

Dojo Numbers — Ambassador & Grant

Calculated individually. May to December 2026 (7 months).

ASSUMPTIONS

Implied avg residual/customer: 160 customers. At Tier 1 (25%) = £3,500/mo. So avg = $£3,500 \div 160 = £21.88/\text{customer/month}$. Applied to all new deals.

Average LTR: £800 (holiday homes, tight) to £12,651+ (Folly Farm, large). Typical restaurant/salon/takeaway = £1,000-£3,000. Table covers the range.

Tier 1 threshold: 3 consecutive months at £30k LTR each. Need to hit £30k by October to have Oct/Nov/Dec at Tier 1.

Upfront: 35% of LTR on sign. Monthly residual: Tier 2 = 20%, Tier 1 = 25%. Napoleon = 20x monthly residual after 5 years.

TIMELINE TO TIER 1

May Now Fix leads engine	Jun Ramp Outreach starts	Jul Build Pipeline growing	Aug Push Target £20k+	Sep Hit £30k Must hit this month	Oct Month 1 Tier 1 clock starts	Nov Month 2 Hold £30k+	Dec Tier 1 ✓ 3 months done
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5 months to build the machine, 3 months to qualify. Every week the leads engine doesn't work is a week of pipeline not building.

DEALS/MONTH NEEDED (INDIVIDUALLY) TO HIT £30K LTR

AVG LTR	DEALS/MONTH	DEALS/WORKING DAY	UPFRONT PER DEAL	MONTHLY UPFRONT AT TARGET	
£800 (tight)	38	1.9	£280	£10,640	
£1,000	30	1.5	£350	£10,500	
£1,500	20	1.0	£525	£10,500	REALISTIC TARGET
£2,000	15	0.75	£700	£10,500	STRONG CLOSE
£3,000	10	0.5	£1,050	£10,500	

At 1 deal/working day average (£1,500 LTR) you qualify for Tier 1. That's the benchmark.

Pace required

29 deals/month

$200 \div 7 \text{ months} = 28.6$. 1.4 per working day. Aggressive but achievable with a working outreach machine.

Monthly LTR at 29 deals (£1,500 avg)

£43,500

Clears £30k Tier 1 threshold by 45%. Even at £1,035 avg LTR you still qualify. The maths work if the deals are there.

Total upfront cash — 200 deals at £1,500 avg

£105,000

$35\% \times £1,500 = £525/\text{deal} \times 200 = £105\text{k}$ landing in your account across the year before any residuals.

Total upfront cash — 200 deals at £2,000 avg

£140,000

One Folly Farm-level deal (£12k LTR = £4,200 upfront) replaces 8 small ones. Mix matters. The database targets the right-size businesses.

MONTHLY RESIDUAL AFTER ADDING 200 DEALS

Current (160 customers, Tier 2)

£2,800/mo

At Tier 2 (20%). Leaving £700/month on the table vs Tier 1 — just from hitting the threshold.

Current portfolio at Tier 1

£3,500/mo

£700/month gain from Tier 1 alone, before any new customers. Automatic once you qualify.

After 200 new deals (360 total) at Tier 1

£7,875/mo

$360 \times £21.88 = £7,875$. Every month, automatically. That's the floor not the ceiling.

NAPOLEON — 5-YEAR LUMP SUM PAYOUT

After 5 years with Dojo: $20 \times$ your monthly residual as a lump. You're building this number today with every deal you sign.

You — 160 existing + 200 new = 360 customers

£157,500

$20 \times £7,875$. That's the Napoleon at 200 deals.

At 500 total customers (push past 200)

£219,000

$500 \times £21.88 = £10,937/\text{mo}$. Each deal you sign today is permanently in this number.

At 1,000 total customers

£437,500

$1,000 \times £21.88 \times 20 = £437,500$ as a lump payout at year 5.

The database has 855,503 dojo-compatible leads

0.12% conversion = 1,000 customers

You don't need a high conversion rate. You need a working outreach engine. That's what Reeve Render is building.

BOTTOM LINE — MINIMUM INDIVIDUALLY TO QUALIFY TIER 1 BY DEC 2026

At £1,500 avg LTR — deals needed

~140 deals

Ramp from 5/mo in May to 20/mo by Oct, hold 3 months. Realistic with working pipeline.

At £2,000 avg LTR — deals needed

~100 deals

Better quality book = fewer deals needed. Mix of mid-size restaurants + salons + hospitality.

The answer

200 = Tier 1

At any LTR above £1,000, 200 deals in 7 months qualifies for Tier 1. The 200-deal target is the right ambition.