

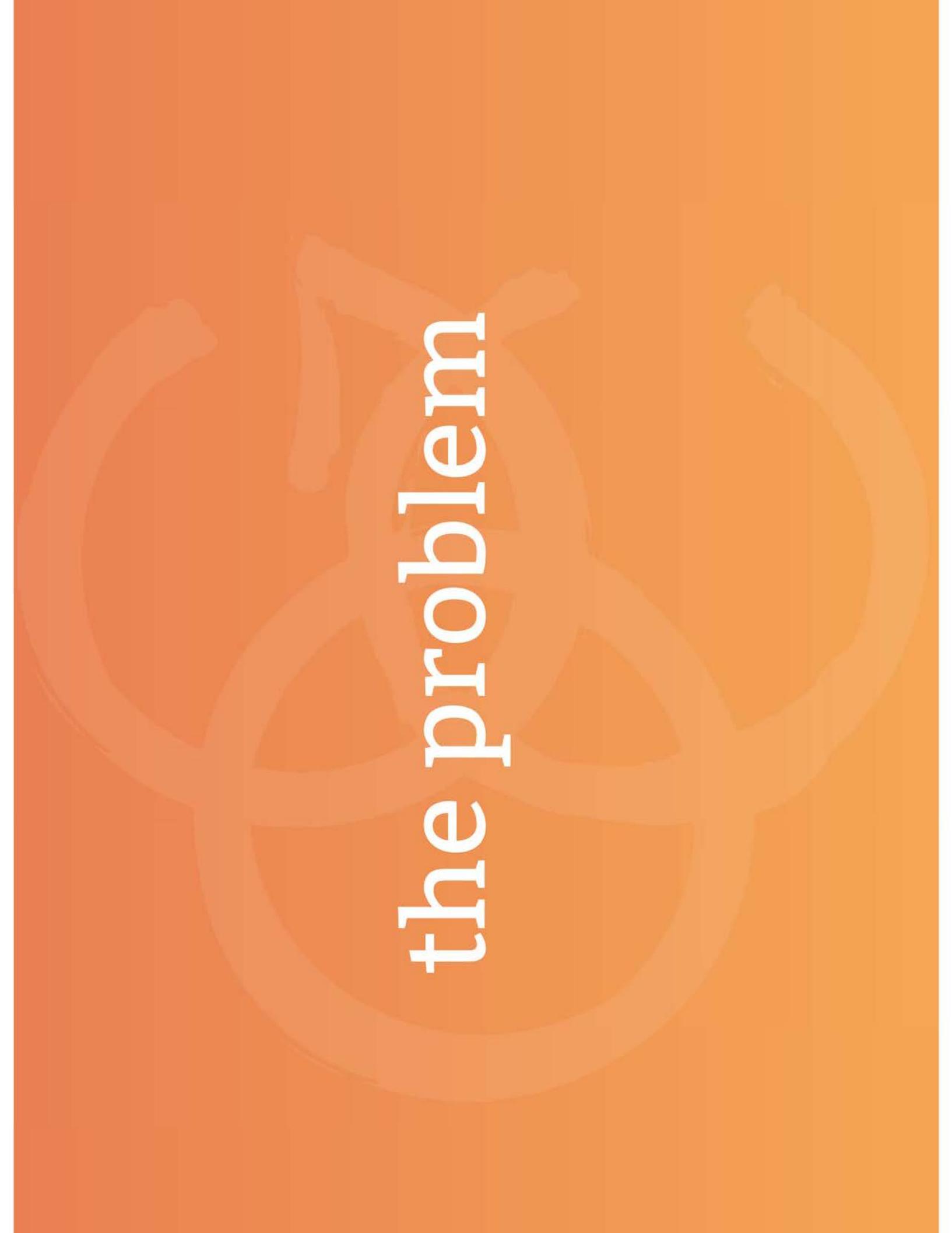


[www.OneGlobeCitizen.com](http://www.OneGlobeCitizen.com)



# “Travel Like a Local”

- OneGlobe Citizen



the problem

# Lack of Authentic Local Experiences





**22** Average number of travel sites visited by the average traveller before booking.



**40%** of travellers use social networking to share experiences.



percentage of travellers who use smart phones to book trips.

**16%**



If YouTube were a country it would be the third most populated place in the world.



25% of travellers booked a travel service because of an unexpected email.



