



## GLOBAL EXPATS The Future of Local Search Directories

[www.global-xpats.com](http://www.global-xpats.com)



*Global Expats mission: To become a truly respected and trusted brand-name,  
and a one-stop, top-notch directory for expats across the globe*



## EXECUTIVE SUMMARY

Approximately, 300 million people around the world, with aggregate income of \$8 trillion usd, move to a new city (or country) each year. What all of them have in common is that they need information about a wide variety of products & services during and after their move. They need new 'everything' – home, cars, banks, insurances of every kind, furniture, clothes, groceries, schools for kids, leisure activities, etc. But, they need it organized in an easily accessible format without having to search through large cumbersome search engine platforms such as google. Additionally, they, or their employers, spend tens of billions of dollars each year in relocation services – moving companies, air travel, relocation assistance, immigration assistance, insurance, funds transfers, lodging, and a myriad of 'global vendors'.

However, once relocated the consumer needs of these families do not disappear but continue to evolve on a daily basis. Therefore, [www.global-xpats.com](http://www.global-xpats.com), is in a position to not only capture a global consumer market of 300 million each year, but retains them by fulfilling their on-going needs – translating into an audience of billions of high-income consumers.

In order to reach this global market & Internet audience, Global Expats targets the decision-makers of these consumer markets, the Mom, noting that these women make 80-90% of consumer-spending decisions for their families.

Global Expats uses a 'Local-Search Directory' (LSD) business model to provide these women with the information they so urgently need, as well as desperately and actively seeking. The LSD is combined with a global-networking, 'trailing spouse' expat organization, modeled after the Federation of Americans Women's Club Overseas (FAWCO), an association that has been assisting expat families around the world for almost 100 years, and a model utilized by many other countries and multinationals since the '80s to assist their expatriated families. These organizations offer tried & true products, services, and activities that create, develop, and mobilize communities and community participation – the job and *forte* of wives and mothers for thousands and thousands of years.

In the past few years LSDs such as yelp.com, local.com, and citysearch.com have shown revenues in the 100's of millions of dollars each year with Yelp's annual growth rates at 45%/year. Yelp is one of the 'hottest' of the LSD companies in the Internet industry and recently declared 1<sup>st</sup> quarter revenues of \$76.4 million, up 65.5% from last year, with estimates for 2014 at \$367 million (See [Yelp.com Financials](#)). However, Yelp, like all other LSD's, in spite of explosive revenues and growth, is consistently losing money for the following reasons:



1. They are having to spend a disproportionately high percentage of revenues in marketing campaigns to build brand recognition, attract visitors, and generate high traffic rates
2. They employ young, inexperienced, 20-ish 'kids' as 'Ambassadors' charged with the job of building online, local communities, with a limited range of activities with which to do so.
3. Their target audience are single young professionals & college students, low-income/low-spending consumers, in their marketing campaigns, data-base compilation & mobile apps inventory
4. Their spending on R&D and new technology is excessively high on products which are readily available within the IT/mobile apps entrepreneurial industry. At present, markets are flooded with start-up companies developing mobile apps, search functionality software, and other patented IT. But, LSDs are failing to take advantage of products already on the market and instead spending ~ 15% of revenues on R&D to develop technology that quickly becomes obsolete
5. Both Yelp & Citysearch are under investigation by authorities for posting 'fake reviews'. This kind of negative publicity on a core product permanently spoils the reputation & integrity of a company. It also costs enormous time & resources to repair the damage done to the company's image, providing 'honest' LSDs a competitive edge.

The 'lessons to be learned' from the challenges LSDs are presently facing, and their failure to become profitable, is that the real competitive edge of an LSD lies not in fancy new technology, or a 'superior' data-base & business listings. In terms of these elements, remaining competitive is relatively straight-forward and simple. Business listing data bases are readily available from 'business listing' wholesalers, such as Infogroup, Neustar, Localeze, Acxiom, Factual, Superpages.com, Best of the Web, etc., and the mobile apps industry is literally exploding.

What Yelp's success has demonstrated in the past few years is that **taking the lead & maintaining it in the LSD industry is accomplished through global brand-recognition, and high-profile 'buzz' on the Internet & in global news feeds.**

**So in conclusion, the real challenge in developing a competitive & profitable LSD is to develop a product which targets a global audience with the following profile:**

- **High-income/high-spending consumers**
- **High necessity for on-line consumer information**
- **High need & propensity for utilizing the Internet & mobile apps**

**while lowering marketing and R&D costs. This is what Global Expats does – and more.**



The competitive advantages of Global Expats' LSD website, [www.global-xpats.com](http://www.global-xpats.com) are the following:

1. Global Expats' targeted audience is a high-income (\$8 trillion)/ high-spending global market of 300 million consumers, with specific consumer needs
2. Global Expats will use innovative, low costs, go-to-market strategies in reaching its target audience and generating high traffic rates. In addition to traditional SEO, social media & advertising campaigns, Global Expats will develop aggressive out-reach campaigns targeting expat employers, expat associations, global mobility professionals, relocation & moving companies, international schools, consulates & foreign commerce departments. Global Expats will also organize a wide variety of off-line activities for expat communities through its global local chapter networks, as well as publish a series of global, travel guides which will build global brand-recognition while generating additional revenues. And, finally Global Expats will actively be involved at local, regional, national & international levels in combating violence & discrimination against women, further raising brand-recognition in corporate social responsibility (see blogs [HuffPost](#), [Womensalia](#), [Reuters Foundation](#), [War on Domestic Terrorism](#))
3. Traditionally, expats are extremely willing to share their consumer experiences & advice with other expats, particularly newly arriving ones. Global Expats will tap into this innate tradition amongst expats in order to optimize 'review' participation on our website, and feedback from our audience on spending habits – useful in our advert sales campaigns
4. Most consumers rely on social networks (friends, family & colleagues) in making consumer-decisions. But, people moving to a new city or country are immediately cut-off from these networks and information sources. What they need most in relocating is practical information & advice **from a 'trusted source'**. My on-going activism work in promoting and defending the rights of women and children has already drawn much attention from expat communities and activist on both side of the Atlantic. The brand-image I am creating at present demonstrates not only the highest level of integrity and honor, but also that I am a results driven woman, who is not deterred by even the most 'insurmountable adversities'.
5. A 'Local Search Directory' combined with a on-line/off-line social networking organization, tailored to the needs of relocating families, is the perfect vehicle through which to deliver the exact consumer information & assistance that these families need & want, saving them time and money. Global Expats targets a vertical audience (with extremely low-cost go-to-market channels), but targets a horizontal Ad sales market which allows for a maximization of revenues.

