



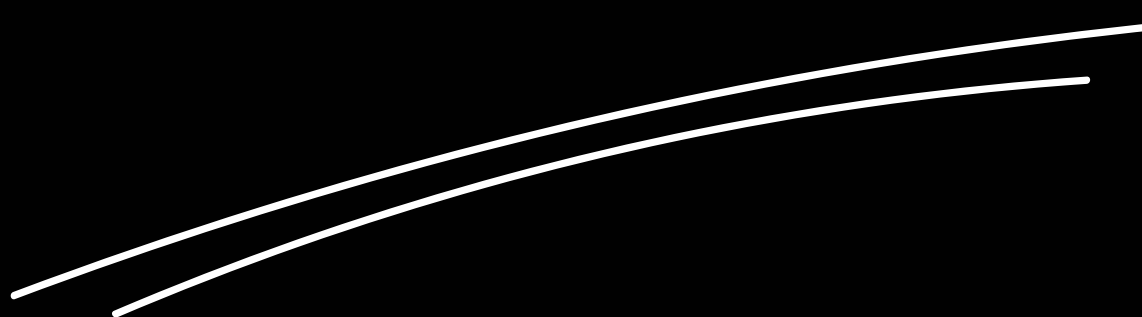
GOING GLOBAL

relocation guides

A PROVEN NICHE, HIGH-LTV MEDIA BUSINESS

PITCH DECK

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Executive Summary

Going Global is a proven, capital-efficient B2B niche media platform serving the executive mobility market. Since 2012, we have generated over \$1 million in advertising revenue by providing comprehensive, city-specific relocation intelligence to international assignees and delivering targeted, pre-arrival access to high-value advertisers such as top-tier international schools and ultra-luxury serviced apartments.

Our core revenue engine is high-margin, recurring advertising, supported by long-standing distribution relationships with global relocation firms. This embedded distribution gives us direct access to assignees months before arrival — solving a critical marketing problem for our advertisers.

We are now evolving the platform into a scalable SaaS solution for mid-market MNC HR departments, offering custom-branded relocation

intelligence tools that reduce assignment risk and improve employee experience. Revenue scales through disciplined city-by-city replication, supported by lean operations and AI-enhanced content production. Going Global represents a defensible, globally replicable B2B media infrastructure opportunity with SaaS expansion upside — built on proven demand, not speculation.

Key Metrics

KEY METRICS

CAC - Low customer acquisition costs in a sales-driven model

LTV - Minimal churn - advertisers sign and renew reliably because the competition does not have direct distribution and solve the primary marketing problem for international schools and luxury serviced apartments. For MNC SaaS customers we plan to be the cost effective option to our competitors.

TAM Advertising - International schools - 300 premium international schools and kindergartens in 20 markets x 10k AAV x 67% penetration = \$2 million USD
Serviced apartments - 460 ultra-luxury properties in 20 global MNC hubs x 10k AAV x 67% penetration = 3 million USD
Total TAM = 5 million USD annually

TAM SaaS - 8k mid-market MNCs x \$5,000 Avg. Annual Subscription at 30% market penetration = \$13 Million USD

SAM - millions of annual corporate "MNC" assignments.

SOM Year 1 - Singapore, Hong Kong, Shanghai, Beijing, HCMC
Year 2-3 - Kuala Lumpur, Bangkok, Tokyo, Ho Chi Minh City, Hanoi, Dubai, Mumbai, London, Paris, Zurich, Frankfurt, New York, Los Angeles, Mexico City, Sao Paulo



Agenda

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Our Advertisers
Our Reach
Our Distribution
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Our Readership
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Problem

Problem 1

Comprehensive content-driven relocation guides for international assignees do not exist and there is a critical need for them to reduce the 30% failure rate of international MNC assignments. This rate is even higher for executive relocations according to BGRS/SIRVA's annual Global Mobility Trends reports which are the gold standard for this data.

Problem 2

International schools, and other expatriate service providers do not have an effective marketing channel that achieves timely reach to their target audience, which is global and engaged in a purchasing cycle that begins long before arrival in market.

Problem 3

Mid-market MNCs do not have a reliable cost-effective content-driven custom white-labeled SaaS relocation intelligence solution.



Solution

Solution 1

Create comprehensive relocation guides specifically designed with an integrated RAG AI UI enhancement that draws on a specific dataset to provide extreme accuracy to reduce assignment failure rates and fill the gap that the publishing industry has failed to fill.

Solution 2

Custom-branded SaaS apps to meet the needs of the relocation industry and MNCs and secure global and timely distribution meeting the marketing needs of expatriate service providers.

Solution 3

Provide mid-market MNCs a reliable cost-effective content-driven custom white-labeled SaaS relocation intelligence solution at a price point that positions our guides in a defined gap in the SaaS relocation guide market.