**70%** number of business travellers who use their mobile device to check-in for their flight or hotel.



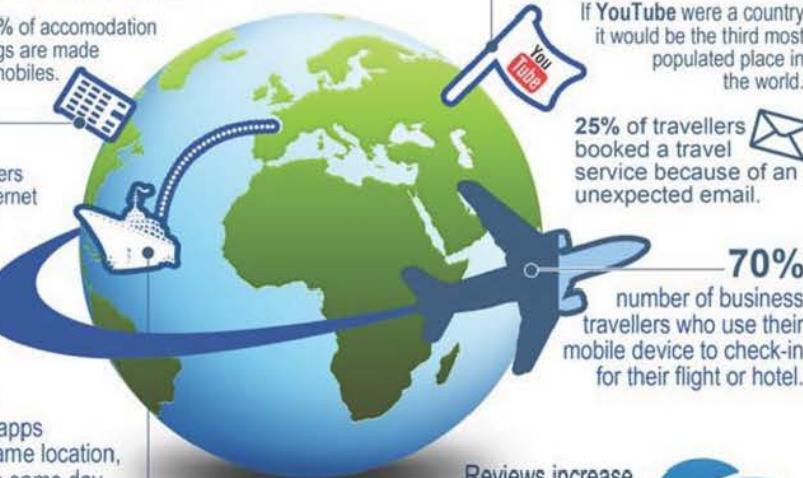
percentage of travellers who consider the internet their main source of travel planning.

**50%**

of hotel bookings made using hotel apps are made in the same location, as the hotel on the same day.

**9%** percentage of cruises booked online.

Desktops & mobiles show different booking patterns. Highest on Friday for mobiles & Monday for desktops.



**72%** of travel brands do not use any social sharing!



## Social Media Influence on Travelers



update their Facebook status while on vacation



**52%**

of travelers have changed their original travel plans



**50%**

of travel companies surveyed agreed that direct bookings were generated from social media



