

# Nomad Welcome Desk

A University-Industry Partnership for Digital Nomad Services



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◆ • Role: **Head of R&D, Notebook Agency** ◆ •

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# The Global Digital Nomad Opportunity

**40 Million Digital Nomads Control \$787 Billion in Annual Spending**



**\$124,000**

Average Annual  
Income



**91%**

Hold Higher  
Education Degrees



Chiang Mai:

**6,000+**

Remote Workers



Thailand Rankings:

**11th** Economics

**10th**

Tech & Innovation

# Why Chiang Mai Leads the World

## Chiang Mai Already Dominates as the Digital Nomad Capital of Asia



**Unmatched Affordability**  
Avg. expenses  
**\$1,125/month**



**World-Class Infrastructure**  
Internet speeds  
avg. **100 Mbps**



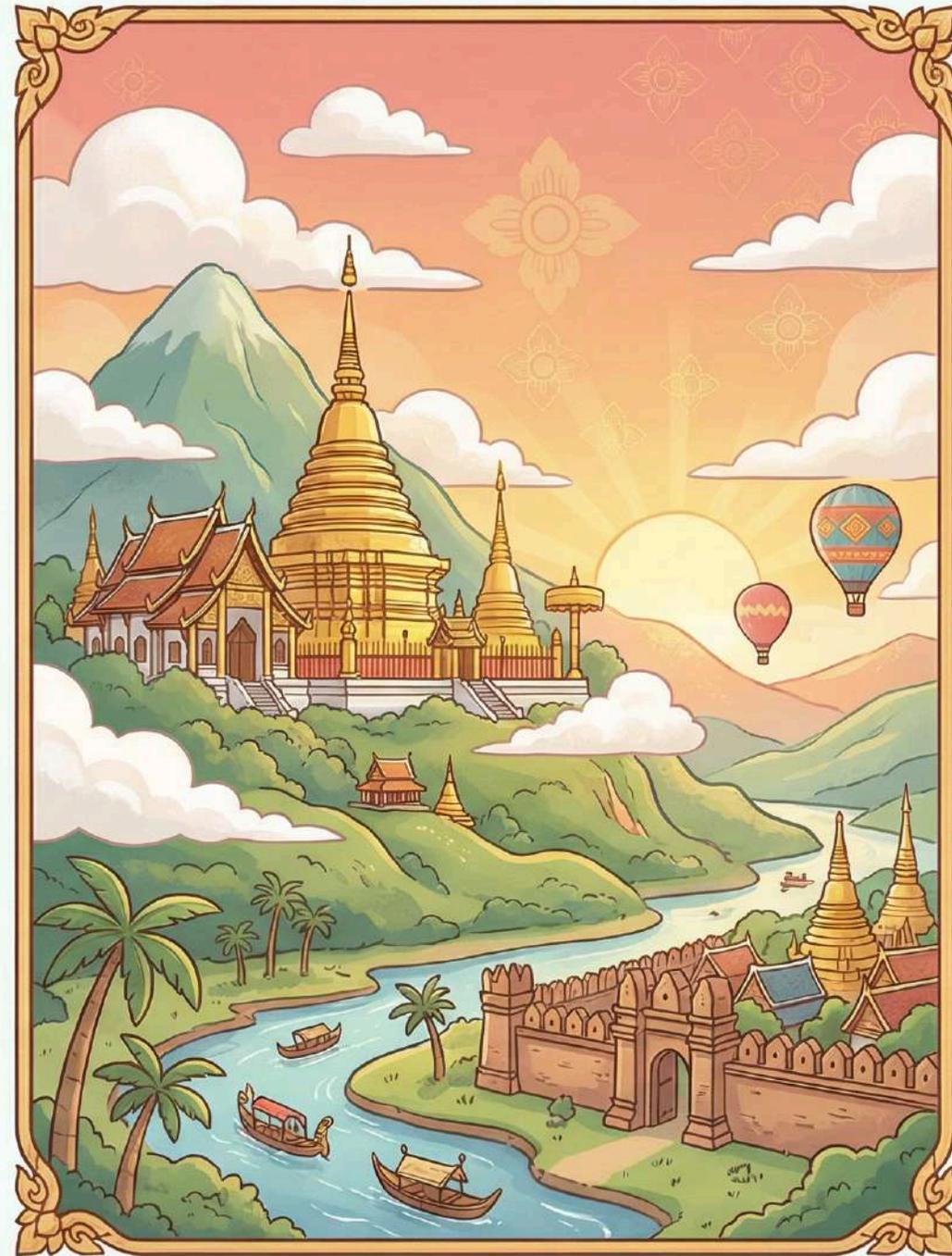
**Visa Stability**  
**DTV Visa**  
(5-Year Validity)



**Thriving Community**  
**1% of Global Nomads**



**Unique Lifestyle**  
Culture, nature, wellness



# The Critical Gap in Current Services

Arriving Nomads Face Significant Friction



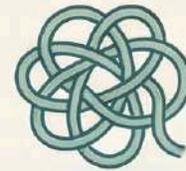
## **No Centralized Resource:**

Lack of a trusted hub for housing & health.