Content USP

The Magic

So how does Going Global reduce assignment failure rates? Part of the magic comes from our descriptions of what it is like to live in every relevant neighborhood in every city we cover. From traffic patterns to the vibes of daily life - we help people choose a neighborhood that fits their lifestyle - a primary key to assignment success. Change is stressful. For many assignees, excessive change leads to assignment failure.

The other critical element is the advice we offer gleaned from more than a decade of cooperation with global relocation powerhouses about the root causes of assignment failures. Expectation management is a primary cause of assignment failure. Either arriving with expectations that are too high or too low. Our content manages expectations with nuance so assignees arrive positive but prepared.

The two most important choices expats make are where to live and where their children go to school. We have the most comprehensive education guides in existence and we are the only guides that describe what it's like to live in every neighborhood rather than simply describing it.

We empower people.

SaaS Custom Branding

The Circle

We start by custom-branding our apps for our primary distribution partners (global relocation companies) for free because they provide our timely global distribution to assignees and then those assignees to our primary advertisers - international schools. Relocation companies are hired by MNC HR departments because they promise to reduce assignment failure rates.

Relocation companies use our guides to sell their services to MNCs because our guides are designed to address the primary concern of MNC HR departments - reducing assignment failure rates. This process delivers our product to our future MNC SaaS paid subscribers with embedded contact details for HR directors to contact us to initiate an SaaS purchase. This is the circle.

The paid tier of SaaS apps for MNCs includes:

- Full corporate custom branding
- CMS to add company onboarding and policy documents as articles at the front of their guides
- Employee specific versions for top executives and other levels of staff
- User activity metrics such as checklists for success

About Us

Established in 2012 in collaboration with global relocation industry powerhouses, Going Global has sold in excess of one million USD in advertising as a bootstrapped venture that has been reinvested in expansion to guides for Shanghai, Beijing, Hong Kong and Singapore with Ho Chi Minh City in development. With the advent of advanced AI tools to assist in the content development process, expansion to a fully global footprint will be rapid and cost-effective.

Mission

We provide accurate, current and comprehensive information that helps international assignees build new lives on assignment abroad increasing assignment success rates in an environment overlaid by an RAG AI specifically designed to increase reliability and iterate relocation advice based on user profiles and a mandate to increase assignment success rates.

Vision

We will provide global MNCs the content and tools that ensures their staff relocate successfully in every major city globally.



The Founder



Travis Murray, MA

Founder

Travis is former Asia Pacific Director of Marketing and Global Head of Publishing for the world's largest international schools company (Nord Anglia). In his role with Nord Anglia, he conceptualized and developed the first highly successful iteration of a series of relocation guides as marketing tools for all of Nord Anglia's schools in Asia, Europe and the Middle East.

Following the success of the first iterations of his relocation guides with Nord Anglia, he resigned to reinvent the guides in their current form.

Travis is a relentless innovator with a passion for helping people build better lives while on assignment abroad because he believes that cross-cultural understanding built on positive experiences is a contributing factor in building a better world.



Our CTO

Henrique Senra-do Valle is an experienced technology leader currently serving as Chief Technology Officer at J&J Africa, where he oversees strategic technology initiatives and platform development. Prior to this, he held senior technical roles with The Maersk Group, driving digital transformation in complex global environments. Henrique blends deep engineering expertise with scalable product delivery experience, positioning him to lead AI-enabled platform development and ensure technical excellence as the company evolves its SaaS and content offerings.



Henrique Valle

CTO



Global workforce

We leverage platforms such as Upwork and Freelancer.com to access a global pool of vetted editors, researchers, developers, translators, and fact-checkers on demand. This flexible staffing model dramatically reduces fixed overhead while enabling rapid content expansion across multiple cities. Performance-based contracts and milestone payments ensure accountability and cost control. By combining in-house strategic leadership with distributed specialist talent, we maintain high quality standards while scaling efficiently and preserving capital.

