

PROPOSAL

Wake to Wake × WegoX

A lean, operator-owned booking platform to replace Peek Pro — direct-to-bank payments, resource-aware scheduling, waiver-integrated bookings, and a migration path built for go-live in weeks.

Prepared for	Wake to Wake Watersports — Turks & Caicos
Prepared by	&Go Group Ltd. (Mauritius) — TheGoGroup / WegoX
Version	v1 · draft for client review
Date	07 July 2026

1 · Executive summary

You asked for a lean, operationally reliable platform that replaces Peek Pro, materially reduces commission costs, and gives you flexibility to iterate. We've mapped every requirement in your brief to a phased build that ships an MVP fit for day-one operations, then layers in merchandise sync, WhatsApp comms and staff modules over a second phase.

We're proposing this as a **partnership**, not a vendor engagement. Wake to Wake owns 100% of your instance, your data, your Stripe account, and the customer-facing domain (book.waketowake.tc). TheGoGroup owns the underlying WegoX platform, and you can choose to become a founding design partner with a small equity stake in WegoX in exchange for a discounted MVP and reference-client rights.

2 · What we heard

- You want a clean, simple backend — only the features the business actually needs.
- You want direct-to-bank payments (Visa / Mastercard / Amex / Discover) with no middle-man commission.
- You want a Google-style master calendar with colour-coded boats and no double-booking.
- You want waivers, tips (with crew splits), promo codes, and automated email throughout the guest journey.
- You want your Peek Pro history migrated in — no legacy data left behind.
- You want a lean technical partner with a wallet retainer that rolls unused hours over.

3 · Scope — mapped to your 17 requirements

MVP = in the first release · v1.1 = 4–8 weeks post go-live · v2 = after operational stability

#	Requirement	Phase
1	Customer-facing booking website, mobile-first	MVP
2	Custom booking forms + per-activity questions	MVP
3	Add-ons + merchandise during booking	MVP
4	Merchandise inventory sync with online store	v1.1

#	Requirement	Phase
5	Online payments direct to operator bank	MVP
6	Staff logins, attendance, timesheets, payroll	v1.1
7	Master colour-coded calendar (Google-style)	MVP
8	Staff + boat dropdowns, availability-aware	MVP
9	Boat availability + maintenance tracking	MVP
10	SmartWaiver integration + waiver-gated bookings	MVP
11	Automated, customisable email throughout journey	MVP
12	Phone/staff booking capture interface	MVP
13	Flexible pricing, discounts, promo codes	MVP
14	Tip collection with automatic multi-crew splits	MVP
15	Live chat / WhatsApp linked to customer records	v1.1
16	Custom reporting + dashboards	MVP
17	Peek Pro historical data migration (CSV)	MVP
+	Basic CRM — repeat customer quick-book	MVP
+	Loyalty / rewards programme	v2
+	Hotel referral tracking + commissions	v2

4 · Architecture

- **Frontend:** TanStack Start · React 19 · Tailwind · shadcn/ui — mobile-first booking.
- **Booking engine:** FullCalendar for scheduling · custom resource-availability layer to prevent double-book.
- **Payments:** Stripe Connect Express — funds settle directly to Wake to Wake's bank; card vaulting via Stripe.
- **Waivers:** SmartWaiver webhook — no booking confirms until waiver signed; auto-reminders via email.
- **Comms:** Resend for transactional email; Twilio + WhatsApp Business (v1.1) for chat.
- **Backend:** Supabase (Postgres + auth + realtime) with row-level security per tenant.
- **Data migration:** CSV import from Peek Pro exports — bookings, customers, waivers.
- **Hosting:** Cloudflare edge (Workers) — global low-latency, no cold starts.

5 · Phased plan

Phase	Duration	Outcome
Phase 0 Discovery	1–2 wk	Wireframes, tech spec, this proposal signed off, Stripe/SmartWaiver accounts provisioned.
Phase 1 MVP build	6–8 wk	All 13 MVP items live at book.waketowake.tc. Peek Pro data migrated. Go-live with operator team trained.
Phase 2 Hardening + merch	4–6 wk	Shopify merch sync, WhatsApp comms, staff module (Deputy or lightweight built-in), dashboards refined.

6 · Commercials

All figures in USD. Phase 1 is fixed-price against the MVP scope table. Phase 2 is a fixed range. Retainer wallets bill monthly and unused hours **roll over indefinitely** — you can accumulate hours and later fund a feature push.

	Option A — Standard	Option B — Founding client
Phase 0 (discovery)	\$3,500	\$3,500
Phase 1 (MVP build)	\$28,500	\$24,000 + 3% equity in WegoX
Phase 2 (hardening)	\$12,500	\$12,500
MVP timeline	8 weeks	8 weeks
Payment schedule	30 / 40 / 30	30 / 40 / 30
Reference-client rights	—	Yes — case study, testimonial, logo use

Co-marketing rights	—	Yes — joint press on launch
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Retainer — wallet with rollover

Tier	Hours / month	Monthly (USD)	What it typically covers
Starter	10	\$525	Bug triage, small tweaks, monitoring.
Operator	25	\$1,250	Above + monthly feature drop, minor integrations.
Scale	50	\$2,350	Above + roadmap co-development, weekly cadence.

Hosting & infrastructure pass-through: **\$150–\$250 / month** at single-tenant volumes (Supabase, Cloudflare, Resend, SmartWaiver, Stripe fees are billed to your account and passed through at cost).

7 · What you own vs what we own

Wake to Wake owns	TheGoGroup owns
100% of your WegoX instance	The WegoX platform IP (multi-tenant engine)
Your customer data + booking history	Product roadmap for the wider WegoX product
Your Stripe account + all funds	Right to use Wake to Wake as a reference client (Option B only)
Your customer-facing domain (book.waketowake.tc)	Ongoing platform improvements shared across tenants
Right to migrate away with your data any time	Right to sell/license WegoX to other operators

8 · Partnership model

This is intentionally not a build-and-disappear engagement. We aim to build with Wake to Wake as our first live operator, learn from real-world usage, and iterate together. We propose signing a non-binding MOU alongside this proposal to lock the partnership frame, then converting to a fixed-price SOW on Phase 1 kickoff.

9 · Tech partners

TheGoGroup delivers the platform end-to-end. Where advanced modules are required — AI-assisted scheduling, computer-vision boat check-in, forecast/utilisation modelling — we bring in **wearemove.io** as a named tech partner. Not required for MVP; scoped separately if and when needed.

10 · Next steps

- 1. Wake to Wake confirms preferred option (A or B) and returns signed MOU.
- 2. TheGoGroup issues fixed-price SOW for Phase 1; Wake to Wake countersigns.
- 3. Phase 0 kicks off — 1–2 week discovery, weekly cadence.
- 4. Phase 1 MVP build — 6–8 weeks — culminating in soft-launch on book.waketowake.tc.

For &Go Group Ltd. (TheGoGroup / WegoX)

For Wake to Wake Watersports

Johannes Booysen

Director

Director / Owner

Date:

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