

*my***VILLAGE**

THE CRISIS

The Washington Post *Democracy Dies in Darkness*

‘The pay is absolute crap’: Child-care workers are quitting rapidly, a red flag for the economy

Child care employment is still down more than 126,000 positions as workers leave for higher-paying positions as bank tellers, administrative assistants and retail clerks. Parents are struggling to return to work as daycare and after-school programs dwindle.

A fragmented and decentralized crisis is hard to fix



Fragmented

5M

Individuals in the **ECE** workforce in the US.

Undervalued

\$12/hr

Average wage, which is the **2nd percentile of compensation** in the US.

Underserved

~70%

of **the workforce is unlisted** and doesn't engage with any support systems

WHY CAN'T THE MARKET ALONE FIX THIS?

Parents can't pay more.

Caregivers and educators can't make less.

THE GOVERNMENT DOES OFFER SOME SUPPORT

... BUT THE MONEY ISN'T GETTING TO THE WORKFORCE

Center-based
Employees



1M Total

80K Reached

Home-based
Providers



3.8M Total

160K Reached

\$36B

Annual (non COVID) US
Government spend

- \$33B childcare subsidies
- \$3B quality grants

OUR STRATEGY



A national **benefits delivery platform** that
cares for caregivers.

MyVillage is the fastest growing childcare workforce network

~30,000

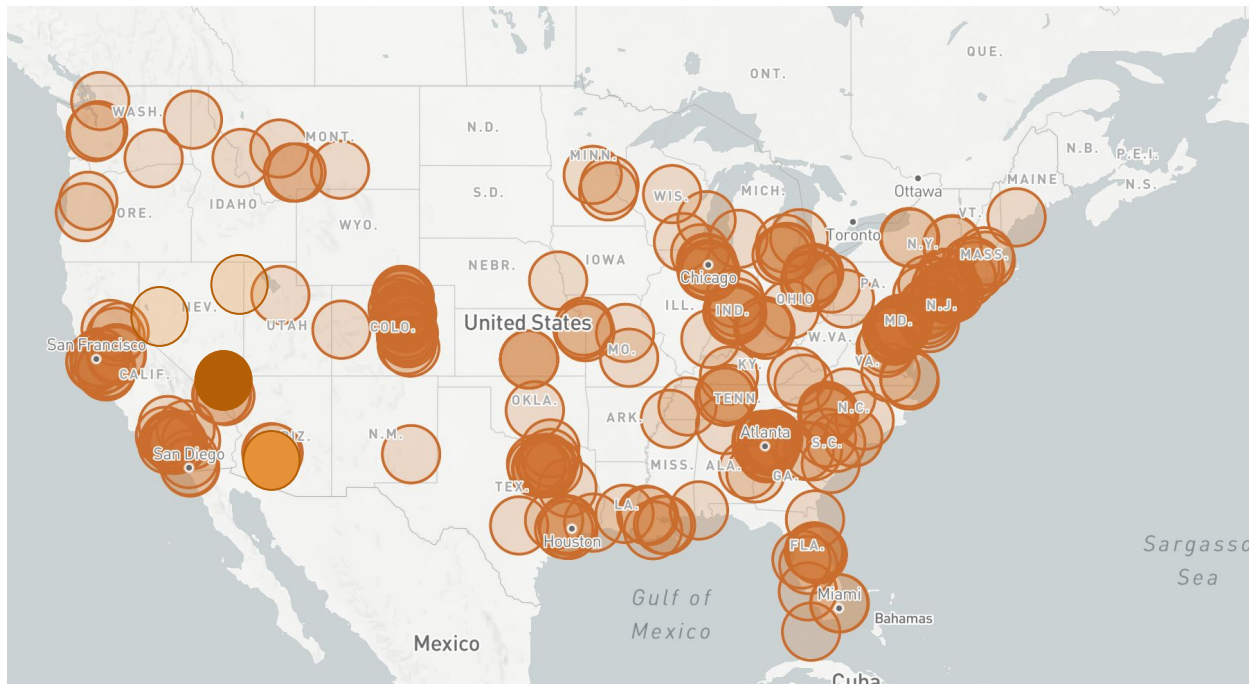
Child care provider
members
nationwide

1000+

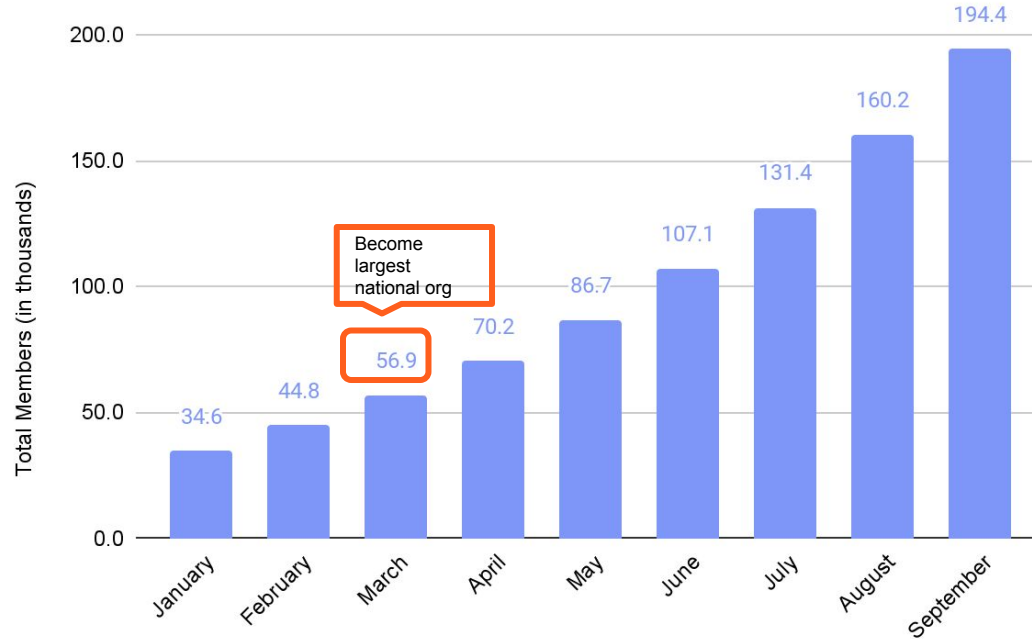
New members signed
up **weekly**

22%

Organic Growth
Rate in Jan 2021



Total Membership Growth