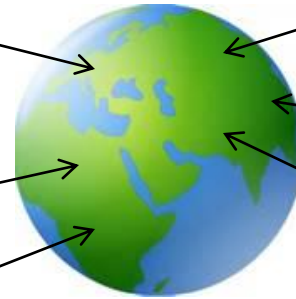


# Global Expats

[www.global-xpats.com](http://www.global-xpats.com)



**EXPAT FAMILY  
NEEDS  
CONSUMER GOODS & SERVICES**



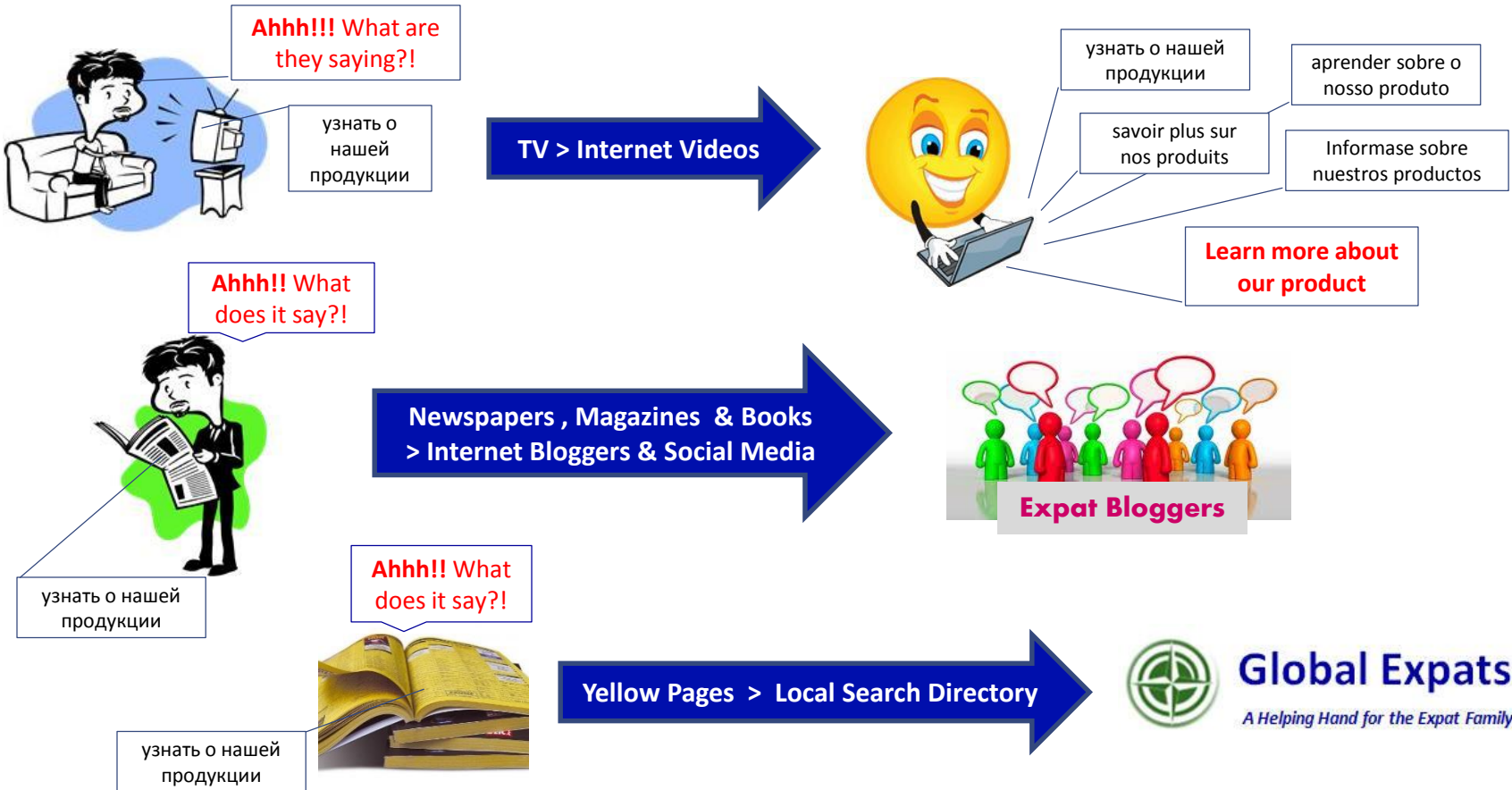
**★★★★★  
FIND THEM & RATE THEM  
ON  
[www.global-xpats.com](http://www.global-xpats.com)**



