



GLOBALIST
ITINERARY OUTFITTERS

CONFIDENTIAL



Globalist is a members only community for the world's best travelers.

We are a digital and experiential platform dedicated to travel.





GLOBALIST

1. noun

A well traveled tastemaker.

2. noun

A curated itinerary containing a list of experiences and recommendation from an individual's travels.





Powering exploration for the 21st Century.



**Ari S.
Goldberg**

Founder & CEO

An innovative serial entrepreneur, Goldberg was Founder and CEO of StyleCaster (acquired, 2014), Co-Founder of Sociocast (acquired, 2015) and Founding Member of Qwiki (acquired, 2014). Goldberg served as VP of Business Development for LeBron James and LRMR Marketing, and has been featured in the New York Times, Fox Business News, and Bloomberg News among others. He attended undergrad and grad school at New York University.



**Brandon
Feldman**

Co-Founder & President

As a hospitality and e-commerce executive, Feldman has expertise in leading consumer focused start-ups. Feldman managed business operations, including pricing, merchandising, connectivity and analytics, at Jetsetter during its acquisition by TripAdvisor from Gilt Groupe (2013). He most recently ran product and reporting for Adama Partners, a holding company in the luxury jewelry industry. He has a degree in Economics from Georgetown University.



**Ryan
Pyle**

Founding Partner
Founder, Ryan Pyle Productions



**Mitch
Younge**

Founding Partner
Founder & CEO, Frill Style



**Hector
Giner**

Chief Technology Officer
Founder & CEO, Z1



**Anthony
Accetturo**

Growth Marketing
Founder & CEO, Launch Titans



**Matthew
Klein**

Founding Partner
Founder, Sweater VC



**Tony
Abrams**

Founding Partner
Founder & CEO, Savior



**Darryl
Graham**

General Counsel
Partner, Akerman



**Alexa
Whittington**

Influencer Marketing
Partner, Uncmmn



Americans took 2.4 billion trips in 2019.

Existing travel review sites treat all reviewers equally, which creates too much noise for the top travel audience.

There is no way for travelers to easily document their itineraries, and share their travel story.

Existing social media sites are not built for travel, but people are stuck trying to do travel research on them.

Brands struggle to get in front of the right travelers.

There is no community for travel tastemakers.

As itinerary outfitters, we empower the adventurer in all of us to travel, document, and share our journeys with like-minded individuals across the world.