**46%**

check in to a location (eg Facebook and FourSquare) while on vacation



**33%**

changed their hotel



**10%**

switched resorts



**10%**

changed agent/operator/website



**7%**

holidayed in a different country



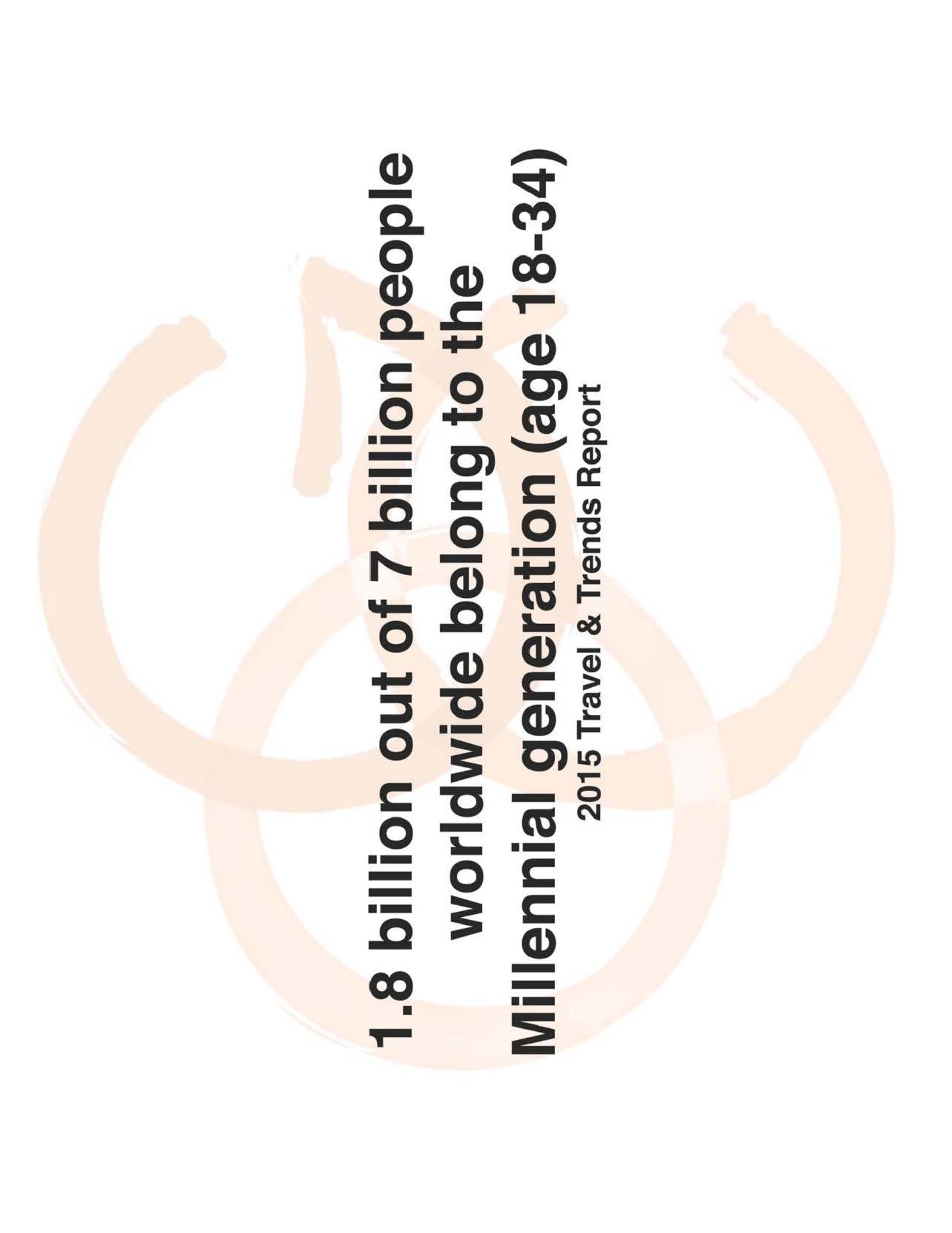
**5%**

switched airlines

**No Native Social Function**  
Designed for Traveler Interaction



the opportunity



**1.8 billion out of 7 billion people  
worldwide belong to the  
Millennial generation (age 18-34)**

2015 Travel & Trends Report