A Helping Hand for the Expat Family



## Evolution of Info. Distribution & the Expat Family





# Global Expats

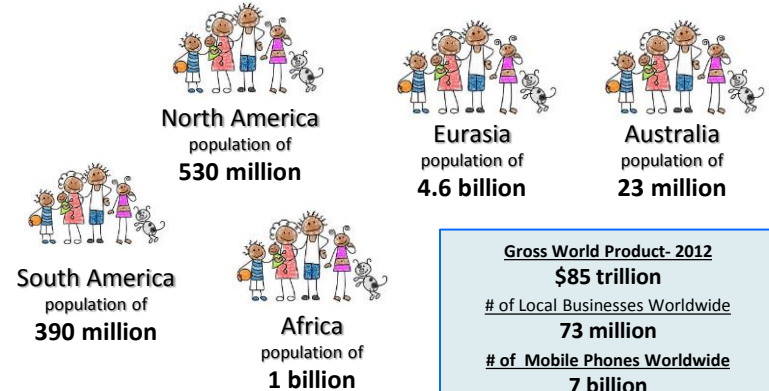
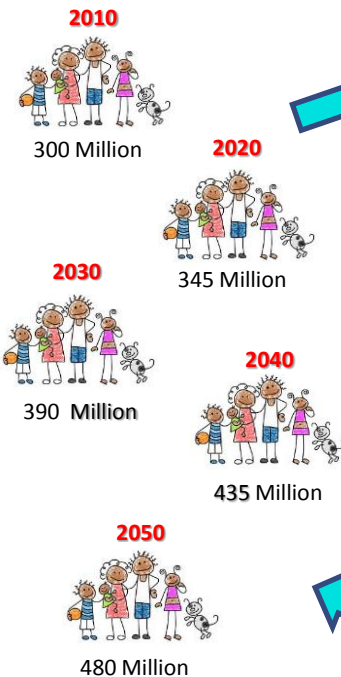
[www.global-xpats.com](http://www.global-xpats.com)

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**COMMUNITIES**

## GO-TO-MARKET Innovative Strategies (Audience)

- SEO
- Social media marketing
- Global Expats, LLC \*  
local chapter activities**
- Out-reach to **expat employers**
- Out-reach to **relocation &  
moving companies**
- Out-reach to **global vendors**
- Out-reach to **expat clubs,  
associations & websites**
- Out-reach to **intl. schools**
- Out-reach to **local communities**
- Out-reach to **consulates &  
foreign commerce depts.**
- Out-reach to **expat & global  
mobility trade shows**
- Conferences** on expat & local  
community issues
- Book** – Domestic violence,  
divorce & family court issues
- Global Expats Travel Guides**

## NEW COMMUNITIES Traffic rates growing by 300M+ new consumers /yr



**Gross World Product- 2012**  
\$85 trillion

**# of Local Businesses Worldwide**  
73 million

**# of Mobile Phones Worldwide**  
7 billion

**# of Multinational Corps. Worldwide**  
900,000



## REVIEWS

**Mom reviewed McLean Realty**  
Jane was so helpful, & really listened to what we needed. She found us the perfect home.

**Dad reviewed Santa Fe Country Club**  
The golf course are great. The tennis courts need work, but the squash courts are good.

**Sue reviewed Fairview School**  
My new school is awesome. The teachers are really cool, & the other kids are great.

\* For Global Expats divisions & activities see slides 21-23



## Targeted Business Listings & Advertisers

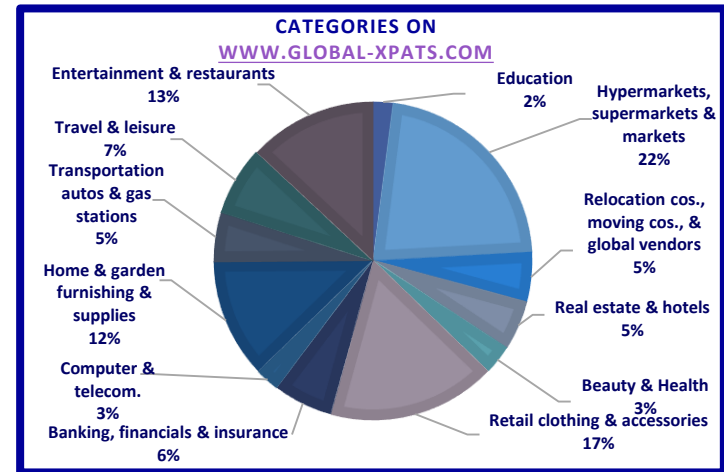
Women account for 85% of all consumer purchases

**Moms represent a powerhouse of spending and brand-building potential**



Source: Fleishman-Hillard & She-economy.com

## Targeted Sponsors







## The Global Mobility Industry

*It is most often defined by what it does: helping employees move around the world.*

<http://www.worldwideerc.org/Resources/MOBILITYarticles/Pages/1010-sullivan.aspx>



Expat Employers  
from Private &  
Public Sector

HR Depts, Relocation  
Companies & Global  
Vendors  
(\$100 billion industry, globally)



## Go-to-Market: Prospective Sponsors & Expat Audience Intermediaries

Expat employers & global mobility vendors, who enjoy direct contact with expat families as well as a vested interest that they receive the information & assistance they require, will be aggressively targeted in out-reach campaigns. These will include participation in expat trade shows; advertisements on websites of expat assoc., global mobility vendors & trade magazines; & distribution of information/guide books/ipods to HR depts., prospective expats, international schools, consulates & foreign chamber of commerce.

Global Expats has 3500 LinkedIn contacts with global mobility specialists, HR executives and expatriates, & is growing daily.

LinkedIn Profile: [www.linkedin.com/pub/dir/Quenby/Wilcox](http://www.linkedin.com/pub/dir/Quenby/Wilcox)





## Business Profile of Company Listing

**Carrefour**



**Category: Supermarket**

Calle Moreras, 2  
28222 Majadahonda

902 202 000  
<http://www.carrefour.es/>

[Edit Business Info](#) [Work Here? Claim This Business](#)

[Send to Friend](#) [Bookmark](#) [Write a Review](#)

Reviews for Carrefour: [English](#), [Spanish](#), [French](#)



## User Profile of Audience

Profile Home
Reviews
Tips
Shopping List
Friends
Calendar



**Mom**

★★★★★

This is a really good supermarket where you can find everything. They have a good selection of produce, excellent seafood department, & home maintenance supplies. They also have a great cookware section, dining items, & kitchen utensils, as well as electronics & electrical appliances. You can also find a good selection of clothing for the entire family, toys for all ages, & all sorts of things for babies & toddlers. Additionally, it is conveniently located in a shopping center with all sorts of stores. A one stop-shopping delight. And, to boot they have a travel agency & gasoline station!!

