

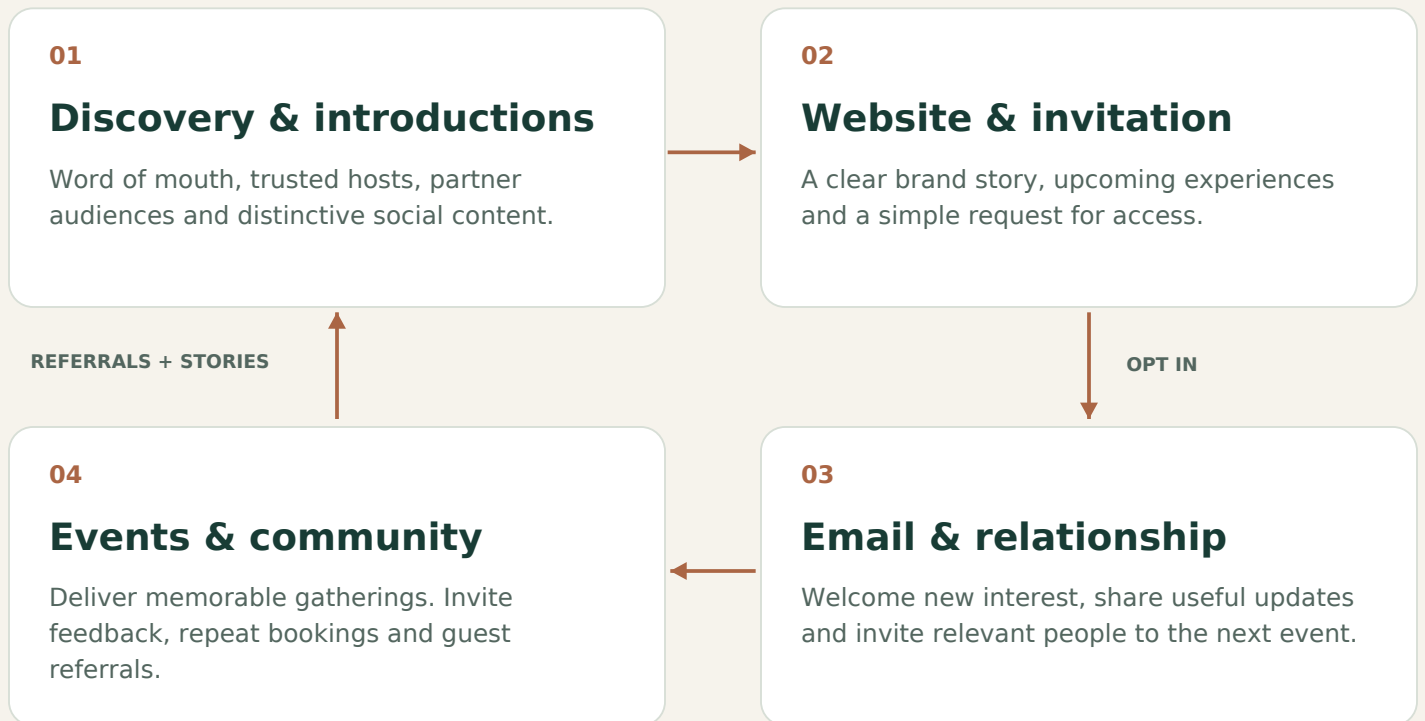
01 / THE OPPORTUNITY

Build belonging. Prove demand.

A curated wellness community for active founders, business owners and people with demanding lives. Start with intimate experiences; earn the right to expand.

The first product is the experience.
The digital ecosystem helps the right people discover it, join and come back.

HOW THE COMPONENTS WORK TOGETHER



WHAT THIS CAN UNLOCK

Repeat paid events → Retreat pilots → A future sanctuary

Expand when repeat demand and delivery economics support the next step. Regenerative treatment referrals require a separate clinical and legal workstream.

02 / THE ROADMAP

A focused first 90 days.

Build a practical foundation, launch around real events, then improve using what guests actually do. Timing is illustrative and depends on assets, budget and event readiness.

DAYS 1-30

Create the foundation

Brand-led mobile site: story, founders, experiences, invitation form and journal. Connect registration, email, consent and analytics. Prepare the first content queue.

Ready to launch: a credible home base and a working signup journey.

DAYS 31-60

Activate the first experiences

Coordinate invitations, social, registration and reminders. Capture approved photos and guest feedback. Send post-event follow-up and invite suitable referrals.

Learn: who joins, who attends, what resonates and what people will pay.

DAYS 61-90

Build repeat participation

Segment the email audience, publish useful content and invite guests back. Refine landing pages and messages. Review event margins and test retreat interest.

Prove: repeat bookings, referrals and a realistic path to profitable delivery.

A MANAGEABLE PUBLISHING RHYTHM**SOCIAL**

3 strong posts / week
Stories around real activity

EMAIL

2 newsletters / month
Plus event-triggered messages

WEBSITE

2 useful articles / month
Plus event pages and recaps

AI assists drafts and repurposing; people approve voice, facts and guest permissions.

03 / HOW WE CAN HELP

Connect the brand to growth.

Proposed: a paid foundation project followed by a defined 90-day growth engagement. Final scope, ownership, budget and milestones follow a review of the brand and existing setup.

DIGITALLY SAVVY

Strategy & website
Positioning, site roadmap, build coordination and conversion journeys.

Content & relationship systems
Editorial queue, social workflow, email collection and automated follow-up.

Discovery & commercial learning
Search foundations, AI visibility monitoring, partnerships and performance reporting.

FOUNDERS + SPECIALISTS

Founder-led experience
Community curation, hosts, original material, programming and hospitality.

Specialist review
Clinical claims, provider diligence, referral arrangements and jurisdiction-specific legal requirements.

SEARCH + AI DISCOVERY: MAKE THE BRAND FINDABLE

Publish useful public pages with clear answers, credible authors, internal links and appropriate structured data. Start with 6-8 planned pieces. Configure search-crawler access and monitor search traffic, citations and qualified signups. Visibility, indexing and rankings are objectives, not guarantees. [1-3]

MEASURE COMMERCIAL PROGRESS

Qualified signups → Attendance → Repeat bookings → Referrals
Track event contribution margin and total operating costs alongside growth. Use evidence of paid demand and retention to support future investment.

Regenerative wellness: review this future offering separately before promotion. Overseas delivery is not a substitute for jurisdiction-specific review. Health claims need adequate evidence; the initial marketing database should collect interests, not medical histories. [4-5]

REFERENCE NOTES / STRATEGY GUIDANCE, NOT A LEGAL OPINION

- 1 Google: AI features & your website
- 2 OpenAI: search crawler guidance
- 3 Anthropic: web crawler guidance

- 4 FTC: health marketing guidance
- 5 FDA: regenerative medicine alert