# Their desires run the globe

*“Experiencing everyday life in another country’ and ‘increasing their knowledge’ are top travel motivations for Millennial travelers.”*

*2015 Travel & Trends Report*

**57%** of U.S.  
Millennial travelers  
post pictures on  
social media  
networks hourly or  
daily on vacation



**Believe in Authenticity  
& Engagement**

**Value Human to  
Human Connection**



**Socially Connected  
Natives**

# Timing is Everything



Budgets on the Rise

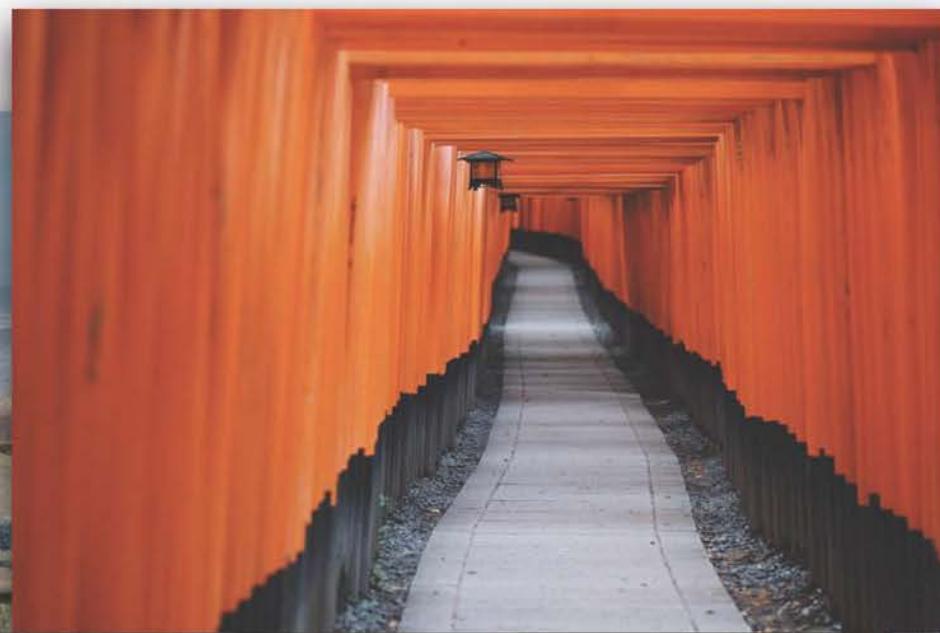
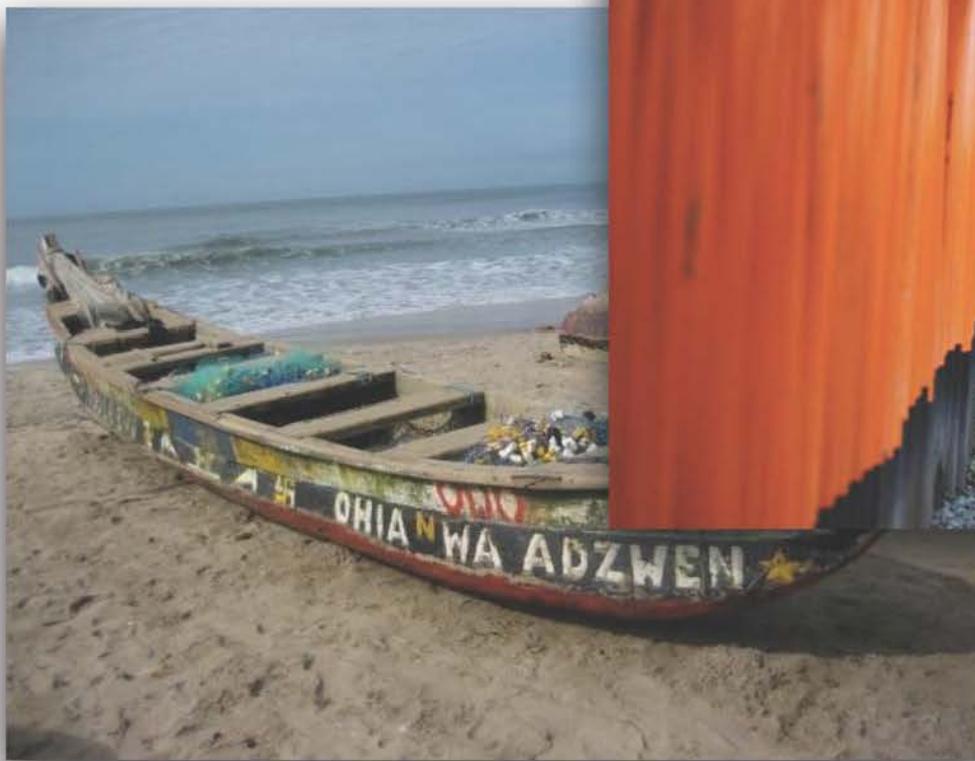
Reviews & reputation at a premium

