

# Globalist

Confidential

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

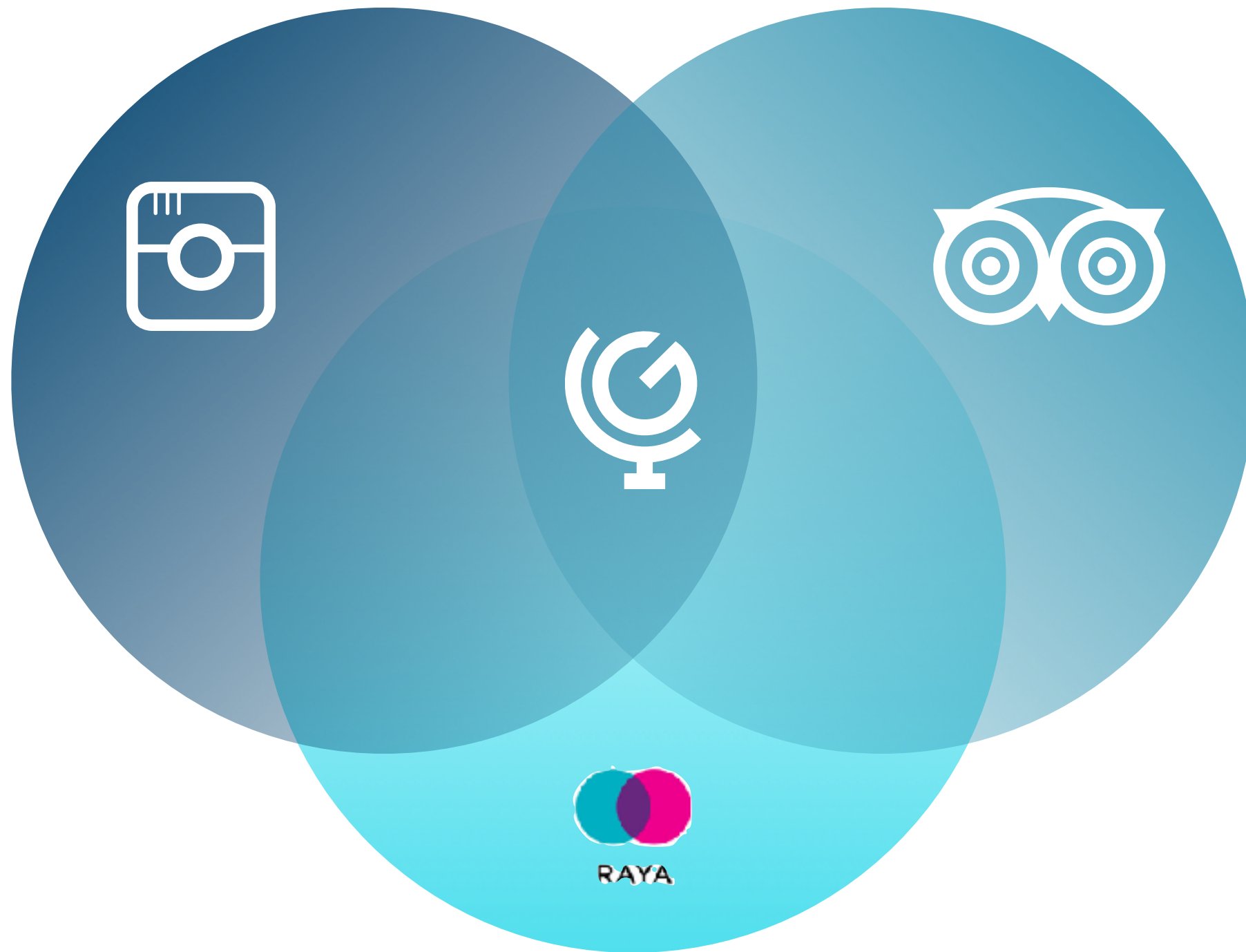
- Adjective: A well traveled tastemaker
- Noun: A curated itinerary containing a list of experiences and recommendations from an individuals' travels

- Powering exploration for the 21st century.

- Globalist is a travel platform that provides a digital compass for modern day explorers.
- As itinerary outfitters, we empower the adventurer in all of us to document, share and plan our journey with an exclusive community of travelers across the world.

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

- Americans will take 2.2 billion trips in 2017.
- There is no way to document, share and plan your journey.



- Globalist is a members only community that provides a platform for the world's best travelers to document, share and plan their journey.





- Combining the power of social media to document, with reviews in a members only community, the Globalist community is building the world's largest database of travel itineraries.

Travel posts  
generate 40%  
more engagement  
on social media.

