

THE FOUNDING KIT

Start here



Welcome to the Founding Kit.

This is everything the venture needs to walk into a room and make its case — the argument, the identity, the money, and a live model someone can play with in front of you. Four pieces, built to sit together. This page tells you what each one is, the order to read them in, and two honest things to keep in mind before you show any of it to the wider world.

Everything lives on the workbench to the right. You can open each piece on its own, or take the whole thing home in one file with the **Download kit** button — that packages all four deliverables together, ready to keep, print, or forward.

□ Don't miss — the piece that goes beyond the ask

Open the **Scenario Simulator** and just move the sliders.

It's the whole economic argument turned into something you can *feel*: six levers — cities, members, booking value, commission, how often gifting fires, how much a gift costs — and every number on the screen recomputes the instant you change one. Hand it to a co-founder or an investor and let them stress-test it themselves. If they push the gifting trigger to its most generous setting, they'll watch the loop still fund itself with room to spare. That's the point landing in their own hands, not on your word.

It opens in any browser and needs nothing installed. And anything you or they type into it stays inside that browser — it never travels back to us, or anywhere. Play freely.

The four pieces, in reading order

1. Strategy Dossier — start here after the simulator

[strategy/dossier.pdf](#) · 28 pages · the main document

This is the full argument — the one to put in front of a co-founder, an investor, or Omar himself. It builds the case from the ground up:

- **The wedge** — why no one else owns both an editorial point of view *and* a gifting engine, and why that gap is the opening.
- **The panel and the challenger mechanic** — how selecting the best hotels in each city, and holding a shortlist of challengers just outside it, creates the leverage to negotiate better member pricing and better treatment. And how the panel is re-earned every two years, so it never goes stale.
- **The ambassador board** — the voices across music, sport, art, and cinema who ratify the taste and act as advisors to members.
- **The triggered gifting loop** — the novel engine. Gifts appearing in the suite on the right occasion or the top-tier booking, funded by the hotel's own increased commission, so the moment feels personal and the venture doesn't carry the cost.
- **The supply-first roadmap** — lock the panel, the pricing leverage, and the ambassador board in a few flagship cities before selling a single membership. Phased, so nothing launches before it's ready.
- **The risks, named and sequenced** — legal, supply, ambassador dependency — and how each is handled.
- **The economics** — the shape of the money, in words, before the workbook shows it in numbers.

2. Brand & Naming Package — the identity

[brand/oc7-brand-package.pdf](#) · 15 pages

The full OC7 identity system:

- **The mark, and what the 7 means** — the concept behind the name and why it reads the way it does.
- **The lockup ladder** — how the mark flexes from a full formal signature down to a single seal.
- **Clear-space and protection** — how the mark is kept intact wherever it appears.
- **The six-room sub-brand architecture** — how the world divides into its parts while staying one house.
- **The world** — the palette and the voice, so everything the venture ever writes or shows feels like it came from the same place.
- **The licensed face** — the typography the brand speaks in.
- **An honest clearance frame** — a clear-eyed read on the name's standing (more on this below).

3. Commission & Economics Model — the live workbook

[model/commission-economics-model.xlsx](#) • 7 sheets • 181 formulas

The money, working. Every assumption is an input you can change, and when you change one, everything downstream moves with it — the same way a real financial model behaves. The heart of it is the gifting-budget mechanism: it shows, in live numbers, that the increased commission from selected hotels funds the gifting loop with a wide cushion. Open it in Excel, Numbers, or Google Sheets and change a number to see the whole thing respond.

(The simulator above is the fast, playful version of this same math — the workbook is the full, auditable one.)

4. Scenario Simulator — the piece to play with

[simulator/scenario-simulator.html](#)

Covered at the top. Six levers, live recompute, opens in any browser, completely private to you. The one to hand across a table.

Two honest things before you take this wide

On the selected-vs-challenger framing and the celebrity examples. Inside the dossier, real hotels and real names are used to make the model vivid — the Paris panel, the gift examples in the suite. Those are strictly for *your* eyes and your team's: they're there to make the mechanic land, not to say anywhere in public. The public-facing language is deliberately softer — it describes what the offer *is* rather than measuring one named hotel against another, and the celebrity gifts are shown as illustrations of how the loop works, never

as partnerships anyone has signed. Before any of this comparative framing or any use of a real person's likeness goes outward, it's worth a look from your counsel. We've flagged where the exposure sits; we're not giving a legal opinion, just pointing at the door for the lawyer to walk through.

On the OC7 name. It reads clear enough to build on — nothing we found stands in the way. But "reads clear" isn't the same as "legally stamped." The last mile belongs to counsel: a formal trademark class search to make it official, and grabbing **oc7.com** before someone else does. Small steps, but do them soon — that's the difference between a name you're using and a name you own.

That's the kit. Read the dossier for the argument, the brand package for the world it lives in, the workbook and simulator for the proof that the numbers hold. Everything is here, and everything is yours to change.