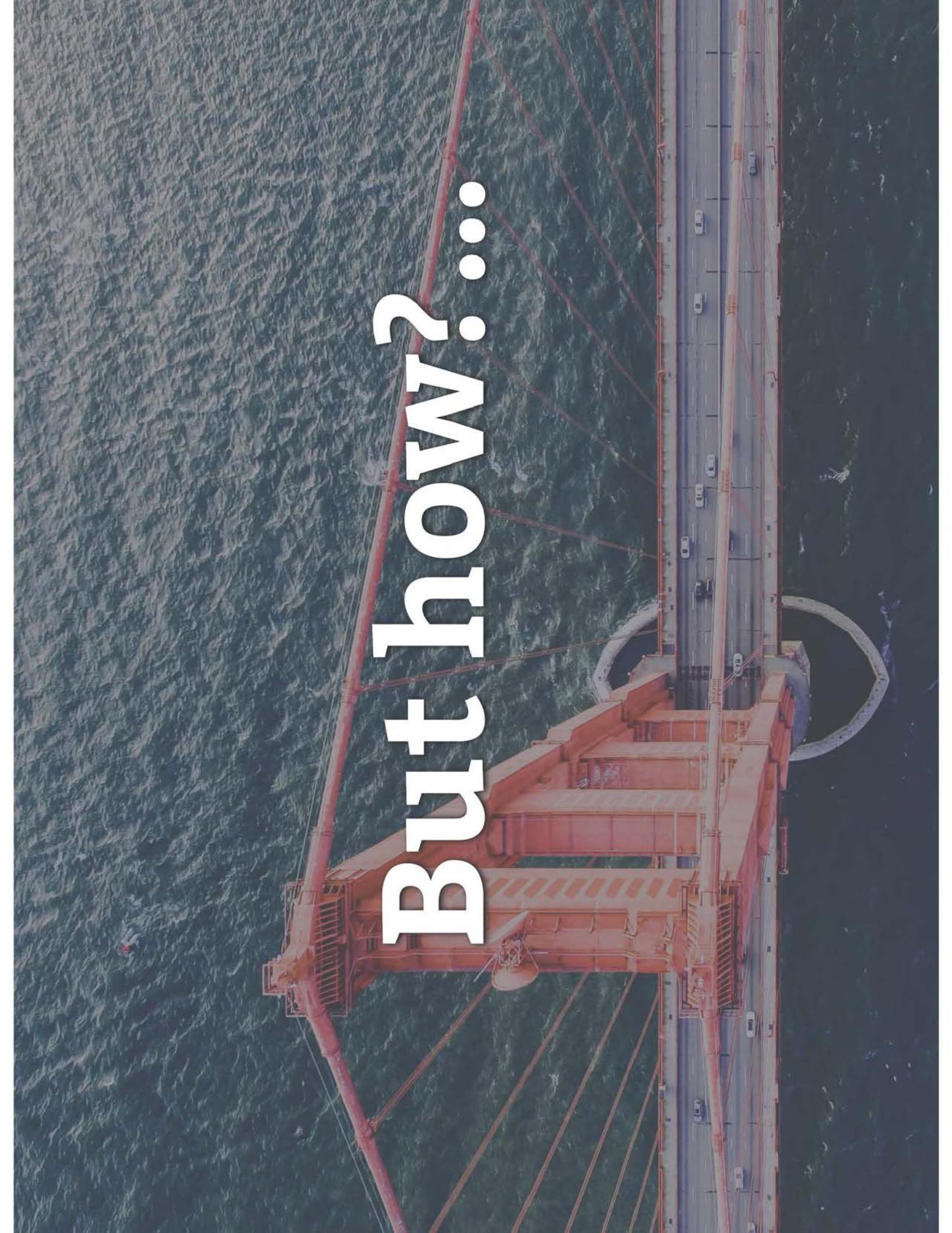
Experience cultures & adventure

Travel means tech

# Be The Difference.

**Promote human connectivity through the aggregation of authentic cultural content**

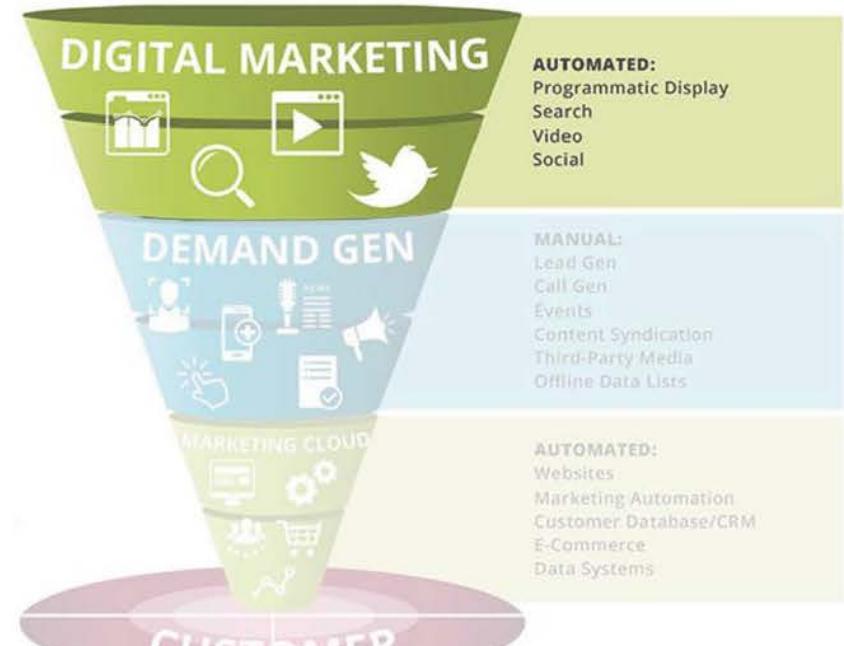




But how? :::

# Digital Reach

# IN HOUSE BRANDING

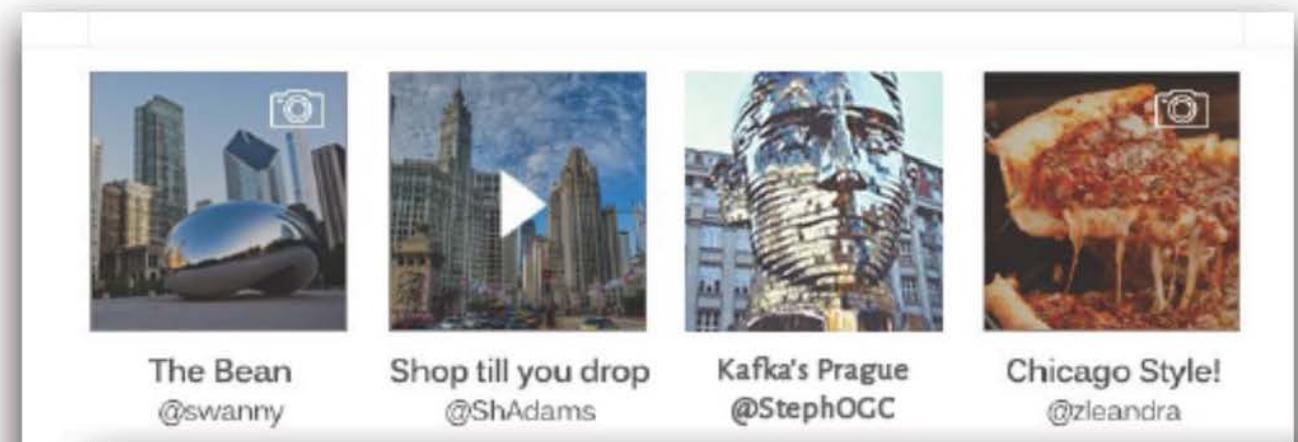


# Authentic Cultural Content

User-submitted  
content

Original literary  
journalism

Geotag  
technology



# Social Platform Connecting Travelers + Locals

## Connect

Learn and adventure with other Global Citizens



Michelle B.  
Bordeaux, France



Kenneth O.  
New York, USA



Suruchi P.  
Jaipur, India



Adisa Z.  
Johannesburg, South Africa



Oksana S.  
Kiev, Ukraine



Dietrich K.  
Berlin, Germany

[View More Citizens](#)

## Citizen Map

See where people live and travel, all around the world

Africa • Antarctica • Asia • Europe • North America • Oceania • South America



## Post Up!

Add your experiences and knowledge of the world as only you know it.