**Recent Reviews** [1 Reviews](#)

Filter by: > Location > Category

**Carrefour**  
Category : Supermarket  
calle Moreras, 2  
28222 Majadahonda  
902 202 000

**500 Friends**

**Sue**

**Maria**

**Pene**

**John**

**Sara**

**Antoine**

[More >>](#)

**Groups**

Cooking Club

Kids Playgroup

Cultural Visits

Action Committee

Send to a friend
Recommend
Bookmark

### About this Business

*Provided by business*

Carrefour hypermarkets are large stores offering a wide range of food & non-food items, low prices & targeted promotions: the ideal store format for anyone doing a major shopping trip.



**Mom**



This is a really good supermarket where you can find everything. They have a good selection of produce, excellent seafood department, & home maintenance supplies. They also have a great cookware section, dining items, & kitchen utensils, as well as electronics & electrical appliances. You can also find a good selection of clothing for the entire family, toys for all ages, & all sorts of things for babies & toddlers. Additionally, it is conveniently located in a shopping center with all sorts of stores. A one stop-shopping delight. And, to boot they have a travel agency & gasoline station!!



## Vertical vs. Horizontal Marketing on the Internet

[www.global-xpats.com](http://www.global-xpats.com)

### Business listings

#### Horizontal Approach



- Relocation cos., moving cos., & global vendors
- Real estate & hotels
- Education
- Banking, financial services & insurance
- Healthcare
- Supermarkets and consumables
- Household & personal products
- Retail clothing & accessories
- Computer & telecommunications
- Home & garden furnishing & supplies
- Transportation, automobile & gas stations
- Travel, leisure, & sports
- Arts, entertainment & restaurants
- Utilities

### Audience

#### Vertical Approach



International & intra-national  
relocating families  
**(300 million consumers)**  
with income of  
\$100 –\$400,000 /yr.  
(aggr \$8 trillion)  
an average of 2-3 kids,  
& **43% higher spending**  
than avg. consumer.

### Competitor local search directories

ie. [www.yelp.com](http://www.yelp.com), [www.citysearch.com](http://www.citysearch.com), [www.local.com](http://www.local.com), etc.

### Business listings

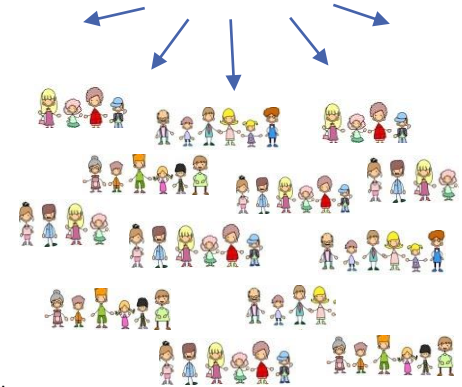
#### Vertical Approach



- Home & local services
- Travel, leisure, & sports
- Retail clothing & accessories
- Arts, entertainment & restaurants

### Audience

#### Horizontal Approach



Age?? Income?? Lifestyle??  
Spending habits?? Kids/no kids??



## Global Target Audience

High-income Families & Consumers Around the World

### International Relocating Families

**2010**

53.5 MILLION PEOPLE - 13 MILLION HOUSEHOLDS  
INCOME OF \$1.8 TRILLION / YEAR

**2050**

130 MILLION PEOPLE – 25 MILLION HOUSEHOLDS  
INCOME OF \$3.5 TRILLION / YEAR



### Intra-national Relocating Families

**2010**

238.5 MILLION PEOPLE - 45 MILLION HOUSEHOLDS  
INCOME OF \$6 TRILLION / YEAR

**2050**

350 MILLION PEOPLE – 66 MILLION HOUSEHOLDS  
INCOME OF \$9.3 TRILLION / YEAR

### ***INTERNATIONAL & INTRA-NATIONAL RELOCATING FAMILIES SPEND 43% MORE THAN THE AVERAGE CONSUMER***

**2010**

**300 million consumers – Income of \$7.8 trillion**

#### Consumer Spending

**\$3.2 TRILLION ON CONSUMER GOODS**

**\$2.7 TRILLION ON HOUSING**

**\$880 BILLION ON INSURANCE & FINANCIAL SERVICES**

**\$800 BILLION ON TRANSPORT**

**\$560 BILLION ON HEALTHCARE**

**\$400 BILLION ON EDUCATION**

**\$400 BILLION ON TRAVEL EXPENSES**

**\$100 BILLION RELOCATION EXPENSES**

**2050**

**480 million consumers – Income of \$15.3 trillion**

#### Consumer Spending

**\$6.3 TRILLION ON CONSUMER GOODS**

**\$5.3 TRILLION ON HOUSING**

**\$1.73 TRILLION ON INSURANCE & FINANCIAL SERVICES**

**\$1.6 TRILLION ON TRANSPORT**

**\$1.1 BILLION ON HEALTHCARE**

**\$800 BILLION ON EDUCATION**

**\$800 BILLION ON TRAVEL EXPENSES**

**\$200 BILLION RELOCATION EXPENSES**



## Target Advertiser & Sponsors

### Providers of Goods & Services

- HEALTH & MEDICAL CARE
- EDUCATION
- REAL ESTATE & HOUSING
- TRANSPORTATION
- CLOTHING & ACCESSORIES
- SPORTING GOODS
- ELECTRICAL & APPLIANCE
- FOOD & BEVERAGE
- FOOD SERVICES
- GASOLINE STATIONS
- GENERAL MERCHANDISE
- BUILDING MATERIALS & GARDEN
- HOME FURNISHINGS

### Global Vendors

- RELOCATION COMPANIES
- MOVING COMPANIES
- COACHES & ADVISORS
- LANGUAGE INSTRUCTION



**300+ MILLION NEW RELOCATING FAMILIES PER YEAR**

### Expat Employers

- BANKING
- CAPITAL GOODS & DIVERSIFIED FINANCIALS
- INSURANCE
- CONSUMER DURABLES
- DRINK & FOOD PROVIDERS
- HOTELS & RESTAURANTS
- LEISURE
- HOUSEHOLD & PERSONAL PRODUCTS
- RETAILING
- BUSINESS GOODS & SERVICES
- OIL & GAS
- MEDIA
- TECHNOLOGY HARDWARE & EQUIPMENT
- TELECOMMUNICATIONS SERVICES
- TRANSPORTATION
- UTILITIES
- SOFTWARE & SERVICES



## Expats Websites on the Internet Today

([www.expatica.com](http://www.expatica.com), [www.worldofexpats.com](http://www.worldofexpats.com), etc.)

