

PRÓSPERA 

 RELAY
HUMAN CLOUD

for **Remote Work.**
for **Growing Companies.**
for **Sustainable Development.**

CASE STUDY:
RELAY HUMAN CLOUD

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*This has been a hugely
successful component of
my business.*

Justin Segal, Co-Founder | Relay Human Cloud

EXECUTIVE SUMMARY

Relay Human Cloud provides remote staffing (or “staff hosting”) and related services to companies seeking to grow a dedicated remote workforce. Relay is headquartered in Houston, Texas, and offers remote staffing from locations in India and Mexico. Initially attracted to Próspera by the favorable legal code and streamlined labor laws, the company chose Honduras as its next location for expansion after a period of due diligence. Since launching in Próspera in January 2021, Relay Human Cloud has expanded its footprint 10x. They cite high satisfaction with the quality of local talent, straightforward labor laws, and the streamlined process for onboarding new employees in the jurisdiction. Roatán’s location is beneficial for the company due to its proximity to the United States, alignment with American time zones, and recreational activities that make it attractive for full-time employees as well as business travelers. Próspera allows Relay to realize the economic benefits of operating in a growing city while having a positive local impact.

10X
expanded footprint
since launch
in January 2021

The quoted data and opinions expressed in this case study were provided by the subject, in interviews conducted by Erdős Associates, an independent third-party firm. Unless otherwise indicated, all direct quotes are attributable to Relay Human Cloud Co-Founder Justin Segal. The study was funded and published by Honduras Próspera, Inc.

RELAY HUMAN CLOUD



Relay Human Cloud Co-Founder Justin Segal led the company's expansion in Próspera. Segal also serves as the President of Boxer Property, a commercial real estate firm focused on the acquisition, management, leasing, and administration of commercial properties. His companies have a large footprint, with offices around the globe. Their focus is helping businesses grow by utilizing dedicated remote staffing and operational support.

Justin Segal learned about Próspera as a new jurisdiction and began researching the legal code. He was initially impressed with the governance structure but skeptical of whether the actual development of the jurisdiction would materialize and match the project's intentions. Segal began a process of due diligence to determine whether Próspera could serve as a location for Relay Human Cloud to expand its remote staffing business.

ACCESS TO WORLD-CLASS TALENT

As part of the initial due diligence process, Segal visited Roatán with the intention of seeing the physical environment and meeting with local talent. Before visiting, he decided to hire one person to validate whether the process for hiring in Próspera was as seamless as advertised and whether the quality of the talent was sufficient to meet the needs of their U.S. clients.

As part of their services to businesses in the jurisdiction, Próspera offered to connect Segal with local talent. Accessing an existing talent database was beneficial, as it allowed Relay to avoid an initial search for new talent, which adds to startup timelines in new locations.

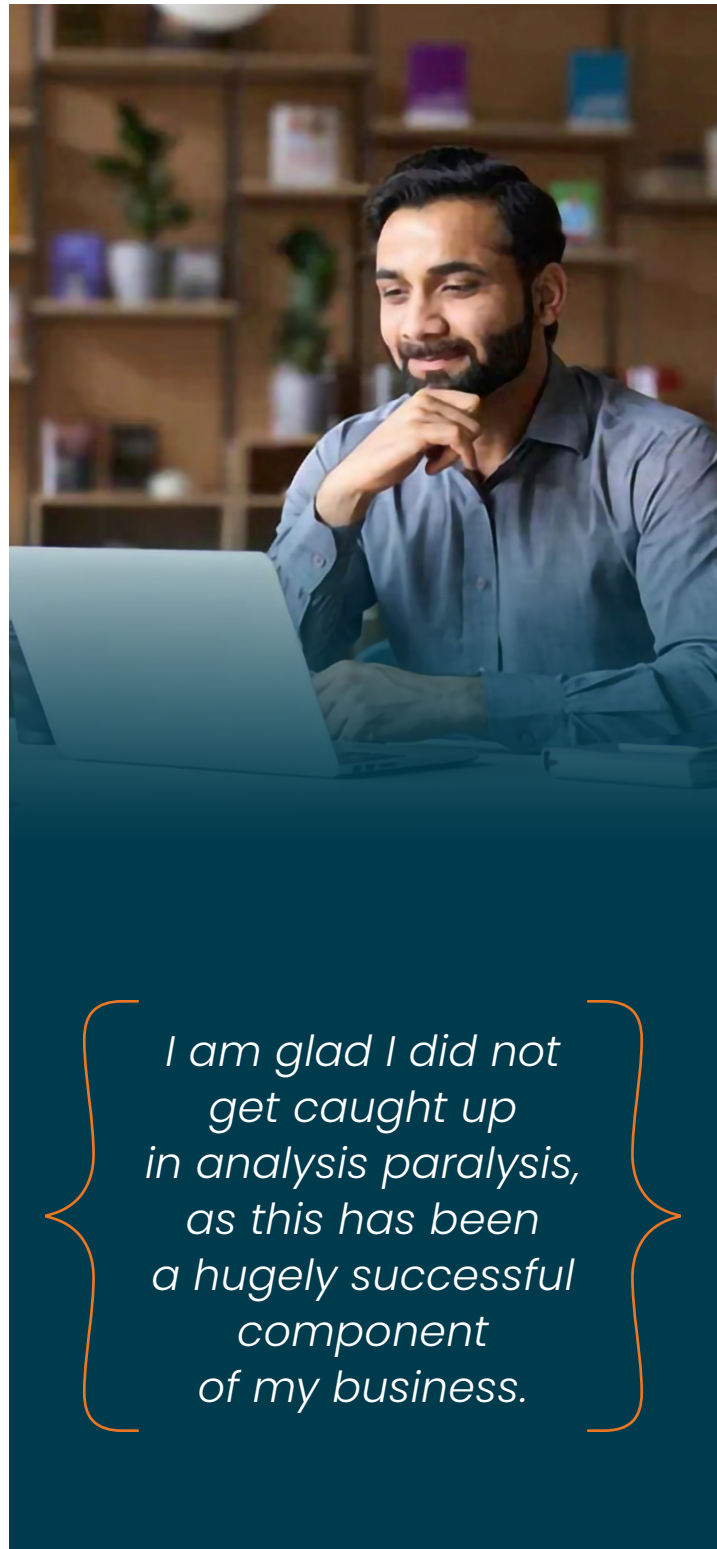
During his visit to Roatán, Segal conducted three interviews with job seekers for their first position. He was so impressed with the level of talent that he decided to hire all three. As an executive in the remote staffing business with global operations, Segal's impression of the quality of talent in Próspera resolved any lingering doubts about the potential of the project and encouraged Relay to accelerate their plans to expand in Próspera.