Write 

Snap 

Film 



Search OneGlobe Citizen  Search

Explore  Connect  Citizen Map  Posts  Messages  Brenden 



Brenden Dougherty  
Chicago, USA

42 articles 1,731 followers 136 following

[Create Post](#) [Edit Profile](#)



Celebrate in Paris  
Leisure • 7/8/2016



Exploring the Great Wall  
Travel • 7/3/2016



Global farming techniques  
Culture • 6/27/2016



Night time photography  
Art • 6/23/2016



Backpacking the world  
Culture • 6/18/2016



Dreamscape destinations  
Travel • 6/14/2016



Surviving Tinseltown  
Film • 6/8/2016



Grounding back in nature  
Leisure • 6/2/2016



the experience

# View + Share



The Bean  
@swanny



Shop till you drop  
@ShAdams



Kafka's Prague  
@StephOGC



Chicago Style!  
@zleandra



Beautiful sunset  
@hmhamil



It's showtime  
@bepeace



Rain vibes  
@Nuiny



Blues all night  
@chance

Search OneGlobe Citizen

Explore  Connect  Citizen Map  Posts  Messages  Brenden

Create

Filetype:

Filename: Manarola\_night.jpg

Updated on: 7/6/2016

Replace image

perspective:

Cancel  Save

load more

# Build a Following

Promote



Want to reach a wider audience?

Upgrade and become an Explorer member for countless benefits and access to more of OneGlobe Citizen.

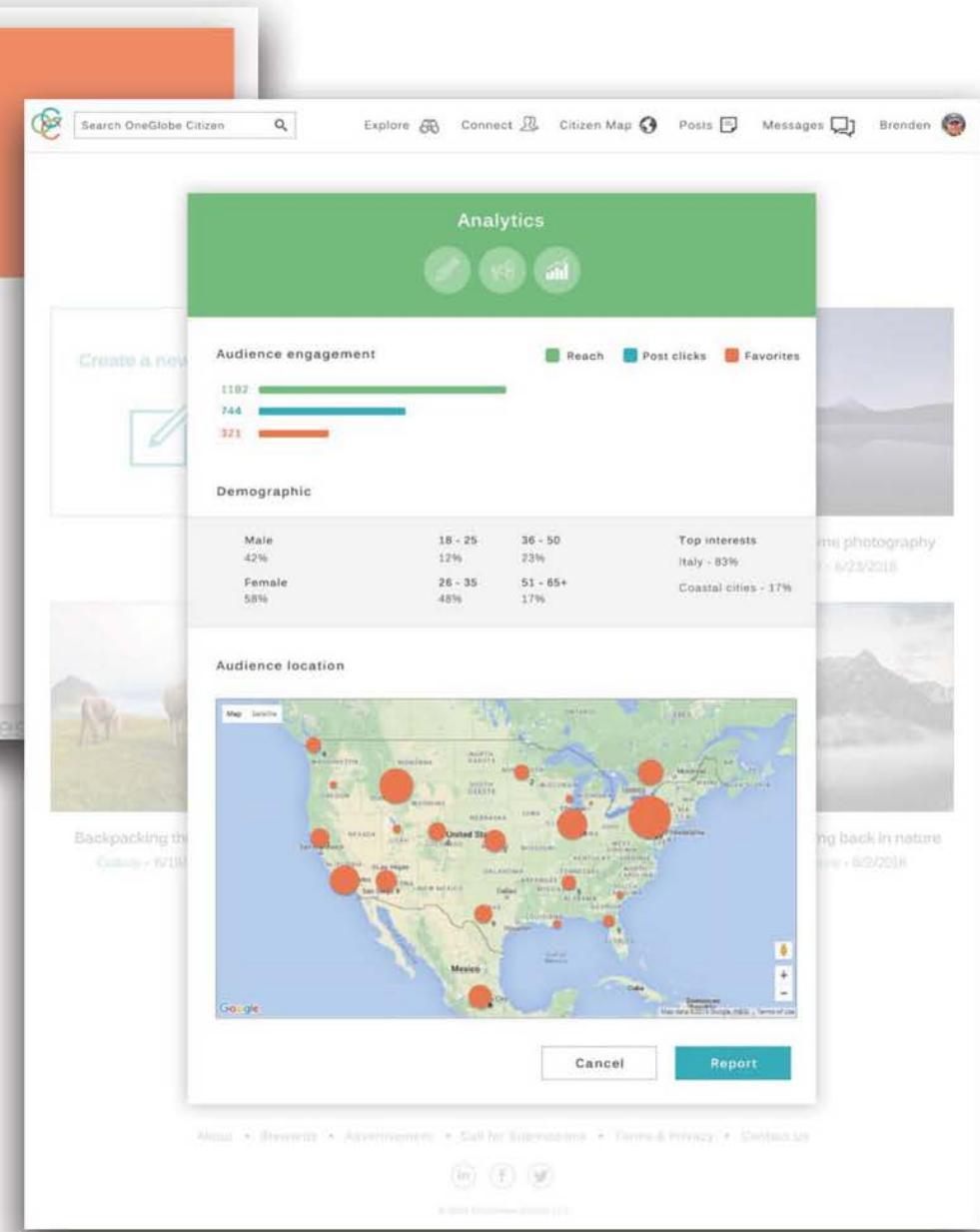
[Learn more](#) [Upgrade](#)

