

OneGlobe Citizen

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.



Only 3% of accommodation bookings are made using mobiles.



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.



percentage of cruises booked online.



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

Reviews increase visitor browsing time on travel sites by between 50-100%

100%



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.

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



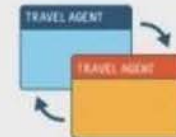
33%

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

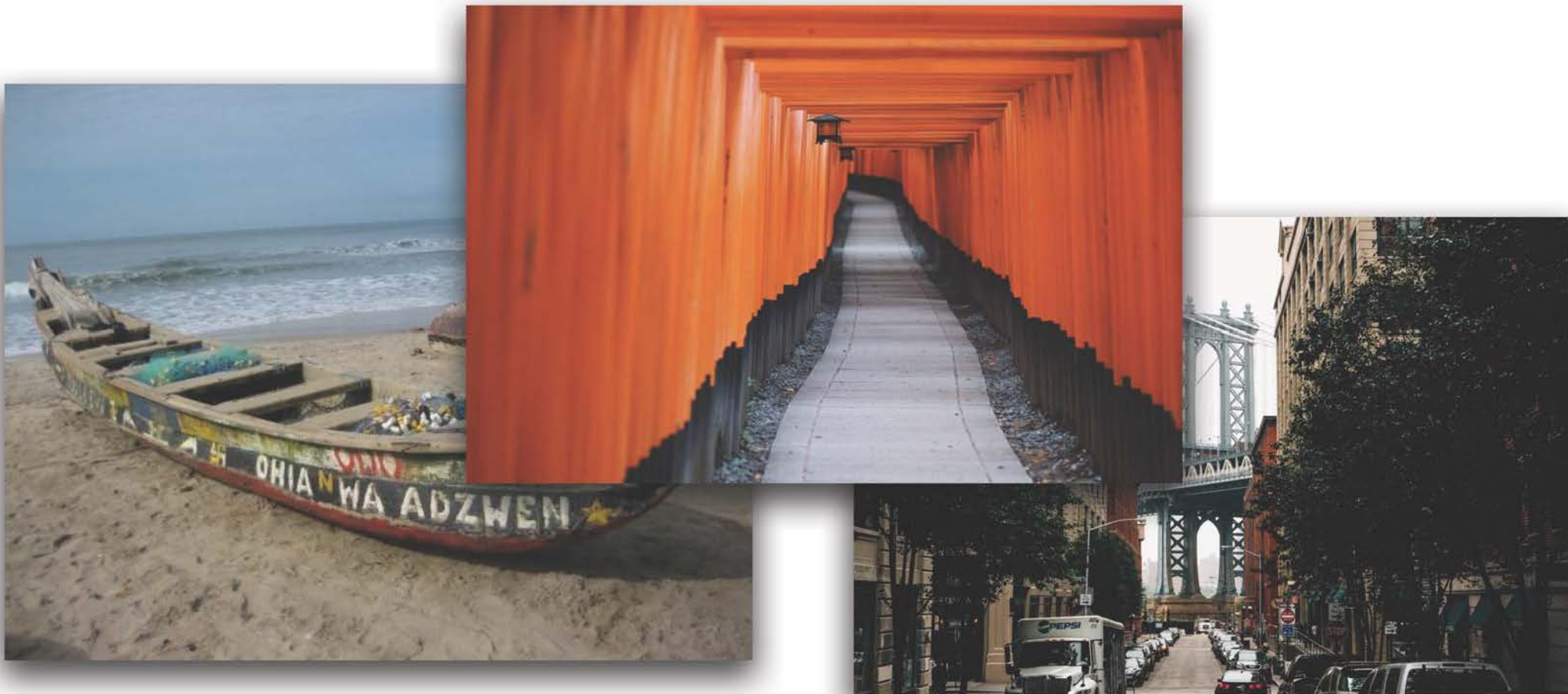
Reviews & reputation at a premium

Experience cultures & adventure

Travel means tech

Be The Difference.