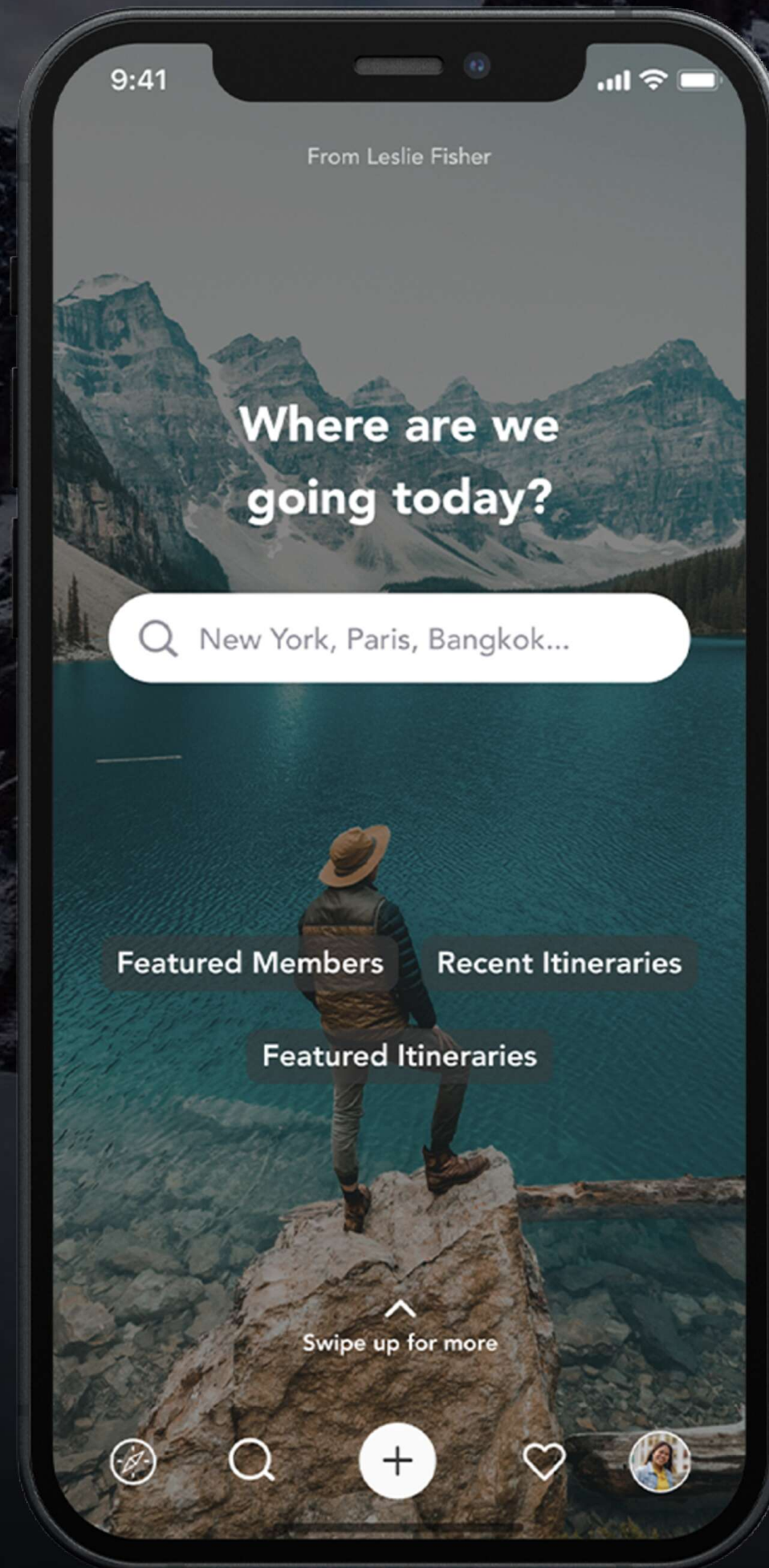




TRACTION

Self-funded to start with \$100k from founder. \$500k raised from top travel investors.