Exploring the Great Wall 

Global farming techniques 

Backpacking the 

Internal Analytics for Premium & Business Accounts



Analytics

Audience engagement

Category	Value
Reach	1182
Post clicks	744
Favorites	323

Demographic

Gender	Age Group	Percentage
Male	18 - 25	12%
Male	36 - 50	23%
Female	26 - 35	48%
Female	51 - 65+	17%

Top interests: Italy - 83%, Coastal cities - 17%

Audience location

Map: United States

Cancel Report

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# Explore the Content



Local content by locals

Curated content for each user

Interactive mobile app geo-tagged for content consumption on the go



the revenue model

# Premium Accounts

Travel industry businesses  
promoting directly to  
consumers

**Promote**

The Promote interface allows users to target a custom audience based on location (North America), interests (Italy, wine, coastal cities, fine art), and age (24 - 32). The budget is set at \$25.00, with an estimated reach of 800 - 1290 people (out of 280,000). The duration is set at 7 days. The interface includes a 'Customize audience' button and a 'Promote' button at the bottom.

Target audience

- Followers
- Followers and their followers
- Custom audience

Location: North America

Interests: Italy, wine, coastal cities, fine art

Age: 24 - 32

Gender: All

Budget: \$25.00

Estimated reach: 800 - 1290 people of 280,000

Duration: 7 days

**Promote**

Blog professionally +  
promote posts with a paid  
account

**Analytics**

The Analytics interface provides a detailed breakdown of audience engagement, demographic characteristics, and geographical distribution. The audience engagement chart shows Reach (1182), Post clicks (744), and Favorites (321). Demographic data includes gender (Male: 42%, Female: 58%) and age groups (18 - 25, 26 - 35, 36 - 50, 51 - 65+, 65+). The top interests are Italy (83%) and Coastal cities (17%). The audience location map shows red circles representing user locations across North America, with a legend for 'Map' and 'Satellite' view options.

Audience engagement

Metric	Value
Reach	1182
Post clicks	744
Favorites	321

Demographic

Gender	18 - 25	36 - 50	Top interests
Male	12%	23%	Italy - 83%
Female	26 - 35	51 - 65+	Coastal cities - 17%

Audience location

Map Satellite

Cancel Report

# Native Advertisements

Products and services  
for travel-hungry  
adventurers (vehicles,  
gear, food, etc.)

Search OneGlobe Citizen 

Explore  Connect  Citizen 

Target audience  Citizens  Explorers 

Guides 

Chloe Nuñez  72  144   The Bean  @gvanny

Mark Swanson  39  193   Shop till you drop  @ShAdams

Sarah Adams  282  283   Jeep vs. the Rockies  @JeepUSA

Chance Leon  283  282   Chicago Style!  @leandra

Beautiful sunset  72  144   Beautiful sunset  @phrhamil

It's showtime  283  282   It's showtime  @beprice

Rain vibes  283  282   Rain vibes  @Nulry

Blues all night  283  282   Blues all night  @chance

About • Stewards • Advertisement • Call for Submission

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# Sponsored Content



Shop till you drop  
@ShAdams



Modern winging  
@zopz\_manny



Chicago Style!  
@zleandra



It's showtime  
@bepeace



Trekking Essentials  
@theCLYMB



Blues all night  
@chance

Content created by  
companies that are  
authentic + tailored  
for our users

# Sale of Original Content



Exclusive content for in-flight, travel, and lifestyle publications

# Partnerships



the **culture**ist

**TRAVEL**  
**MASSiVE**



**Culture With Travel**  
Digging deeper into the cultural aspects of travel.

the accomplishments

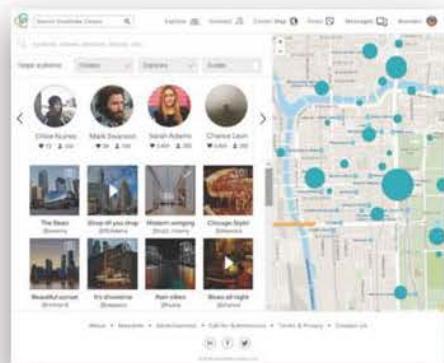
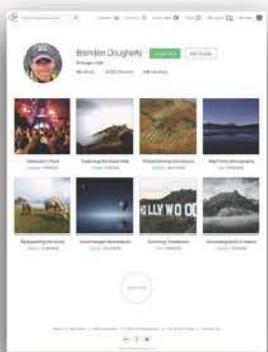


