



BACON-AI

WaldBachHouse — Business & Marketing Strategy v0.9.2

ARCHITECTURE & DESIGN DOCUMENT

WaldBachHouse-AirBnB-Assistant

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WaldBachHouse — Business & Marketing Strategy

Version: 0.9.2 (VAK correction — was 0.9; promote to v1.0 after Colin & Sandra sign-off) **Date:** 2026-05-18 **Owners:** Colin & Sandra Bacon (co-hosts), with orchestration by the BACON-AI WaldBachHouse-AirBnB-Assistant **Status:** synthesis complete; financial figures illustrative pending real 2023/24 actuals from WBH-P-001/002 extracts

1. Executive Summary

WaldBachHouse is a three-unit rental property at Frackersberg 9, 52224 Stolberg (Zweifall, Nordeifel, NRW) operated by Colin and Sandra Bacon. The three rental apartments — **Rursee**, **Struffel**, **HohesFenn** — sit alongside Colin & Sandra's own home and have to date been monetised primarily as short-term rentals via AirBnB.

This strategy moves WaldBachHouse from **single-product short-term rental** to a **multi-product hospitality & education platform** that combines:

- **Short-term rentals** across the three units (existing baseline)
- **Sandra-led courses:** natural forest & garden herb foraging + cooking; **VAK coaching** (Sandra is a *zertifizierte VAK-Coach* — trained via Damian Richter's "Ausbildung zum VAK-Coach", a 3-day intensive currently facilitated by Jessica Thieme; the remaining open question is commercial brand-use rights for graduates, addressed in §9 R8)
- **Colin-led events:** BACON-AI training weekends
- **Cross-product bundles:** "Mindful Foraging" (foraging + VAK), "AI & Nature" (BACON-AI + foraging)

The thesis is that the three private apartments + on-property garden & forest + Nordeifel location + the existing AI tooling (the *Herb Expert* PWA) combine to occupy a market gap that day-only foraging operators and dorm-share retreats cannot fill: **premium German-language weekend retreats with private accommodation, on-site forest, and a tech-credible course companion.**

The north-star metric is **annual occupancy-equivalent revenue** — rental nights, course-pax-nights, and event-pax-nights normalised into a single per-unit denominator — with a 24-month target of moving from roughly rental-only utilisation to a steady mix of ~55% rental, ~30% courses, ~15% events, while raising blended ADR by 25–40%.

All operations are modelled as BPMN 2.0 processes ([docs/bpmn/](#)) under deterministic execution with self-annealing — meaning every booking, every keycode, every Steuerberater handover, every event launch is a versioned process that learns from its own execution log. The strategy explicitly designs for continuous improvement, not a one-shot plan.

2. Vision, Mission, Values

Vision. WaldBachHouse becomes the Nordeifel's reference for *intentional weekends* — places people travel to be transformed (by nature, by craft, by community), not merely accommodated.

Mission. Operate three private apartments and a programme of seasonal courses, coaching weekends, and corporate retreats that combine Eifel-rooted craft (Sandra's herbalism & cooking) with modern practice (BACON-AI training, embedded AI tooling, hosted coaching like Damian Richter's VAK). Use software discipline (BPMN + self-annealing) so the business measurably improves quarter on quarter.

Values.

Honesty in marketing	No medicinal claims we can't substantiate (Heilpraktikergesetz boundary respected); no overselling of group sizes or amenities.
Eifel-rootedness	Forage from within 1 km. Buy from regional producers (Aachener Land milk, Eifel honey, Stolberg butcher) before supermarket. Hire local cleaners and craftsmen.
Tech in service of craft	The Herb Expert PWA exists to help guests learn faster — it is never a substitute for Sandra's expertise. The same applies to BACON-AI: the framework supports the human, the human is in charge.
Honest accounting	German tax compliance is non-negotiable. PStTG figures must reconcile to the cent.
Self-annealing, not perfectionism	Ship v0.x, observe, mutate, ship v0.x+1. No paralysis.