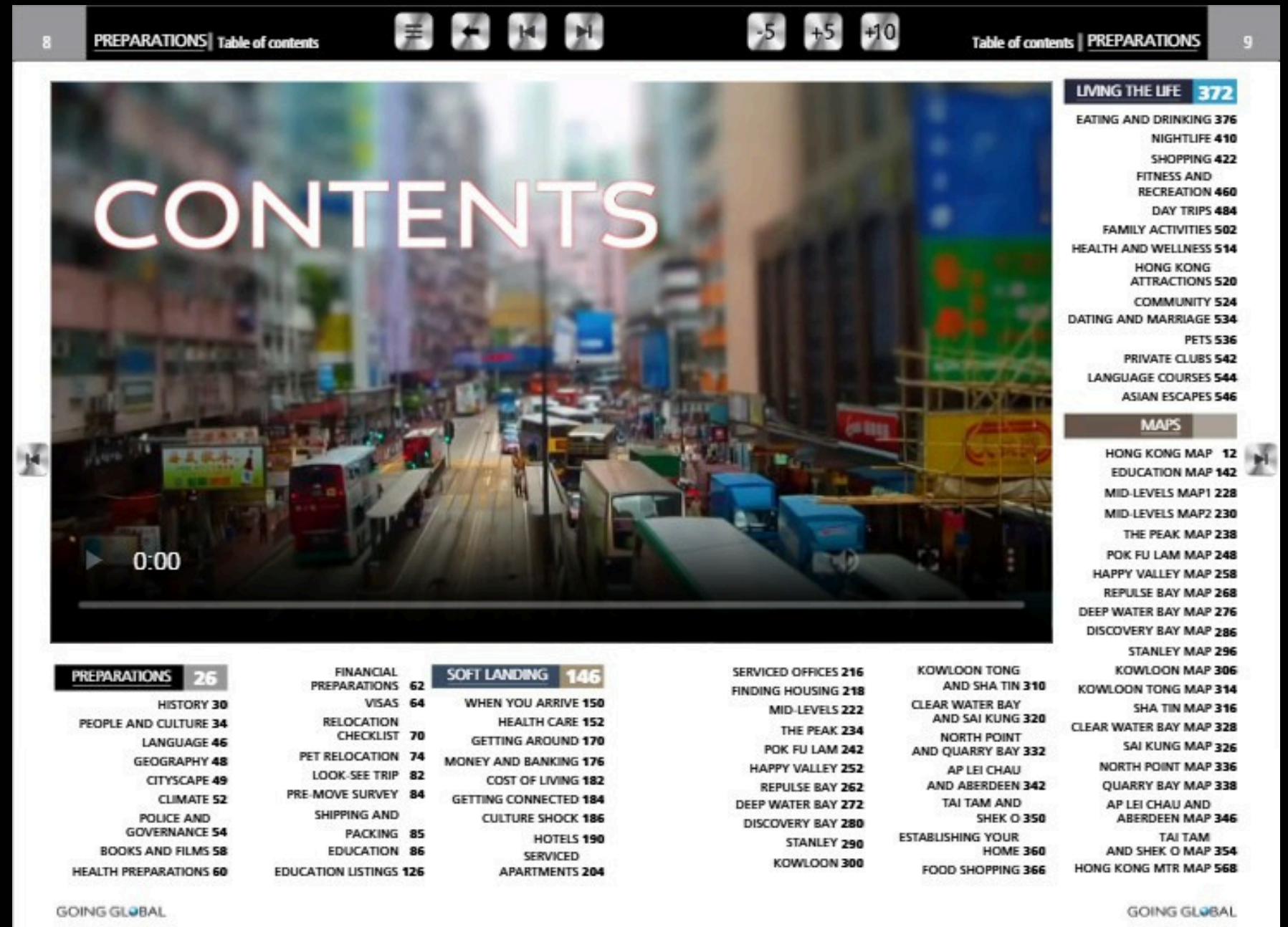
The Upwork logo features the word "upwork" in a lowercase, sans-serif font. The "up" is in a vibrant green color, while "work" is in white. The logo is set against a dark teal rectangular background.The Freelancer logo consists of a white stylized paper airplane icon to the left of the word "freelancer" in a lowercase, italicized, sans-serif font. The entire logo is set against a bright blue rectangular background.

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Our Content

Our content is comprehensive and covers every relevant topic international assignees need to know to establish a new life. Topics were developed in cooperation with global relocation partners to ensure we meet their specific needs. Each guide covers the same topics and follows a design template that facilitates rapid scalability.

With the application of a RAG AI tailored to user profiles, design that delivers high reliability, guardrails to avoid topics with liability issues and source answers from reliable sources in the dataset that goes far beyond the visible content in our guides, our guides will represent a credibly unique option in the space.



Our Advertisers

The following pages are taken from our media kit to help you understand the current business model and how we have generated revenue since 2012. Our guides were developed very specifically to meet the marketing needs of international schools, though those needs mirror the needs of a variety of advertisers providing products and services needed when establishing a new life abroad.

