

Operational Scaling

Managing Operations at Scale

Area	Scaling Action	Expected Outcome
Platform Operations	Automate NGO onboarding and activity approval via web dashboard	Reduce manual admin workload by 40%
Booking Management	Integrate real-time calendar and notifications	Minimize scheduling conflicts
Volunteer Management	Introduce volunteer profiles + impact history	Improve retention and recognition
Payment & Reporting	Automate revenue splits and NGO receipts	Transparent, efficient financial flow
Quality Control	Monthly feedback & review system	Maintain satisfaction $\geq 4.5/5$

Systems and Processes

Function	System / Tool	Purpose
CRM & Partnerships	HubSpot / Airtable	Track relationships, leads, follow-ups
Project Management	Trello / Notion	Assign tasks, monitor deadlines
Data & Reporting	Google Sheets / Looker Studio	Centralize analytics
Communication	Slack / WhatsApp Groups	Fast coordination with team & NGOs
Financial Management	QuickBooks / Excel	Cash flow and invoicing
Document Repository	Google Drive	Unified document sharing and templates

Team Growth and Structure

Stage	Team Composition	Focus
Pilot (Porto)	1 Coordinator (Miguel), 1 Community Manager (part-time), Volunteers	Build relationships & collect feedback
Year 2 (Scaling)	+ Operations Assistant, + Tech Support	Automation, reporting, outreach
Year 3+ (Expansion)	Local City Leads per region	Replicate model in Lisbon / Braga / Guimarães

Scaling Tools & Strategies

Strategy	Description	Benefit
Modular Playbook	Create a “Start-up in a Box” kit for each city (templates, checklists, guidelines).	Fast replication without losing quality.
Train-the-Trainer Model	Train NGO coordinators as local activity managers.	Empowers communities and decentralizes management.
Data-Driven Decisions	Use metrics to decide which activities to scale or replicate.	Focuses resources on what works.
Partnership Replication	Duplicate successful hotel/NGO models in new destinations.	Rapid onboarding in new markets.
Technology Integration	Progressive web app with partner dashboard.	Keeps scalability low-cost and mobile-friendly.

Scaling Roadmap (2026–2028)

Phase	Focus	Key Milestones
Phase 1 (2026)	Validate operations in Porto	20+ active NGOs, 1000+ users
Phase 2 (2027)	Optimize systems for automation	Beta partner dashboard, impact tracker
Phase 3 (2028)	Expand to 2–3 new cities	Lisbon, Braga, or Guimarães pilots