3. Strategic Context

3.1 What we already have

ASSET CLASS	CURRENT STATE
Physical property	Frackersberg 9, Stolberg/Zweifall: 3 rental units (Rurseer, Struffel, HohesFenn) + Colin & Sandra's home. On-property garden + adjacent forest. Nordeifel / Nationalpark Eifel within reach.
AirBnB account	Live host account (user 9935369, colin@thebacons.info). Listing exact composition (1 vs 3 listings) is a pending clarification.
Booking.com	Use in 2023/24 to be confirmed.
Lock & access	Nuki smart-lock bridge already on the LAN at 192.168.188.16 with documented local + cloud API.
Cameras / doorbell	Ring doorbell + 4x Wyze WiFi cameras already on the LAN. Treated as read-only event sources (motion, doorbell-press).
Utilities	STAWAG (Stadtwerke Aachen) portal automation already working via documented Python+requests method — covers Strom/Gas/Wasser/Wärme for the whole complex.
Tech infrastructure	Hostinger VPS (srv906866), ~7.8GB RAM, Caddy auto-TLS, ~25 vhosts), apps.bacon-ai.cloud wildcard live, Tailscale mesh, Odoo 19 on both AWS and Hostinger, multiple rental-management Odoo codebases under active development.
AI tooling already live	Herb Expert PWA at https://herb-expert.apps.bacon-ai.cloud — plant ID via PlantNet ViT, medical-NER, BioGPT, mushroom classifier. Production-grade odoo-mcp-server (23 tools).
Co-host relationship	Sandra brings botanical knowledge, course-leader instinct, network. Colin brings the tech stack and orchestration capacity.

3.2 What we are missing

GAP	OWNER	PATH TO CLOSE
Tax-year 2023/24 portal extracts	Orchestrator	WBH-P-001 / 002 (BPMN designs already shipped)
Steuerberater email + handover preference	Colin	Open decision #4
Booking.com partner-access confirmation (2023 data window may have closed)	Colin	Open decision #1a
Per-unit AirBnB listing clarification	Colin	Open decision #0
Sandra's Kräuterpädagogin certification (Gundermann-Akademie €2.4–2.8k, 14 mo)	Sandra & Colin	Open decision #19
Veranstalterhaftpflicht insurance (~€200–350/yr)	Colin	Open decision #20
§43 IfSG food-hygiene cert for cooking element (~€25–40 one-off)	Sandra	Open decision #20
VAK source-of-truth from Damian Richter	Sandra	Open decision #18 (30-second unblock)
Odoo PoC database wbh_poc	Orchestrator	Decision #8 (hosting target), then WBH-P-006

3.3 Where we sit in the broader market

Per the Nordeifel research (full brief: [reference_foraging_market.md](#) in project memory):

- **Foraging courses** in the region are predominantly day-only (€18–95) or weekend-modular *without* lodging (€180–350). The premium **weekend retreat with private accommodation + on-property forest + cooking** segment is genuinely under-served in German.
- **Coaching retreats** at our likely capacity (6–10 pax) command €380–490 pp for a private-unit weekend; Austrian Alps comparables for “Mindful Foraging” formats reach €450–650 pp.
- **Short-term rental** in Nordeifel is competitive but our 3-unit ability to host whole-family / whole-team / multi-couple bookings is a structural advantage we under-monetise on AirBnB today.
- **BACON-AI training** as a paid event is a brand-new category at our scale; pricing benchmark is the international AI-bootcamp market (typically €1,500–4,500 pp for residential weekends).

4. Product Portfolio

#	PRODUCT	PRIMARY LEAD	CAPACITY PER RUN	INDICATIVE PRICE PER PAX	ANNUAL CAPACITY
P1	Short-term rental (one unit)	Colin	1 unit, 2–4 pax	€100–180 / unit-night	up to ~270 unit-nights/yr × 3 = 810
P2	Whole-property rental (3 units + common)	Colin	8–12 pax	€450–700 / property-night	30–60 property-nights/yr (B2B and family)
P3	Sandra’s Foraging + Cooking weekend	Sandra	6–10 pax	€380–490 / pax / 2-night	8 × ~8 pax = 64 pax-weekends/yr
P4	Sandra’s Foraging day course	Sandra	6–12 pax	€75–110 / pax	12–20 days/yr
P5	VAK Coaching weekend — led by Sandra Bacon (trained in the VAK method by Damian Richter)	Sandra	6–10 pax	€450–650 / pax / 2-night	4–6 / yr
P6	BACON-AI training weekend	Colin	8–12 pax	€1,500–2,500 / pax / 2-night	4–6 / yr
P7	“Mindful Foraging” bundle (P3+P5, both Sandra-led)	Sandra	6–8 pax	€650–850 / pax	2–3 / yr (flagship)
P8	“AI & Nature” corporate retreat (P6+P4)	Colin & Sandra	8–12 pax	€1,800–2,800 / pax	2–3 / yr (B2B)
P9	Welcome-basket / experiences SKUs	Sandra	—	€25–60 / item	passive add-on

Cross-product rules: - Whole-property products (P2, P5, P6, P7, P8) **block** all three unit-rental calendars — modelled as `wbh.event` rows that auto-generate `wbh.reservation` rows with `source=event_block` in the Odoo data model. - Foraging day courses (P4) and rental (P1) can co-exist; cooking-module participants share Colin's kitchen by arrangement. - Welcome-basket SKUs (P9) attach to every booking type as upsell.

