



X-Culture ([X-Culture.org](http://X-Culture.org)) is a 501(c3) nonprofit with 13 years of providing international business learning through experience. We have graduated over 100,000 students across 6 continents, over 70 countries, and from over 500 universities and middle and high schools. Our primary mission is to provide real-life international business experience coupled with [essential HUMAN LIFE SKILLS](#) training, like working with individuals of diverse cultures across time zones, conflict, and problem-solving. Our vast network of hundreds of global volunteers is key to our success.

X-Culture's method is unique and centers around intense training and crowdsourcing ([TED Talk](#)). Each business challenge is attacked by hundreds of teams composed of seven age-matched teams, with one U.S. citizen and six English-speaking team members from around the globe. Their efforts result in hundreds of reports per client. Our business clients cross come from all industries. Past clients include Mercedes Benz, Loui Vuitton, and Home Depot, as well as hundreds of small and medium-sized businesses.

Typically, corporate clients seek help with market research, competition analysis, product design, expansion into new countries, and development of marketing, HR, and logistics strategies with the students spend the semester solving these challenges. At the 2022 NADEC Conference, X-Culture client Advanced Superabrasives Inc.'s president Jonathan Szucs is willing to share his X-Culture experience with anyone who has an interest. Contact him!

Our unique value proposition involves thousands of student consultants with the local market knowledge and the capability to interview local potential customers and partners for our clients. X-Culture represents a source of quality international consulting for small and medium-sized operations at a hard-to-equal minimal investment. For all business clients, the student researcher provides a pool of potential employment hires or contractors.

X-Culture is a constantly evolving organization. We launched a **contest for Ukraine youth** on February 24, 2023, the one-year anniversary of the war. The free world has supplied the country with weapons, clothing, food, medical, and other support. The emotional weight of war on each young person must be tremendous. Our contest is to allow them to express themselves using various media under the guidance of their teacher. The initial response from Ukraine has been substantial thus far. A compilation in book form may follow. [A sample of what we have received is below.](#)

Our [2023 X-Culture Symposium](#) in Lublin, Poland, will bring together over 100 top student participants, university professors and businesses from across the globe.

**X-Culture Pen Pal Program** will launch soon. The program will connect Ukraine youth with young people of the same gender and age in the U.S. Our focus is to bring some degree of normalcy to youth in Ukraine and have U.S. students walk a mile in their shoes. Wylie High School in Abilene, Texas, and Wylie West Junior High have already committed.

Interested? Contact **Tom Robinson** at [tom.robinson@x-culture.org](mailto:tom.robinson@x-culture.org) or call 1-336-324-7465,  
<https://www.linkedin.com/in/tom-robinson-94058abb/>

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