## **Fragmented Information:**

Scattered across social media & old blogs.



## **The Consequence:**

Confusion, stress, and missed opportunities.



**The Solution:** A bridge between tourist info and local life.

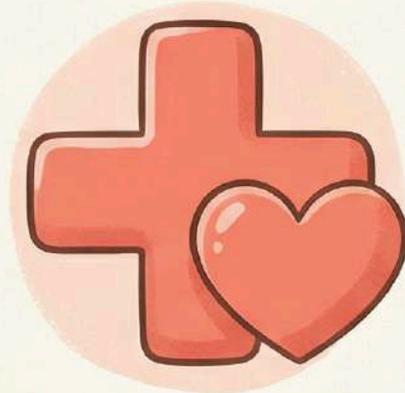
# Four Pillars of Comprehensive Support

Integrated Services Across Four Strategic Dimensions



## Arrival & Settlement

-  Housing
-  Workspace
-  Essentials  
(Bank, SIM)



## Healthcare & Safety

- Doctor referrals
- Insurance
- 24/7 Support



## Cultural Bridge

- Language
- Workshops
- Local Experiences



## Community Integration

- Meetups
- Connections
- Volunteering

# The Digital Platform as Central Infrastructure

## Comprehensive Website & Seamless Service Booking



### Resource Hub

- Ultimate Guides
- Comparison Tools
- Cost Calculator



### Verified Partner Directory

- Veted Housing
- Coworking
- Healthcare



### Service Booking

- Consultations
- Packages
- Client Portal

# University Partnership Creates Sustainable Talent Pipeline

## Thailand's Cooperative Education System (CWIE) Framework



### Key Features

**Structure:** 16-week structured work placements



**Academic Value:** Students earn 6-7 credits



**Legal Advantage:** Covered under Educational Provisions (Not Labor Law)

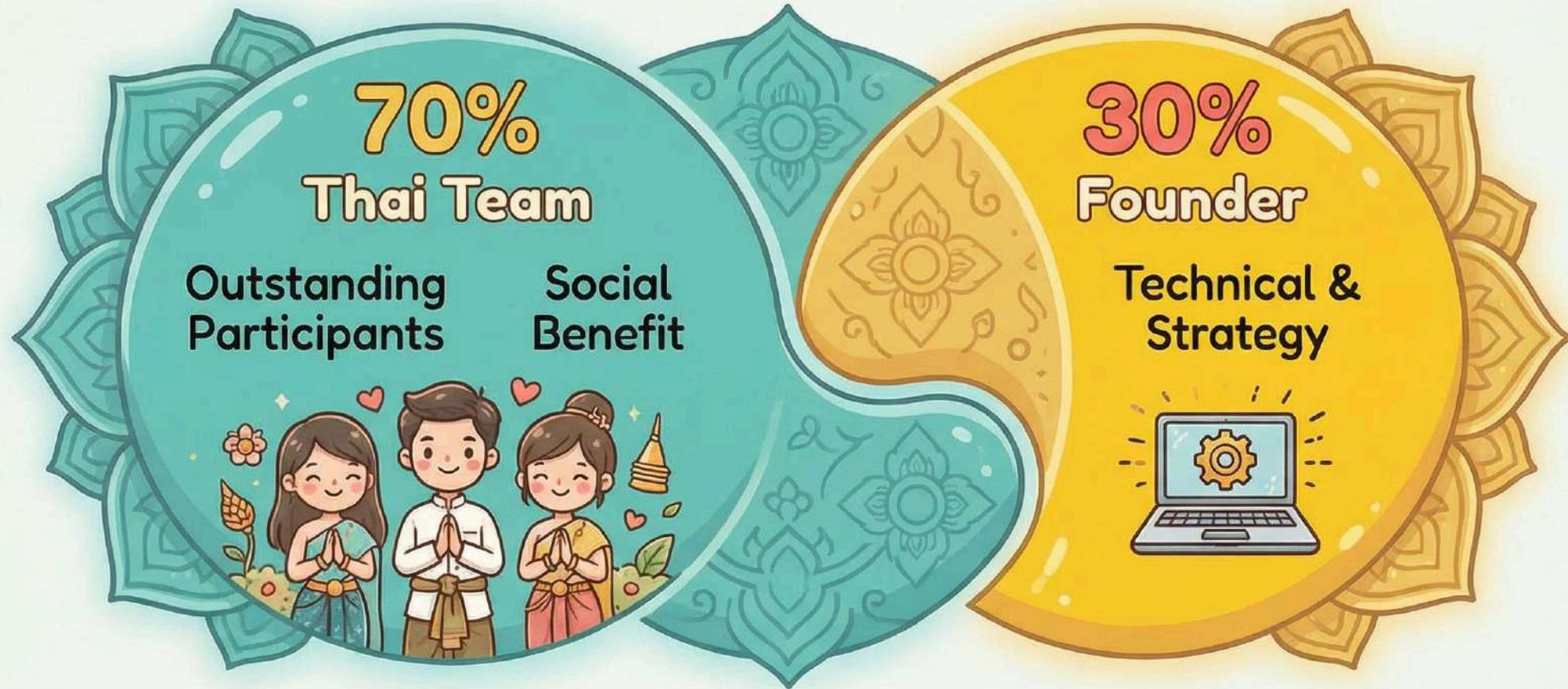


**Dual Supervision:** Workplace Mentors & Faculty Advisors



# Ownership Model Rewards Excellence

**Aligned with Social Enterprise Legal Requirements**



**Complies with Social Enterprise Promotion Act (2019)**

# Regulatory Compliance & Legal Structure

## Social Enterprise Model Ensures Sustainability & FBA Compliance



**Social Enterprise Status:**  
Registered under SE Promotion Act (2019).



**FBA Compliance:**  
51% Thai Ownership requirement met.



**Financial Sustainability:**  
Tax exemptions & support.



**Founder Role:**  
Minority Shareholding / Consultancy.

# Thailand's Visa Landscape for Digital Nomads

## Expert Navigation of Complex Options

### Destination Thailand Visa (DTV)



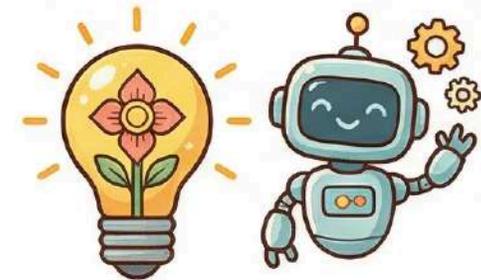