Mix target by Year 2 (illustrative): rental ~55%, courses ~30%, events ~15% of revenue.

5. Pricing Strategy

5.1 Three-tier dynamic pricing for rentals

LEVER	MECHANISM
Base price per unit per night	Set per-unit in <code>wbh.listing.base_price</code> , indexed to PriceLabs comparable market
Seasonal modifiers	High (Jul–Sep, Dec 23–Jan 2, German school holidays): +25%; Low (Nov + Jan): -20%
Day-of-week	Fri/Sat +15%; Sun–Thu baseline; Sun-night-only -10% (last-minute)
Length-of-stay	3+ nights: -5%; 7+ nights: -12%
Lead-time decay	T-14: baseline; T-7: -10%; T-3: -20% (PriceLabs rules)
Bridge days (Brückentag)	Auto-discount day between holiday and weekend -15% via cron + Odoo <code>sale.coupon</code>
Mid-week remote-work bundle	Mon–Fri -20% if booked ≥ 4 nights
Repeat-guest loyalty	-10% off 2nd stay, -15% off 3rd+ via Odoo <code>loyalty</code> module

Implementation: PriceLabs API as the rule engine, prices pushed to AirBnB + Booking.com via PriceLabs's own connectors, mirrored into Odoo `wbh.reservation` for analytics.

5.2 Course & event pricing rules

- **Foraging weekend (P3):** €440 pp standard, €380 pp Early Bird (≥ 60 days), €490 pp peak Holunder/Bärlauch windows.
- **VAK weekend (P5):** Sandra-led, full revenue accrues to WaldBachHouse / Sandra. €450 pp standard, €390 pp Early Bird (≥ 60 days), €590 pp for the “Mindful Foraging” bundle paired with P3. Pricing aligned with Sandra's foraging-course economics, not with a venue-letting model.
- **BACON-AI weekend (P6):** €1,800 pp standard, B2B (≥ 6 pax single buyer) €1,600 pp.
- **“Mindful Foraging” (P7):** premium-bundle pricing, no discount stacking with day-course or weekend rate.

- **No-show / late cancellation:** 100% retention < 7 days; 50% retention 7–14 days; full refund > 30 days. Captures revenue and acknowledged in German law via clear AGB.

5.3 Welcome-basket and upsell SKUs

Margin-driven add-ons sold per booking: - “Eifel Welcome Basket” (Aachener Printen, Eifel honey, Stolberg sausage, Bärlauch-Pesto Sandra-made) — €35 retail, ~60% margin - Foraging journal + Herb Expert PWA access — €18 retail (digital + printed map) - Sauna/wellness add-on (if installed) — €30 / 2h slot per couple - Private chef dinner by Sandra — €55 pp, ≥ 4 pax

6. Marketing & Channels

6.1 Channel mix

CHANNEL	TARGET SHARE Y1	NOTES
AirBnB	45%	Existing, highest absolute volume, ~15% commission
Booking.com	15%	Higher commission (~18%), captures different traveller
Direct (waldbach.house + apps subdomains)	25%	Highest margin, where we steer repeat guests
Course-marketing direct (<event>.waldbach.house)	12%	Per-event landing pages with own promo cycle
Partner referrals (Eifel Tourismus, Nationalpark, BACON-AI customer base)	3%	Low volume, high quality

6.2 Website estate

- [www.waldbach.house](#) (Google Sites today) — public face of the rental + course business. Path A (embed-and-update hybrid) chosen for current operations; Path C (migrate to Astro on Hostinger/Caddy) flagged as 6-month exit. See [docs/website-automation-finding.md](#).
- [waldbachhouse.apps.bacon-ai.cloud](#) (new — to be deployed this iteration) — internal-facing strategy & ops hub, hosts the strategy PDF, KPI dashboards, BPMN process registry public-readable, prospective host-onboarding pages. Wildcard A-record is already live → no DNS work needed, just Caddy site block + Astro build.
- [<event>.waldbach.house](#) (templated pop-ups) — one Astro template, content-collection driven, deployed in < 30 min per event. Schema documented in [reference_hostinger_apps_pattern.md](#). DNS for these sits in Google Domains (separate path from Hostinger Kodee).
- [herb-expert.apps.bacon-ai.cloud](#) (existing) — Sandra’s Herb Expert PoC; double-bonded into courses as the QR-coded “Course Companion” PWA (see Product Portfolio §4 and [reference_herb_expert_app.md](#)).

