

A vibrant beach club scene with people dancing, confetti, and a DJ booth. The image is a wide-angle shot of a crowded outdoor event. In the foreground, several people are dancing and celebrating, with white confetti falling from above. A man in a black vest and white shirt is in the lower left, and a woman in a black top is in the lower right. In the center, a man in a floral shirt and a woman in a white top are dancing. In the background, a DJ booth is visible on the right, and a large crowd of people is scattered across the beach area. The ocean is visible in the distance. The overall atmosphere is festive and energetic.

IMPERIUM

2026

An operating system
for FINNS Beach Club

Introduction



*Chad Egan
suggested
we talk.*

Chad runs Geonet, where we built the operating system his team works in. He thought FINNS might recognise some of the same problems. This covers the beach club only.

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The beach club

What we read, where revenue is sold, and what your team is probably living with
- 02

Clients

Geonet, BDL and Core Concept Living
- 03

Sales

Your pipeline, a caller for old leads, and a record for every booked guest
- 04

Operations

Where the hours go, and how you stay in control
- 05

Working together

Who you'd work with, and how we'd start



The beach club, as we read it.

From FINNS' own pages and the press:

170 m of beachfront and 19 pools

5,000 guests a day on average, up to 10,000 at major events

10 event spaces, for groups of 10 to 2,000

A VIP section since 1 August, with 14 cabanas and 95 daybeds

700,000+ followers and 3 million+ website visitors a year

Foreign arrivals to the island rose 9.7% in 2025, then fell 2.42% in the first half of 2026.

With fewer new arrivals, more of the growth is likely to come from guests FINNS already knows.

finnsbeachclub.com, read 28 October 2026 · Concrete Playground, 28 July 2026 · BPS (Statistics Indonesia), 2 February 2026, and via Databoks, 4 August 2026





Where the beach club’s revenue is sold.

ONLINE	BY YOUR TEAM	AT THE VENUE
Daybeds priced by arrival time: arrive early and save up to 50%	Groups of 21 or more	Walk-ins on free entry
Passes from IDR 250,000++ booked ahead, to 1,500,000++ on the day	Private events for 10 to 2,000 guests	Food and drink
VIP daybeds from IDR 2,000,000, as reported at launch	Cabanas and full-section buyouts	Retail
Packages, gift cards and vouchers	Weddings, birthdays, hens parties and offsites	
New Year’s Eve and the Anniversary		

The biggest bookings are the ones your team sells by email and phone.



What your team is probably living with.

WHAT WE READ

- 01 Groups of 21 or more book by email.
- 02 The reservations desk answers 9am to 8pm.
- 03 Date changes come in by email.
- 04 The WhatsApp support line can't take a reservation.
- 05 Group size starts at 10, 15 or 21, by page.
- 06 Past groups and birthdays: is there a next step?

Points 1 to 5 from FINNS' published help centre and website, read 28 October 2026.

WHAT IT PROBABLY MEANS

- Each enquiry becomes a thread: a deposit within two days, full payment 60 days out, every change handled by hand.
- The venue is open until midnight and guests plan from other time zones, so evening requests wait until the morning.
- Each one is checked by hand against the change window, the fee and the 11am cutoff.
- Guests who message first are sent back to the website to book.
- The same enquiry can take three routes, depending on the page the guest found first.
- A question for your team, not something we read: when last year's hens party or offsite ends, who gets in touch about this year's?



Leads and ad spend, in one place.

Property development, sold to investors by an in-house sales team.

PROBLEM

Leads and ad spend sat across separate systems, so it was hard to see which ads brought buyers and how each rep was doing.

SOLUTION

One operating system for every team: one database fed by every form, and tracking sent back to the ad platform so ads find buyers. Geonet’s own sales team runs the floor.

OUTCOME

“It was understanding what was giving us a return on our advertising expense, where people were working effectively, and getting the information through the organisation as well.”

Chad Egan, Founder & CEO

Chad has offered to take a call with your team. Ask him how his sales team works now, and how they follow up older leads.

Ben Barnes, COO: “It was like Jarvis out of Iron Man. Being able to talk to a system that can do a multitude of things for me at the same time.”

Two more operators on the same system.



BDL

Villa sales, management and daily rentals, run by four people in the office.

“Once the system is set up completely, 60% of time back, easily.”