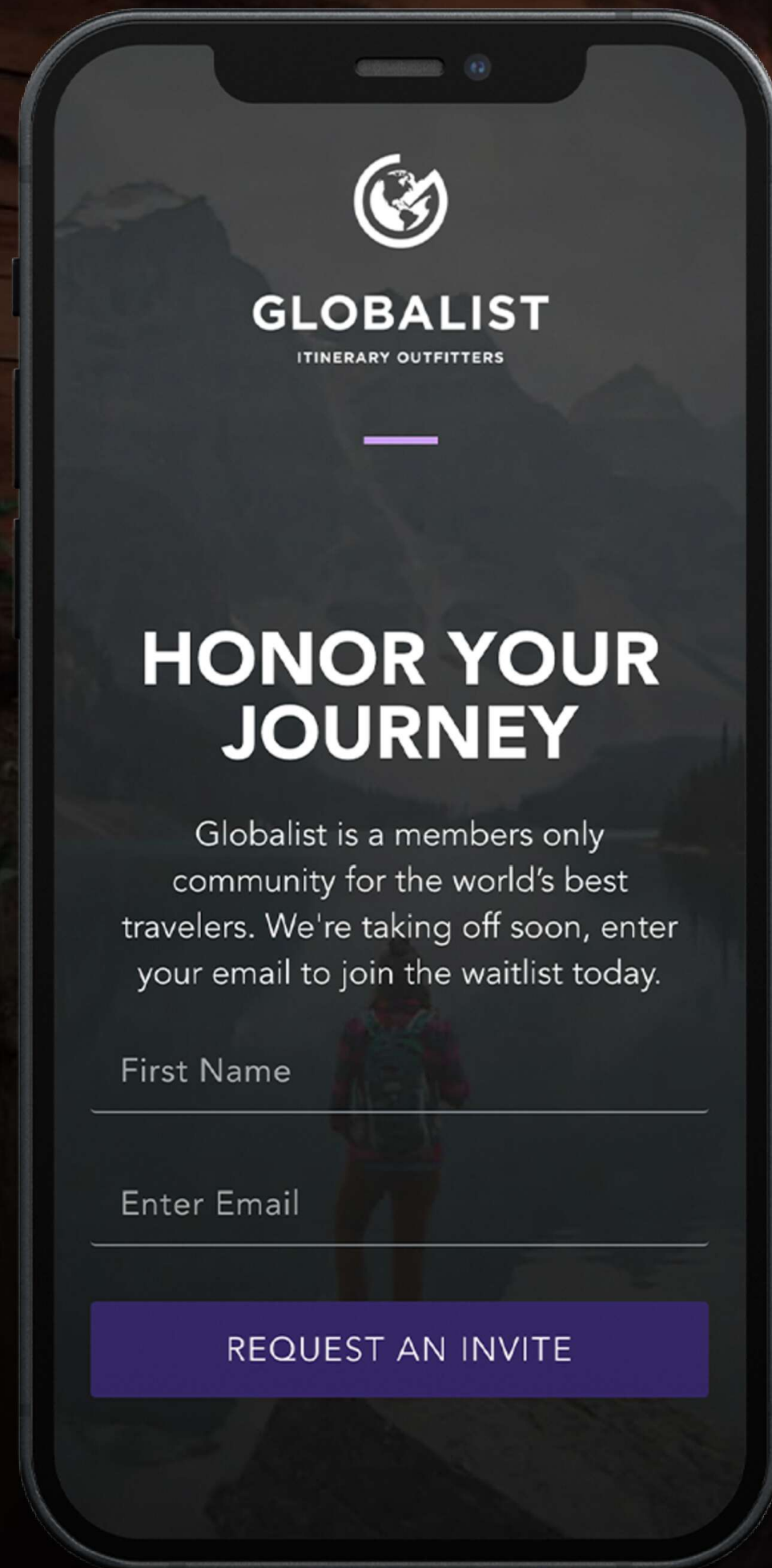
- iOS App In Beta Testing
- Website Developed
- Sophisticated Marketing Infrastructure
- Expert Team in Place