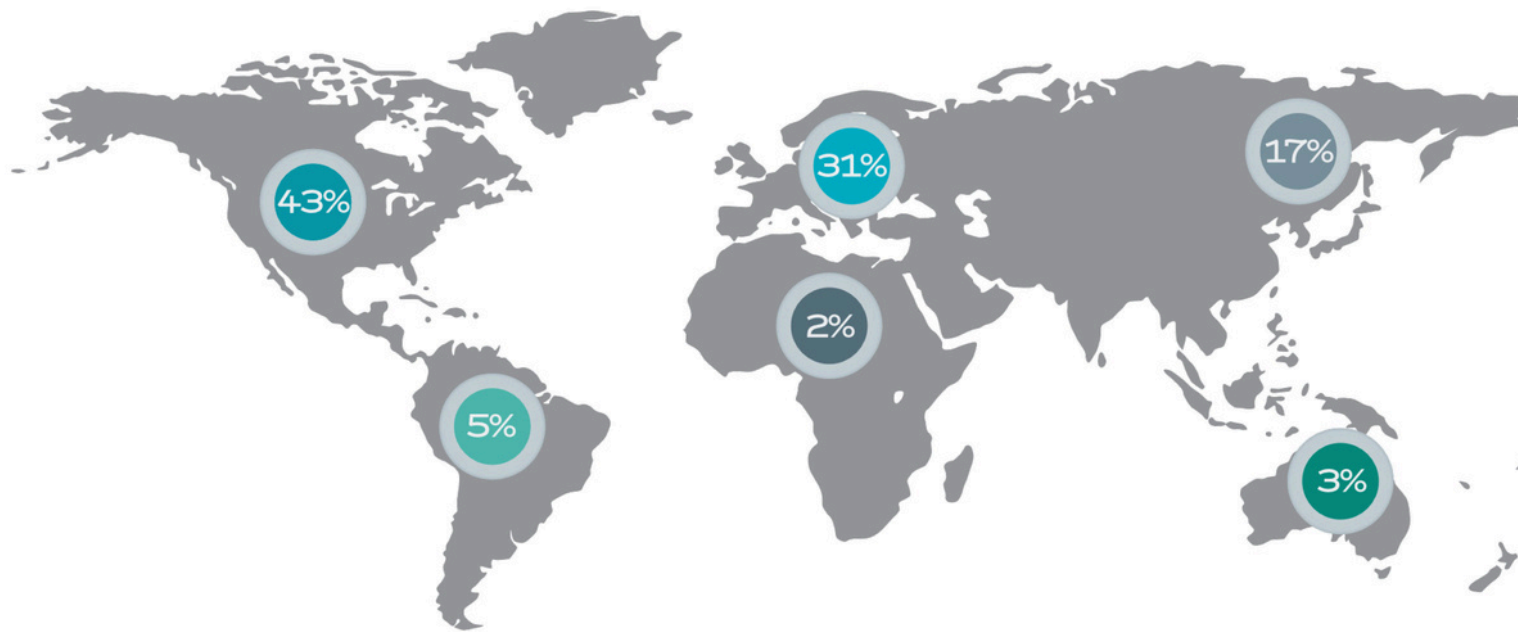
Over the years, our advertisers have included international schools, serviced apartments, private healthcare, global health insurance companies and hotels.

As a group our users comprise the most sought after and difficult to reach demographic - high-net-worth individuals in the process of a purchasing cycle.

The most important point to consider is the ROI that advertisers in our primary segments (international schools and luxury serviced apartments) receive from a single customer. For schools the average family with 2 children on assignment for 3 years generates an average of 60,000 USD in tuition per year. For serviced apartments the numbers are the same. This provides us significant space to increase prices over time.



GLOBAL REACH



GOING GLOBAL
relocation guides

From Saigon to Dubai, Beijing to Bogotá, expat communities are remarkably similar in their make-up. Families and individuals from every region of the world are always present wherever global commerce takes root. With the full support of the relocation industry for 12 years, *Going Global* provides your organization with worldwide reach so that your advertising spend effectively delivers your marketing message to expats long before they arrive at their destinations internationally.

Effective marketing is highly dependent on timing. Delivering your message to consumers at a point in their buying cycle when they are actually considering their needs and starting the research process, is the most critical aspect of achieving effective marketing reach. *Going Global's* unique selling point (USP) is its timing. Our guides are delivered globally to the next inbound group of assignees the moment their assignment is confirmed. We have done the research, obsessively fact-

THE EXPAT SALES CYCLE

GOING GLOBAL DELIVERED

Going Global is typically delivered to new assignees up to twelve months prior to final arrival.

