



GLOBAL COUPON[®]
SELL MORE. SAVE MORE. EVERYDAY

Media Materials

What is Global Coupon?

Global Coupon is aiming high. We want to integrate the world's markets, allowing small producers to compete on the same playing field as major multinationals. Around the corner or around the world, consumers should be able to access unbeatable brand offers on products and services around the clock. Of course, what's great for consumers is great for businesses too. With Global Coupon, we can help companies conduct brand marketing, expanding their reach and benefiting from a scalable model to approach the markets of their choice – all while maintaining or growing their profit margins.

What does it mean for...

Consumers

Trust Global Coupon to attract the world's trusted brands. We focus on getting you great deals on the products and services you use everyday – not on those you don't want, don't need or have never heard of before.

We form long-lasting business relationships with our business brands, creating a community that is both pro-consumer and pro-business. Whether what you are looking for is local, national or international – searching and purchasing couldn't be easier.

Businesses

We know that every business is different. That's why our business membership packages are centered on flexibility, allowing businesses to grow into new and emerging markets around the world. With our local or global landing pages, featured category ads, brand advertising, 'Bid My Deal' promotions and outbound email campaigns, business can grow how and where they want. Our business platform is powerful, impactful and effective. Proud to be different, we offer a profitable marketplace, a dynamic platform and unrivalled brand marketing. This allows our businesses to access higher earnings, better margins, and improved brand equity as standard.

Affiliates

Recognizing who your friends are is the key to success. At Global Coupon, we show our appreciation to the many affiliates who help us market our services and enlist consumers and businesses to be a part of the new environment we're creating.

We are especially proud to have designed our model to enable registered charities worldwide to benefit from becoming an affiliate. This allows charities to easily convert business volume into public good, strengthening communities and empowering individuals as we create and maintain vibrant economies worldwide.

Company Background

Global Coupon was born in answer to a global problem. As a global recession slumped on into 2009, Founder Jason Hari turned a critical eye to the new standards by which businesses were operating, and the problems were glaring. The new models, desperate to make up for lost business, put either the consumer or the business at a disproportionate advantage. On one side, businesses were trying to carve out maximum profit at the expense of their lifeline, the consumers. On the other, they were extending unsustainable discounts and deals in an effort to attract and appease. Seeing that neither method was a viable long term model for building business, or even a particularly effective short-term one for pulling out of a stagnant economy, Jason began to plan.

Across the globe, the building blocks of big economies were shaken. Even comparably strong nations were thrown into panic mode as they tried to shore up their struggling or even collapsing economic partners. Corporate wrongdoing and big business bailouts continued to make headlines, and this echoed down the chain. Small and mid-sized businesses felt the squeeze as cash flow and job growth shrank. The solution, something that would reverse the trend and spark recovery and growth, wasn't quick to materialize.

Out of this, the idea for Global Coupon grew. It would be a tool that would support vibrant economies, offering mutual benefits across the board. A solution to such large-scale challenges would be at once both simple and radically different from the current standards of operation. Offering discounts to consumers on the things they already want or need to buy is a simple solution that's been working in one way or another since the 1930s. But a framework that allows companies to do this directly, business to business and/or consumer, via a central and adaptable platform, could make the difference.

With the basic structure mapped out, Jason assembled his development team to start creating something spectacularly disruptive with Global Coupon – a new way for the world to do business. For businesses to target their brand marketing efforts, reaching the people who need and want them. For consumers to cut their expenses without being flooded by deals on things they don't want or need. And for all participants to redefine the way business is done in a global context.



Jason Hari, Founder & President

Global Coupon was a seed planted following founder Jason Hari's visit to the small village in India where his family emigrated from, to Canada, more than a generation ago. The business now, as it launches and grows, combines the awareness that planted that seed with Jason's own business and cultural experience in North America.

Jason hails from Alberta cattle country, and his work ethic and values are strongly informed by his upbringing there. Then, with a background as a senior executive in traditional business environments, he became familiar with the ways in which both business and customers can run into unsustainable strategies in the name of growth or savings. His own areas of expertise include resources, real estate investment and business development, and his continued involvement with his other ventures, including CanAsia trade (an organisation dedicated to bringing Canadian product to market internationally), positions him with unique perspective on how business interests can effectively exist with real, mutual benefit to consumers.

Jason's involvement in charity initiatives, particularly in regards to his work with children's hospitals and scholarship grants, shows that same commitment to honouring the past and creating a better future. His personal experience in his youth, with a family member in care at a children's hospital, has made him determined to ensure that children receiving care at these facilities are given access to the best possible treatment. With respect to a slightly more distant family experience, Jason has created scholarships in his grandfather's name, to honour the man who persevered and carved out a place for his family in an inhospitable environment for immigrants.

Coming full circle back to that village visit, Jason sees the opportunity not only for large brands to market smarter, but for affiliates in remote or developing areas to create opportunities for themselves simply by making introductions. Jason wants to change the way the world does business. With Global Coupon, he seeks to do just that.