



STRATEGIC DESIGN & DEVELOPMENT
CAPABILITIES DECK, 2026

KaidCo works with developers, investors, family offices & asset owners to create commercially grounded, design-led projects. Working across development, design, operations, brand & experience, we help ownership make better decisions when they matter most.

KaidCo. defines what should be built, why it matters, who it is for & how it creates enduring value before significant capital is deployed. We then unite & lead teams in realising that vision.

Whether shaping a project from inception, repositioning an existing asset or providing strategic guidance through design & delivery, we work

alongside project teams to ensure vision, commercial objectives & execution remain aligned throughout the process.

For clients & projects that require a more hands on or integrated design & brand, **KaidCo Studio** provides these capabilities in house — giving clients easy access to creative services where they add strategic value.

How We Engage.

Our engagements are tailored to the needs of each project, providing strategic support from early opportunity assessment through to ongoing project leadership. Clients may engage KaidCo for a single phase or continue through the full lifecycle of a project.



Phase 1 — Discover.

Understand the opportunity.

Deliverables include:

- Highest & Best Use
- Market Feasibility
- Opportunity Assessment
- Commercial Validation
- Risk Review
- Strategic Brief
- Project Positioning

Phase 2 — Define.

Define the direction.

Deliverables include:

- Development Strategy
- Product Definition
- Operational Modelling
- Brand & Design Direction
- Financial Alignment
- Consultant Brief
- Project Road Map

Phase 3 — Lead.

Lead decisions & delivery.

Deliverables include:

- Owner Representation
- Critical Decision Support
- Brand & Design
- Project Management
- Stakeholder Alignment
- Design Intent Protection
- Project Delivery





Why Clients Choose KaidCo.

Better decisions begin before significant capital is committed. The quality of a project is rarely defined by architecture, interiors or brand alone. It begins with the decisions that shape direction, challenge assumptions & align commercial, operational & creative objectives.



- De-risk capital deployment through rigorous commercial validation.
- Align investment, design & operations around one strategic direction.
- Enhance & protect commercial objectives while elevating design quality & end user experience.
- Independent owner-side clarity for the entire project life cycle & integrated thinking across all consultants
- Senior project leadership without the cost or commitment of a permanent executive.



Kylie Burton.

For 20+ years, Kylie has worked across Australia & North America helping developers, investors & asset owners create projects that are commercially grounded, emotionally compelling & built for long-term value.



“A unique perspective on market trends & setting the mandate for needed, localized hospitality.”

Brian Chesky
CEO, Airbnb

Her experience spans luxury residential, hospitality, mixed-use & lifestyle developments as both a consultant & owner-developer.

With a background in business, development, marketing & interior design, she brings a unique perspective that bridges commercial strategy, development logic, design leadership, operations & market positioning — making her particularly valuable where projects require both creative vision & commercial reality.

Known for asking the right questions, seeing opportunities others overlook & bringing diverse expertise together around a shared vision, Kylie helps ownership navigate complexity, challenge assumptions & align teams toward better outcomes.

Her role is not to replace teams, but to help them perform at the highest level — strengthening decisions & ensuring every contribution supports a stronger whole.

How We Work.

Seeing The Whole Picture.

Kylie’s breadth of design, commercial & development experience allows her to **evaluate decisions through the lens of ownership rather than a single discipline — connecting commercial thinking, operational reality & creative direction.**

Asking Better Questions.

Known for asking the questions often overlooked, Kylie identifies opportunity & helps ownership make more informed decisions. **She strengthens the thinking that informs project outcomes & leads teams with clarity throughout design development & delivery.**



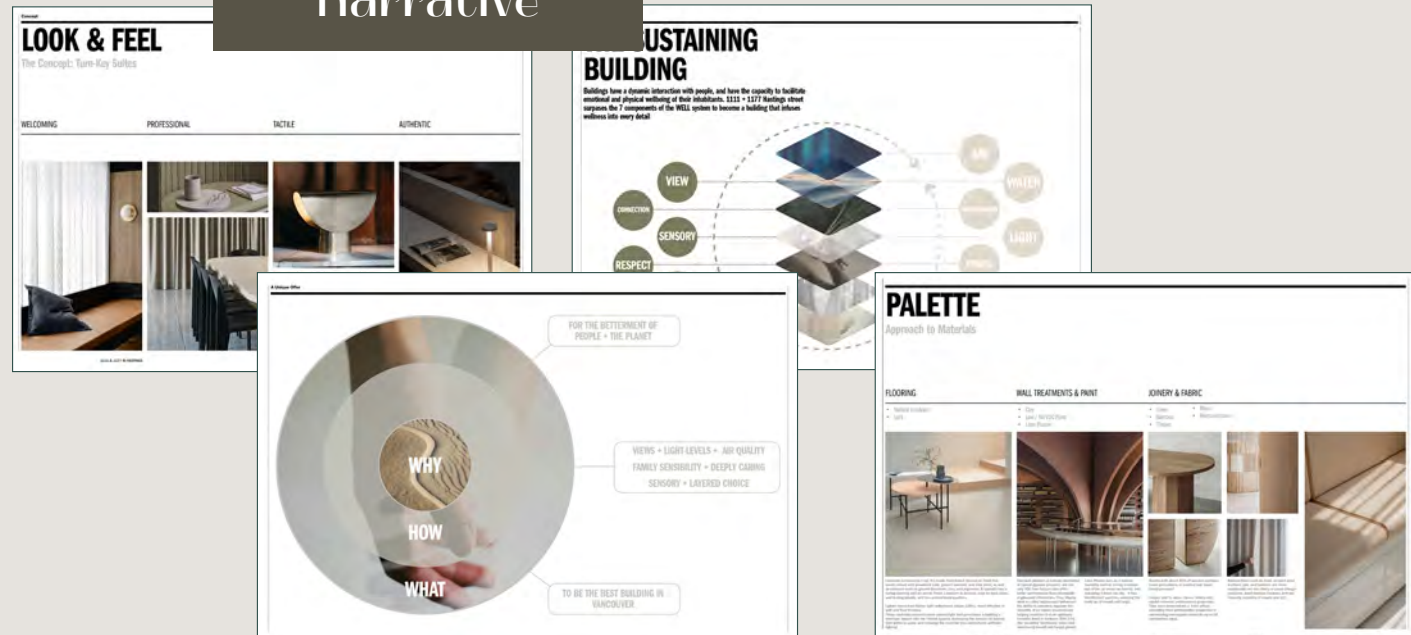
Owner Value

- Protecting Strategic Intent
- Informing Critical Decisions
- Leading Design Development
- Aligning Project Teams
- Safeguarding Ownership Interests
- Maintaining Commercial, Operational & Creative Integrity