Promote human connectivity through the aggregation of authentic cultural content



An aerial photograph of a large suspension bridge with a prominent orange tower. The bridge spans a body of water with visible ripples. A circular structure is visible in the water near the base of the tower. The text "But how?..." is overlaid in white, bold, sans-serif font across the center of the image.

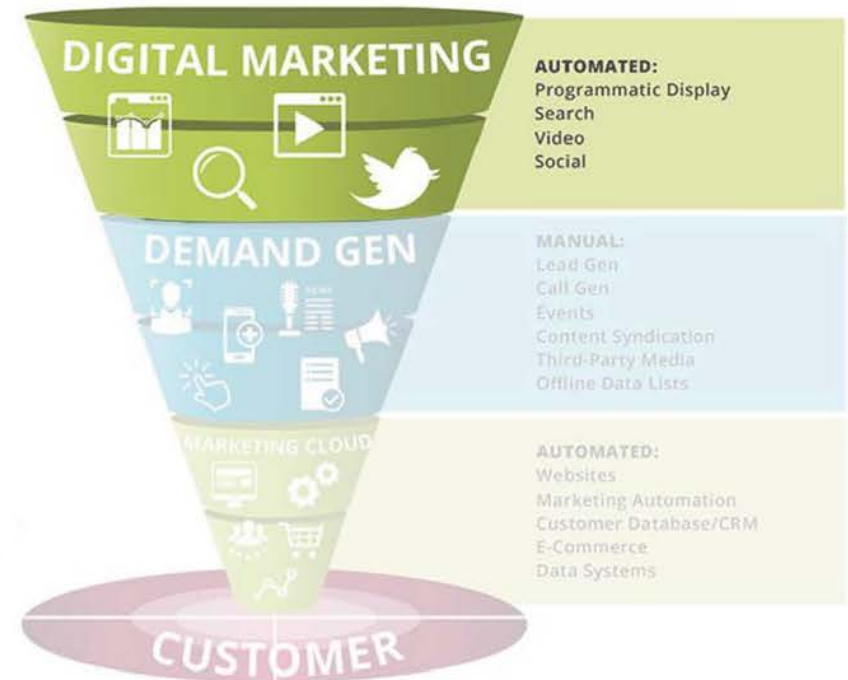
But how?...