Target expat employees not homemaker/consumer spender \* Lack comprehensive practical info. for expat spouse \* Utilize low-profit business models

**Generated an aggregate of 46 million pageviews/month in 2013**

*“90% of relocation refusals are due to family or personal concerns. Of that number, 52% of assignment refusals are due to spouse / partner career concerns... 70% of relocation failures are due to lack of family adjustment... Cost Of A Failed Relocation: Min. \$1M International.”*

Source: Emerging Trends in Global Mobility, 2008 by the Impact Group

*“Given the huge cost of international assignments, one would think that U.S. companies would be stumbling over themselves to establish programs for the accompanying spouse. A spousal assistance program that saved only one or two potential failed assignments would pay for itself, and then some.”*

Source: Supporting the Spouse Through Global Relocation —Part 3 by Galen Tinder Ricklin-Echikson Assoc.(REA)



*“The best way for future expatriates to prepare for their time abroad is to get as much information about their host country as possible. Thanks to the Internet this information is now much easier to come by than only a decade ago.”*

Source: Living Abroad by Volker Poelzl

*“I found that there’s a ton of information about different regions, countries and cities of the world... What I haven’t found is basic information...”*

Source: FutureExpats.com by Susanna Perkins

*“...The company claims to provide assistance with area orientation, settling up services (opening bank accounts, gym membership) locating shopping facilities, language classes and driving orientation. None of these actually happened...Had there been a local or “on the ground” consultant to help out when we first arrived, perhaps some of the benefits of the new location could have been shown immediately rather than us having to fumble around in the dark to discover them on our own...”*

Source: “ExpatsExpert.com / AMJ Campbell International Relocation Family Matters!” Survey”



## Financials of Global Expats 2 Main (Future) Competitors

Yelp   <a href="http://www.yelp.com">www.yelp.com</a>					
FY Jan-Dec - USD millions.	2009	2010	2011	2012	2013
Sales/Revenue	25.81M	47.73M	83.29M	137.57M	232.99M
Cost of Goods Sold (COGS) incl. D&A	2.32M	5.47M	10.17M	17.15M	28.02M
COGS excluding D&A	1.12M	3.14M	5.93M	9.93M	16.56M
Depreciation & Amortization Expense	1.2M	2.33M	4.24M	7.22M	11.46M
Depreciation	1.2M	2.33M	4.24M	5.9M	7.9M
Amortization of Intangibles	0	0	0	1.32M	3.56M
Gross Income	23.49M	42.26M	73.12M	120.42M	204.97M

Trip Advisor   <a href="http://www.tripadvisor.com">www.tripadvisor.com</a>					
FY Jan-Dec - USD millions.	2009	2010	2011	2012	2013
Sales/Revenue	352.09M	484.64M	637.06M	762.97M	944.66M
Cost of Goods Sold (COGS) incl. D&A	24.38M	29.95M	45.98M	38.15M	52.94M
COGS excluding D&A	1.24M	2.47M	20.1M	12.07M	17.71M
Depreciation & Amortization Expense	23.14M	27.48M	25.89M	26.08M	35.23M
Depreciation	9.33M	12.87M	18.36M	19.97M	29.5M
Amortization of Intangibles	13.81M	14.61M	7.52M	6.11M	5.73M
Gross Income	327.71M	454.68M	591.08M	724.82M	891.72M

<http://www.marketwatch.com/investing/stock/trip/financials>

<http://www.marketwatch.com/investing/Stock/YELP/financials?CountryCode=US>



## Fulfilling the Needs of the Expat Family with a Local Search Directory & Travel Info Websites

*“Set up a website for wives to swap notes. The success of the relocation depends to a large extent on the wife!” ...I don't know how wives survive without a practical person on the other end to ask stupid questions to, like "what is your grocery store called"?...Give enough information about the new location regarding living conditions (houses, shops, what's available in the shops: fridge, washing machine, which kind of foods, baby foods etc.), and good medical care prior to relocation i.e. vaccinations...Put me in touch with other expat spouses... Introduction to other families within the company who are in a similar position would be nice; perhaps a directory of other 'trailing spouses' who are willing to be contacted by new arrivals. Also a list of the classes or associations that previous spouses had discovered would be encouraging. “*

Source: The Trailing Spouse Survey 2005 by Yvonne McNulty, PhD





## The Competition

### Seeking Alpha - What the Analysts Are Saying

#### Will Yelp Ever Justify its Ridiculous Evaluation? by Jacob Steinberg – May 23, 2014

Yelp ([YELP](#)) is one of those companies that enjoy a ridiculous valuation even as many of the high-flyers in the market are going through corrections. While between the beginning of the year and now Yelp's price fell from almost \$100 to nearly \$50, the company is still ridiculously overvalued and even the most bullish projections don't justify the current price...

After growing its revenues by an annual [average](#) of 70% for the last three fiscal years, the analysts [expect](#) the company to grow its revenues by 57% this year, 41% next year and about 40% for the next three years...

...For example, four quarters ago, Yelp generated \$55.02 million in revenues and booked \$55.60 in operating expenses. In the following quarter, the company grew its revenues to \$61.18 while the operating expenses grew to \$62.96. The quarter after this one, Yelp's revenues grew to \$70.65 million while the operating expenses rose to \$72.56 million. In the last quarter, Yelp's revenues grew to \$76.41 million while operating expenses rose to \$81.01 million. The company's guidance for the full-year also calls for operating expenses rising as fast as revenues and we are looking for another year with no profits....