Examples of Phase 1 & 2 Process:

Narrative

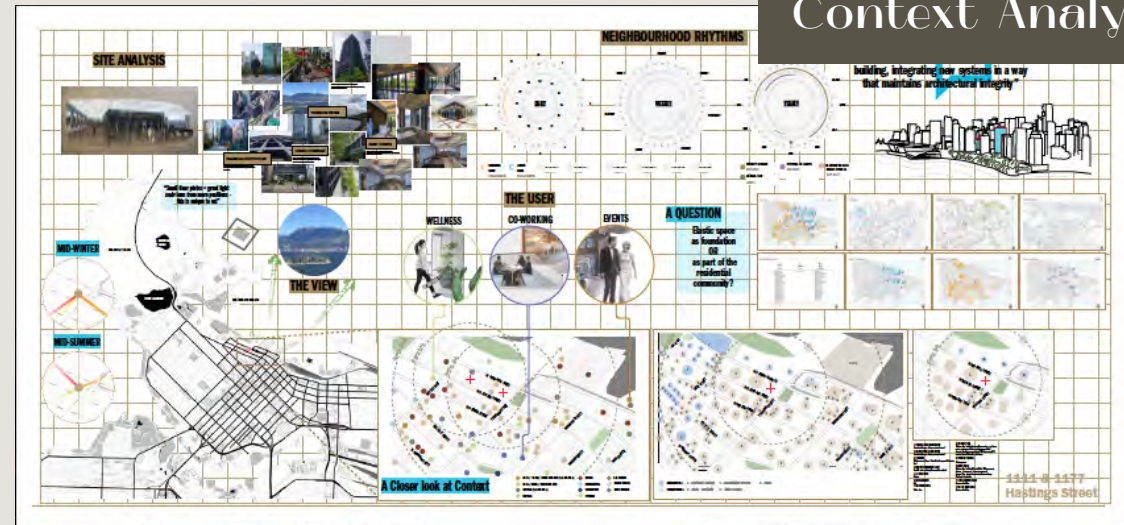


Product Positioning

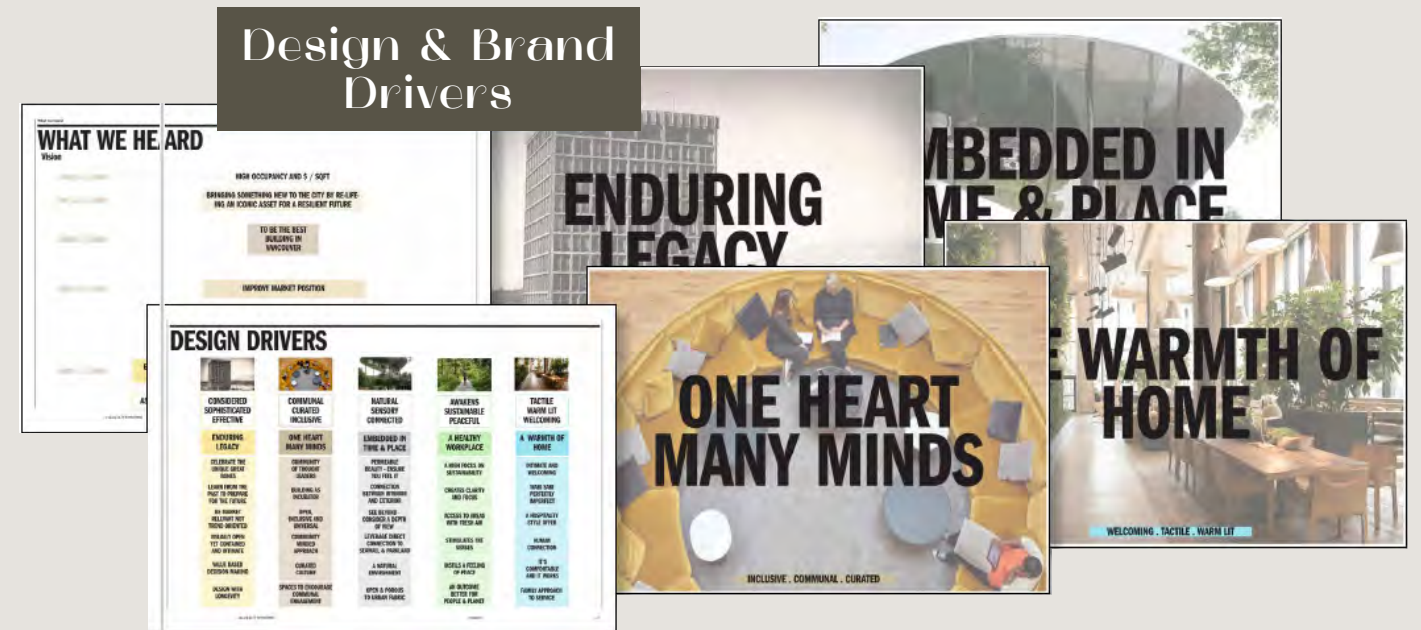


Neighbourhood Study

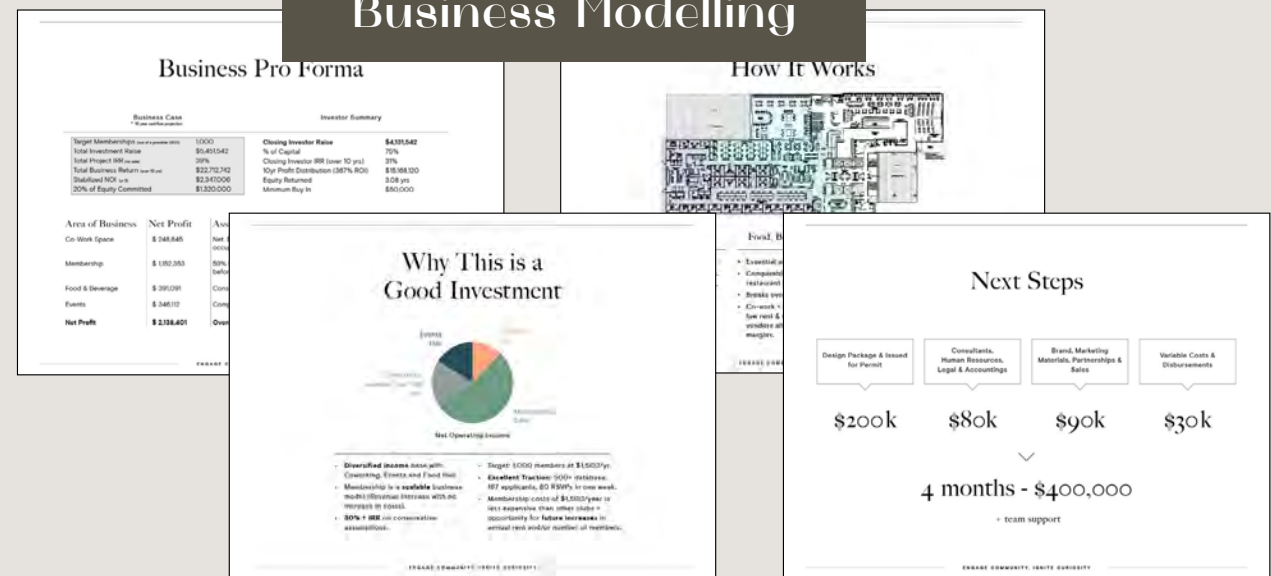
Context Analysis



Design & Brand Drivers



Business Modelling



KaidCo Studio.

NOTE —
view Studio
portfolio & select
case studies
here.

KaidCo Studio provides creative, design & marketing services for projects requiring deeper, more integrated execution.

