

The Founding Kit - Commission & Economics Model

HOW THIS MODEL WORKS

Every number in the working sheets is driven by the Assumptions sheet. Change an input there and every total

THE SHEETS

Assumptions

Every driver, in one place. This is yo

Category Economics

Commission and gifting-pool math p

Gifting Budget Mechanism

The core claim: does the negotiated

Unit Economics

Contribution per booking, member

Membership Economics

Fee revenue, cost to serve, member

3-Year Build

12 quarters: members, bookings, re

THE GIFTING TRIGGER LOGIC (client refinement)

Gifting is NOT applied to every booking. A gift fires on a TRIGGER:

- Occasion: birthday, anniversary, honeymoon, milestone, first stay, member-flagged date.

- Tier: automatic when the member books the top product (e.g. a Royal / top suite).

The negotiated commission DELTA (over base) is collected on EVERY booking at a selected hotel and pools into a gifting budget. Triggered stays DRAW on that pool. The model tests whether the pool covers the triggered gifts plus logistics, with margin.

BASIS

Currency: USD (client is America/Chicago). EUR shown beside USD where the market prices in euros.

Market data: luxury-hotel commission and palace-hotel ADR, Paris reference, verified Sep 2026.

Commission band: 10-15% standard, ~12% preferred/consortia average; high-demand Paris 17-20%.

Source: xeni.com (vs ASTA / Host Agency Reviews / Fora, 2026); rield-rm.com Booking.com 2026 guide.

ADR anchors: Le Bristol Paris live rates (TripAdvisor / KAYAK, Sep 2026).

All market-set figures are honest cited ranges, not guesses. Client's own numbers override on entry.

Driver	Value Unit / Note
HOTEL CATEGORY ECONOMICS (per booking)	
Luxury / palatial - avg nightly rate (ADR)	1,900.00 USD. Le Bristol std room band \$1,700-2,300
Luxury / palatial - nights per stay	3.00 nights
Cool & trendy - avg nightly rate (ADR)	700.00 USD
Cool & trendy - nights per stay	3.00 nights
Special concepts - avg nightly rate (ADR)	1,100.00 USD. Rare / design / experiential
Special concepts - nights per stay	3.00 nights
Top-suite booking (tier trigger) - avg total stay value	30,000.00 USD. e.g. Royal/Presidential suite x nights
COMMISSION LADDER	
Base commission rate (preferred/consortia buyer)	0.12 % of stay value. ~12% preferred avg (cited)
Negotiated commission rate (panel-selected hotel)	0.18 % of stay value. Panel leverage; 17-20% Paris band
Commission delta (negotiated minus base)	0.06 % - funds the gifting budget pool
GIFTING MECHANISM	
Trigger rate - occasion + tier (% of bookings firing a gift)	0.15 % of all bookings that fire a gift
Gift product cost (avg, ambassador-supplied)	250.00 USD per triggered gift
Shipping cost per gift	45.00 USD
Packaging + logo card + handling per gift	25.00 USD
MEMBERSHIP TIERS	
Signature tier - annual fee	2,500.00 USD / year
Circle tier - annual fee	7,500.00 USD / year
Founding tier - annual fee	20,000.00 USD / year
Mix - % of members on Signature	0.60 % of members
Mix - % of members on Circle	0.30 % of members
Mix - % of members on Founding	0.10 % of members
BEHAVIOR & MIX	
Bookings per member per year	2.50 bookings
Member vs non-member - % of portal bookings by members	0.70 % of bookings from members
Member-only price markup captured by portal	0.00 % - members get better prices, not markup (default 0)
Non-member added-value amenity cost to portal	40.00 USD per non-member booking
Concierge cost to serve per booking	60.00 USD - human + digital concierge, per booking
Annual cost to serve a member (relationship + platform)	900.00 USD / member / year
MEMBER LIFECYCLE	
Member acquisition cost (CAC)	1,500.00 USD per member acquired
Member annual retention rate	0.80 % retained year over year
3-YEAR GROWTH DRIVERS	
Members at end of Quarter 1	120.00 members
Quarterly member growth rate	0.22 % net new per quarter

Hotel category	ADR	Nights	Stay value	Base comm.	Negotiated comm.	Delta (gifting pool)
Luxury / palatial	\$1,900	3.00	\$5,700	\$684	\$1,026	\$342
Cool & trendy	\$700	3.00	\$2,100	\$252	\$378	\$126
Special concepts	\$1,100	3.00	\$3,300	\$396	\$594	\$198

Metric	Value Note
THE CLAIM: the negotiated commission delta funds the triggered gifts.	
PER TRIGGERED GIFT	
Gift product cost	\$250.00 ambassador-supplied
Shipping	\$45.00
Packaging + logo card + handling	\$25.00
Total cost per triggered gift (product + logistics)	\$320.00 the fully loaded gift cost
POOL vs DRAW (blended across categories, per booking)	
Gifting budget POOL per booking (avg commission delta)	\$222.00 delta collected on EVERY booking
Expected gift DRAW per booking (trigger rate x cost per gift)	\$48.00 only triggered stays draw
Surplus / (deficit) per booking	\$174.00 pool minus draw
Coverage ratio (pool / draw)	\$4.63 > 1.0 means the delta covers gifting with margin
STRESS: break-even trigger rate	
Trigger rate at which pool exactly funds the draw	\$0.69 above this, the delta no longer covers gifts
Headroom vs current trigger rate	\$0.54 cushion before the pool runs dry

Per-booking line	Member	Non-member
Avg stay value (blended across categories)	\$3,700.00	\$3,700.00
Portal revenue - negotiated commission	\$666.00	\$666.00
Portal revenue - member price markup	\$0.00	\$0.00
Total portal revenue per booking	\$666.00	\$666.00
Less: expected gifting cost (trigger rate x cost per gift	-\$48.00	-\$48.00
Less: concierge cost to serve	-\$60.00	-\$60.00
Less: non-member added-value amenity cost	\$0.00	-\$40.00
Contribution per booking	\$558.00	\$518.00

Membership tier	Annual fee	Mix %	Weighted fee
Signature	\$2,500	60.0%	\$1,500
Circle	\$7,500	30.0%	\$2,250
Founding	\$20,000	10.0%	\$2,000
Blended annual fee per member			\$5,750
Annual cost to serve a member			\$900
Booking contribution per member per year			\$977
Total annual gross profit per member			\$5,827
Member acquisition cost (CAC)			\$1,500
Avg member lifetime (years, 1 / (1 - retention))			\$5
Member lifetime value (LTV)			\$29,133
LTV / CAC ratio			\$19

[illegible]