No matter how you cut it or how you look at it, there is no way to justify Yelp's current valuation. **Spending \$50 million per quarter on sales and marketing to generate \$45 million in revenues is not a sustainable business model in the long term**; neither is selling overvalued shares in the market to raise cash every year. The analysts currently have a price target of \$83 on Yelp but even they don't know how they came up with such valuation. Yelp is not much more than a typical pump-dump stock and we've seen a lot of these during the dot.com bubble of late 1990s.

#### Yelp Is Headed Towards Another Year Without A Profit by Jacob Steinberg – May 1, 2014

Yelp ([YELP](#)) announced its results for the quarter. While the company slightly beat the estimates, it still failed to post a profit, and to make matters worse, it offered guidance for the full-year that calls for a loss... Last quarter, Yelp spent \$38.85 million in sales and marketing which rose to \$45.12 million this quarter, representing an increase of 16.13%. This means that Yelp's sales and marketing expenses grew twice as fast as its revenues did since the last quarter (roughly 16% vs. 8%). Product development costs rose from \$11.80 million to \$13.98 million while General and Administrative costs fell from \$13.46 million to \$13.17 million. All in all, Yelp posted a loss of \$4.60 million from its operations, up from \$1.91 million in the last quarter....

...Yelp will continue to lack profitability at least until 2015, if not beyond. For the full-year of 2014, Yelp expects its "Adjusted EBITDA" to be \$56 to \$60 million. This adjusted figure excludes \$43 to \$45 million in stock-based compensation. The company expects another \$18-19 million in depreciation and amortization costs, which would move the company in the red zone. In other words, Yelp's management just guided for another year of loss as well as slowing growth....



## The Competition

### Seeking Alpha - What the Analysts Are Saying

Yelp, Inc.: In A State Of Cognitive Dissonance by Michael Ranalli – June 6, 2014

The objective of this write up is to qualitatively supplement the collective body of research contributed by Seeking Alpha community. At a high level, my aim is to explain to the readers what Yelp ([YELP](#)) does and how it generates its revenue. ...

Essentially Yelp's goal and mission statement is to connect consumers with great local businesses. As of Q1 2014, Yelp operates in 120 cities. When Yelp enters a city or a defined geography, it hires a community marketing manager that's essentially the key brand ambassador for that territory. This person is tasked with spreading the Yelp gospel and proselytizing patrons in the city to join the Yelp community. Said differently, **they must build brand awareness and generate buzz through creativity activities such as hosting events and marketing campaigns.**

If all goes according to plan, brand ambassadors create a virtuous feedback loop of establishing and growing a community. This community then writes online reviews and hopefully creates valuable content by sharing their interactions and experiences with local businesses. This usually leads to an increase in web and mobile unique monthly visitors. The larger an audience, especially an engaged audience, the greater propensity there is for Yelp's telesales team to convert unpaid businesses to Yelp advertising customers....

Yelp's management team frequently mentioned a few buzz worthy big numbers. They said that according to the source, BIA/Kelsey, the total local advertising spend in 2013 was \$133 billion, with online only making up 15% of this figure and that there are at least 20 million local businesses in the U.S. and an additional 25 million globally that could potentially become paying customers.... Moreover, they said cumulatively, the Yellow Pages properties still generate total revenues of upwards of \$7 billion compared to Yelp's less than \$250 million FY2013 revenue....

Yelp's steadfast protection of its users' anonymity has led to a ground swell of negative business sentiments towards Yelp from some business owners. In fact, a small group of business owners have become so incensed with Yelp they leveled allegations that positive user reviews suddenly disappeared soon after they refused to embark on a Yelp advertising campaign. Perhaps more alarmingly, some vocal business owners claim that strong negative reviews appeared on Yelp and with no way of verifying them.

This explains why Yelp only has 73,600 paying business customers, despite its 132 million unique monthly users and its 57 million cumulative reviews posted to its sites since inception. Moreover, the [Federal Trade Commission](#) (FTC) is actively investigating the 2,045 complaints leveled against Yelp from businesses during the time period of 2008 and 2014.

I'm at a loss for words as to how any investor can feel comfortable owning this stock at this valuation when FTC is investigating its aggressive business tactics. Negative findings could permanently impair Yelp reputation and credibility with would be paying local business owners.



## Global Expats, LLC

One of the most important developments of the Internet in the coming years, will be how online communities will interact with offline communities, as well as how they will interact with interest groups, advocacy groups, and local consumer markets. Another significant development in coming years will be the role social responsibility, and activism in an organization's Internet presence plays.

Global Expats and its various divisions will utilize these developments and lead the way in demonstrating how an organization can maintain a socially-progressive Internet presence and contribute to community development, while remaining profitable.

Global Expats, LLC will tap into the highly-educated, global, labor-market of 13 million expat women, and demonstrate how a profit-making entity can assist in the creation of women led businesses, further the rights of women and children, while promoting global peace and socio-economic development. My blogs on the [HuffPost Womenalia.com](http://HuffPost.com) and [Reuters Foundation](http://Reuters.com), as well as my on-going work in defending the rights of victims of domestic violence (see [Family Courts in Crisis](#) newsletter and my [Linkedin profile](#)).

**These various revenue-generating and low-cost activities will contribute to our brand-imaging and brand recognition, substantially reducing the marketing costs involved in turning Global Expats into 'house-hold brand-name' in markets around the world.**

Global Expats, LLC structure is modeled after existing expat associations (ie. FAWCO – [www.fawco.org](http://www.fawco.org)), but turns the model into a revenue-generating organization. Expat, 'trailing spouse' women are in the unique position of collectively understanding the ins-and-out and realities faced by the globally mobile family. Their unique knowledge and understanding of the needs of higher-income family markets provides a competitive edge in producing a top quality product, and thereby assuring sustainable revenue growth and long-term profitability.

The project will provide a comprehensive, long-term solution for global employers in their efforts to assist the families of their expatriated employees, as well as a long-term, comprehensive solution to the dual-career challenge of expat employees (through employment opportunities with [www.global-xpats.com](http://www.global-xpats.com) and Global Expats, LLC, as well as through programs and activities of its Career & Entrepreneur Division.)