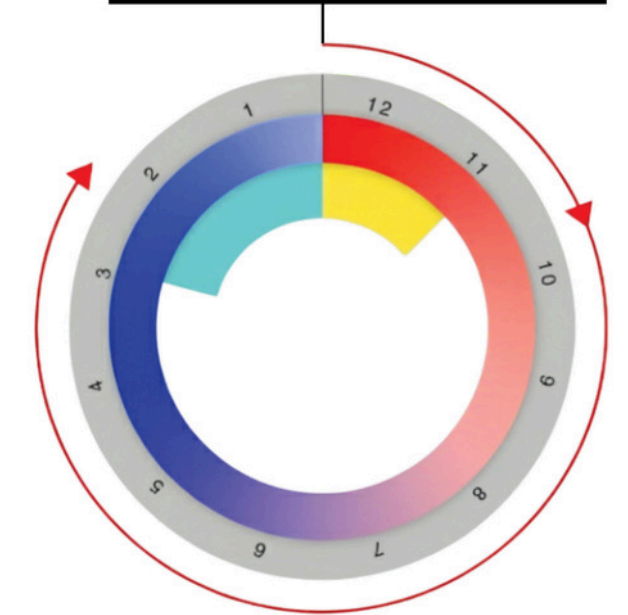
SALES PROSPECTS ARE HOT

Sales prospects are hottest at the start of the research phase of the relocation process when assignees confirm their relocation.

SALES PROSPECTS COOL

Sales prospects become increasingly cool as opinions are formed and the look-see trip draws nearer

ASSIGNMENT CONFIRMED



GOING GLOBAL
education guides

checked the information we provide and provide trusted links to product and service providers so that our readers don't have to. Schools, homes, healthcare and many other essentials are chosen and purchased by expats before they arrive to start their new life abroad. *Going Global* is the only publication distributed to expats globally when purchasing choices about your product are being made. Choosing to give your advertising perfectly targeted global coverage is the one way to

ensure your message is distributed directly to your customers by their trusted relocation service provider. *Going Global* was conceived and designed with the help of the relocation industry to reduce the rate of assignment failure by helping assignees make better choices in pursuit of an unforgettably positive and life-changing overseas assignment. By choosing to partner with us, you are choosing to become a part of that experience.

DISTRIBUTION PARTNERS

INDUSTRY STANDARD

Our guides have been the industry standard for more than 10 years because we serve the specific needs of the relocation industry that supplies global mobility solutions to the world's multinational corporations. Those corporations have a very specific problem - about 30% of international assignees do not complete their assignments due to a lack of reliable intelligence information about their

destination needed during the relocation process. The nuanced information we provide helps assignees make better choices and build happier lives. Our guides are specifically designed to reduce assignment failure rates and thus the costs MNCs bear when an assignment fails. We work with every major relocation company on a global level to ensure our advertisers achieve the reach they need.



Here's to the world ahead.™



OUR GUIDES



Effective marketing channels are about two things - reach and timing. If you can deliver your message to your target audience when they are engaged in their purchasing process, then you have spent your budget well. *Going Global* goes further. We are also educators leading expats through the process of building a new life abroad. Your marketing message becomes part of the education process and in doing so, your product becomes part of the destination and the experience.

We offer unparalleled content marketing opportunities for our advertisers that allows your message to help shape the preferences of

consumers by helping them learn. There is no substitute for the power of learning. Fueled by the cooperative efforts of the entire relocation industry, *Going Global* is your channel to reach across the world to expats in the process of creating a new life abroad.

Our content is produced by experts in relocation, education, health, finance and travel meaning your advertising spend is always paired with relevant content which resonates with readers and maximizes the impact of your advertising. *Going Global* helps create the preferences of your customers like no other publication.

THE POWER OF SaaS APPS

What you see above are not the full breadth of our apps. Our distribution network of relocation companies, chambers of commerce and consulates all have apps unique to their organizations - this is the power of service as a subscription (SaaS) apps. Each distributor has their own branding so they can proudly display our content as their own and deliver better service to their customers.

Each individual distributor in our network connects your organization to part of the group of newly assigned expats that arrive

every year in the cities we serve. In aggregate, our network holds enormous power to reach a group of diverse individuals and families that arrive from all corners of the globe to make a new life in their new homes while they are on assignment.

Going Global is your bridge to the only global distribution network capable of the reach you need to access the people that purchase your products before they arrive. Working with us is your chance to become part of the solutions people seek.

SWOT Analysis

Strengths

- We solve a specific marketing problem for high-value advertisers
- Relocation industry support for 10 years
- Low production overhead
- Proven format
- High profit margins
- Low customer acquisition costs (CAC)
- Operational costs offset by barter deals with airlines, hotels, serviced offices and apartments
- More comprehensive content than all competitors

Opportunities

- Global scalability
- Product line expansion
- Expanding advertiser base
- Consistent SaaS revenue
- Licensing to primary advertiser in each market for use as marketing tool
- AI assisted content development
- Market leadership
- Luxury real estate industry partnership ongoing commissions revenue

Weaknesses

- Information management scale, which is mitigated by cost effective remote fact-checkers incentivised by error identification bonuses.
- Costly business travel, which is mitigated by easy to close advertising barter deals with airlines and hotels

Threats

- AI shifts, which is mitigated by our AI iteration and continued evolution of our knowledge base powering our RAG system

Competition

In terms of competition there are two aspects of this business that must be considered:

1. Advertising - In terms of advertising, the primary issue for international schools in any market is that their prospective customers begin their research and purchasing process up to a year prior to arrival in market and live in more than 50 countries globally. The same is true for serviced apartments. These two channels are used by international schools and serviced apartments to some degree. Going Global was conceived and built to provide international schools a direct line to new assignees in their countries.