6.3 Promotional content cadence (Sandra & Colin shared)

CHANNEL	CADENCE	OWNER
Instagram (@waldbach.house)	3 / week (1 herb-in-season, 1 BTS, 1 booking-CTA)	Sandra primary, Colin support
Newsletter (Substack / Drive Forms list)	Monthly + course launches	Sandra writes; Colin tooling
Google My Business	Updated per event + monthly photo refresh	Colin
Eifel Tourismus partner page	Twice-yearly content refresh	Colin
BACON-AI community + LinkedIn	Per training event	Colin

6.4 Pop-up site playbook (the lever that makes this strategy distinctive)

For every paid event we host (P3, P4, P5, P6, P7, P8), we spin up `<event-slug>.waldbach.house` (e.g. `mindful-foraging-may-2026.waldbach.house`) on the Astro template within 30 minutes. The site contains: hero with date and price, host bios, location map (Leaflet), schedule, registration form (POSTs to Odoo `/wbh/register`), and FAQ. The page is shared on social, in newsletter, and via Eifel Tourismus. After the event, the site is archived (Caddy redirect to a “next event” landing) and the cert is allowed to lapse — cost stays at near zero.

This pattern is operationally simple once the template exists and creates **purpose-built conversion funnels** per event, instead of forcing all events through a single generic page.

7. Operations & Technology Stack

7.1 Process layer (BPMN 2.0, deterministic, self-annealing)

Every recurring activity is modelled in `docs/bpmn/`. Already shipped (all PASS the 22-check QA gate):

ID	PROCESS	QA SCORE
WBH-P-001	AirBnB Tax Report Extraction (year-parameterised)	22/22, 100
WBH-P-002	Booking.com Tax Report Extraction (conditional)	22/22, 100
WBH-P-003	Steuerberater Handover Packaging	score 80, 0 errors (4 expected warnings on intentional collapsed-stub pools)
WBH-P-004	Nuki Keycode Reservation Lifecycle (per booking)	22/22, 100

Queued (designs spawned after the multi-unit refactor decision):

- **WBH-P-005** Master Reservation → Access → Verify End-to-End
- **WBH-P-006** WaldBachHouse → Odoo PoC Setup (one-shot)
- **WBH-P-007** Event Hosting End-to-End (Sandra's courses, VAK weekends, BACON-AI training)
- **WBH-P-008** Website (waldbach.house) Update Lifecycle
- **WBH-P-009** STAWAG Utility Cost Extraction & Per-Unit Allocation

Convention: every process uses the three DOE lanes (Directive / Orchestrator / Executor) per the [bpmn-agentic-orchestrator](#) skill. Pre-tool hooks block out-of-sequence calls; post-tool hooks update state; execution logs feed the self-annealing protocol (§12).

7.2 Application layer

LAYER	COMPONENT	STATE
ERP	Odoo 19 PoC database (<code>wbh_poc</code>) on AWS01:8069	Recommended host (decision #8). Module set: <code>ai_rental_management</code> (v3b) + <code>odoo_ai_agents</code> + custom <code>wbh_channel_shim</code> , <code>wbh_nuki_bridge</code> , <code>wbh_dynamic_pricing</code> . See <code>docs/odoo-poc-strategy.md</code> for full module rationale.
MCP bridge	odoo-mcp-server as a sidecar	Production-grade, 23 tools, exposes Odoo to Claude / Gemini / Codex agents
Channel ingest	Custom <code>wbh_channel_shim</code> consuming WBH-P-001/002 outputs	One-way OTA → Odoo for v1; availability-push via PriceLabs
Dynamic pricing	PriceLabs API (~€20/mo)	Closes the channel-manager gap; pushes rates to AirBnB + Booking.com
Lock automation	Nuki Bridge local API (192.168.188.16) + Web API fallback	Wired into WBH-P-004
Camera / event source	Ring doorbell + Wyze cams (read-only via HomeAssistant or thin Ring/Wyze adapters)	Phase 2 — arrival confirmation, post-checkout inspection
Utility cost feed	STAWAG portal (Python + <code>X-COS-UA: default</code> header)	Wired into WBH-P-009; credentials in <code>~/.claude/.credentials/.env</code>
Plant ID PoC	Herb Expert PWA at <code>herb-expert.apps.bacon-ai.cloud</code>	Already live; productisation into courses per the QR-companion idea
Website stack	Astro static + Caddy auto-TLS on Hostinger; <code>*.apps.bacon-ai.cloud</code> wildcard live	Path forward for <code>waldbachhouse.apps.bacon-ai.cloud</code> and per-event <code><slug>.waldbach.house</code>