Sean Johnson, Founder

Reports that took a staff member six hours take one.



CORE CONCEPT LIVING

17 pool villas and a residential community, run by founder Shanny Poijes.

“I was thinking I might need six to eight people. Now I need one.”

Shanny Poijes, Founder

A sale contract that cost \$3,000 to \$5,000 in legal drafting is now a button.



Your sales pipeline, read every morning.

We understand your events team works in Monday. The operating system reads the boards every day and keeps a full copy in FINNS’ own workspace, so the history is still there after activity logs roll over.

WHAT IT MEASURES

First-reply time, per enquiry and per person

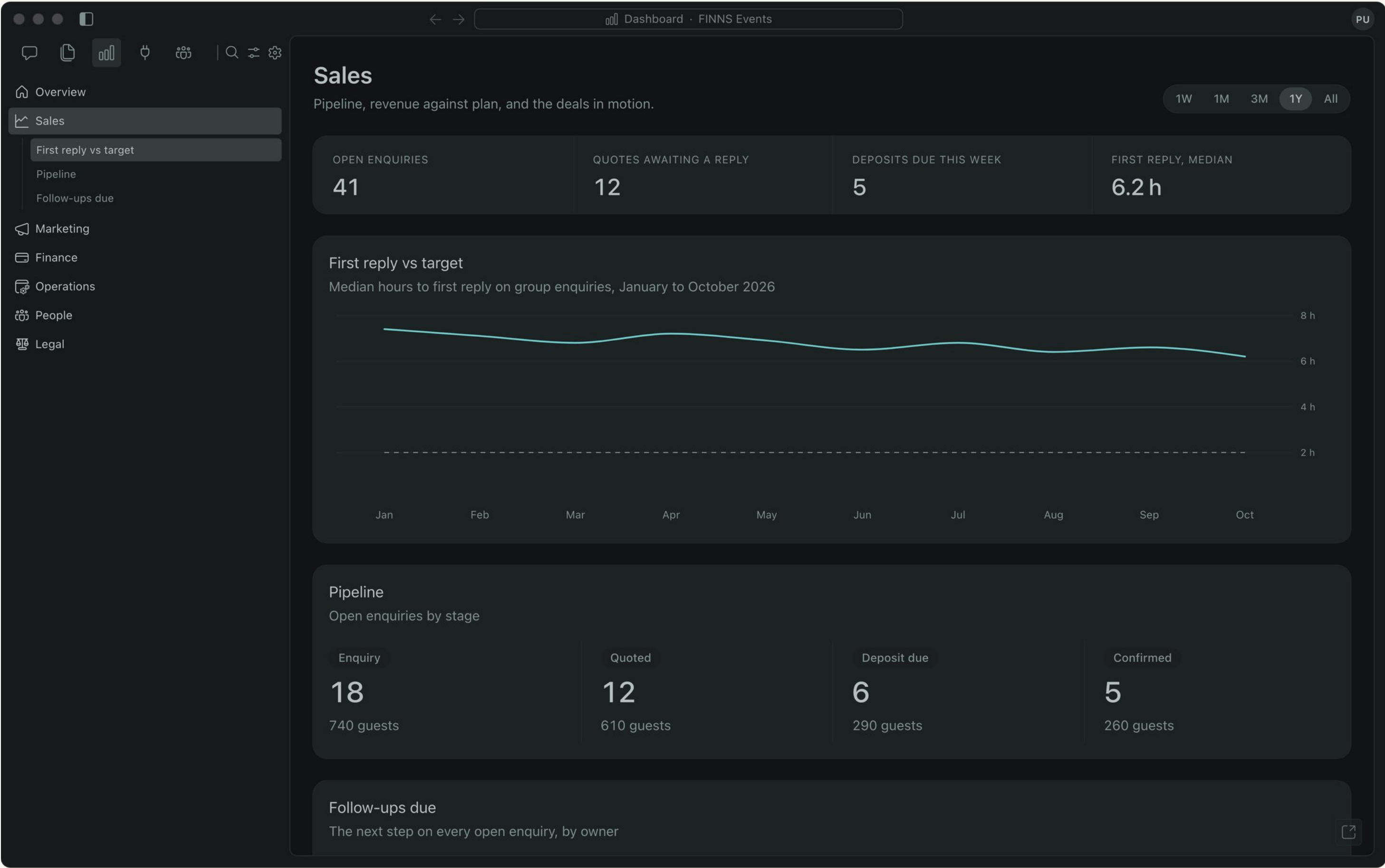
Quotes with no reply after three days

Deposits due in two days, and full payment at 60 days

Wins by event type and by source

Average spend per booking, by event type

Enquiries that never reached the pipeline, from WhatsApp, Instagram or the phone



Your group terms already run on clocks: two days for the deposit, 60 days for payment. The system can watch every one.