Digital Reach

IN HOUSE
BRANDING

Strategic Partnerships:
The Key To Effective

**BUSINESS
DEVELOPMENT**



GEO-TARGETED CONTENT

Authentic Cultural Content

User-submitted
content

Original literary
journalism

Geotag
technology



The Bean
@swanny



Shop till you drop
@ShAdams



Kafka's Prague
@StephOGC



Chicago Style!
@zleandra

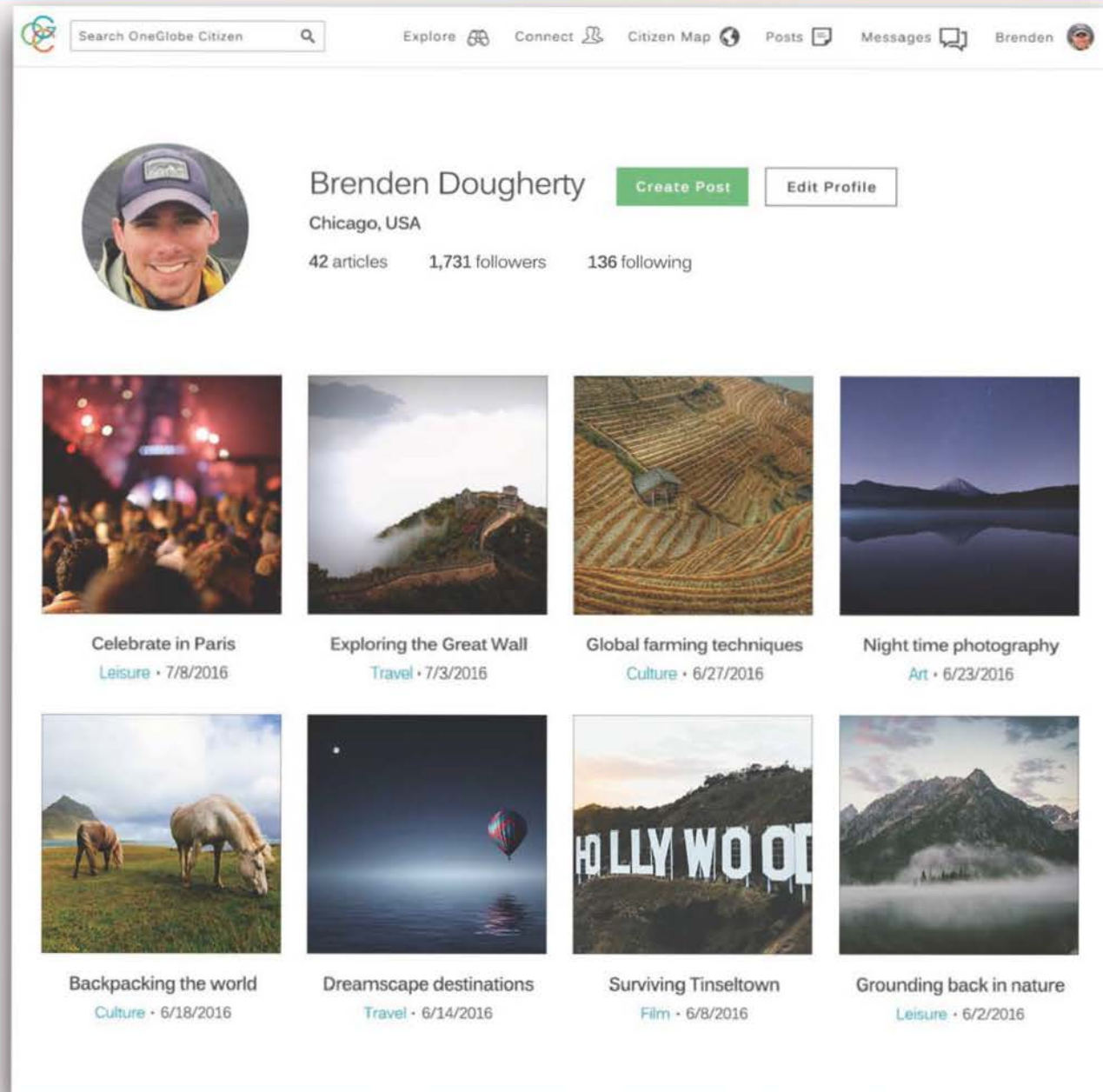
Citizen Map

See where people live and travel, all around the world.