## Global Expats Modeled After *Expat Wives Clubs* (Non-profit model developed in 1930)


**Global Expats will not replace present expat organizations, but will work with them towards our common interests.** We will serve as a liaison; provide support; promote the interests of their memberships; and work with them to achieve our common goals.



*“FAWCO (Federation of American Women's Clubs Overseas, Inc.) was founded in 1931 by Caroline Curtis Brown, then President of the American Women's Club in London, who believed that enlightened women, working cooperatively throughout the world, could do much to help achieve international peace. Its objectives, defined at a meeting of seven clubs in London, were to "work towards international goodwill and the preservation of world peace, to help one another solve problems common to them all and to aid women whose citizenship rights were being ignored or restricted.” FAWCO is a non-partisan and not-for-profit U.S. corporation, with over 75 Member Clubs representing more than 15,000 individuals throughout the world . It is the largest network of independent American and international volunteer organizations representing private-sector American citizens overseas.”* [www.fawco.org](http://www.fawco.org)



*“The FIAFE (Fédération Internationale des Accueils Français et francophones à l'Étranger) was created in 1984 in order to facilitate the adaptation of expatriated franco-phone families around the world. It is comprised of 194 chapters in 5 continents.”* [www.fiafe.org](http://www.fiafe.org)

**The Canadian Exp**  *“The Canadian Expat Association is a Non-Profit, Non-Government community linking all Canadians living abroad under one bilingual platform. At nearly 9% of the total population of Canada, the estimated 2.8 million Canadians living abroad can connect regardless of where they are living in the world. Opening its doors in the summer of 2007, the assoc. now offers the opportunity for members to search in both French & English for global events, search for Canadian member companies operating around the world, read articles and obtain information that will help improve their lives while abroad. As an advocate for Canadian Expats, the assoc. plays a key role representing Canadians that until now have had no collective voice.”* [www.thecanadianexpat.com](http://www.thecanadianexpat.com)



*“The Associates of the American Foreign Service Worldwide (AAFSW) is a non-profit organization that has been representing Foreign Service spouses, employees and retirees since 1960.”* [www.aafsw.org](http://www.aafsw.org)



*“The Schlumberger Spouses Association (SSA) is a global, voluntary, social organization for all local and international spouses and partners of Schlumberger employees. We aim to create and maintain a welcoming and supportive environment for all members and their families. The SSA fosters fellowship through ongoing social events and community involvement. It has 146 chapters worldwide.”* [www.ssafara.net](http://www.ssafara.net)



*“With over 60 offices in over 35 countries around the world, Outpost is uniquely placed to provide assistance to Shell expatriates and their families on the move. The network can provide inside information and professional services on most aspects of life abroad, and in particular, on anything related to living in specific locations where Shell is present. It was established to support Shell expatriates and their families on the move by providing a more accessible way of obtaining non-contractual advice, information and services regarding postings.”* [www.outpostexpat.nl](http://www.outpostexpat.nl)



## Global Expats, LLC - Products and Services Multi-media Division

**Global Expats Survival Guides** – They will be similar in concept to present tourist travel guides, (Frommer’s, etc.) but for the globally mobile family rather than those on vacation.

The books will provide general information about the myriad of challenges faced during the entire expatriation process, as well as city-by-city information on housing, schools/education, utilities, home decorating, food, shopping, transportation, places of worship, sports, leisure activities, financial services, investment advice, and family issues. Updating and maintenance of information in the guide books will be facilitated by [www.global-xpats.com](http://www.global-xpats.com).

The basic outline and structure of the guidebooks has already been completed based on my own challenges in living abroad. However, my experience, even if extensive, is not all encompassing. Trailing spouses from a wide variety of professions will be contracted to participate in the creation of the final product.

**Expatriate Reality Show** – Presenting the daily lives and challenges expatriates face during their travels abroad, as well as the various aspects of the different cultures in which they find themselves.

**Expatriates Cookbooks** – One “surefire” money-maker is cookbooks. Expats are faced with unique challenges when cooking abroad, and these would provide recipes as well as cooking instructions. My article *An Expat Thanksgiving Dinner* explains the basic concept of these cookbooks. The distribution of these books would be the same as the guidebooks. The viability and profitability of producing an on-line video cookbook would be examined as well.

### Social Networking Events

Social networking events will include the following:

**Cultural Visits and Art Expositions** – A really good guide or artist who is passionate about his/her work or subject can make all the difference with cultural visits.

**Coffee Mornings, Cooking Clubs and Toddler Play Groups** – Even if these groups do give an antiquated reputation to trailing spouse associations as “nothing more than social clubs,” they are very popular and successful. They provide an important source of social interaction and support amongst spouses, and integration of new arrivals.

**Annual Receptions, Happy Hours, and Dinners** – These events provide husbands, wives, partners, and single expats the opportunity to meet and interact.

**Children’s Manual Arts Classes and Festivals** – These give expat children and parents the opportunity to meet and interact.

**Global Expats Bazaars** - In developing countries imported “expat” products have traditionally been exorbitantly expensive due to protectionist trade policies. In response expat associations have organized annual holiday bazaars. Embassies, who enjoy tax-free import status, import goods, food & textiles from their countries, which are then sold at lower than local prices in bazaars.



Over the years as protectionist trade policies have declined, so have the local prices of imported, luxury goods in many of these countries, eliminating the financial attraction of the bazaars. As a consequence attendance has declined substantially, leaving a myriad of bazaars each year with few participants.

The brain-child of this idea said, "Let's bring all of these bazaars under one roof and do a *Christmas Around the World Bazaar* with everyone splitting the profits." The idea finds solutions for the challenges of present Expat Holiday Bazaars, and creates a wonderful cross-cultural exchange opportunity for expat communities.

## Social Services Division

**Domestic Abuse Prevention/VAW Division** – Awareness of domestic violence and its prevalence at all socio-economic levels is growing worldwide. The unemployed, *trailing spouses* of expatriated employees are particularly vulnerable to its' consequences.

