



KENLIFE RESORT NETWORK

Business Proposal

An integrated hospitality-led business community and commercial growth platform

Controlled Network Document

Kenlife Limited operating as Kenlife Resort
Kenlife Resort, Mavueni, Kilifi County, Kenya

Email: network@kenlife.co.ke

Website: www.kenlife.co.ke

Executive summary

The Kenlife Resort Network is designed to make Kenlife Resort more than a hospitality destination: it becomes a consistent convening point for business relationships, professional learning, enterprise support and community-led commercial connection. The model combines a digital member ecosystem with recurring physical forums and Kenlife hospitality.

Operating proposition. The Kenlife Resort Network is a hospitality-powered business and professional community. Its enduring product is the relationship network; recurring physical forums activate that network through structured introductions, opportunity sharing, practical learning, sponsor engagement and authentic African hospitality.

1. Problem and opportunity

- Businesses and professionals often operate with limited access to trusted networks, reliable introductions and market information.
- Emerging enterprises may lack practical support for formalisation, technology adoption, positioning and investment readiness.
- Sponsors seek targeted stakeholder engagement and evidence of outcomes, not passive logo exposure.
- Kenlife can convert recurring relationship activity into food, meeting, event, accommodation, retreat and corporate-booking demand.

2. Proposed solution

Layer	What Kenlife provides
Public website	Discovery, forum calendar, joining, sponsorship, exhibitor, clinic, facilitator and document journeys.
Member/mobile experience	Profile, interests, needs/offers, opportunities, matching, introductions, forum pass and post-event follow-up.
Kenlife operating system	Membership, forums, sponsorship CRM, exhibitors, clinics, agreements, consent, payments, finance and outcome evidence.

3. Strategic partners and facilitation

The original business proposal identifies Kenlife Resort as host/convener, Ubunifu Institute as a core learning/facilitation partner, Afrisol Technologies as a technology facilitation partner and Afribiz Consultancy as a business formation/alignment partner. Additional qualified facilitators and partners may be engaged under controlled agreements and programme scope.

4. Commercial model

Revenue may arise from strategic sponsorship, programme/session sponsorship, custom sponsor contributions, fellowship underwriting, participant fees for paid forums, exhibitions, clinics, food and beverage, meetings, retreats and follow-on corporate bookings. Direct Network revenue and Network-influenced Kenlife revenue should be reported separately.

Current sponsorship commercial catalogue

Route	Base contribution	Current service charge	Indicative total
Title Sponsor	KES 250,000+	30%	KES 325,000+

Route	Base contribution	Current service charge	Indicative total
Platinum Sponsor	KES 150,000	30%	KES 195,000
Gold Sponsor	KES 100,000	30%	KES 130,000
Silver Sponsor	KES 50,000	30%	KES 65,000
Bronze Sponsor	KES 25,000	30%	KES 32,500
Knowledge Session	KES 75,000	30%	KES 97,500
Technology Session	KES 75,000	30%	KES 97,500
Exhibition/Product Display	KES 10,000-20,000	configured service charge	system calculated
Fellowship underwriting	KES 25,000-90,000	30%	KES 32,500-117,000
Custom monetary contribution	Sponsor-proposed	30% default	system calculated
In-kind support	Approved contribution	As agreed	As agreed

The catalogue and applicable service-charge percentage are editable by authorised staff. Confirmed sponsorships store a pricing snapshot; later catalogue edits do not rewrite historical agreements.

5. Implementation model

- 1 Plan and publish the annual/quarterly forum calendar.
- 2 Acquire and qualify sponsors; issue controlled proposals and agreements.
- 3 Open member/event registration under free, paid or invitation/complimentary modes.
- 4 Curate sessions, facilitators, exhibitors and hospitality.
- 5 Run QR-enabled admission and structured networking.
- 6 Capture sponsor evidence, introductions, meetings and participant feedback.
- 7 Follow up outcomes at 24 hours and later checkpoints.
- 8 Reconcile per-forum P&L; and Network-influenced Kenlife bookings.

6. Management structure

Role	Primary accountability
Network Patron/Chair	Strategic direction and high-level stakeholder/sponsor mobilisation.
Network Coordinator	Day-to-day programme, invitations, members, partner follow-up and event planning.
Hospitality & Events Lead	Venue, food, guest reception, programme flow and service experience.
Sponsorship & Partnerships Lead	Pipeline, proposals, agreements, deliverables, evidence and renewals.
Communications Lead	Invitations, WhatsApp/email, social media, highlights and content approval.
Finance & Administration	Budgets, payments, suppliers, reconciliation, reporting and document control.

7. Performance framework

- Forums held and participation by category
- Sponsors secured, pipeline conversion and renewal
- Direct revenue, cost and net contribution per forum

- Businesses/institutions represented
- Introductions requested/accepted and meetings completed
- Verified outcomes from connections
- Clinics delivered and satisfaction
- Repeat attendance and Network-attributed Kenlife bookings

8. Contact

Business proposals, sponsorship, participation and partnership enquiries: **network@kenlife.co.ke**.