

Cebu Condo Care

PARTNER PROPOSAL FOR EVA MARTINEZ

A ground-up, pre-launch digital coordination business for Cebu condo care and non-medical personal support.

VAOS setup: PHP 80,000 one time · **Launch Partner:** \$500/month after Phase 1 acceptance and public go-live, billed separately.

The setup checkout does not charge the monthly retainer and does not issue equity. Proposed ownership and governance are documented separately after professional review.

The venture on one page

Problem

Remote owners struggle to discover and coordinate dependable Cebu condo care.

Customer segments

Foreign owners, STR hosts, expats, older residents, PWD households, and vacationers.

Unique value proposition

Foreigner-friendly booking, protocols, communication, provider coordination, and quality oversight.

Solution

A digital booking layer backed by VAOS and qualified local providers.

Channels

Google, basic SEO, referrals, communities, partner providers, and dual-brand promotion.

Revenue streams

Customer bookings first; software and expansion opportunities later.

Cost structure

Provider pay, supplies, registration, insurance, ads, software, administration, and reserves.

Key metrics

Bookings, contribution margin, reserve, provider capacity, ratings, repeat customers.

Unfair advantage

VAOS systems, Benjamin's controls, Eva's local leadership, Weshie's administration, and aligned ownership.

Who needs this—and why

Problems

- Foreign and remote owners cannot easily verify or coordinate dependable local care.
- Service quality, communication, access, and follow-through vary.
- Existing competitors prove demand, but discovery and foreigner-friendly coordination remain uneven.

Early customers

- US and foreign condo owners
- Airbnb and STR hosts
- Expats and vacationers
- Older residents and PWD households
- IT Park, Lahug, CBP, Mandani Bay, Mandaue

A digital care coordinator—not another mop crew

Unique value proposition

Simple booking, clear communication, documented service protocols, provider coordination, and quality oversight for people managing Cebu property from near or far.

Initial solution

Condo cleaning · housekeeping · STR turnovers · laundry/linen · meal preparation · errands · non-medical companionship.

Clinical and regulated care remains outside scope pending qualified review.

How demand reaches the network

Channels

- Google discovery and defined basic SEO
- Answer-friendly site content
- Expat, owner, and STR communities
- Referrals and partner providers
- Eva and Benjamin co-promotion

Unfair advantage

- VAOS booking and operating infrastructure
- BenjaminCFO controls and protocols
- Eva's Philippine CEO execution
- Weshie Mellijor's executive administration
- Owners aligned around long-term quality

Light overhead. Provider-first economics.

Revenue streams

- Cleaning and turnover bookings
- Housekeeping and support bookings
- Non-medical companionship coordination
- Future partner and VAOS expansion paths

Setup: PHP 80,000 one time

Launch Partner: \$500/month after acceptance and go-live, through separate billing.

Cost structure

- Providers and direct service costs
- Supplies, kits, PPE, and storage
- BIR/LGU, banking, insurance, and compliance
- Ads, software, administration, and reserves

No unnecessary retail lease is planned in Year 1.

Startup, operating cash, vendor retainer

1 · Startup investment: PHP 80,000 funds one-time VAOS configuration. The operating company separately funds registration, providers, supplies, insurance, advertising, compliance, and working capital. Founder advances are documented.

2 · Ongoing expenses: Providers are paid first. Eva does not personally float wages without written loan or reimbursement terms. Owner labor is paid separately at the documented provider rate.

3 · Vendor retainer: \$500/month begins the first full month after Phase 1 acceptance and public go-live, through a separate invoice or checkout. It is not charged by the setup payment. It includes the agreed VAOS license path, defined basic SEO, systems support, and BenjaminCFO advisory within written limits.

Cash discipline and company control

Revenue versus profit: refunds → taxes → providers → direct costs → essential operations → reserve → approved operating compensation → conditional revenue bonus → board distributions.

No bonus Months 1–6. Later activation requires three positive contribution-margin months, current taxes/providers, no material overdue liability, and three months of operating reserve. If active: Benjamin 4%, Eva 2%, Weshie Mellijor 2% of defined collected revenue, quarterly in arrears. Year 1 retains at least 60% of after-tax profit; declared distributions follow proposed ownership.

Data and assets: The Philippine operating company owns its brand, domain, content, CRM, bookings, SOPs, records, social accounts, and creative assets. VAOS and Stripe are processors. Dual admins, exports, 30-day offboarding, and a DPA apply.

What the paid setup proves

Key metrics

Bookings per week · contribution margin · provider capacity · reserve coverage · repeat rate · ratings · remediation rate · acquisition cost.

Professional review: entity records, equity issuance, Weshie's vesting, deadlock, classification, BIR/LGU, privacy, insurance, tax, and regulated services.

Calculated during setup

Provider rates · customer pricing · supplies · working capital · registration and insurance costs · area capacity · break-even volume.

From canvas to operating business

1. Review the Lean Canvas, offer page, one-sheet, and commercial terms.
2. Electronically accept checkout terms and pay the one-time PHP 80,000 setup.
3. Hold the paid operating-model meeting and calculate real Cebu inputs.
4. Configure and test VAOS, provider intake, booking, and reporting.
5. Review and accept Phase 1.
6. Go live; separate \$500/month Launch billing begins the first full month afterward.

Unverified until written: seats, hour caps, basic SEO activities, acceptance window, advisory cadence, Weshie Mellijor's role and vesting, contracting entity, and counsel-reviewed corporate records.