



STRATEGY + DESIGN DEVELOPMENT

Better project
decisions.
Better *projects*.
Better *outcomes*.

Independent strategy & design development
for owners, developers & investors. We help
you identify opportunity, validate decisions &
lead complex projects from strategy through
delivery —protecting capital, elevating design
& maximizing long-term value.

OUR CLIENTS



Family
Offices



Investors



Developers



Brands &
Operators



Owners



Design Studios



THE KAIDCo APPROACH

PHASE 1

DISCOVERY

Understand the opportunity.

Deliverables include:

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

PHASE 2

STRATEGY

Define the direction.

Deliverables include:

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

PHASE 3

LEADERSHIP

Lead decisions & delivery.

Deliverables include:

- Owner Representation
- Critical Decision Support
- Design-Development Lead
- Consultant Management
- Stakeholder Alignment
- Design & Intent Protection
- Project Delivery

WHY CLIENTS CHOOSE KAIDCo

- 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.

* Note: Services are available as a complete package or per phase on a per project basis to augment a client's existing team & resources.





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.

HOW WE WORK

SEEING THE WHOLE PICTURE

Projects are influenced by decisions across business, development, design, operations & market positioning.

Few advisors have worked meaningfully across all of them.

Kylie's breadth of experience allows KaidCo 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 others overlook, Kylie challenges assumptions, identifies opportunity & helps ownership make better-informed decisions throughout the design & development process.

Her role is not to replace architects, designers or consultants, but to strengthen the thinking that informs their work & lead those teams with clarity through 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

WE SEE

- Market Opportunity
- Customer Needs
- Operational Reality
- Design Potential

WE ALIGN

- Ownership Vision
- Consultant Teams
- Operators
- Brand Partners

WE PROTECT

- Investment Objectives
- Development Intent
- Commercial Value
- Long-Term Legacy

KYLIE BURTON

Kylie Burton is the Founder of KaidCo & a strategic advisor & project leader working alongside developers, family offices, investors & hospitality groups to shape projects from strategy through delivery.

Drawing on more than twenty years of experience across development, business, marketing, design, branding & operations, she helps ownership navigate complexity, challenge assumptions & make better-informed decisions that strengthen both the project & the investment.



KAIDCo STUDIO

KaidCo provides strategic advisory & design development leadership, working alongside ownership & their consultant teams. For clients

requiring additional design capability, KaidCo Studio extends this work through interior design, marketing & design development for a select number of residential & hospitality projects.



REPRESENTATIVE EXPERIENCE

[\(click images for more information\)](#)



RICHARDS HOTEL

New Build Hotel.
Vancouver, Canada.

Role:
Hospitality Strategy, Amenity
Design & Development.

Scale:
380 rooms.

Outcome:
Future-ready dual-brand hotel
addressing market gap.



MOXY & ELEMENTS

Dual Branded Hotel.
Vancouver, Canada.

Role:
Hospitality Strategy, Amenity
Design & Positioning.

Scale:
400 rooms.

Outcome:
Diversified revenue through
resilient hotel positioning.



1177 W HASTINGS

Office Tower Repositioning.
Vancouver, Canada.

Role:
Master Plan Asset & Office
Repositioning Strategy.

Scale:
430,000 sf.

Outcome:
Increased occupancy, rents &
long-term asset value.



DRIFT

Boutique (AirBnB) Hotel.
San Jose Del Cabo, Mexico.

Role:
Strategy, Positioning &
Development.

Scale:
8 rooms.

Outcome:
Award-winning, Design Hotels
accredited benchmark.



ROSE HOTEL

Boutique Hotel Repositioning.
Venice, California.

Role:
Repositioning Strategy,
Concept & Operating Model.

Scale:
25 rooms.

Outcome:
Higher occupancy, stronger
rates & successful sale.



SOTO ON 28TH

Townhouse Development.
Vancouver, Canada.

Role:
Strategic Design, Marketing &
Market Positioning Direction.

Scale:
20 townhouses.

Outcome:
2026 Georgie Award winner
with strong buyer demand.



KING & COLUMBIA

Townhouse Development.
Vancouver, Canada.

Role:
Design Development,
Design, Marketing & Market
Positioning Direction.

Scale:
30 townhouses.

Outcome:
76% pre-sales & a new
neighbourhood benchmark.



DE LA COSTA

Surf Hotel & Holiday Homes.
Baja East Cape, Mexico.

Role:
Agri-tourism Master
Plan, Concept Design &
Development Strategy.

Scale:
5 homes & 28 surf cabins.

Outcome:
Agricultural land conversion
creating upside for ownership.



ZIPPERS BEACH

Apartment Hotel.
Cabo San Lucas, Mexico.

Role:
Acquisition, Re-zoning &
Permits, Financial Modelling,
Concept Design, Sale.

Scale:
24 apartments, beach club.

Outcome:
Sold with development
permits & pre-sales.



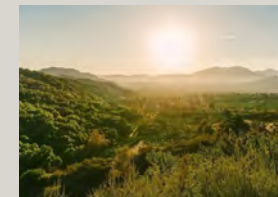
LEVEL 15

Amenity & Work Space,
Vancouver, Canada

Role:
Concept, Operating Business
Model, Design Development &
Market Positioning.

Scale:
15,000 sf.

Outcome:
Transformed underutilized sf
into high-yield business asset.



OJAI HOTEL

Agri-tourism Hotel.
Ojai, California.

Role:
Acquisition, Concept Design,
Financial Modelling, Capital
Raise, Rezoning, Sale.

Scale:
39 rooms.

Outcome:
Realized use & land value in a
tightly held market.



KIP CAFE

Office Lobby Activation.
Vancouver, Canada.

Role:
Operating Business Plan,
Menu & Concept Design,
Design & Brand Development.

Scale:
5,000 sf.

Outcome:
Zero-single-use closed-loop
circular food program.