MOBILE APP

Next generation iPhone App that allows members to document and share their journey.

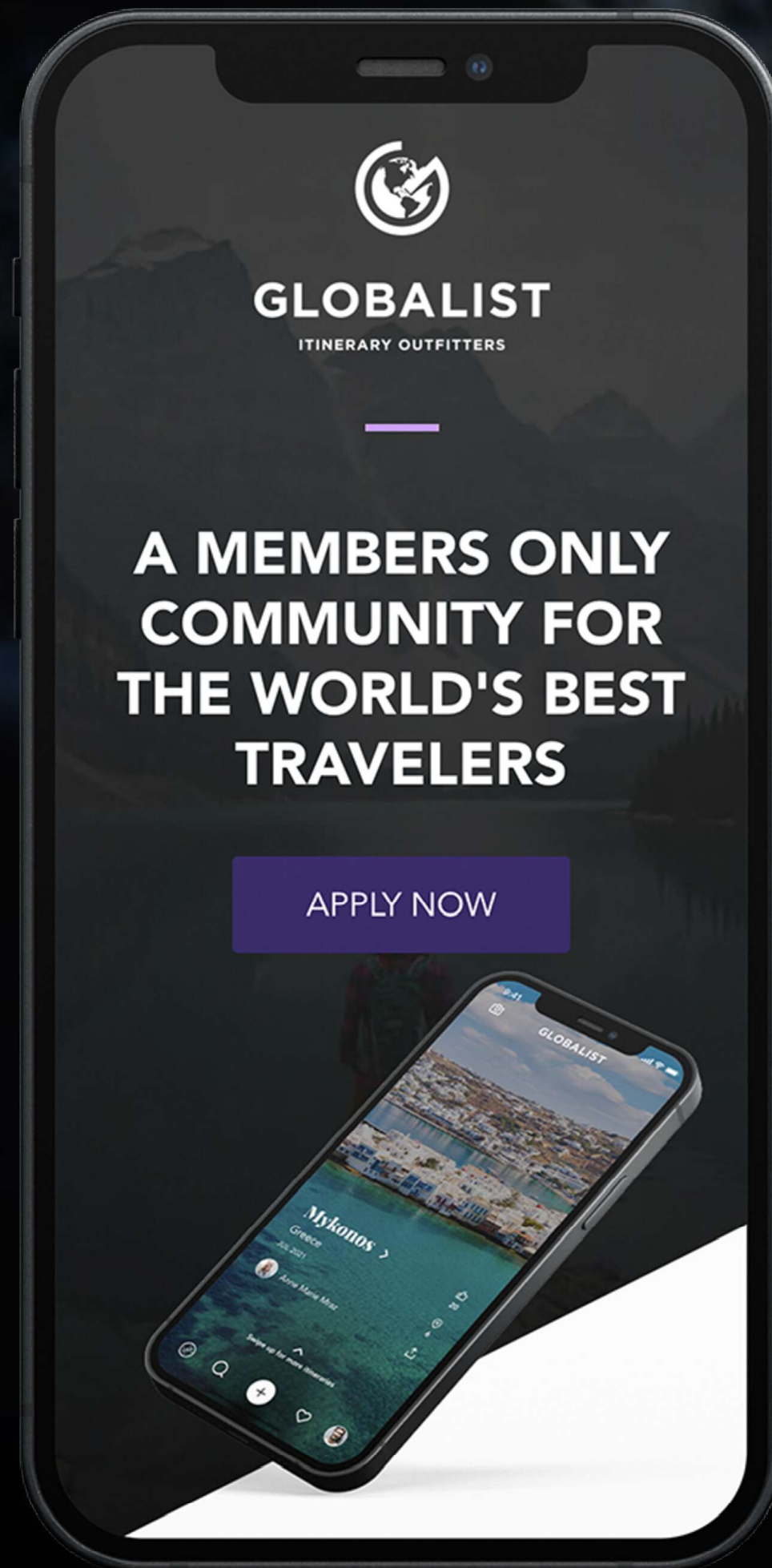
- Exclusive Members Only
- Modern Design and Easy To Use Interface
- Verticalized Travel Social Network