While KaidCo's primary role is advisory & project team direction, Studio allows clients to access creative services where they add strategic value.

presentation centers

- Amenity design
- Brand creative
- Marketing materials
- Sales gallery strategy

Services include:

- Creative direction
- Interior design
- Display & suites &

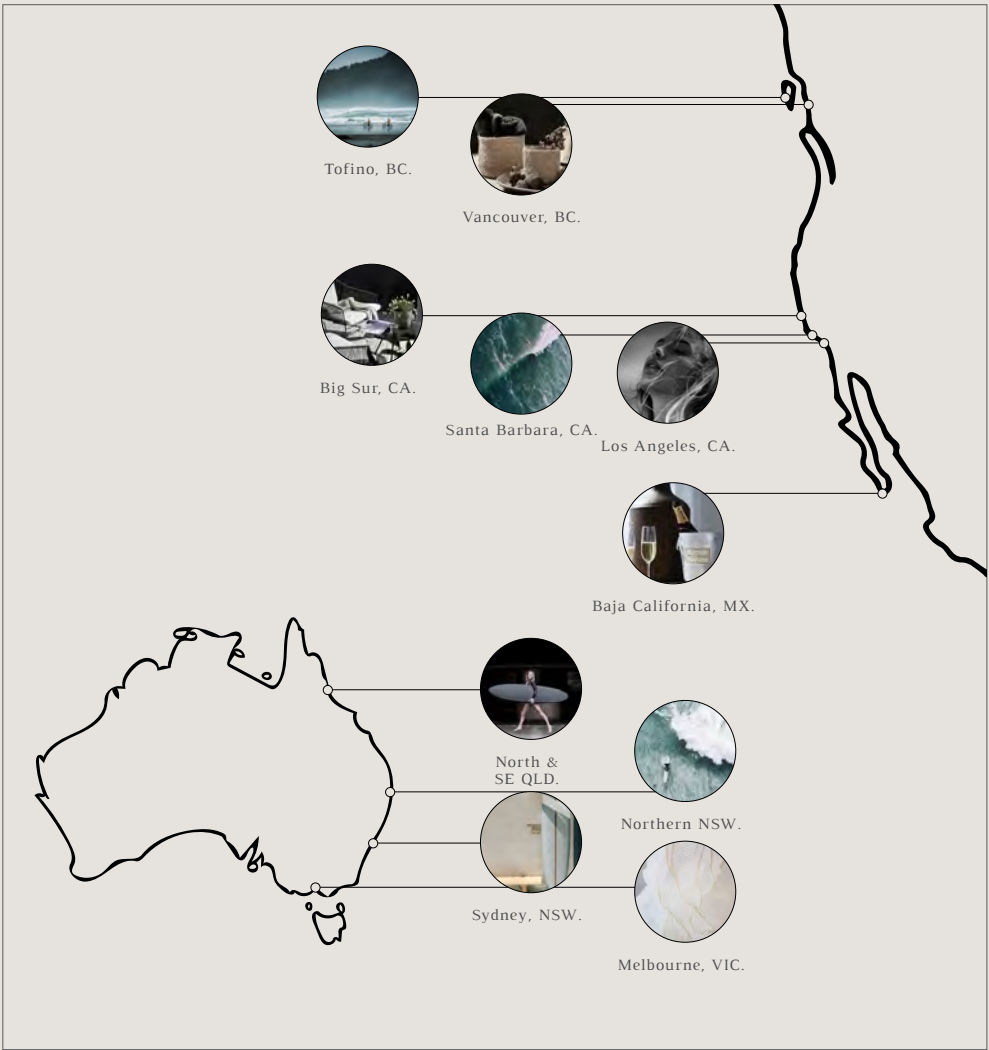
**Note: Studio can be engaged independently or integrated with KaidCo advisory services.*





Multi-Market Reach.

Where our work has taken us —uniquely curated to place, assets, local ecosystems & product needs.



