Hey James

Executive Summary · October 2026

STAGE	MARKET	MODEL	SEEKING
MVP	**Hong Kong & Asia**	**Service packages**	**Co-founder / Co-investor**

1. The Opportunity

- Business and leisure travellers to Asia lose productive hours to planning, logistics and unreliable local information.
- Executives want curated, trustworthy local experiences without spending their trip organising them.

2. The Solution & Value Proposition

- A curated concierge and lifestyle service for travellers across Asia, built on 20+ years of local networks in Hong Kong and the Philippines.
- Itineraries, local experiences, reservations and logistics arranged end-to-end for productive, memorable trips.

3. Business Model

Revenue from service packages, itinerary planning fees and partner commissions on experiences, dining and transport. High-margin, low-overhead model that scales through vetted local partners.

4. Current Status & Traction

- MVP live at askheyjames.com.
- Service offering and partner network defined.

5. Market & Growth Vectors

- Corporate retainer packages for firms with travelling executives.
- Expansion of curated experience catalogues across Asian cities.
- Membership model for repeat travellers.

6. The Ask — Who We're Looking For

A co-founder with hospitality, travel-tech or sales experience to help productise the offering and build the client pipeline, or an investor to fund marketing and platform development. Founded by James Carstairs, an entrepreneur with 20+ years scaling ventures across Hong Kong and the Philippines.

Interested in co-investing or joining as a co-founder?

Contact James Carstairs — jamescarstairs.com/#contact · james@jamescarstairs.com