7.3 Data and identity

- **Source of truth split:** Odoo owns finance / partner / payouts. BPMN executor owns process state. `wbh.reservation.state` is shared (Odoo current, BPMN historical).
- **Two-way binding:** Odoo manual overrides emit a `bus.bus` notification → BPMN executor receives `StateCorrectionEvent` → Saga compensation if needed. Same pattern Camunda recommends.
- **Identity & email estate:**
 - `colin@thebacons.info` — operator / orchestrator principal. **Legacy free Google account** with documented restrictions on multi-domain / multi-subdomain access. This is the *structural* reason the current website lives on Google Sites under a workaround identity (next row), not just Google's missing API.

- waldbachhouse@gmail.com — created to redirect / re-use Sites creation that Colin's legacy account cannot perform. Currently owns the www.waldbach.house Google Sites publication. **Long-term consolidation candidate** to migrate off Google Sites entirely → Astro on Hostinger (Path C).
- booking@waldbach.house — booking / guest-inbound inbox, currently hosted at **reg123** (separate from the Google estate). Future consolidation: route into the Odoo PoC [mail.thread](#) once [wbh_poc](#) is live, or move email hosting to Hostinger for vendor reduction.
- Sandra requires her own Odoo user + Drive folder + portal credentials for her course business (decision #17).
- **Credentials protocol:** all account passwords live in `~/.claude/.credentials/.env` only (gitignored). Sub-agents receive references by env-var name, never by value. Any password shared inline (chat, ticket, email) is treated as compromised and rotated post-capture.
- **Tax records:** retained per §147 AO (6 years private §21 EStG; 10 years if Gewerbe / USt-pflichtig). All raw CSVs from WBH-P-001/002 live under `docs/extracts/...` and are mirrored to a Drive folder shared with the Steuerberater.

7.4 Compliance posture

- **German tax:** declared on Anlage V (default — single Ferienwohnung, no hotel-style services) per BFH IV R 34/13. USt 7% under §12 Abs. 2 Nr. 11 UStG. Kleinunternehmer thresholds €22k/€50k for both 2023 and 2024 (the €25k/€100k raise is 2025-onward). §13b reverse-charge on AirBnB-IE and Booking.com-NL commissions even as Kleinunternehmer. PStTG-DAC7 reconciliation mandatory (filed 31 Jan annually with Bundeszentralamt für Steuern).
- **Course liability:** Veranstalterhaftpflicht insurance (~€200–350 / yr) before first paid event runs.
- **Food hygiene:** §43 IfSG one-off plus §4 LMHV annual training before cooking-element runs.
- **Heilkräuter framing:** “traditional uses / Volksheilkunde” only, never therapeutic claims (Heilpraktikergesetz boundary).
- **GDPR:** guest data in Odoo, retention rules in `res.partner`. Camera footage from Ring/Wyze auto-deleted after 7 days unless incident.
- **Insurance:** house contents, public liability, business interruption — confirm coverage uplift for course activity.

8. Financial Projections (illustrative)

Disclaimer. Real 2023/24 actuals will replace these once WBH-P-001/002 execute. Figures here illustrate the strategy's shape, not actual budgets.

8.1 Year 1 illustrative product mix (Steady-state, 12 months post-strategy)



PRODUCT	ANNUAL VOLUME	AVG NET PER UNIT	GROSS	VARIABLE COST	CONTRIBUTION
P1 Single-unit nights	600 unit-nights	€120	€72,000	€18,000 (cleaning, supplies, channel fees)	€54,000
P2 Whole-property nights	35 property-nights	€540	€18,900	€5,300	€13,600
P3 Foraging weekends	8 × 8 pax	€420	€26,880	€6,400 (food + Sandra fee)	€20,480
P4 Foraging day courses	14 × 9 pax	€90	€11,340	€2,500	€8,840
P5 VAK weekends	5 × 8 pax	€450	€18,000	€4,500 (catering + Sandra's prep)	€13,500
P6 BACON-AI weekends	4 × 10 pax	€1,800 (gross)	€72,000	€18,000 (Colin's prep + materials + catering)	€54,000
P7 Mindful Foraging bundle	2 × 7 pax	€750	€10,500	€2,800	€7,700
P8 AI & Nature corporate	2 × 10 pax	€2,200	€44,000	€11,000	€33,000
P9 Welcome basket + extras	passive	—	€4,500	€1,800	€2,700
Total			€278,120	€70,300	€207,820