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



Social Platform Connecting Travelers + Locals





the experience

View + Share



The Bean
@swanny



Shop till you drop
@ShAdams



Kafka's Prague
@StephOCC



Chicago Style!
@zleandra



Beautiful sunset
@hmhamil



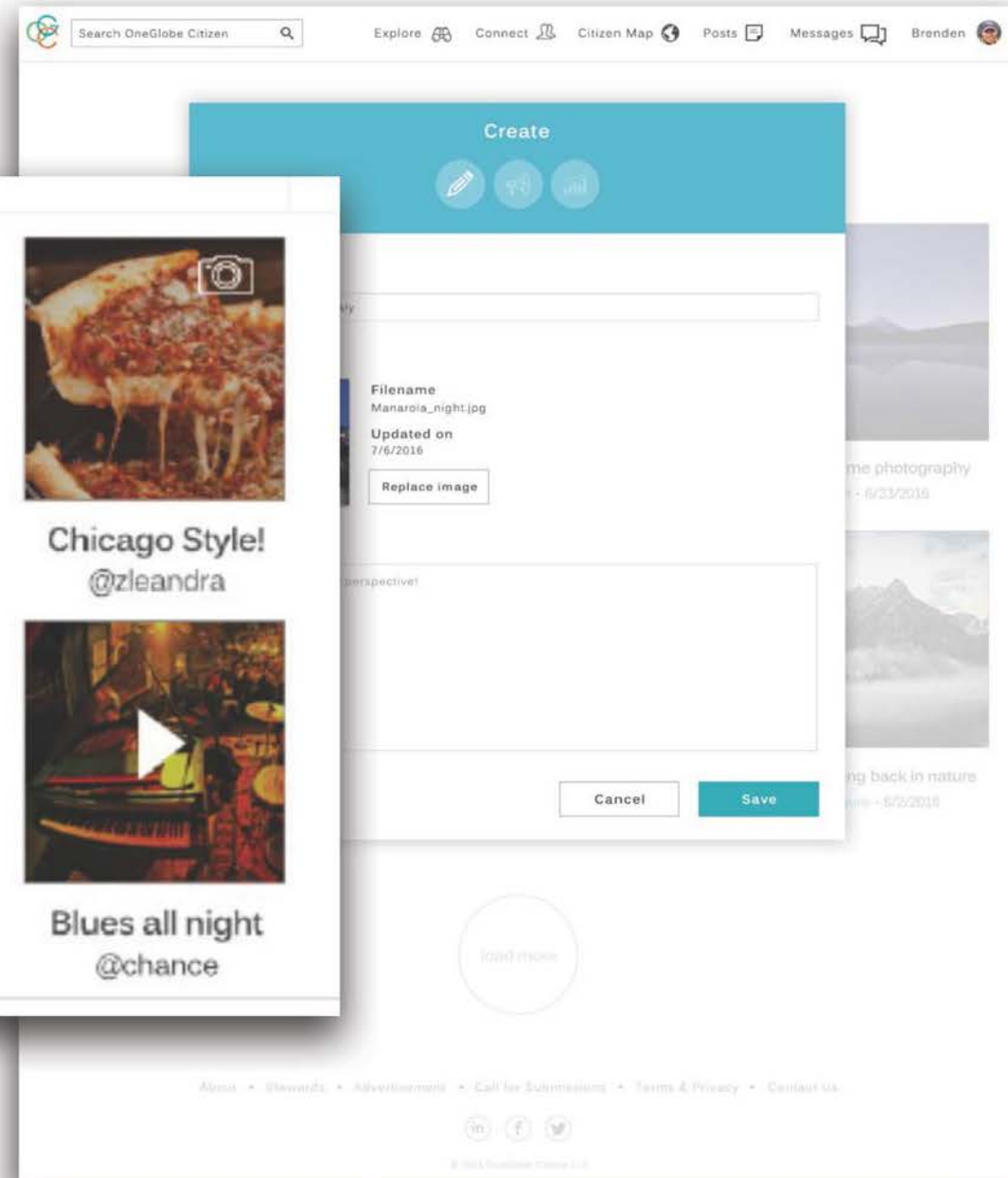
It's showtime
@bepeace



Rain vibes
@Nuiny






Blues all night
@chance



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](#)

Analytics



Audience engagement

Reach

Post clicks

Favorites

1182


744

323

Demographic

Male	18 - 25	36 - 50	Top interests
42%	12%	23%	Italy - 83%
Female	26 - 35	51 - 65+	Coastal cities - 17%
58%	48%	17%	

Audience location



[Cancel](#)[Report](#)