WEBSITE

Strong digital presence to compliment the mobile-first platform with web touchpoints.

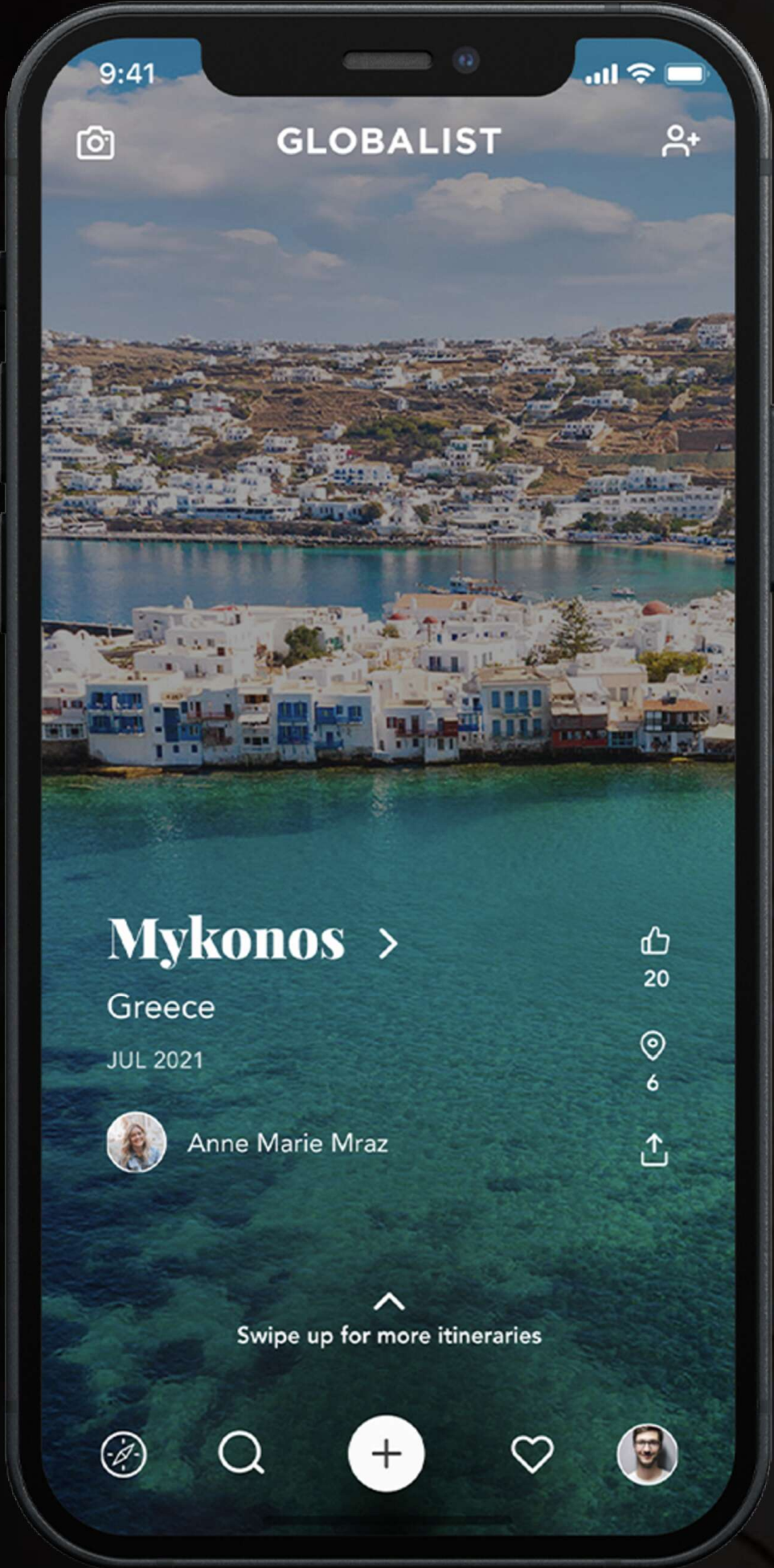
- Audience Specific Marketing Funnels
- Editorial and Member Generated Content
- API Connection For Mass Page Index