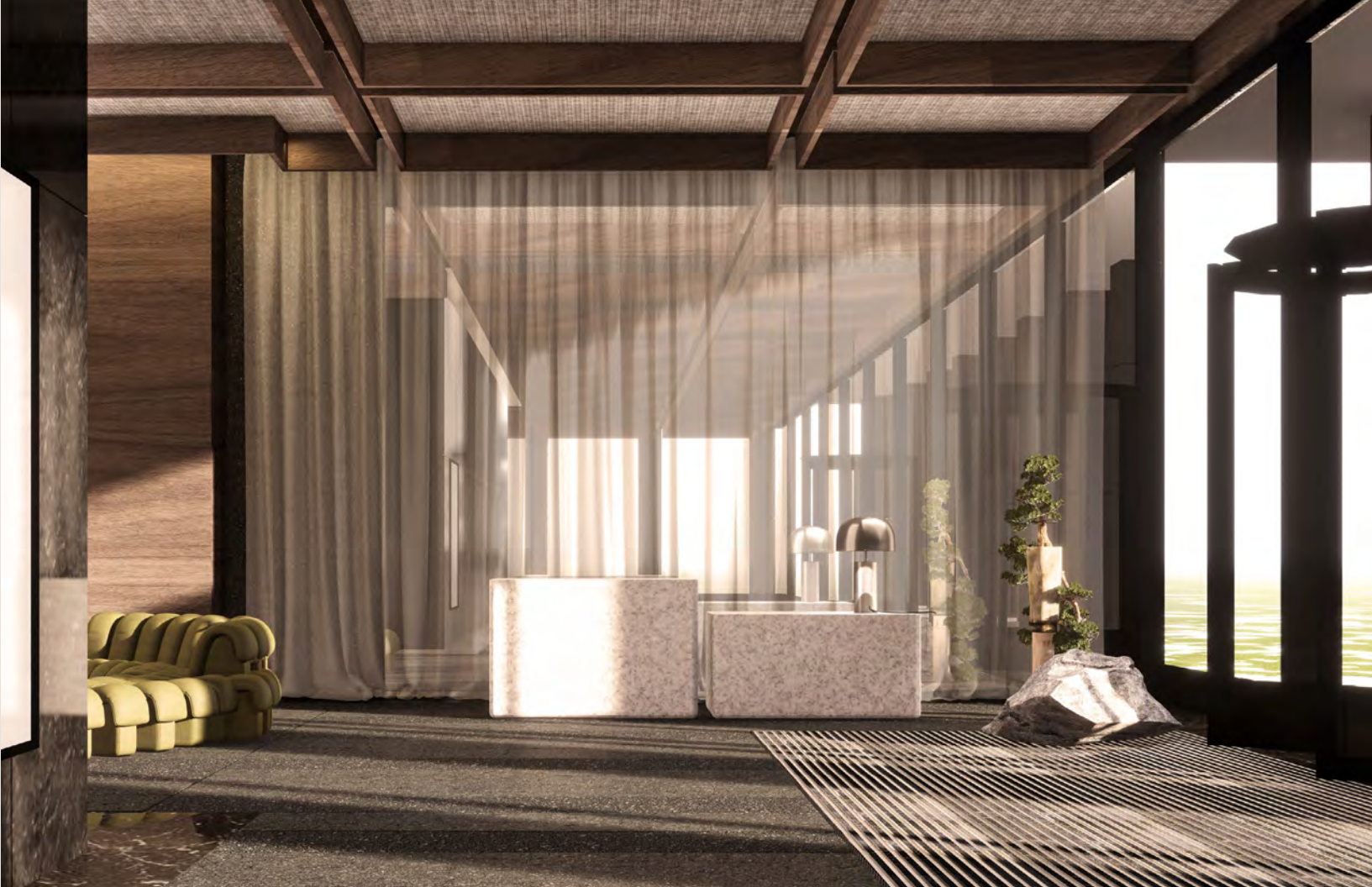
Select Case Studies.

From branded & boutique hotels, to creative workspaces, private clubs, luxury residential, lifestyle & wellness driven amenities — here are some of the properties & businesses we’ve crafted.

- Hotel & resort positioning
- Boutique hospitality
- Branded & luxury residential
- Wellness-led design
- Repositioning & adaptive reuse
- Commercial & Mixed-use
- Amenity set master planning
- Lifestyle-driven upgrades
- Experience-led place making

NOTE —
You can **click title links** to learn more on each project of interest.

or view projects
in development here >



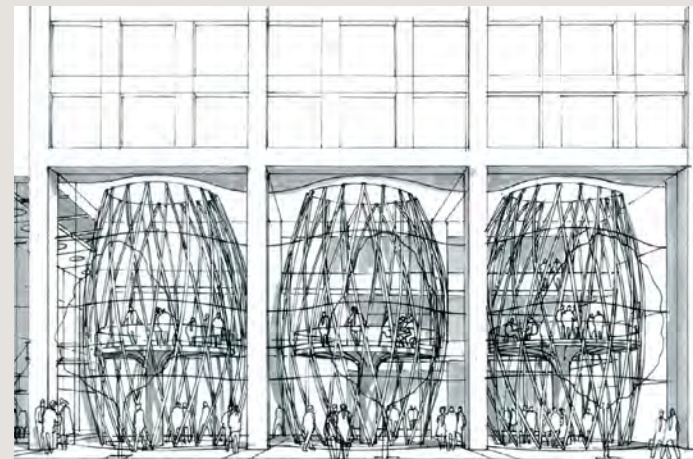
Richards Hotel.

A dual-branded hotel, seamlessly introducing 400 rooms to Vancouver's urban landscape, addressing an under-served market segment & enhancing the local neighbourhood with community-focused amenities.

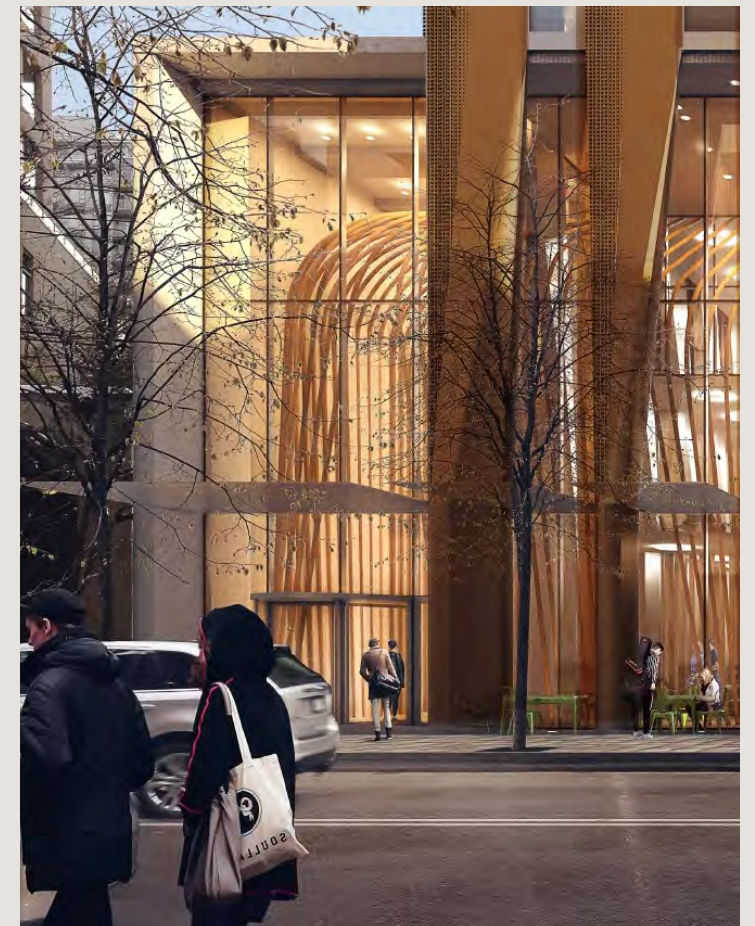
Client: Forme
Date: Current
Scale: 400 rooms
Use: Hotel

- Short term micro hotel & long term apartment hotel
- Addresses a rate-gap & under served market segment
- Supports city tourism & economic policy
- Enhances street activation & public realm contribution

[View Project](#) —>



KaidCo provided fractional strategy & creative leadership across market positioning, brand partnerships, brand concept, design, & operations peer review; as well as amenity & F&B product, concept & design development, with KPI benchmarking.