A caller for the leads nobody got back to.

WHO IT CALLS

Groups that were quoted and went quiet

Last year’s organisers of birthdays, hens parties, offsites and weddings

Enquiries that never reached the pipeline

Past VIP section bookers

HOW IT BEHAVES

Calls only people who gave FINNS their number and agreed to hear from you, within their local hours and their country’s rules

Uses the contact method each guest picked on your enquiry form

Says it’s an assistant calling for FINNS, and offers a person

Stops when asked, and remembers

Logs every call to the pipeline and hands warm leads to your events team with a summary

PILOT

A measured pilot on past enquiries: calls made, people reached, bookings and revenue.

There’s no reliable industry benchmark for this yet, so we’d measure yours.



One record for every booked guest.

Birthdays	Your sign-up form already asks for a date of birth, so guests who opted in hear from you the month before.
Groups come back	Last year's hens party, offsite or wedding hears from your team in time to book this year's.
Upgrades	A guest who booked Bed Only twice is offered the Party Package or the VIP section.
Known on arrival	A returning daybed or VIP section guest's past visits show at check-in.
Past guests first	New Year's Eve and the Anniversary go to past guests before anyone else.

Measured as how often a guest comes back, what they spend each visit, and what that adds up to over a year. Gift vouchers already last 12 months; the record reminds guests before theirs lapse.