Raised initial seed funding

Developed two-year business strategy



Designed prototype



1871

Accepted into 1871 startup incubator (largest in North America)



OneGlobe Citizen

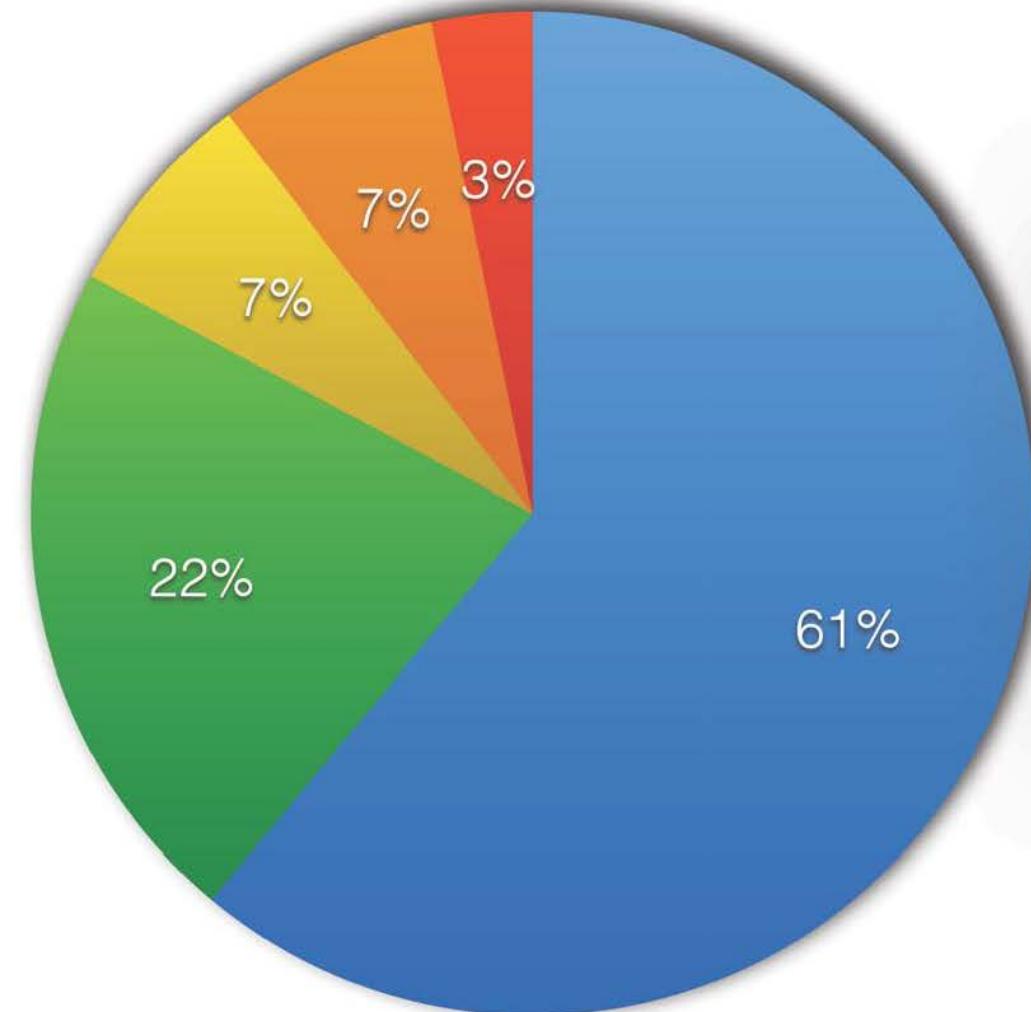
Trademarked OGC brand





the ask

# \$625,000



- Working Capital
- Platform Development
- Financing
- Content Production
- Marketing

\*Financing: servicing existing debt & cost to raise next round of capital



the team

# Team

**CEO - Brenden Dougherty**

**COO - David Soto**

**CTO - Igor Polevoy**

**CCO - Mandy Yoh**

**Sr. Editor - Steph Jurusz**



# Let's Talk



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