

POWERED BY: **Untours**
FOUNDATION

Reset Fund | Tourism

Financing **community-enhancing** and **environmentally** sustainable tourism and hospitality companies for the new era of travel

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The Statistics

The Impacts of COVID 19

\$2 Trillion
LOST

COVID 19 reduced revenue in the global tourism sector by over \$2 trillion

80% Small
Business

Small businesses represent 80% of the tourism businesses worldwide. The drop in tourism has resulted in the closure of thousands of these businesses, with thousands more on the precipice.

120M Jobs
Lost

Up to 120 million jobs have been lost, with women, people of color, and young people in low wage positions the most acutely affected.

8% Carbon
Emissions

Before the pandemic, unmanaged tourism growth, air travel, and poor businesses practices meant that the tourism industry was a major contributor to negative climate trends and environmental degradation. In 2019, tourism was responsible for 8% of the world's carbon emissions.

The Opportunity

Small businesses representing the future of tourism are in position to rebound, but they need the capital to do so.

Build racial and gender equity by investing in businesses owned by women and people of color.

Empower the changemakers by investing in businesses that provide good jobs and build stronger communities.

Promote climate resiliency by investing in businesses that imbed environmental sustainability into their business models.

INVESTING TO BUILD A NEW ECONOMY

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Goals

➤ 2021

Raise \$1,000,000 and begin deploying the capital in order to get out in front of the relaunch of the tourism industry – maximizing our impact, solidifying returns, and catalyzing businesses that represent the future of tourism.

➤ Long Term

A \$10,000,000 fund that is financially sustainable (returns cover losses and basic operating expenses), while otherwise prioritizing impact through every investment.



We invite you to make a philanthropic investment to help launch this revolutionary fund.

*Philanthropic investments into the fund are tax deductible and can take the form of cash, stocks, donor-advised fund contributions, or be made into our Charitable Remainder Trust.

Future *of* Tourism Fund

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Investment Specifics

► The Details:

- Investments range from \$5,000-\$100,000
- 20-25 tourism-based businesses supported
- Deal Structures (in order of priority)
 - Revenue-based Repayment Plans – 1.5-2x initial investment, paid as a % of revenue over 2-5 years
 - Traditional Debt – 4-8% interest
 - Equity – Angel or Series A
- In-depth technical assistance provided to investee companies by Untours Foundation and Future of Tourism Coalition partners





Geographic Focus

Initially launching in one US-based location and one global region. New cities, countries, and regions will be added in 2022.

Future of Tourism Fund – Philadelphia: Initial investments include: Roar For Good/Always On, The Green Program, Philly Experiences (see details on next page)

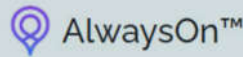
Future of Tourism Fund – Caribbean: Initial investments include:

Outcome Goals – Phase 1

 <p>Creation or stabilization of 500+ jobs in the tourism sector.</p>	 <p>Over \$5 million in additional capital catalyzed in portfolio companies.</p>	 <p>Certified Corporation</p> <p>All portfolio companies have signed the Future of Tourism Pledge and 50% are Certified B Corporations or actively using the B Impact Assessment to measure and improve their social and environmental performance. (assisted by the B Tourism Coalition).</p>
 <p>Revenue for portfolio companies returns to 2019 (pre-Covid) numbers within 1 year of investment.</p>	 <p>Proving the model—building a financially sustainable fund that meets our impact goals.</p>	



➤ **Yasmine Mustafa**
Founder and CEO



AlwaysOn by Roar For Good is a tech enabled hotel safety platform to assure that staff are safe with one touch of a button

Impact Areas:

- Female and BIPOC Leadership
- Product protects hotel housekeepers, which are disproportionately women of color. 58% of housekeepers experience sexual harassment on the job.

Deal Structure: Equity – Series A



➤ **Melissa Lee**
Founder and CEO



The Green Program educates and empowers the world's future sustainability leaders through short-term, global learning experiences

Impact Areas:

- Female and BIPOC Leadership
- Creating leaders in sustainability
- Sources from locally and women/minority-owned vendors
- Carbon Offsets

Deal Structure: Revenue-Based Financing



➤ **Chrissy Watts**
Founder and CEO



Philly Experiences immerses visitors and locals alike in authentic experiences that celebrate the Black & LGBTQ community and the richness of both cultures.

Impact Areas:

- Female and Black Owned
- Tours highlight underserved communities and drive tourist dollars to those communities
- Combat over-tourism by hosting tours outside of traditional tourist areas

Deal Structure: Revenue-Based Financing