They are isolated from support networks, financially dependent upon spouses, & under foreign jurisdiction, customs, & laws, at time in a foreign language.

The unemployed, expat woman is in a situation little different than undocumented, immigrants; open to discrimination, expulsion/deportation from the host country, and violations of her human, civil and constitutional rights with no legal recourses.

While my research into programs and services offered is on-going, this division will not only be involved in protecting expatriated victims of domestic abuse, but will further my present work in community violence prevention & discrimination against women in the courts.

Country-by-country services will be marketed to local HR departments from the public and private sector, as well as offered to members of expat communities in general.

**Trailing Spouse Social Services Division** – Health, social & financial benefits packages would be created with under-writing insurance companies. They would then be marketed to expat employers & offered to Global Expats employees. These would include legal ins., which would provide for legal fees in case of divorce.

**Intercultural Training Programs** – Intercultural training is an enormous, multi-million dollar industry, but mainly concentrates on serving expatriated employees and managers. This division would develop and market seminars designed for expat spouses and children.

## International Equitable Pay Artisan Division

Trailing spouses in developing countries would assist local artisan women in procuring quality raw material, means of production, and design development. These products would then be exported to distribution divisions of Global Expats in OECD countries.

*(Original market research conducted in 1999 found the idea needed a large, global managerial labor force which could assure quality control & product design. Also, found was that the multi-layered distribution systems, made price of product for end-consumer non-competitive in market-place. The development of e-commerce on Internet has significantly lowered distribution costs, making the idea viable and profitable at present.)*



## Jewelry and Accessories Line

These products would be distributed under the same systems as the aforementioned.

**Eco-Friendly, Luxury Jewelry Line** – More and more publicity is given to the damage that mining of precious and semi-precious stones is doing to our eco-systems, as well as the exploitation of local workers and the political ramifications.

Laboratory gems, rather than those mined from the earth would be used. These gems (not to be confused with imitations) are often considered of inferior quality, but this is not always the case. Laboratories such as Chatham and Gilson produce very good quality gems, and the French company Burma is the only business that has successfully developed this type of retail product.

*(Original market research and examination of the idea, conducted in 1996, found little “eco awareness” amongst consumers, a need for enormous start-up capital to produce a large stock inventory, develop a large advertising campaign & contend with the multi-layered product distribution system. Entry barriers were considered too significant at the time to develop the idea. Renewed market research in 2005 showed consumer “eco-awareness” has sky-rocketed globally in the previous decade, and development of ecommerce on Internet had significantly lowered distribution costs, making idea viable and profitable at present.)*

**Eco-Friendly, Accessory Lines** - Designs of purses, belts, scarves, and shoes is restricted to the imagination of the designers

**Eco-Friendly, Natural Jewelry** - Markets for designer jewelry using beads, seeds, tagua, bone, shells, etc. is growing globally, but lack effective distribution systems. These are businesses that creative women from all socio-economic levels can produce from their homes, with little investment and a minimum of training.

## Career & Entrepreneurial Development Division

One of the most difficult challenges of the expat in his or her job search is the lack of professional contacts within the host country, as well as lack of knowledge of local business and social customs. Seminars, conferences and social events would be developed to fill these needs as well as provide practical assist for the entrepreneurial and job-search efforts of the expat.

**Seminars and Training Programs** - Possible seminars, training programs, certification and higher education courses are wide and diverse. Courses that work well in my experience are computer-related, cultural/art, local history/politics, and cooking, but the opportunity for distance learning and on-line courses is growing.

**Career Networking Events** – A variety of events and activities designed to connect expat professional communities with corresponding local communities.

**Entrepreneurial Programs and Activities** – Seminars, conferences and training programs on entrepreneurial development, working with foreign and local commerce departments.



## Founder of Global Expats

**Quenby Wilcox** was born in New Orleans, grew up in Tucson, Arizona and moved abroad for the first time to England in 1976. She attended Cobham Hall in Kent, returning to the USA in 1978 to attend Foxcroft School in Middleburg, VA. In 1981, she moved to Washington, DC where she attended George Washington University and worked on Capitol Hill. She graduated with a BBA in International Marketing.

After university she worked for several years in the financial markets, and in 1988 packed her bags and was off to Paris to learn French. In 1989 she returned to the USA with the intention of entering law school, but soon returned to Paris to live with her future husband.

Six months later they were off to Madrid, where they were married. In 1991, they were expatriated by her husband's multinational employer to Brussels, where their two children were born. They were then transferred to Paris in 1995.

In 1997, they were transferred to Bogotá, Colombia. While in Bogotá she was active in the Anglo-phone, Franco-phone and Hispanio-phone expat communities, serving on the board of a variety of expat associations, with a tenure as president of Bogotá Accueil (Fédération Internationale des Accueils Français et francophones a l'Etranger-FIAFE). In addition to her involvement in her children's school, she worked with various local non-profit children's organizations.

At the end of 2003, her family was transferred back to Madrid, where once again she struggled with the perpetual problem of *trailing spouses*; maintenance of a career. Due to very limited career prospects for a 40+ year old woman in Spain, along with the many entrepreneurial opportunities on the Internet, she decided to start a website for expat families. The idea eventually developed into Global Expats.

In 2007, [www.global-expats.com](http://www.global-expats.com) was launched on the Internet, and the project received enormous interest from the global mobility industry and expats around the world. However, her husband had never wanted her working outside of the home, and when she refused to renounce her work on Global Expats, a very high-conflict, international divorce ensued.

As she continues her legal battles which are now headed towards the international courts on human rights, she has become involved in promoting the rights of women and children within courts around the world. In 2012 she submitted her research and findings on the legal and political issues involved to the *United Nations Entity for Gender Equality and the Empowerment of Women – Commission on the Status of Women*.



[LinkedIn Profile](#)

**Blogs:** [HuffPost](#), [Womentalia](#), [Reuters Foundation](#)