Exploring the Great Wall

Global farming techniques

Backpacking the

ing back in nature

Internal Analytics for
Premium & Business
Accounts

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

Target audience

☐ Followers

☐ Followers and their followers

☒ Custom audience

Location

North America

Age

24 - 32

Interests

Italy, wine, coastal cities, fine art

Gender

All

Customize audience

Budget

\$25.00

Estimated reach

800 - 1290 people

of 280,000

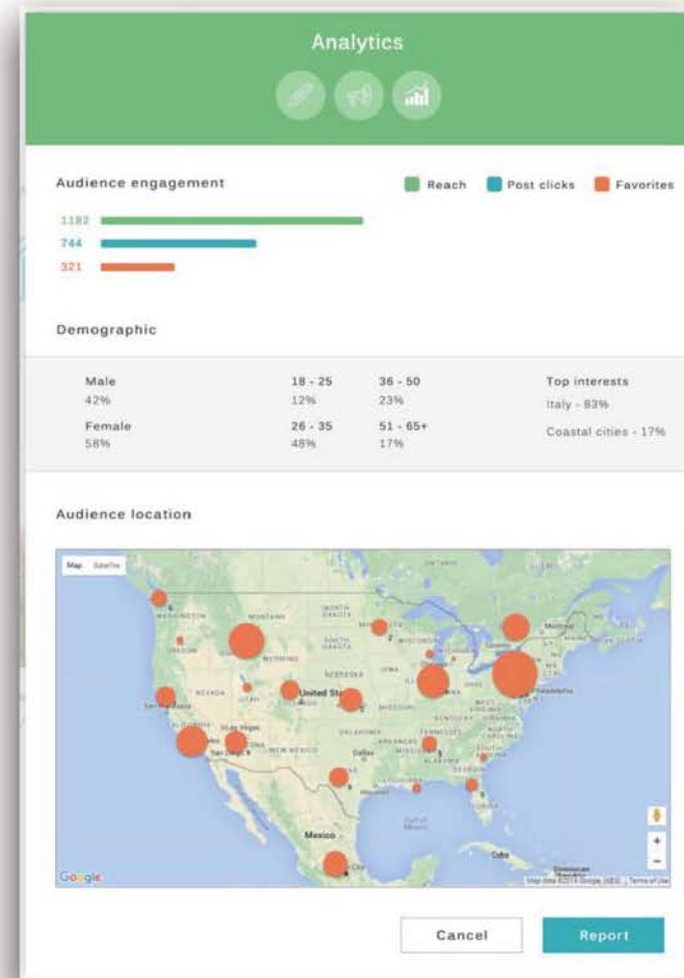
Duration

7 days

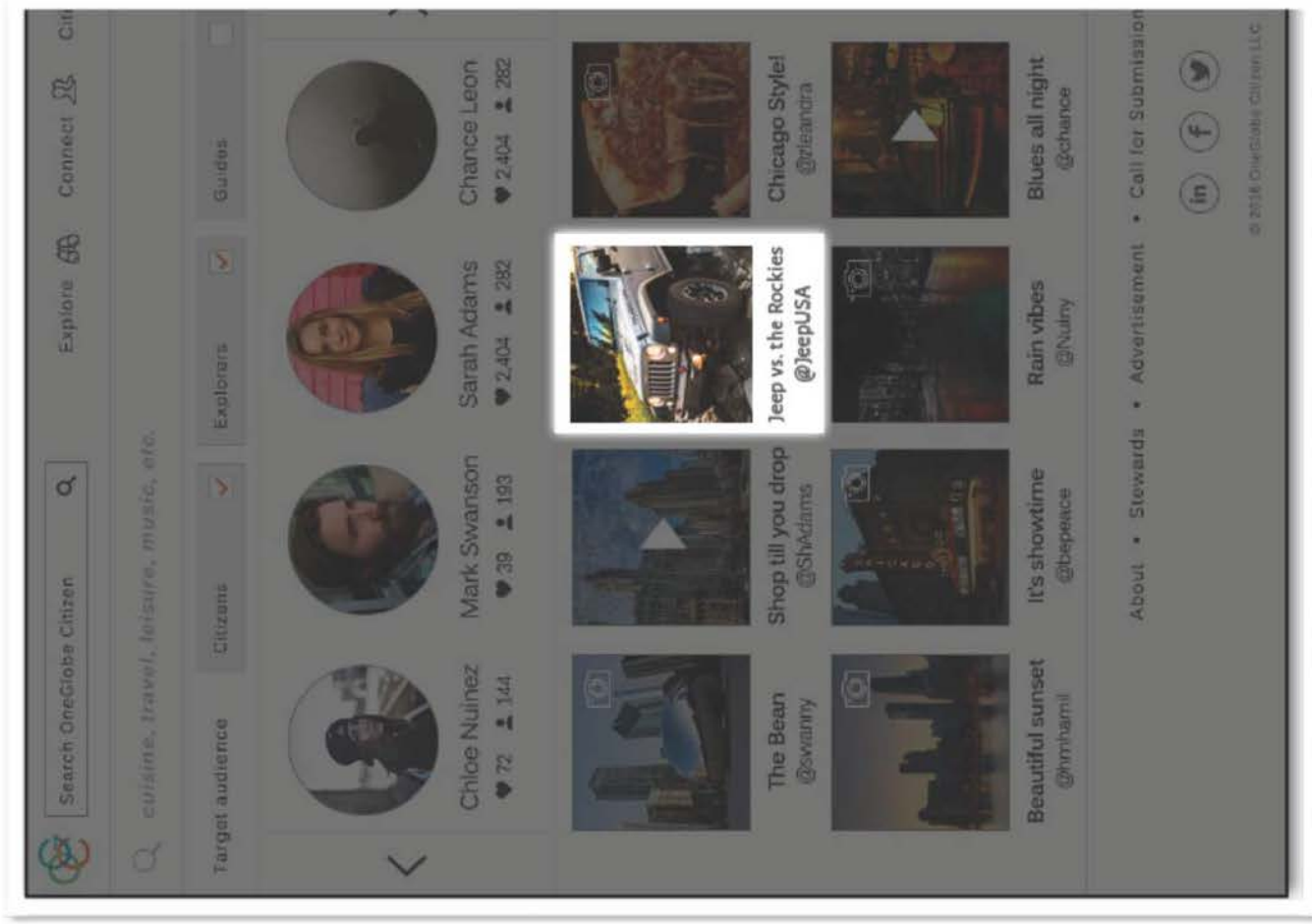
Cancel

Promote

Blog professionally +
promote posts with a paid
account

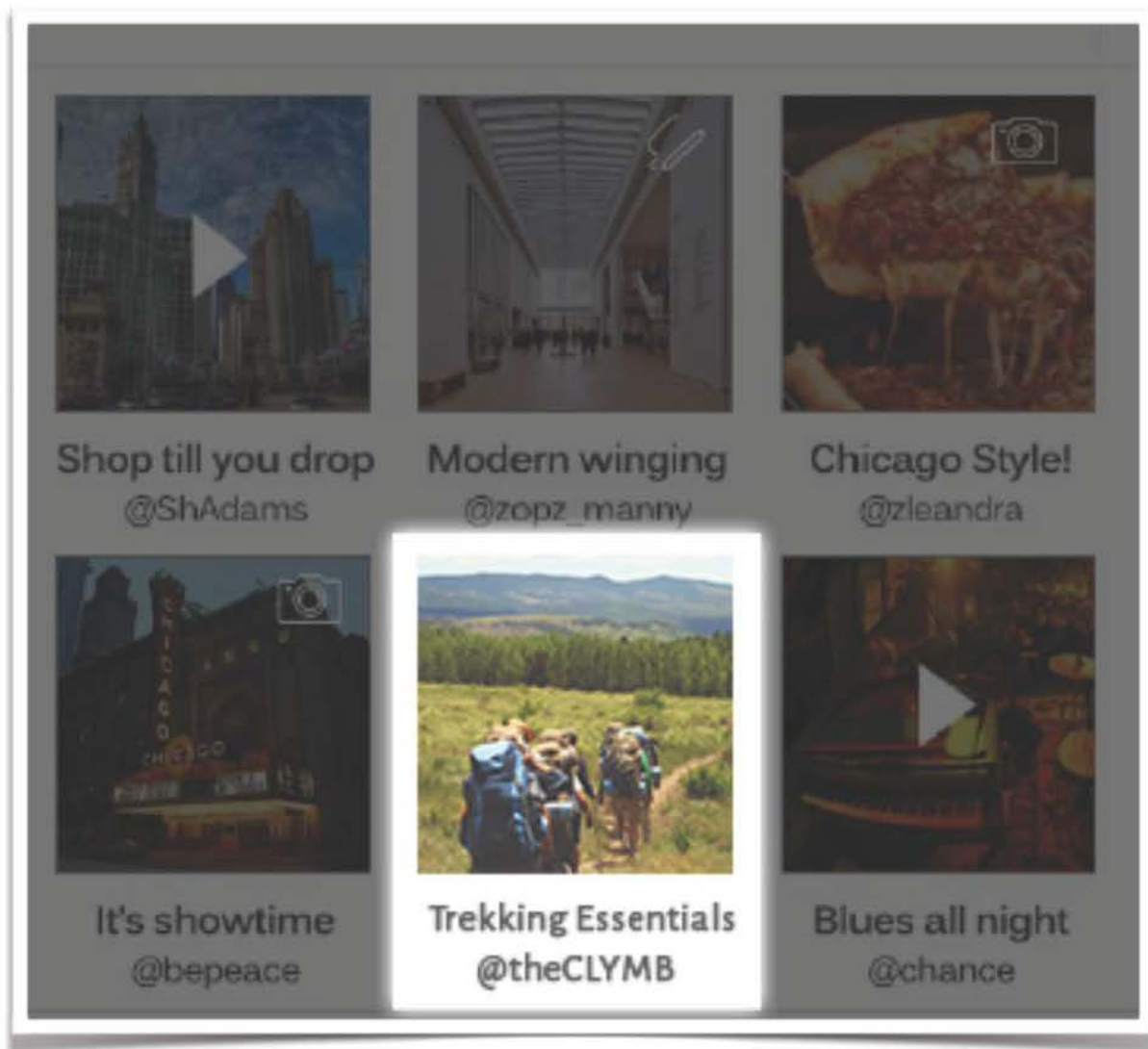


Native Advertisements



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

Sponsored Content



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
cultureist

**TRAVEL
MASSiVE**



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



the accomplishments



Raised initial seed funding

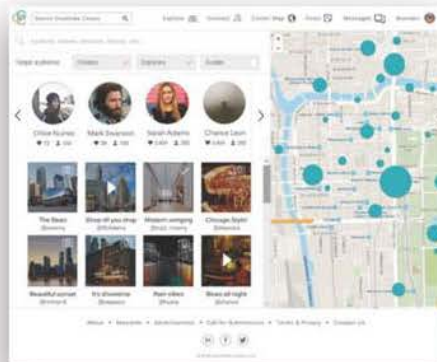
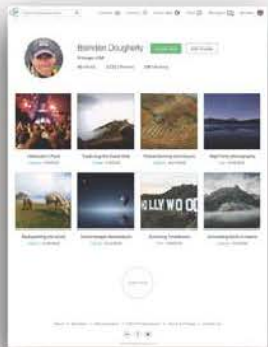
1871

Accepted into 1871 startup incubator (largest in North America)