Fixed costs (illustrative annual): mortgage / property carrying €36,000; Hostinger + tooling subscriptions €600; Kräuterpädagogin amortised €1,000; insurance €700; marketing direct spend €4,000; misc maintenance €6,000; total fixed ~€48,300.

Year-1 illustrative operating contribution before tax: ~€159,500 — sensitive to actual occupancy, pricing realisation, and event sell-through. Year-3 target: +35% on this baseline as bundles and direct-channel share grow.

8.2 Sensitivities to flag

- Course sell-through is the swing factor. Drop from 8 to 4 foraging weekends takes ~€10k off contribution.
- AirBnB occupancy lower by 5 percentage points = ~€8,000 less rental contribution.
- BACON-AI training pricing is the most leveraged single dial — €1,500 → €2,000 across 4 events = +€20,000.
- Kräuterpädagogin investment is one-off; once paid, premium pricing on P3/P4 is defensible.

8.3 Cash-flow timing notes

Course payments collect upfront (60 days before) → positive working capital. Rentals payout 24h–48h post check-in via portals. STAWAG bills monthly. Steuerberater fees annual. No external financing planned in Year 1.

9. Risk Register & Compliance

#	RISK	LIKELIHOOD	IMPACT	MITIGATION
R1	German tax mis-declaration (Anlage V vs G, KU thresholds, §13b reverse-charge missed)	Medium	High	WBH-P-003 mandates PStTG reconciliation + §13b worksheet before handover. Steuerberater review required.
R2	Course-leader liability (participant injury, plant misidentification)	Low	High	Veranstalterhaftpflicht insurance; signed waivers; outdoor first-aid cert (€120); Kräuterpädagogin cert
R3	AirBnB account ban / suspension	Low	High	Direct booking channel ≥ 25% of revenue Y1 = portfolio resilience
R4	Lock automation failure during peak season	Low	High	Idempotent code provisioning; Bridge local + Web API fallback; human-escalation path in WBH-P-004
R5	OCA channel-manager gap (no production OTA-write-back in 2026)	Confirmed	Medium	PriceLabs handles availability push; custom shim for read-side
R6	Hostinger RAM exhaustion (Odoos + Postgres + n8n + BPMN executor on 7.8GB)	Medium	Medium	Cap Postgres shared_buffers=512MB; plan 16GB upgrade before go-live
R7	Google Sites editor drift breaks waldbach.house — compounded by legacy-account restrictions on colin@thebacons.info and dependence on the waldbachhouse@gmail.com workaround identity	Medium	Medium (raised from Low after new context)	Weekly visual-regression scan via bacon-ai-lite-browser-qa ; Path C migration to Astro on Hostinger is now strategic-priority, not contingency — it removes both the API gap AND the legacy-account ceiling in one move
R15	Inbound booking email at booking@waldbach.house on reg123 is operationally siloed from Odoos	Medium	Low-Medium	Phase-2 consolidation: route the inbox via IMAP-fetch into Odoos mail.thread once wbh_poc is live, or migrate hosting to Hostinger for SPF/DKIM/DMARC simplification
R16	Plaintext credentials shared via chat (waldbachhouse@gmail.com, booking@waldbach.house)	Confirmed	Medium	Move passwords to ~/.claude/.credentials/.env ; rotate both passwords post-capture as a hygiene matter
R8	“VAK” brand-name usage rights — Sandra trained in the method but commercial use of “VAK” as a brand may be	Medium	Medium	Sandra confirms licensing terms with Damian: full graduate-use of “VAK” branding, OR fall back to “coaching in the VAK method, certified by Damian Richter’s school” attribution. Written confirmation either way