- Remote Workers
- 5 YRS 5-Year Validity
- 6-Month Stays

### Long-Term Resident (LTR)



- High-Income Pros
- 10-Year Residency

### Smart Visa



- Tech & Innovation
- BOI-Promoted Industries

**Our Role:  
Expert Guidance & Friction Reduction**



# Multiple Revenue Streams Ensure Sustainability

Diversified Model: Packages, Consultations, & Commissions

## Primary Revenue (The main harvest)



- **Service Packages:** Tiered welcome support.
- **Consultations:** Hourly guidance.
- **Education:** Thai language & culture courses.



## Secondary Revenue (The extra growth)



- **Partner Commissions:** Housing & Coworking referrals.
- **Directory Listings:** Premium spots.
- **Advertising:** Targeted placements.

# Implementation Roadmap

Phased Approach Balances Speed with Sustainability

**Foundation**



**Months 1-3**  
Legal Structure,  
University MOUs

**Pilot Launch**



**Months 4-6**  
First Cohort,  
Soft Launch

**Full Launch & Growth**



**Months 7-12**  
Public Launch,  
Scale-up

# Strategic Alignment with Thai Development Goals

Advancing Youth Employment, Skills, and Sustainable Tourism



## Youth Employment & Skills

Creating meaningful pathways in digital marketing & hospitality.



## Sustainable Tourism

Focusing on high-value, long-stay visitors.



## Knowledge Transfer

Exchange between global experts and local talent.



## National Vision

Supporting Social Enterprise Act & BCG Economy

# The Founder's Commitment to Chiang Mai

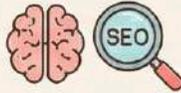
Massimiliano Geraci | PhD, MBA



**Current Role:** Head of R&D, Notebook Agency (Toronto)



**Background:** 10 Years Researcher (University of Bologna), Springer Nature



**Expertise:** AI, SEO, Digital Strategy, Knowledge Management



**Local Connection:** Active member of Chiang Mai nomad community; Speaker at Chiang Mai SEO Conference



**“An act of restitution”** — creating sustainable opportunities for Thai professionals to give back to the city.



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