Google Pay-Per-Click keyword search campaigns

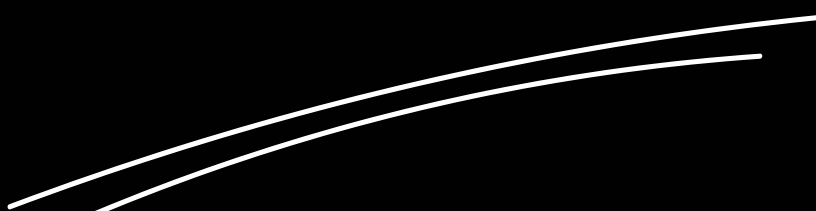
The most common keywords such as “international school Shanghai” have a benchmark average cost of 15 USD with a peak of 30 USD for a click through to a school’s website. Some international schools pay for this, others realize it is not effective.

Social Media (Facebook, Instagram, Youtube)

Some schools also pay for geo targeted social media ads on social media sites which offers branding value, but our relocation guides are a centralized resource with comprehensive school information parents need to assess a school. Our guides offer all of this information.

2. SaaS seats

- *Relocation Companies* - We are not in competition with relocation companies, but rather partners with them and in fact service them with free custom-branded guides in a mutually beneficial relationship. We receive targeted distribution globally up to a year prior to arrival to all new assignees arriving in cities we serve, which is our key value proposition to our primary advertisers - international schools and serviced apartments. These relationships have developed over 10+ years.



Relocity

While Relocity is the unquestioned market leader in terms of enterprise-level global mobility apps, their focus is on being move managers. Going Global's focus will be "Content First" vs. "Logistics First". In this sense we aim to be an educational resource that in some ways entertains users as they learn about various topics related to relocating. It's the breadth of our content that has the impact on assignment success rates.

Relocity is a transactional platform. They help you move your boxes, find a house, and sign a lease. Once the move is done, the app's utility drops significantly.

Going Global's RAG AI provides deep, human-vetted Lifestyle Intelligence that becomes an assignee's relocation Companion that starts 6 months before the move and stays relevant 2 years after. Going Global isn't just a move manager; you are the source of truth for living in a new city.

Large-scale platforms like Relocity often rely on third-party data aggregators for their maps and guides. This leads to gaps in difficult markets such as China. Simply put, Relocity does not only offer limited content, we offer comprehensive content.

Key Takeaways

- Relocity focuses heavily on Tier 1 MNCs (Fortune 500) with full-service budgets. Their pricing is custom and high-entry.
- Going Global's pricing strategy will target mid-market MNCs as their primary relocation app and Tier 1 MNCs as the additional content-first companion to Relocity's app.
- Going Global will offer a basic pricing tier for small - medium sized MNC without the enterprise level customization in our premium pricing tier.
- Relocity focuses on logistics-first enterprise mobility. We focus on lifestyle intelligence for mid-market and content-first enterprise enhancement.



Defensibility

Going Global is defensible because the core intelligence that powers our platform does not exist online and therefore cannot be replicated by large language models. Over the past decade, the collapse of expat print magazines and local listings platforms eliminated the structured data sources that once supported relocation research. This created a global data vacuum in executive mobility markets. LLMs can reorganize publicly available information, but they cannot generate new empirical data or replace curated, on-the-ground human research.

Our neighborhood and education sections are built from primary research, lived experience, and long-standing collaboration with relocation professionals. We document what it is actually like to live in specific neighborhoods — including commute patterns, lifestyle access, recreation, healthcare, and curated services that materially impact assignment success. Much of this information has no digital footprint and is unavailable to AI systems.

All proprietary data is secured within a protected SaaS framework, preventing content scraping and model training leakage. AI is used internally to reduce production costs, automate validation, and increase accuracy — but our moat is human intelligence, structured curation, protected datasets, and embedded distribution relationships with relocation firms and MNC HR departments.