#	RISK	LIKELIHOOD	IMPACT	MITIGATION
	reserved to Damian Richter's school			before any paid marketing references "VAK".
R9	Adverse weather cancels foraging course	Medium-High	Low-Medium	Covered Pavilion + indoor cooking-module fallback + transparent rebooking
R10	Cross-product calendar collision (event blocks rental, but rental already booked)	Medium	Medium	<code>wbh.event.blocks_listing_id</code> constraint + auto- <code>event_block</code> reservations + whole-day-event v1 constraint
R11	Heilpraktikergesetz boundary breach (medicinal claims)	Low	High	Volksheilkunde framing only; staff trained on §1 HeilprG
R12	Bot detection on Playwright (AirBnB, Booking.com)	Medium	Medium	Saved storageState + slow waits + human-in-loop 2FA first run; Hospitable MCP as resilient parallel option
R13	Sandra burnout (single-leader event business)	Medium	High	Course capacity capped at 8–10 pax; co-teaching pipeline (Damian, guest Kräuterpädagog:innen) by Y2
R14	Sub-agent fabrication / un-tooled research (Damian Richter case)	Confirmed	Low	Orchestrator now spawns with explicit tool-invocation contracts; honest BLOCKED outcomes preferred over confident hallucination

10. Roadmap & Milestones

Each milestone ties to specific BPMN processes and open decisions.

Q2 2026 (May–Jul)

- **Resolve open decisions #0, #1, #2, #4, #8, #15** so WBH-P-001 / 002 / 003 can execute.
- Run WBH-P-001 for 2023 + 2024 tax extracts (AirBnB).
- Run WBH-P-002 if Booking.com applicable.
- Sandra obtains §43 IfSG food-hygiene certificate.
- Buy Veranstalterhaftpflicht.
- Confirm Damian Richter source-of-truth (open decision #18).
- Provision OdoO PoC `wbh_poc` on AWS01:8069. Run WBH-P-006.
- Deploy `waldbachhouse.apps.bacon-ai.cloud` with strategy PDF + landing.
- Pilot foraging day course (P4) — 1 run, 6 pax, observe.

Q3 2026 (Aug–Oct)

- Sandra enrolls in Gundermann-Akademie (if approved — decision #19).
- Run 2 foraging weekend retreats (P3) — Aug Beerenreich, Sep Herbstfrüchte.
- First BACON-AI training weekend (P6) pilot.
- Launch Path A embed-and-update for www.waldbach.house.
- WBH-P-005 (master end-to-end orchestration) goes live; first 5 reservations run fully on automation.
- First self-annealing review of WBH-P-001 / 002 based on observed execution logs.

Q4 2026 (Nov–Dec)

- Steuerberater handover for 2025 tax year (WBH-P-003) — first end-to-end test in production-like form.
- Run “Mindful Foraging” pilot (P7) if Damian relationship confirmed.
- “AI & Nature” corporate retreat first sale (B2B outreach started Q3).
- KPI dashboard live in Odoo.
- Decide on Path C migration timeline for waldbach.house.

2027

- Year-2 mix-target verification (55/30/15 rental/courses/events).
- Sandra graduates Kräuterpädagogin.
- Second BACON-AI training season — 4 events.
- Evaluate property expansion (4th unit, sauna, dedicated seminar room?).

11. KPIs & Dashboards

All KPIs are computed daily from Odoo + BPMN execution logs and surfaced on a dashboard hosted at waldbachhouse.apps.bacon-ai.cloud/dashboard (authenticated, Tailscale-gated for now).

KPI	DEFINITION	TARGET Y1
Occupancy %	Booked unit-nights / available unit-nights (30/90/365-day windows)	60% / 65% / 62% blended
ADR (Average Daily Rate)	Gross rental revenue / occupied unit-nights	€145
RevPAR	Occupancy × ADR	€89
Direct-channel share	Direct-booking revenue / total revenue	≥ 25%
Course pax-nights	Sum of paid course participant-nights	250
Course-conversion rate	Bookings / unique landing-page visits per event	4–8%
NPS	Net Promoter Score from post-stay / post-course survey	≥ 50
PStTG reconciliation variance	abs(Odoo gross – PStTG-filed gross) per year	< €1
Process-execution success rate	% BPMN runs that complete without human escalation	≥ 92%
Self-annealing actionable rate	% BPMN-mutation proposals adopted into next version	≥ 30% of proposals

Dashboards live in two places: Odoo (operational, write-back capable) and a static Astro-rendered KPI page at the apps subdomain (read-only, shareable).