Moxy & Elements Hotel.

Where hospitality meets strategy — a 400 room dual-branded hotel balancing hospitality, operational flexibility & long-term asset resilience through diversified revenue, product development & risk-mitigating future use scenarios.

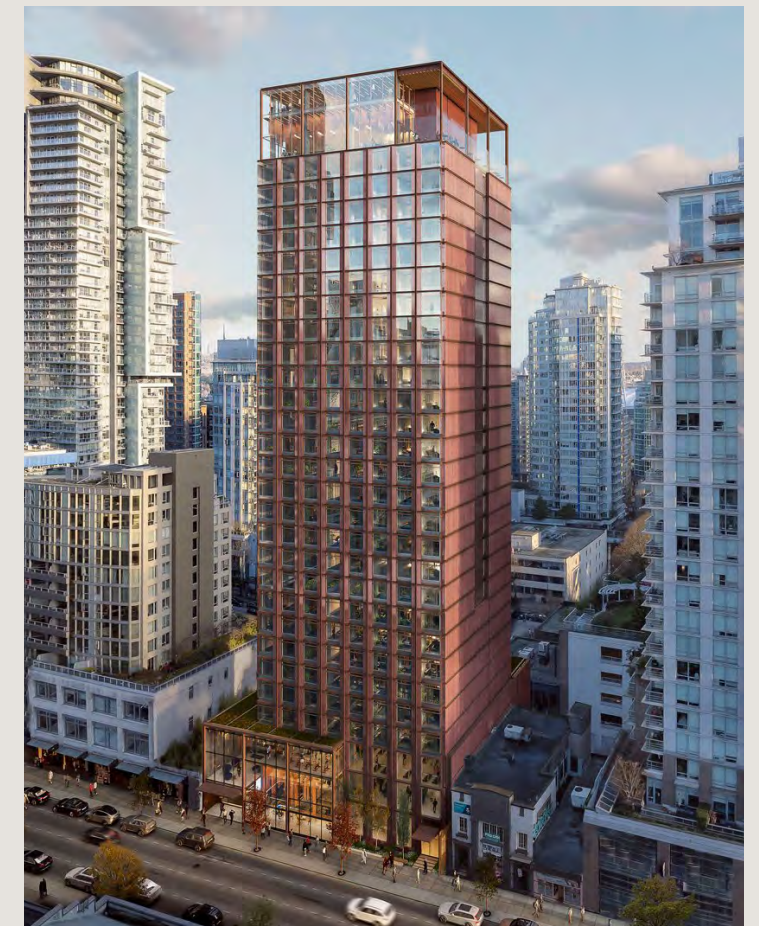
Client: Forme
Date: Current
Scale: 400 rooms
Use: Hotel

[View Project](#) —>

- Dual branded hotel & apartment hotel strategy
- Fills a rate-gap & under served market segment
- Future proofed design
- Lane way activation & guest focused arrival experience
- Strengthens tourism capacity while diversifying ownership returns & risk



KaidCo provided strategy & creative leadership across market positioning, brand & concept development & design; as well as podium & rooftop amenity design, F&B, wellness & operational peer review & KPI benchmarking.



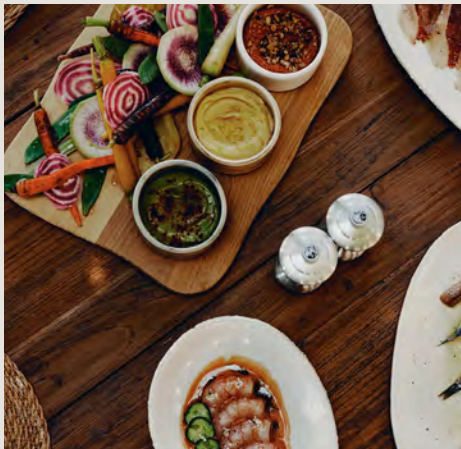
De La Costa.

A visionary agri-tourism & coastal retreat strategy transforming farmland into a luxury residential resort platform. It reflects evolving traveler desires while unlocking strategic value.

Client: KaidCo + LLP
Date: 2018
Scale: 8,600 sf
Use: Fractional
Agri-Tourism

- 5 fractional homes, 18 surf bungalows, 10 surf cabins
- Beach club & wellness retreat
- Development planning & rezoning strategy
- Positioned within Baja’s luxury corridor alongside the Four Seasons, Aman, & Soho House.

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KaidCo identified the opportunity to align wellness, agri-tourism, coastal living & fractional ownership into a differentiated lifestyle, surf & epicurean destination with long-term investor upside on Baja’s East Cape.



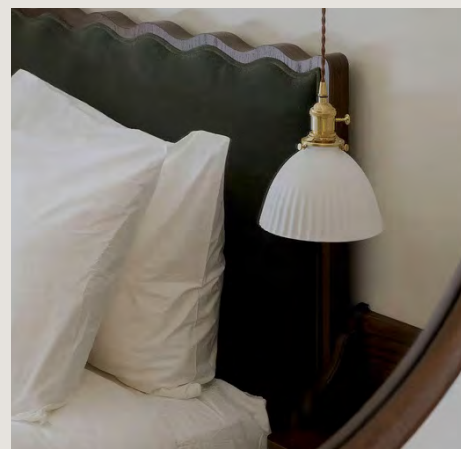
Rose Hotel.

A storied residence re-imagined into a vibrant boutique hotel — blending historic charm with strategic repositioning to unlock long-term value.

Client: KaidCo + LLP
Date: 2022
Scale: 10,431 sf, 25 rooms
Use: Apartment hotel

- 30% increased occupancy
- 44% lift in ADR
- 14% equity yield.
- Hybrid model of nightly rooms + monthly apartment suites.
- Strategic brand operating partnership & successful sale.

[View Project](#) —>



Drift Hotel.

From a run-down apartment block to one of Mexico's most celebrated boutique hotels, Drift redefined localized, Airbnb-integrated hospitality, while addressing a significant labour & rate-gap in the market.