Financial Projections

There are two aspects of the business to consider in terms of revenue generation for each city and both will be roughly equal in terms of revenue generation over time with SaaS eclipsing advertising by a 3:1 ratio in two years:

1. Advertising

- *Top-tier International schools*
 - Average number per city: 15
 - Historical market penetration 66%
 - LTV: 180,000 (2 children per family, 3 year assignment, 30,000 USD per child per year - all averages across all cities)
 - AAV: 60,000 USD per family
 - Advertising spend with Going Global: 20,000 USD average.
 - **AAV in this segment per city: 200,000 USD**

- *Serviced Apartments*
 - Average inventory of ultra-luxury serviced apartment properties per city: 20-30
 - Historical market penetration 25%
 - LTV 240,000 USD (1 residence, 3 years, average rent 5000 USD)
 - AAV: 60,000 USD per family
 - Advertising spend with Going Global: 10,000 USD average.
 - **AAV in this segment per city: 60,000 USD**
- *All other segments: Pursuit of these advertising dollars was typically low return on time investment*
 - Expat-oriented (English-speaking) health clinics, dentists
 - Global health insurance
 - **AAV in this segment per city: 10,000 - 20,000 USD**

2. SaaS seats

- Projected initial pricing per seat (minimum 15) per month for an annual contract: 20 USD
- AAV per MNC: 5000 USD
- this number is based on the approximately 8000 mid-market MNCs operating in the top 20 global hubs.
- Our target is a conservative 1% market penetration and 50 MNC subscribers at the minimum seat count in year one followed by significant growth
- **Projected AAV in this segment per city: 200,000 USD**

Financial Model Overview

Business Model Structure

Going Global operates a dual-revenue model:

1. High-margin recurring advertising revenue from:
 - Top-tier international schools
 - Ultra-luxury serviced apartments
2. Subscription SaaS revenue from:
 - Mid-market MNC HR departments

Revenue scales linearly through city expansion and dedicated sales coverage.

Our model is based on proven historical advertiser demand and replicable per-city economics.

Revenue History

Since 2012:

- \$1M+ cumulative advertising revenue generated
- Net annual revenue range: \$200k–\$270k across 2–3 cities
- High advertiser renewal rates
- Low fixed overhead model
- Founder-led sales model

This establishes proof of concept prior to capital raise.

Per City Advertising Economics

Top-Tier International Schools

- Average per city: 15
- Target penetration: 66%
- Expected clients: 10
- Average contract: \$20,000
- Revenue: \$200,000

Ultra-Luxury Serviced Apartments

- Average per city: 25
- Target penetration: 50%
- Expected clients: 12
- Average contract: \$12,000
- Revenue: \$144,000

Total Advertising Revenue Per City:
~\$340,000

Financial model Overview 2

SaaS Expansion Model

Target market:

- Mid-market MNCs operating in top 20 global hubs

Pricing:

- \$20 per seat/month
- Minimum 15 seats
- AAV ≈ \$5,000

Year 1 Target:

- 50 MNCs
- \$250,000 SaaS revenue

Year 3 Target:

- 300 MNCs
- \$1.5M SaaS revenue

SaaS revenue scales through:

- Existing relocation company distribution
- Embedded HR exposure
- Direct sales outreach

SaaS is a margin expansion layer.

Expansion Roadmap

Year 1:

- 5 cities
- ~\$1.5M revenue

Year 3:

- 10 cities
- ~\$3M–\$4M revenue

Year 5:

- 20 cities
- ~\$6M–\$7M revenue

Revenue growth is driven by:

- City replication
- Sales team expansion
- Gradual SaaS penetration

Risk-adjusted Forecast

Conservative Case:

