

## Dinner Party Business / Platform Hospitality — Concept Module — v01 — 2026-05-01

**The Airbnb-on-steroids hospitality model that turns short-term rentals into branded experience products.** This is the operating playbook for combining stays + chef experiences + content + brand into a Hilton-grade hospitality engine running on Airbnb infrastructure.

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### Composes Into

This Concept Module is referenced by these Business Ventures:

Venture	Role of Platform Hospitality
<b>765 Saint Anthony</b>	Anchor property for the platform — first branded experience destination
<b>Operating Real Estate Portfolio</b>	Future STR-eligible properties join the platform brand
<b>Moffett Road 9-Acre</b>	Tiny home community uses the brand for booking + content

The platform brand is the asset that turns operating rentals into a destination network rather than commodity Airbnb listings.

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### What This Module Is

The thesis, stated plainly: **“Modern day Hilton brand but on Airbnb.”**

Short-term rentals have a discoverability advantage on Airbnb but no brand equity, no direct-booking pipeline, no recurring relationship with guests. Hilton has all three but no Airbnb-scale viral exposure. The Platform Hospitality module captures both:

- Properties listed on Airbnb for viral exposure
- Loyal followers book through the brand website for exclusive deals/stays
- Branded content engine drives followers to direct booking
- Five revenue streams compound rather than the single “stay” revenue Airbnb hosts depend on

The win condition: 70% of revenue comes from non-stay sources (experiences, content, merch, sponsorships, collaborations) by year 3.

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## Five Revenue Streams (Conservative → Aggressive)

Stream	Conservative Monthly	Aggressive Monthly	Notes
<b>1. Stays (Airbnb + Direct)</b>	\$4,000	\$8,000	Direct-booked priced 20-30% below Airbnb to incentivize follower switch
<b>2. Private chef experiences</b>	\$1,000	\$2,500	5-10 bookings per month at \$200-250 per experience
<b>3. Content studio rental</b>	\$500	\$3,000	Kitchen + Living + Porch as filming locations for outside creators
<b>4. Merchandise sales</b>	\$500	\$2,000	Branded goods, cookbooks, recipe boxes, partner products
<b>5. Collaborations / sponsorships</b>	\$0	\$1,500	Brand partnerships paid for content placement
<b>TOTAL MONTHLY</b>	<b>\$6,000</b>	<b>\$17,000</b>	

Per Financial Deliverable Standards: these are the documented base case ranges. Actual venture financials live in the venture folder, not this module.

## Margin Math (765 Saint Anthony as the reference example — internal use)

From the Platform Hospitality strategy doc, with 765 mortgage at \$3,000/month:

Scenario

Conservative

Moderate

Aggressive

These margins illustrate why the 5-stream model wins versus single-stream Airbnb hosting: at the conservative case, you're at 42% margin even after debt service. The non-stay streams compound the cushion as they scale.

⚠ **Forward-Facing Strip:** the dollar-level margin math above is internal/company use. Strip from any external investor or pitch document unless the doc is specifically a deal-level investor brief that's been advised to include it.

## Three Content Verticals (The Engine)

The platform's content engine produces three weekly shows. Total: **130 episodes Year 1** from a student production crew (sourced from Student Experiential Network module).

### Vertical 1 — Saint Anthony Kitchen

- Cooking show, 15-20 minutes, weekly
- Filmed in the property kitchen
- Host: rotating culinary practicum students from Bishop State + occasional guest chef
- Tied to Café Kitchen module

### Vertical 2 — Saint Anthony Design / “Styled in the South”

- Home decor show, bi-weekly
- Filmed in the property living spaces
- Host: rotating interior design student / designer guest
- Drives merchandise + design-partnership revenue

### Vertical 3 — Saint Anthony Conversations / “Porch Talks”

- Daily talk show format, 30-45 minutes, weekly upload cadence
  - Filmed on the property porch
  - Host: rotating community voices, retired teachers (Builders' Generation), local makers
  - Tied to Fireside Series module — many guests are Fireside alumni
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## Pricing Model

**Stay pricing rule:** Direct-booked nights priced 20-30% below market Airbnb rate. Ownership allows the subsidy because the lifetime value of a direct-booking customer is multiples higher than a one-shot Airbnb guest.

**Experience pricing:** \$200-250 per private chef experience (2-4 hours). Premium pricing \$400-500 for full multi-course dinners.

**Content rental:** Studio time billed at \$75-150/hour for outside creators using the property as filming location. Pre-negotiated package deals available for recurring partners.

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## The Airbnb Funnel → Direct Booking Conversion

Critical mechanic: every Airbnb guest is funneled into the brand's direct-booking ecosystem.

1. Guest books on Airbnb (viral discovery)
2. On-property: branded materials, QR code to brand website, follow-on-social asks
3. During stay: free experience offered (cooking show participation, content cameo)
4. Post-stay: email sequence offering 20% off direct-booked next stay

5. Year 1 follower threshold: 10,000+ direct-booking-aware followers

The arrival/departure cooking-show participation experience is the conversion wedge. It transforms guests from one-time customers into content participants who feel invested in the brand.

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## Composes With

Other Module	How Platform Hospitality Uses It
<b>Café Kitchen</b>	Filming kitchen for Saint Anthony Kitchen show; private chef experience prep; catering for property events
<b>Student Experiential Network</b>	Production crew (cameras, editing, host rotations) at practicum rates
<b>Fireside Series</b>	Series sessions filmed at property feed Porch Talks content
<b>Storyteller Program</b>	Long-form content packaging from raw footage
<b>STR Platform</b> (Real Estate Operations)	Property listing, dynamic pricing, guest communication automation

## Build Sequence For A New Venture

When activating Platform Hospitality on a new venture property:

1. Property prepped + furnished + branded (3-4 month build)
2. Content vertical 1 (Kitchen) launched first — 4 weeks of episodes banked before public launch
3. Airbnb listing goes live with content visible in description
4. Direct-booking site goes live with 20-30% discount vs Airbnb
5. Vertical 2 (Design) launches month 4
6. Vertical 3 (Porch Talks) launches month 6
7. Brand partnerships activated month 9+

Year 1 target: 2 properties on platform. Year 3: 5 properties. Year 5: 10 properties / Envision Collection brand.

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## Three Most Common Failures (Prevent These)

Failure	What goes wrong	How to prevent
<b>Stay revenue dominates; never escapes Airbnb</b>	Too easy to focus on stay bookings; experience +	Track 5-stream revenue mix monthly. Year 1 target: 40%

<b>commodity model</b>	content streams atrophy	non-stay. Year 3: 70% non-stay. If below — pause stay marketing, double down on experiences.
<b>Content production overwhelms ops team</b>	130 episodes Year 1 sounds achievable until day-to-day ops crush it	Production crew is SEPARATE from ops crew. Practicum students from Student Experiential Network handle content; W-2 staff handle stays.
<b>Brand never escapes single-property association</b>	“765 Saint Anthony” becomes the brand; second property dilutes	Lead with the umbrella brand from day one (“Envision Collection” or equivalent). 765 is property #1, not the brand.

## Pickup Checklist For The Next Iteration

When advancing this module, do these in order:

1. **Lock the umbrella brand name** — currently using “Saint Anthony” prefixed for everything. Decide: is the brand “Envision Collection” / “Envision Hospitality” / something else?
2. **Build the brand identity package** — logo, voice, photography style, packaging
3. **Spec the production crew structure** — director + 2 producers + 4 student rotations
4. **Build the direct-booking website** — platform decision (Squarespace + WhereWolf vs custom)
5. **Define the Airbnb-to-direct funnel mechanics** — QR codes, email sequences, follo