Client: KaidCo + LLP
Date: 2018
Scale: 8,600 sf, 8 rooms
Use: Hotel

- First Airbnb hotel, later accredited by Design Hotels
- Featured in 75+ publications
- 8 rooms + mezcal bar, pool, rooftop, & event programming.
- 14% equity yield
- Sustainable labour model & award-winning program

[View Project](#) —>



Endorsed by Airbnb CEO Brian Chesky as “a new standard for boutique hotels” & “setting the standard for needed, localized hospitality.”

Condé Nast Traveler's Top 10 Local Bars in Mexico & named amongst Mexico's Top 7 Boutique Hotels by Dezeen.



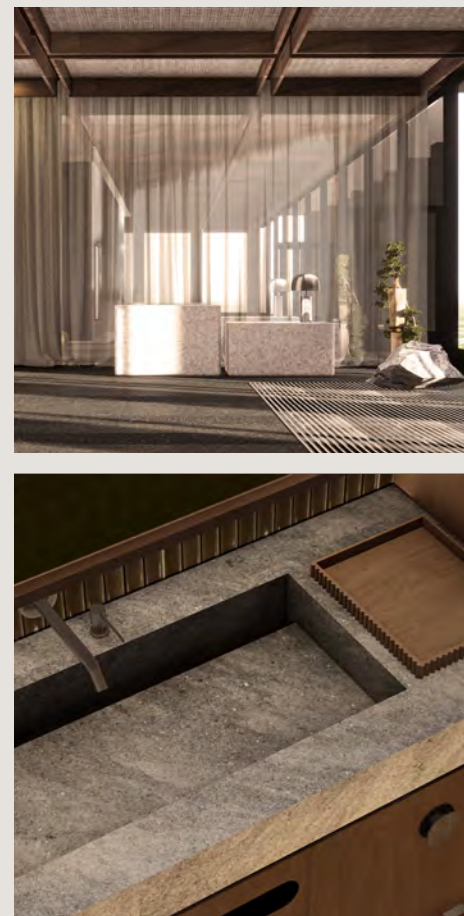
1111 & 1177 W Hastings.

A market responsive, 10-phase master plan strategy, transforming two 1960's office towers into lifestyle-driven, sustainable destinations — setting a new benchmark for hospitality & wellness led workplaces.

Client: Golden Properties
Date: Ongoing
Scale: 430,000 sf
Use: Office

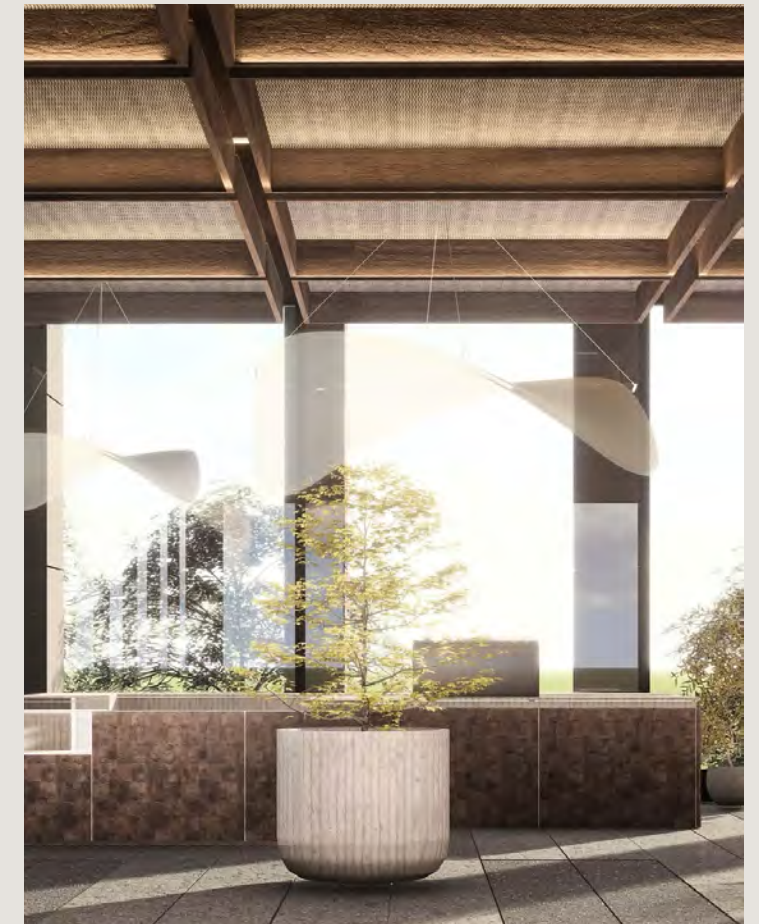
- A 10-phase master plan strategy
- Ph 1 results: 30% increase in occupancy & + \$14 psf in rents.
- Nth America's 1st net-zero carbon retrofit
- certification on an older asset class
- 70% operational emissions reduction
- 5-year payback on investment

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On behalf of ownership, KaidCo led the master plan development & executed phase 1-2, including:

- A modular & turn key approach to tenancies with a focus on flexibility, sustainability & wellness.
- Thought-leading design, market positioning, pricing & product mix of 3 floors of health & wellness amenities, including co-working, F&B, events & lifestyle programming.
- Owner-operator business, feasibility & operational modelling for all amenity businesses & services.
- Future-proofed leasing strategy & marketing narrative.
- Brand development of a branded office & brands for each amenity.



Sora Maison.

A hospitality-infused workplace concept designed to reframe commercial office towers & boutique assets as a more flexible, serviced & experience-led asset class.

Client: KaidCo + LLP
Date: Current
Scale: 10,000 sf +
Use: Office / Mixed Use

- Flexible workspaces, cafe & amenity program on behalf of small & large scale landlords.
- A risk mitigated activation of under-utilized amenity

spaces & small scale commercial spaces

Generates:

- 3x net revenue
- 30% IRR
- 3yr ROI

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Sora Maison creates a scalable workplace platform that blends hospitality, service, wellness & flexible work delivery — helping reposition commercial assets with higher-value tenant & asset engagement.



Level 15.

A mid-stack office floor re-imagined as a hospitality infused workplace, & community-driven hub.