12. Self-Annealing Protocol

This is the strategy’s distinctive operating principle. Every paid run of every BPMN process emits a structured execution log (docs/bpmn/state/<process-id>/runs/*.jsonl). After each run, the orchestrator:

- Analyses** the log for bottlenecks (slow steps), failures (gateway loops, retries), successful shortcuts, and parallelisation opportunities — via `BPMNSelfAnnealing.analyze_execution` per the `bpmn-agentic-orchestrator` skill.
- Proposes** specific BPMN mutations: change a gateway condition, parallelise a sequential pair, raise a timer boundary, replace a manual user-task with an automated executor.
- Applies or escalates:**
 - Mutations to the **Executor lane** auto-apply → version bump `v1.x` → `v1.x+1`.
 - Mutations to the **Orchestrator** or **Directive** lanes require Colin’s (or Sandra’s, for her processes) sign-off.
- Versions and logs** every change to <docs/bpmn/CHANGELOG.md> .

The strategy document itself is self-annealing on the same principle. Each section ends (in the section-split versions under [docs/strategy/0X-*.md](#)) with a “Self-Annealing Hooks” subsection listing the metrics or signals that would trigger a revision of that section. Examples:

- §5 Pricing: a drop in repeat-guest discount uptake below 8% means the loyalty bracket is wrong → propose change.
- §6 Marketing: a quarter where direct-channel share falls below 20% triggers a Path-C migration re-evaluation.
- §8 Financials: real WBH-P-001 actuals replace illustrative figures, automatically.

Critically: **self-annealing is never a blank cheque**. Mutations that change pricing > 10%, brand voice, or compliance posture always escalate. The framework is fast at routing, careful at strategy.

13. Appendix

13.1 Glossary

- **BPMN 2.0** — Business Process Model and Notation, ISO/IEC 19510. Used here as both documentation and runtime control plane.
- **DOE lanes** — Directive / Orchestrator / Executor — the canonical three-swimlane decomposition the project applies to every process.
- **Self-annealing** — the protocol by which observed execution outcomes propose and (sometimes auto-) apply process mutations, version-controlled.
- **PSiTG / DAC7** — Plattformen-Steuertransparenzgesetz / EU DAC7 — platform-reported transparency data on rental income, filed to the Bundeszentralamt für Steuern annually.
- **Zuflussprinzip §11 EStG** — the German rule that income is taxed in the year of *cash receipt*, not booking — payout date, not stay date, defines the tax year.
- **VAK** — Visuell-Auditiv-Kinästhetisch. The three primary NLP representational systems. Sandra is a *zertifizierte VAK-Coach* via Damian Richter’s “Ausbildung zum VAK-Coach” ([damian-richter.com/events/vak-coach-ausbildung/](#)), a 3-day intensive (Fri-aft → Sun-eve) currently facilitated by Jessica Thieme.

13.2 Cross-references (project memory and docs)

- [MEMORY.md](#) — index of all project-memory files
- [docs/bpmn/README.md](#) — process registry
- [docs/odoo-poc-strategy.md](#) — module set, data model, top-10 utilisation ideas
- [docs/website-automation-finding.md](#) — Path-A/B/C analysis for [waldbach.house](#)
- [reference_waldbachhouse_property.md](#) — 3-unit composition, address, Eifel context
- [reference_de_str_tax.md](#) — Anlage V, §13b, KU thresholds
- [reference_foraging_market.md](#) — market gap, pricing, certifications, seasonality
- [reference_herb_expert_app.md](#) — Sandra’s HF PoC, deployment URL, course-companion ideas
- [reference_hostinger_apps_pattern.md](#) — 6-step subdomain deployment recipe
- [project_open_decisions.md](#) — live list of decisions awaiting Colin / Sandra

13.3 Acknowledgements

This strategy was authored by the WaldBachHouse-AirBnB-Assistant orchestrator from research outputs delivered by five parallel specialist sub-agents (Odoos strategy, Hostinger subdomain stack, foraging market, Sandra's HF PoC discovery, Google Sites automation), one BPMN-process discovery agent, four BPMN process-design agents (WBH-P-001 through WBH-P-004), and one regional/tax research agent — all running under the BACON-AI CRITICAL-tier orchestrator protocol with mandatory tool-invocation contracts. Where research was blocked (VAK / Damian Richter — initially blocked by a sub-agent lacking WebSearch, resolved when Colin shared the course URL <https://damian-richter.com/events/vak-coach-ausbildung/>), the blocker has been surfaced as an open decision rather than papered over.

End of v0.9. Promote to v1.0 after Colin & Sandra sign-off on the structure and the illustrative figures.