QUICK AND SIMPLE STARTUP

Upon making the decision to expand their business in Próspera, Relay realized multiple operational efficiencies, which they attribute to streamlined compliance processes in the jurisdiction. Segal described the process of setting up a company and getting started as starkly different from his experience in most other jurisdictions. **“Weeks, not months. Days, not weeks. Hours, not days,”** Segal said when comparing how quickly his company was able to get started in Próspera.

Most other jurisdictions require significant paperwork and legal procedures, which can sometimes convey an institutional hostility towards new businesses. Relay’s experience in Próspera was completely different. They were able to create a new location of their international staffing business and begin operations in just a few weeks. This enabled the company to realize significant cost savings, which they used to grow their targets for growth in Próspera. Segal’s description of getting started in Próspera stands in contrast to his experience in other parts of the world. As opposed to navigating complex laws and bureaucracies without a clear way forward, in Próspera the steps were simple and straightforward. The company also highlighted that when questions did arise, they received concierge-level support that enabled them to quickly resolve any potential issues.

To date, Justin Segal has hired and on-boarded 30 team members in Próspera for Relay Human Cloud and affiliated companies. Próspera has enabled the company to locate and onboard talented knowledge workers working for international companies in accounting, data management, and similar roles. Relay is able to offer companies access to high-quality talent affordably, allowing their clients to save up to 70% on labor costs for positions hired through Relay.



I am glad I did not get caught up in analysis paralysis, as this has been a hugely successful component of my business.

ROATÁN: AN IDEAL LOCATION FOR GROWTH

Choosing to grow their business in Próspera provided Relay with a number of advantages in addition to the legal benefits outlined above. As a beautiful Caribbean Island, Roatán serves as an attractive location for Relay Human Cloud. The island's status as a travel destination has not only bolstered their staffing recruitment, but it has also emerged as a desirable destination for business travel for company leadership. Relay Human Cloud's Próspera location provides the company a valuable destination for work trips, with access to the island's recreational activities and natural beauty. Daily direct flights to Roatán are available from multiple U.S. airports, including Miami and Houston, which makes it easily accessible for the American company.

Próspera's residency rules also make it easy for Relay to onboard new employees relocating to Roatán. As opposed to many jurisdictions which require reams of detailed paperwork to obtain work permits, Próspera's eResidency process made it simple for the company to help set up their employees who were relocating to the jurisdiction.

Their office in Roatán operates on US Mountain Standard Time, which has huge advantages for the remote staffing company. Popular remote staffing destinations like India and the Philippines

operate on different time zones, which creates challenges for U.S. customers. Próspera solves for these challenges. Additionally, Roatán's status as a former British colony, along with the local tradition of bilingual education, allows Relay to hire team members who are native English speakers, a substantial advantage over other international remote staffing options.

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This is not just a real estate play. They are investing in real estate and then continuously adding activities that drive up the value of that real estate.

Segal also sees value in the real estate within Próspera. While real estate is a historically significant investment and serves as a great hedge to inflation, a typical real estate venture is dependent upon finding undervalued properties or timing the market properly. Próspera provides companies like Relay an opportunity to invest in traditional real estate options, while also providing specific synergistic activities that create additional value for companies while raising the net value of the underlying real estate.

SUSTAINABLE DEVELOPMENT WITH A POSITIVE LOCAL IMPACT

Choosing to grow their business in Próspera enabled Relay Human Cloud to positively impact local communities. Segal describes the positive impacts of sustainable economic development in Próspera as different and more impactful than charitable endeavors. Every job created by Relay Human Cloud provides an opportunity for Hondurans, and it also helps diversify the local economy. Much of Roatán's workforce depends on tourism and fishing.

In addition to providing good-paying jobs for talented Hondurans, Relay is proud to contribute to diversifying the local economy by offering roles for bookkeeping, team management, project leads, and other valuable positions for companies located around the world. Segal recognizes the importance of diversification for long-term

economic development. **"Diversification of industry will create the lasting change that tourism and commercial fishing won't be able to sustain,"** he said.

In addition to the knowledge work jobs that Relay has created in Próspera, Segal launched We Boot, a nonprofit focused on providing technological education for disadvantaged communities in Roatán. The nonprofit provides an avenue for Segal to expand their impact through upskilling local labor. In addition to setting up locals for long-term success, the development happening in Próspera is already impacting the island's economy. The continuing growth of value-added businesses contributes to a circular economy that reduces local dependence on seasonal tourism, creating a more optimal balance of development in Roatán.

The kind of people attracted to Próspera are those who believe that creating economic freedom for people is a pathway toward social stability. Próspera is generating value and stimulating economic activity in a way that gets shared across multiple constituencies.

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