

Bramble — Pricing Strategy & Go-To-Market

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1. What Bramble Is Really Selling

Bramble is not a map. It's not an app. It's a guest experience layer — a product that turns an estate's grounds into the story guests tell when they get home.

For the estate, this translates to:

- Higher guest satisfaction and review ratings
- Longer stays and repeat bookings
- Marketing differentiation competitors don't have
- Reduced reliance on printed materials and staff-led tours
- A modern, luxury-aligned digital touchpoint
- Shareable content — guests show friends, post online

2. The Value Equation

For a luxury hotel

A 50-room estate at £350/night and 70% occupancy generates ~£4.5M/year in room revenue. If Bramble increases average stay by 0.1 nights or lifts occupancy by 1%, that's £45,000+ in additional annual revenue. Bramble's entire annual fee is a rounding error against that.

For a visitor attraction

A garden charging £12-15 admission with 100,000 visitors/year = £1.2-1.5M revenue. Better visitor experience drives return visits, stronger reviews, and word of mouth. Even a 2% uplift = £24,000-30,000/year.

What Bramble replaces or supplements

CURRENT SPEND	TYPICAL COST	BRAMBLE ADVANTAGE
Printed maps/guides	£2,000-5,000/year	Always outdated, disposable

Interpretation boards	£10,000–30,000 one-off	Fixed, can't update, weather damage
Guided tour staffing	£25,000–35,000/year per guide	Not scalable, limited hours
Custom app development	£50,000–100,000+	Requires technical team to maintain

Bramble delivers more than all of the above, for less than any single one.

3. Cost of Delivery

PHASE	DAYS	DESCRIPTION
Discovery & Walk	1–2	Travel to estate, walk grounds, identify story points, photography, GPS coordinates
Content Creation	3–5	Write stories, edit photos, record/edit audio, research history and ecology
Map Build	2–3	Build digital map, GPS trigger setup, design and branding to match estate
Launch & Handover	1	QR code materials, staff briefing, WiFi portal integration
Total	8–11	

Seasonal updates: 1–2 days per update, 4 updates/year = 4–8 days/year.

4. Pricing Framework

Setup Fee (one-time)

TIER	ESTATE SIZE	STORY POINTS	PRICE
Garden	Under 10 acres	~10	£5,000-7,500
Estate	10-100 acres	~25	£7,500-12,000
Grand	100+ acres	40+	£12,000-18,000

Setup includes: discovery visit, full content creation (stories, photography), map build, GPS configuration, QR code materials, staff briefing, and launch support.

Annual Service

TIER	INCLUDES	PRICE
Standard	Hosting, technical support, 2 seasonal refreshes	£3,000-4,500/year
Premium	Above + 4 seasonal refreshes, analytics dashboard, priority support	£4,500-6,000/year
Full Service	Unlimited updates, quarterly on-site visit, new content creation	£6,000-9,000/year

Add-Ons

SERVICE	PRICE
Professional audio narration	£1,500-3,000
Multi-language support	£1,500-2,500 per language
Guest WiFi portal integration	£1,000-2,000
Custom illustration/design	Quote based

Recommended standard price point: £7,500 setup + £4,500/year (Estate tier, Premium service). Less than a single interpretation board project. More than enough to signal quality.

5. Chain & Multi-Property Deals

For hotel groups, offer a bundled rate with ~30% discount per property:

ITEM	PER PROPERTY	NOTES
Setup	£5,000	~30% discount from standard
Annual service	£3,500/year	Shared brand framework, centralised dashboard

Example: The Pig Hotels (9 properties)

	YEAR 1	YEAR 2+
Setup (9 × £5,000)	£45,000	—
Service (9 × £3,500)	£31,500	£31,500
Total	£76,500	£31,500
5-year total	£171,000	

For context, building a custom app across 9 properties would cost £50,000–100,000+ upfront, plus ongoing development. Bramble delivers more for less, with zero technical burden on the client.

6. First-Client Strategy

Bramble has zero clients, zero case studies, and zero social proof. The product concept is proven (The Newt built their own), but Bramble as a service is unproven.

Option A — Free pilot (maximum door-opening power)

"We'll build your map at no cost. Use it for 6 months. If your guests love it, we move to an annual service agreement. All we ask is permission to use your name as a case study."

- Zero risk for the estate
- Gets a live product in the wild
- A recognisable name on the portfolio is worth more than any setup fee
- After the pilot, annual subscription is easy to justify with usage data

Option B — Reduced pilot (signals value, covers costs)

- £2,500 setup (covers direct costs)
- First year of service included free
- Case study and testimonial agreement
- Standard pricing from year 2

Recommendation: Use Option A for one marquee name — someone instantly recognisable. Use Option B for the next 1-2 clients. Charge full price from client 4 onwards. After 3 recognisable names, the case studies sell for you.

7. Pricing Psychology

Why not go cheaper

- A luxury estate spends more on flowers per month than a £3,000 setup fee
- Low pricing signals commodity, not craftsmanship
- These businesses pay £800 for a single wooden interpretation board
- If it costs less than a weekend's revenue from one room, they won't take it seriously
- Luxury brands buy confidence — the price must reflect quality

Why not go much higher

- No client portfolio yet — you're asking them to bet on a new concept

- The category doesn't exist in most buyers' minds — no budget line for "digital maps"
- Speed of market capture matters — 20 clients at a fair price beats 5 at a premium
- Prices can always be raised; they can't easily be lowered

8. Revenue Projections

Year 1 target: 10-15 clients

REVENUE STREAM	CONSERVATIVE (10)	OPTIMISTIC (15)
Setup fees	£75,000-100,000	£112,500-150,000
Annual service	£30,000-45,000	£45,000-67,500
Year 1 total	£105,000-145,000	£157,500-217,500

Growth trajectory

YEAR	CLIENTS (CUMULATIVE)	NEW SETUP REVENUE	RECURRING REVENUE	TOTAL
1	10-15	£75-150k	£30-67k	£105-217k
2	20-30	£75-150k	£90-135k	£165-285k
3	35-50	£112-200k	£157-225k	£270-425k

The setup fee covers costs. The subscription builds the business. By year 3, recurring revenue alone could sustain the operation.

9. Competitive Moat

There is currently no direct competitor doing bespoke GPS-triggered storytelling maps for luxury estates as a managed service. But the concept is not technically hard to replicate. The moat is built through:

1. Being first and being known in this niche
2. Content quality — storytelling craft, not just pins on a map
3. Relationships with estate owners and managers
4. Portfolio — 10 recognisable names makes Bramble the default choice
5. Switching cost — once stories are written and the map is live, changing provider means starting from scratch

Speed matters. Land clients fast, build the portfolio, own the category.