Client: Golden Properties
+ KaidCo LLP

Date: Current

Scale: 10,000 sf

Use: Commercial

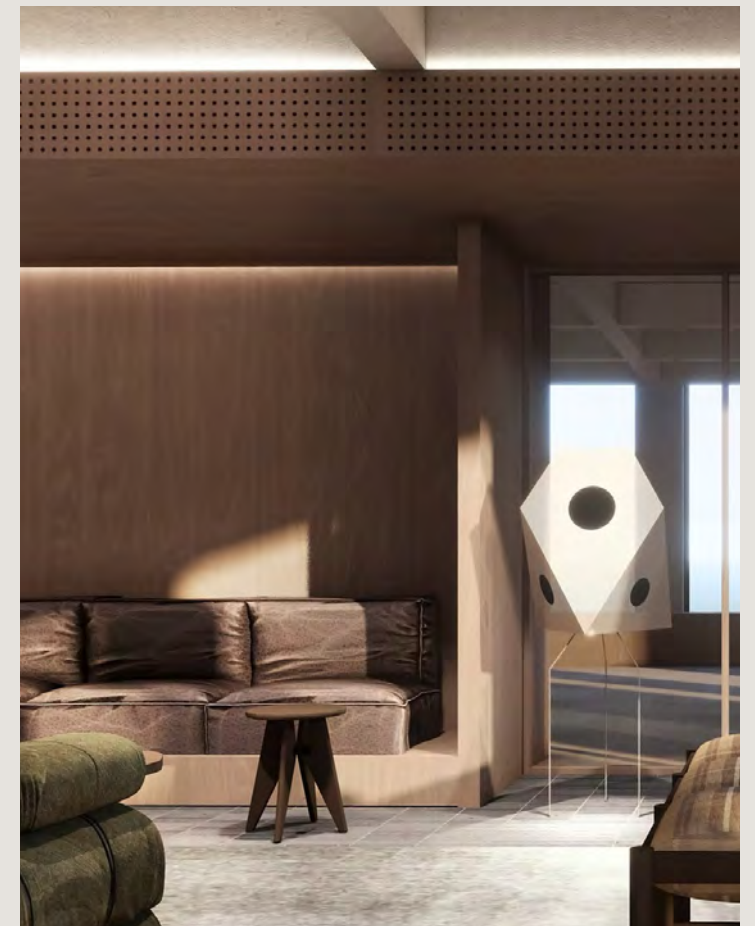
- 2.5x market rents
- \$805k annual net revenue
- \$6.8M uplift across 380,000 sf of grade A office
- Scalable turnkey office

- model
- Cafe, event, co-working & modular office integration.

[View Project](#) —>



As the first iteration of Sora Maison, Level 15 demonstrates how hospitality, wellness & modular workplace design can create stronger tenant demand, higher revenue & scalable asset value.



Kip Cafe.

A strategic amenity & owner-operated F&B concept designed to activate a commercial asset while delivering measurable financial value.

Client: Golden Properties
+ KaidCo LLP
Date: Current
Scale: 3,000 sf
Use: Commercial
F&B

- Nutritional menu designed to support health, cognition & performance
- Net zero footprint & zero single use strategy
- \$6.8M value-add

- through rent uplift & a 4% cap rate
- **100% costs recovered within 1 year**
- Owner-operated F&B driving asset activation.

[View Project](#) —>



Kip Cafe demonstrates how hospitality-led amenity can elevate commercial real estate — creating cultural value for tenants & the neighbourhood while strengthening asset performance for ownership.

KIP	
BREAKFAST	
breakfast sandwich, egg, tomato, gruyere, milk-braised cheddar & aioli	9
add ham/bacon +\$	
yogurt & granola with seasonal fruit compote	7
mixed grain porridge with seasonal poached fruit	7
TOAST	
black garlic, hummus, beech mushroom, egg & microgreens	10
avocado, farm-grown eggplant, pickled pepper, yogurt & cilantro	10
tomato confit with lemon & aged cheddar	11
tuna melt with pickles, herbs, smoked cheddar & kale	11
EGG ENJOYMENT BOWLS	
chickpeas, baked egg, kale, pumpkin seed pesto & microgreens	10
fingering potatoes, smoked trout, tomato confit, salsa verde, baked egg & arugula	11
baked egg, crushed potatoes, caramelized onions, bacon, herb-roasted potatoes & scallions	10
SOUP	
tomato soup with a sunflower chowder, crispy sourdough & herb bread	7
daily featured soup	7
SALAD BOWLS	
albacore tuna confit, kale, wheat berries, beech mushroom, radish & lemon walnut miso	14
duck confit salad with roasted potatoes, charred & pickled onions, crispy shallots & hazelnuts	13
with hazelnut emulsion & truffle	
chickpea, chorizo, charred tomato vinaigrette, pumpkin seeds, broccoli & feta cheese	12
kale caesar salad with crispy prosciutto & sourdough croutons	12
SANDWICHES	
truffle grilled cheese, omelette, gruyere & herbs	11
roasted tomato, cucumber, avocado, mixed sprouts & seeds, with black garlic, hummus & aioli	10
free range chicken club with bacon, tomato, aged cheddar, gruyere & aioli	12
short rib with caramelized onions, herb-roasted aioli & arugula	14