MARKETING

Elite team of industry leaders have created a sophisticated 360 degree marketing infrastructure.

- Advanced Funnels For Lead Generation
- Engaging Content and Social Media Strategy
- Virality, Word of Mouth and PR



Global travel and tourism was a \$9.1 trillion industry in 2019.



76% of people post photos of their trips on social networks.



Travel posts generate 40% more engagement on social media.



TripAdvisor has more than 880 million traveler reviews.



Direct spending by travelers will total \$683 billion.



There are 600 million #travel posts on Instagram.



—
**Globalists are building
the world's largest
database of travel
itineraries.**



- Members must apply to join the Globalist community.
- Applications are reviewed by our membership committee to ensure community integrity.
- Members document their travel stories in easy to build photo itineraries.
- Travel itineraries are easily shared with friends with a click of a button.
- Search the full community's database of itineraries when planning a trip.
- Connect with the community at member-only experiences, private dinner parties, and exclusive events.

Globalist serves three core constituencies. The platform is optimized to provide industry leading utility for each audience.

MEMBERS

Individuals

Vertical Social Network

86% of people are interested in a specific location after seeing user generated content.

BRANDS

Advertisers

Organic Native Advertising

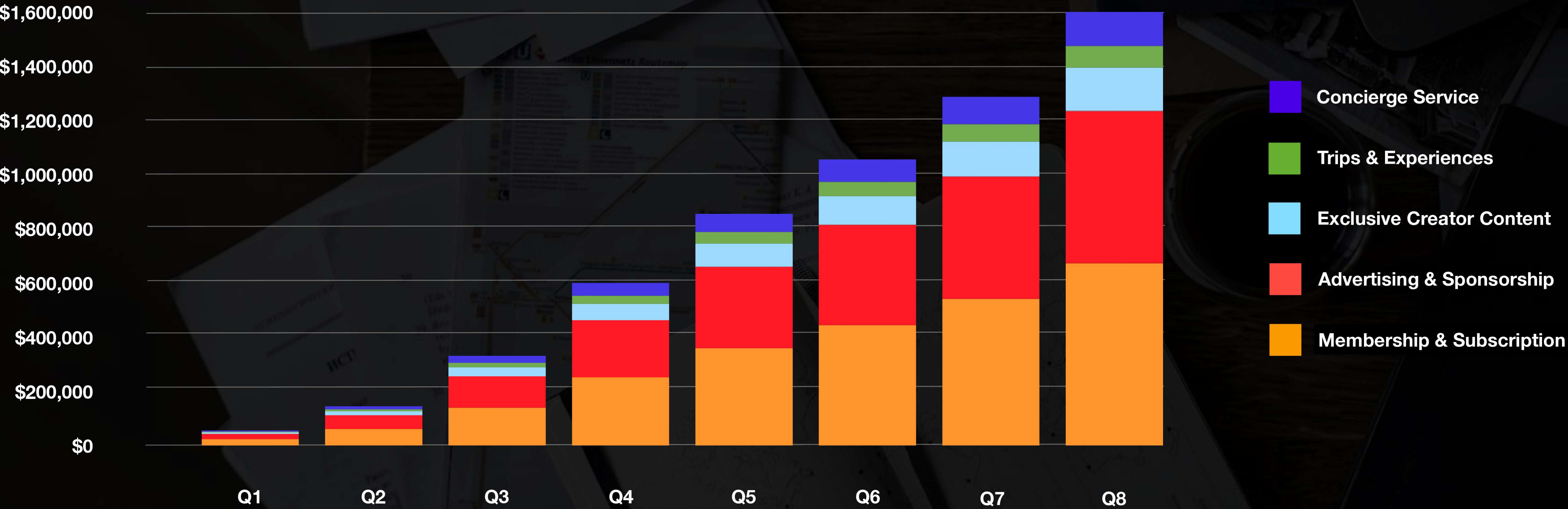
The pandemic has grown demand and forecasts. Record numbers expected beginning 2023-2024

CREATORS

Influencers

Creator Economy

60% of people say user generated content is the most influential factor when planning travel.



Globalist is a vertical social network dedicated to travel.

TWITCH

Gaming

Revenue \$2,300,000,000+

Users 140,000,000+

Valuation \$15,000,000,000

NEXTDOOR

Neighborhood

Revenue \$180,000,000+

Users 48,000,000+

Valuation \$4,300,000,000

STRAVA

Running

Revenue \$72,000,000+

Users 90,000,000+

Valuation \$1,500,000,000

Our founders have a history of success in accelerating growth and profits in the digital age.

Affiliate Marketing

App Store Optimization

Celebrity & Influencer Marketing

Brand & Retail Partnerships

Content as a Product

Content Syndication

Contests and Giveaways

Conversion Pages

Digital Advertising

Email Marketing

Events

Facebook

Facebook Ads

Google AdWords

Instagram

Paid Social Acquisition

Pinterest

PR

Retargeting

Sales Funnels

SEO

SEM

Social Amplification

Twitter

Viral Loops

AWARENESS

AQCUISITION

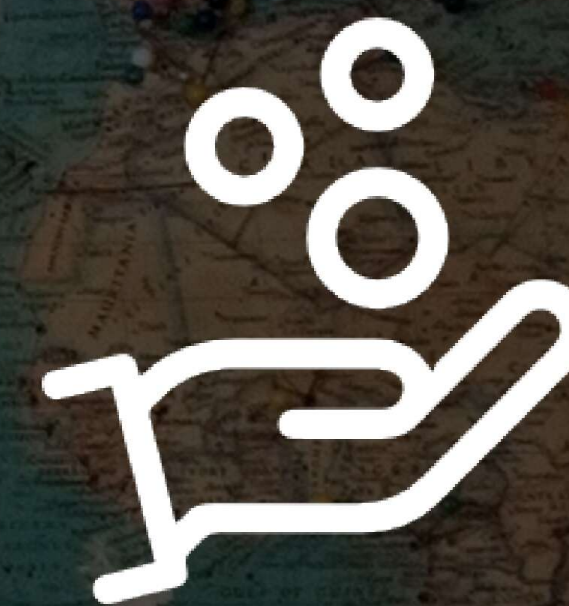
CONVERSION

RETENTION

REFERRAL



Globalist is raising \$1 Million from a select group of strategic investors who can drive value.



Capital will be used for product development, marketing and customer acquisition.



GLOBALIST

ITINERARY OUTFITTERS

*Twenty years from now you will be more disappointed by the things
you didn't do than by the ones you did. So throw off the bowlines,
sail away from the safe harbour. Catch the trade winds in your sail.
Explore. Dream. Discover.*

Mark Twain