

Send once a partner says yes. Makes the partnership real, not informal.

We don't send random traffic — we help you become a regulars hub. New here. Known here.

PARTNER ONBOARDING TEMPLATE

INTERNAL · CONFIDENTIAL

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Partner / venue: _____ **Category:** _____ **Neighbourhood:** _____

Main contact: _____ **Email / WhatsApp:** _____ **Start date:** _____ **Pilot end (60-90d):** _____

Tier: Listed ☐ · Trusted Place ☐ · Known Here Partner ☐ · Regulars Hub ☐ · Host Venue ☐

1. What being a Trusted Place means

A recommendation, not a listing. FINCA members are vetted, internationally mobile, and looking for places to return to. The goal of this pilot is to prove value before anything bigger.

2. The Founding Partner Pilot (agreed scope)

- **Member perk / welcome offer:** _____
 - **Hosted FINCA room / activation:** _____ (proposed date: _____)
 - **Trusted Place profile** in the Atlas: drafted ☐ · approved ☐
 - **Inclusion in "First 72 Hours in CDMX":** yes ☐ / no ☐
-

3. In-venue setup

- ☐ QR / "Known Here by FINCA" welcome card delivered & placed
 - ☐ Staff briefed on the member perk + how to redeem
 - ☐ Photo/content guidelines shared (consent, tone, tagging)
-

4. Event expectations (if hosting a room)

Date: _____ · Expected headcount: _____ · FINCA brings: _____ · Venue provides: _____ · F&B / minimum: _____

5. Reporting cadence (monthly recap — what success looks like)

Member visits ____ · perk redemptions ____ · repeat visits ____ · bookings/reservations ____ · room attendance & spend ____ · member saves ____ · member-loved score ____ · feedback ____ · renewal/upgrade intent ____

6. Renewal path

Pilot review date: _____ → Outcome: renew ☐ / upgrade tier ☐ / adjust ☐ / end ☐

Upgrade ladder: Listed → Verified → Passport Partner → Room Host → Featured → Anchor.

Owner (FINCA side): _____ **Next action:** _____ **Due:** _____

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New here. Known here.