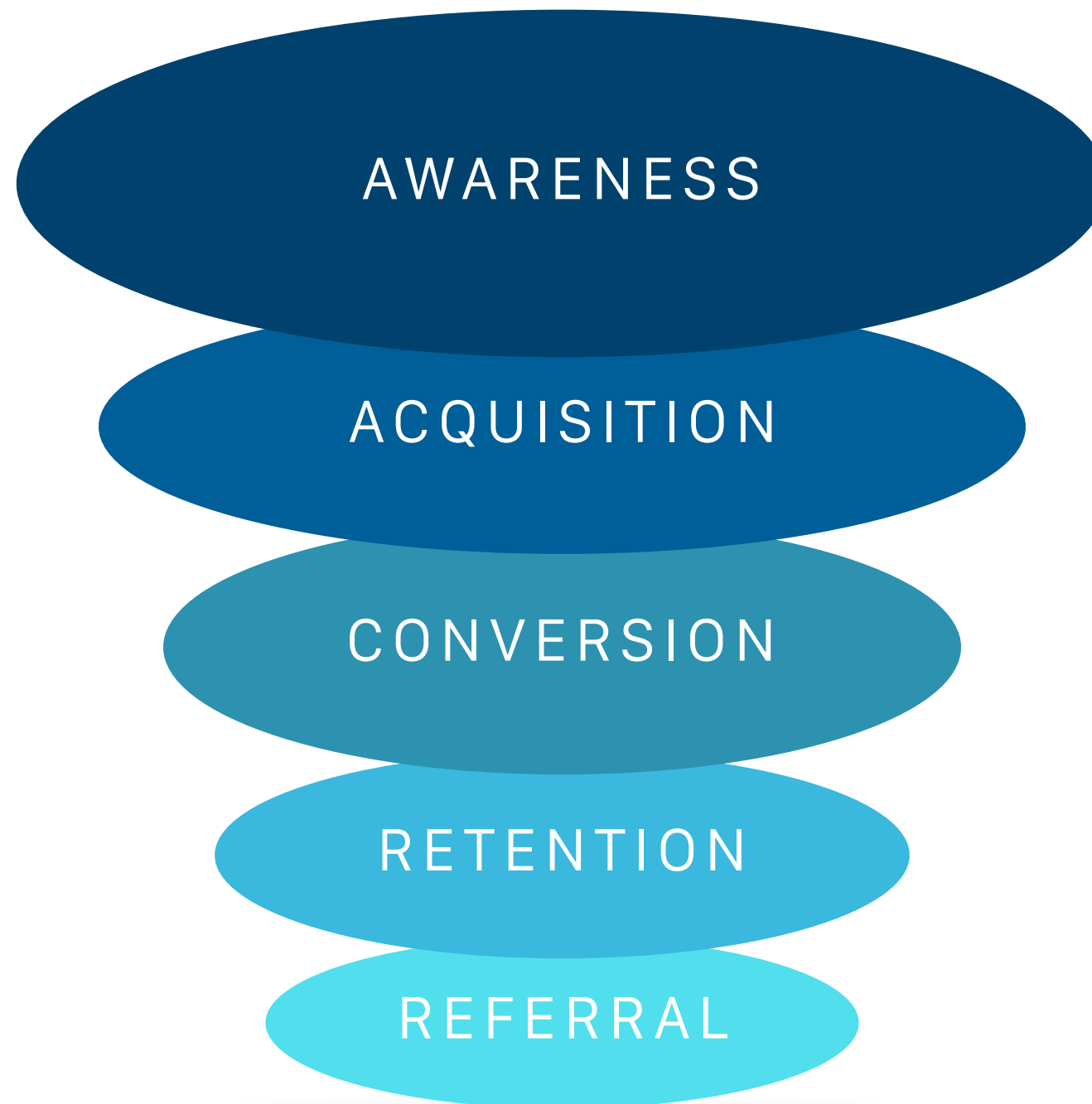
76% of people  
post photos of  
their trips on  
social networks.

52% of people say  
their travel plans  
were affected by  
seeing pictures of  
friends' trips  
online.

- Show expenses here at a high level with 3 revenue streams layered on

- Americans took 2.1 billion trips last year.
- Direct spending by travelers totaled \$683 billion in 2016.
- TripAdvisor has more than 290 million traveler reviews.
- Over 40 million photos are posted daily on Instagram.

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

- Globalist is raising \$500k from a select group of strategic investors who can drive value in the business.
- Capital will be used for product development, marketing and customer acquisition.

- Ari S. Goldberg, Founder and Chairman
  - An innovative serial entrepreneur, Goldberg brings a multi-faceted expertise in marketing, strategy, pop-culture, consumer behavior, and business development. Goldberg was the Founder and CEO of StyleCaster (acquired by SheKnows, 2014), Co-Founder of Sociocast (acquired by Aol, 2015) and Founding Member of Qwiki (acquired by Yahoo, 2014). Prior to StyleCaster, Goldberg served as VP of Strategy and Business Development for LeBron James and LRMR Marketing, and Director of Business Development for Steve Stoute at Translation. He has been featured in numerous outlets including the New York Times, Fox Business News, and Bloomberg News among others. Goldberg holds degrees in both economics and political science from New York University and additionally studied in the sports marketing master's degree program at New York University.
- Brandon Feldman, Co-founder and President
  - As a hospitality and e-commerce executive, Feldman has expertise in leading business operations teams in 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). As Co-Founder and COO of Bashed.co, Feldman led the initial build and launch of the first live e-commerce booking engine for the private dining market. Additionally, Feldman is an economic consultant with an expertise in transfer pricing valuation and analysis. He has a degree in Economics from Georgetown University.

- Globalist
- 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 harbor. Catch the trade winds in your sail. Explore. Dream. Discover. - Mark Twain