Developed two-year business strategy



Designed prototype



OneGlobe Citizen

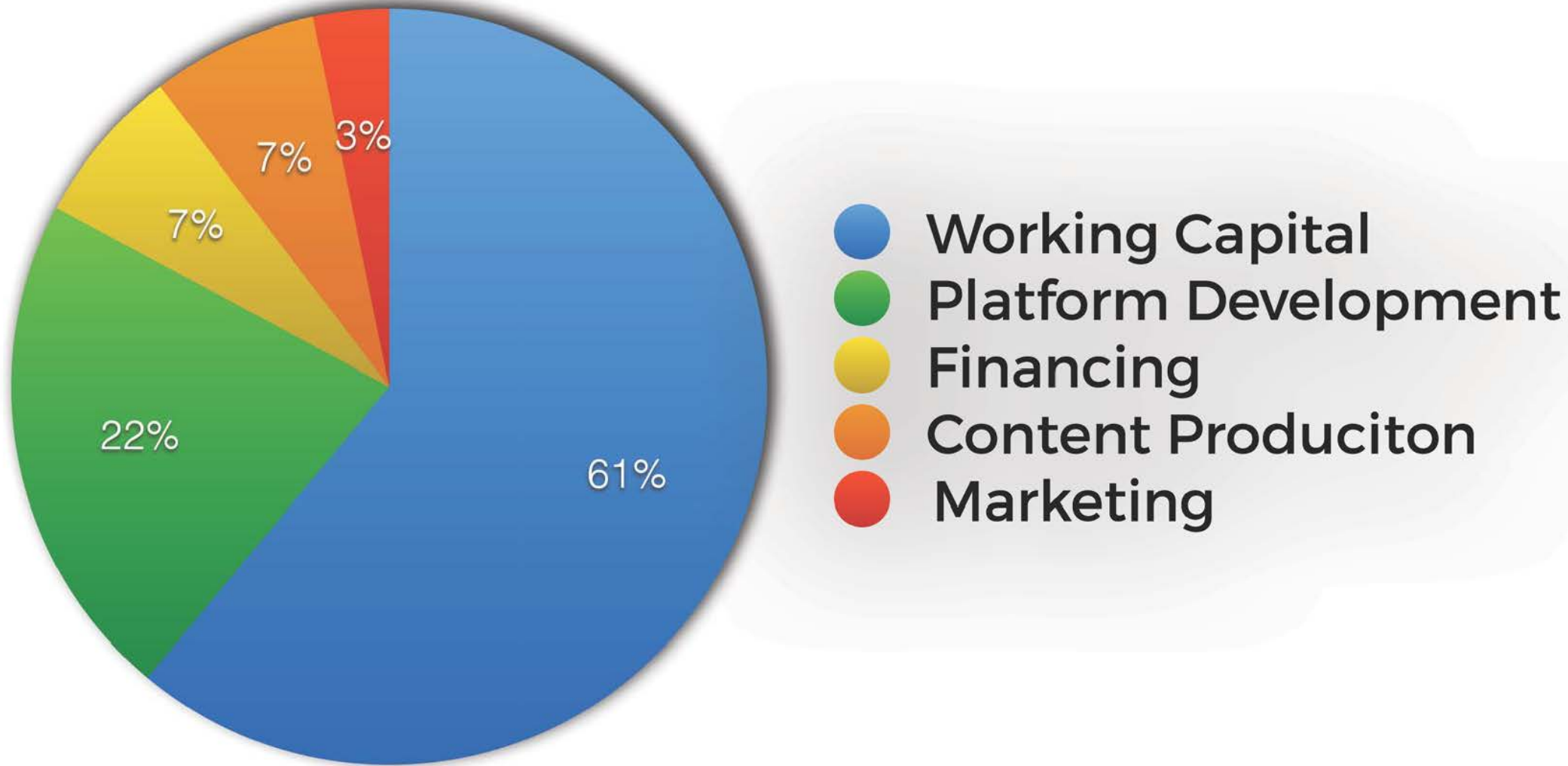
Trademarked OGC brand





the ask

\$625,000



*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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