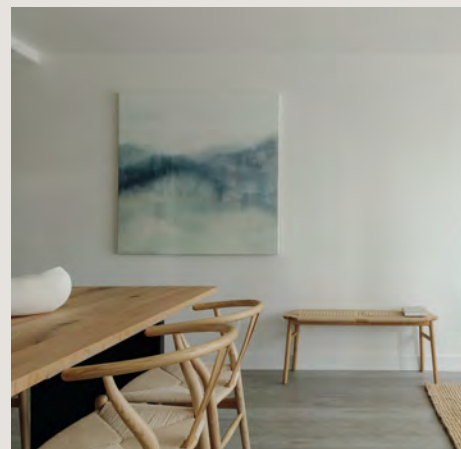
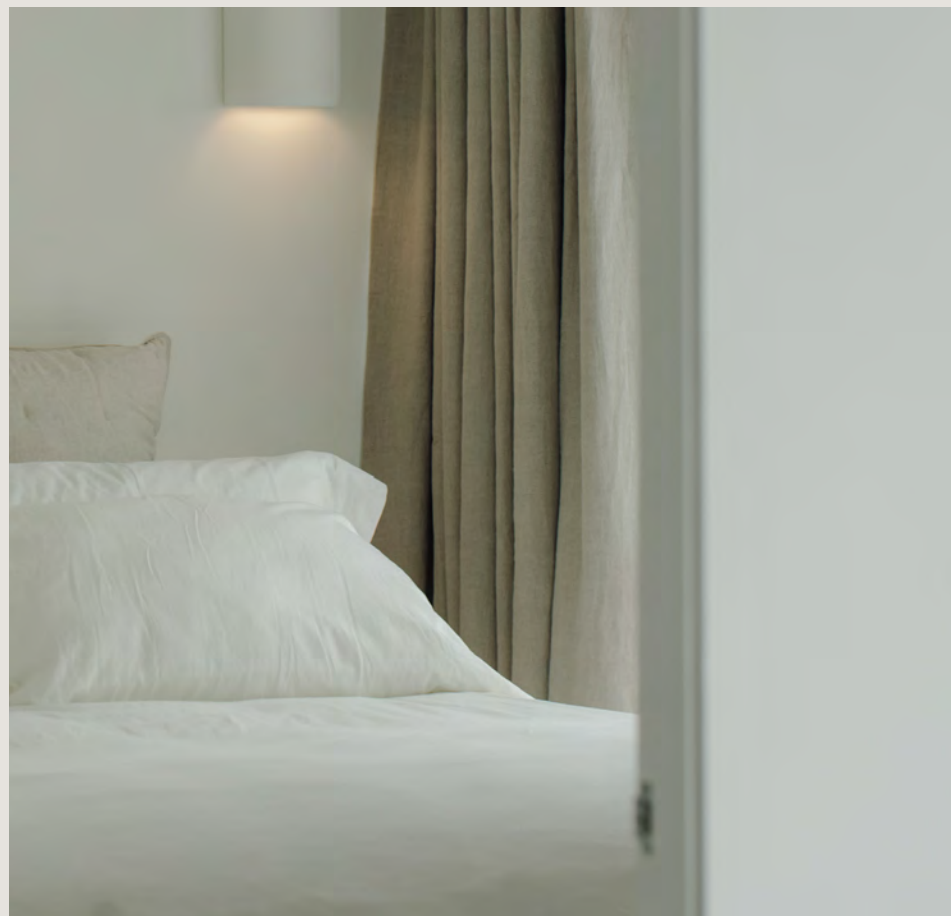
The Slow.

The Slow is a collection of home away from home beach houses, second homes, apartments & boutique accommodations. Each uniquely designed to celebrate slow, intentional living - uniquely local, at home & away.

Client: KaidCo
Date: Ongoing
Scale: 2+ Homes
Use: AirBnB

- Owned & operated by Kylie Burton
- A second home ownership model currently in Vancouver & Venice Beach.
- 2 bed + 2 bath for nightly, weekly & monthly stays.
- ADR \$450+
- Turnkey FFE & brand by KaidCo Studio.

[View Project](#) —>



Each home showcase a timeless elegance, comfort & style. Beautiful spaces that feel like home.

We are currently exploring opportunities with owners to expand our portfolio of second home properties & developments in California, Mexico & Australia.



King & Columbia.

30 modern brownstones positioned around heritage character, modern livability & strong buyer resonance.

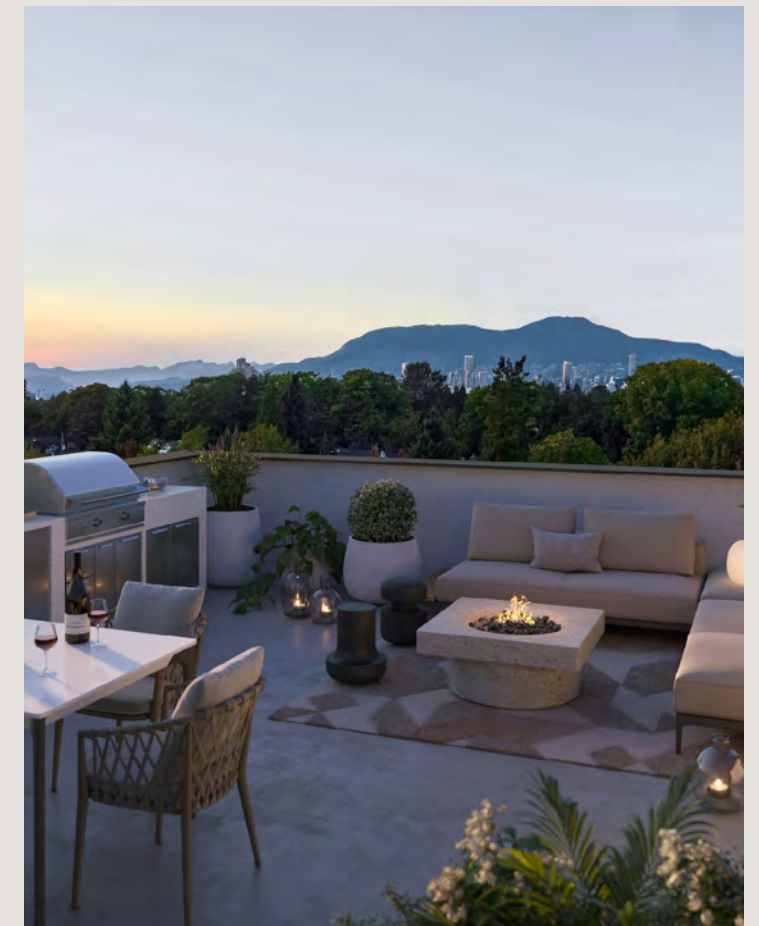
Client: Forme + LLP
Date: 2025
Scale: 30 units
Use: Townhomes

- 30-townhomes across 2-phases.
- \$57M gross project value.
- Ph 1: 86% pre-sales, \$28M.
- Ph 2: 76% pre-sales, \$29M.
- Strong market success & buyer resonance

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KaidCo provided fractional development strategy, design & marketing leadership across market positioning, product & pricing mix, interior design direction, marketing strategy, sales strategy & sales suite staging.



Soto on 28th.

An award-winning collection of West Side homes translating quiet Japanese influence into contemporary living — rooted in wellness, calm, connection & craftsmanship.

Client: Forme + LLP
Date: Current
Scale: 20 residences
Use: Luxury
Residential

- 2026 Georgie Award winner - Best Multi-Family Low-Rise Development.
- \$53 gross project value.
- 40% in pre-sales.
- 3 & 4-bed bungalows, townhomes & penthouses.
- Strong design-led market positioning & investor confidence

[View Project](#) —>



KaidCo contributed strategic, design & market leadership to help shape a highly differentiated residential offering, including market position, product & pricing mix, interior design direction & peer review, marketing strategy & peer review, & sales suite staging.



Let's Create Something Enduring.



Exceptional projects are not created by adding more consultants.

They're created by connecting the right ideas, asking better questions & maintaining a clear vision from concept through completion.

KaidCo partners with ownership to create commercially grounded, design-led projects with enduring value.





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