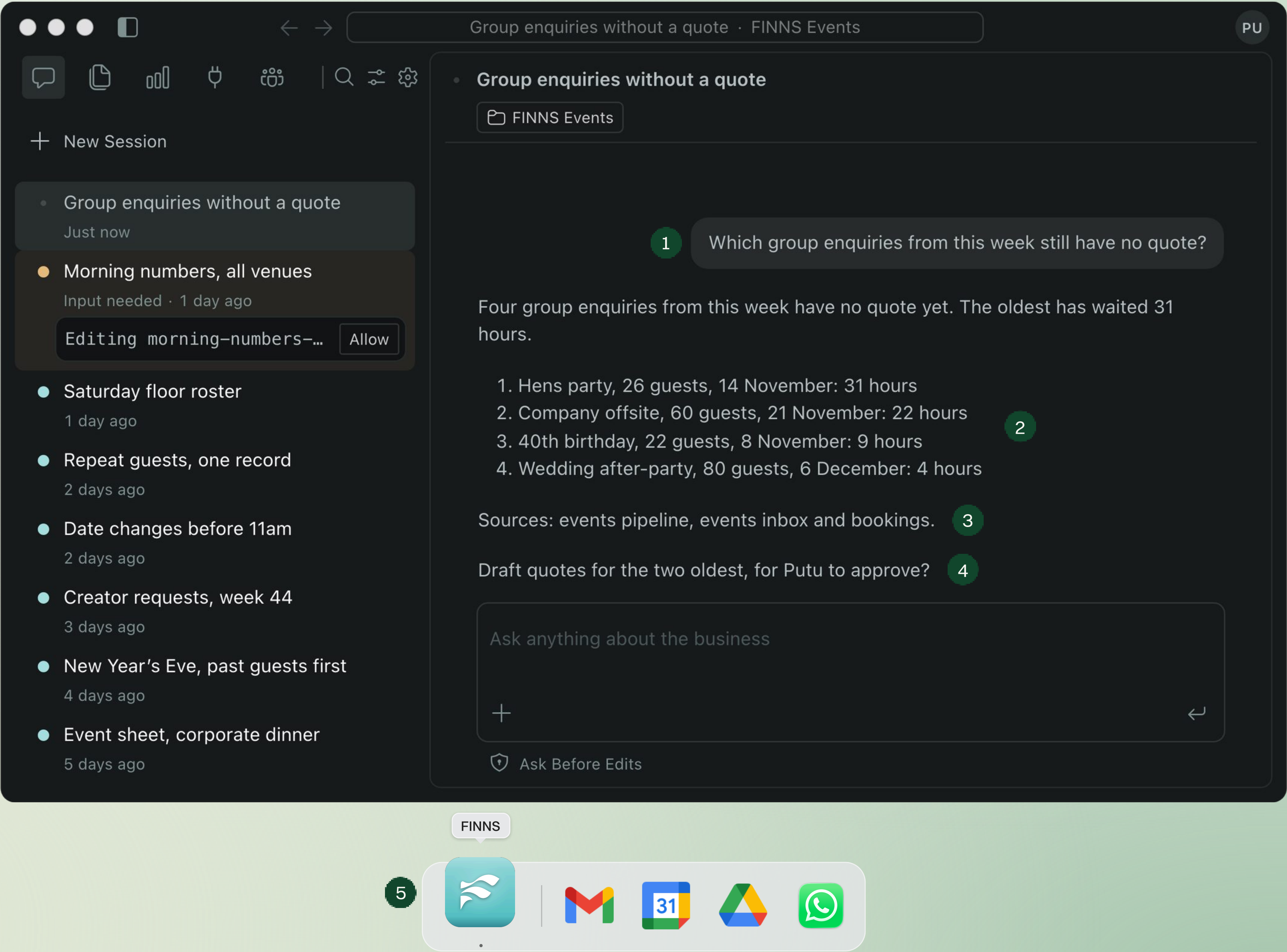


Ask in your own words. It answers from your own data.

Your team asks about a group, a guest or last week's bookings, and gets an answer it can check.

- 1 You ask a question, the way you'd ask a colleague.
- 2 It answers with the figure or the name, in a sentence or two.
- 3 It shows where it came from: the events pipeline, the inbox and the bookings.
- 4 It drafts the next step, and a person approves it.
- 5 FINNS has its own app in the Dock, next to your mail, calendar and WhatsApp.

Hover a step to see it on the screen. Illustrative screen. Sample data, not FINNS' figures.





Operations and admin: where the hours go.



Date changes

Read, checked against the window, the fee and the 11am cutoff, with a reply drafted.



Missing confirmations

Resent with the booking attached.



Event sheets

The email thread becomes one confirmed sheet for kitchen, bar and floor.



Deposits and payments

Reminders on the two-day and 60-day clocks.



Policy and refund questions

Answered at any hour from your own help centre, on WhatsApp and email; bookings still go to the desk.



Creator requests

Checked against your partnership guidelines, with a shortlist for the team.



Job applications

Sorted against each open role, with a shortlist for the hiring manager.



The morning numbers

Bookings, groups, the VIP section and revenue by venue in one brief before opening.

Every draft waits for a person to approve it.



You stay in control.

1

PRIORITY 1

DEPOSIT DUE **Today**

**Deposit due today:
corporate dinner, 45
guests, 15 January**

The organiser accepted the quote on Monday. Two-day
deposit terms end today; a reminder is drafted for the...

🕒 Snooze

✓ Approve

What needs you, ranked

The few decisions worth your time, with the impact and the evidence next to each one.

Sources this answer used

📅

Events pipeline · get enquiries
41 rows · 08:41

📧

Events inbox · get threads
23 rows · 08:41

📅

Bookings · get bookings
9 rows · 08:42

computed by the Imperium gateway

Every answer shows its sources

Each number traces back to the system and the rows it came from, so your team can check it.

🔑 Allow tool from arx?

Gmail: send email
To Sarah Mitchell · Re: Hens party,
26 guests, 14 November

Allow in this Session | ▼

Skip

Nothing goes out without approval

Emails, messages and changes are drafted for a person to approve. You set who approves what.

Your data stays in FINNS’ own workspace: read-only to start, never shared with another client, and you can switch it off.



Who you'd work with.

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the OS to work.

The founders remain accountable for the quality of that relationship.



Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind the OS and the engineering standard required to make company knowledge useful in daily work.



Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the OS part of everyday work.

How we'd start.

A 30-minute call to see whether a first stage fits.

01

A call with Paul and the people who run events and reservations.

02

With read-only access, we look at your events pipeline and inbox, and map where enquiries wait.

03

A short written plan: what to switch on first and how to measure it.

Book a 30-minute call ↗

Or reply to whoever sent you this link.