- 15 cities
- 50% penetration
- ~\$4M revenue

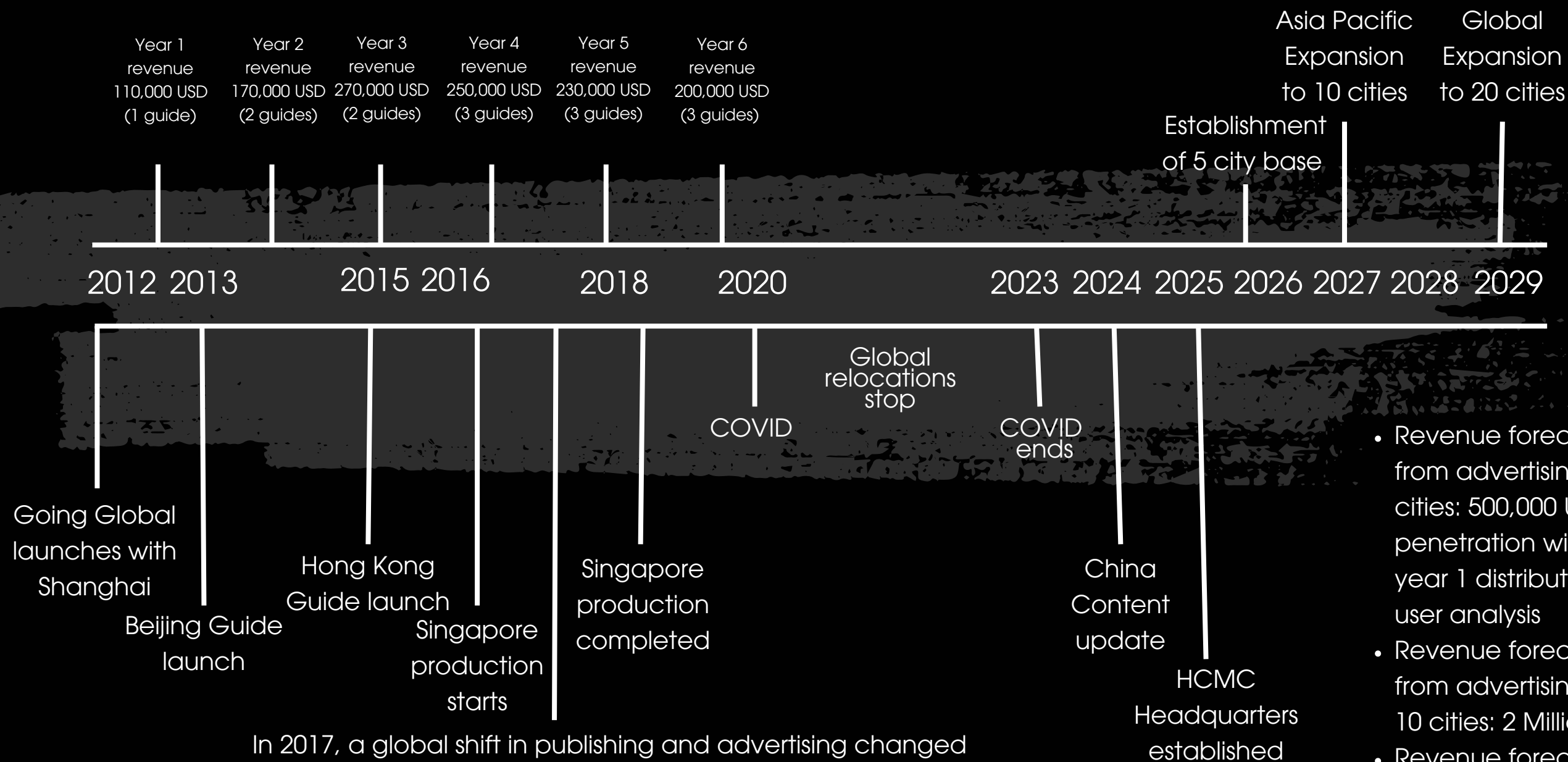
Base Case:

- 20 cities
- 60% penetration
- ~\$6–7M revenue

Upside Case:

- 20 cities + strong SaaS adoption
- ~\$8–9M revenue

Development timeline



In 2017, a global shift in publishing and advertising changed the media space, which necessitated detailed distribution analytics in advertising sales. A complete redesign of the books and e-books into apps was required.

- Revenue forecast for 2026 from advertising alone in 5 cities: 500,000 USD as market penetration will lag prior to year 1 distribution data and user analysis
- Revenue forecast for 2027 from advertising and SaaS in 10 cities: 2 Million USD
- Revenue forecast for 2029 from advertising and SaaS in 20 cities: 7 Million USD

The Investment

We are seeking 150,000 MVP seed investment for a 15% stake in our operations for the seed investment for a minimum viable product (MVP) build for the existing cities in our portfolio to initiate advertising revenue generation within 4 months. The primary aim is AI integration into the project that delivers highly accurate information with guardrails that increase reliability and customize responses to user profiles overlaid on top of unique content.

The MVP seed investment will be used to complete the full relocation app template based on a completed prototype and initiate advertising revenue.

- Development of the Content Management System(CMS)
- SaaS architecture
- Completion of master pages
- Multilingual functionality
- Basic Artificial Intelligence (AI) assistant and real-time fact-checker
- Insertion of completed content into template for Singapore, Shanghai, Beijing and Hong Kong
- Salary for one qualified advertising sales executive

Initial revenue will be used for :

- Integration of full RAG AI overlay
- Global rollout of 20 cities
- Editorial staff
- IT staff
- Additional advertising and SaaS sales staff
- Establishment of headquarters

Our revenue model has a proven linear dependency: our historical data shows that a single sales lead can manage a territory of 150 advertisers. We are raising funds to replicate this successful unit economic model across 20 global hub cities.

Investment Thesis

- Proven revenue model
- High-margin niche media foundation
- Embedded distribution partnerships
- Low capital intensity
- Clear per-city replication mechanics
- SaaS upside without SaaS dependency

This is a capital-efficient, globally replicable B2B media infrastructure opportunity.