Focus on viral mechanics to consolidate the supply market

Opportunity

- First aggregated database of the formal and informal childcare workforce
- Platform to bring informal market into the formal support system

What does the childcare workforce look like?

The Career Educator

30% of
market



- Identifies as an early childhood educator
- Generally works in a center, home-based program or formal setting
- Has training/education in ECE
- *Needs* = increased earning potential, benefits, professional development, training, connection
- *Wants*: Valued by society, movement

The Informal Caregiver

70% of
market



- Identifies as a babysitter, nanny or someone who takes care of kids but not as a “career”
- Works in home or other people’s homes
- More of a “gig” mindset
- *Needs* = income, training, identification, benefits,
- *Wants*: How to turn this into a career

Simple mobile-first verification process

1. Setup in minutes

2. Radically simple UI

3. Collect essential caregiver data

4. Confirms the accuracy of provided data

5. Redeem unlocked rewards at any time

WELCOME TO **MyVILLAGE**

THE **REWARDS** PROGRAM FOR EARLY CHILDHOOD CAREGIVERS

WELCOME, *Cassandra*
You're doing great.

Complete these steps to **UNLOCK THE REWARDS** that you deserve

1 Create Account

2 Caregiver Profile

3 Caregiver Validation

Continue

CAREGIVER PROFILE
Let's get to know you better!

I WORK IN A ...

- ☐ Daycare/Childcare Center
- ☐ Home-Based Licensed Program
- ☐ Home-Based Unlicensed Program
- ☐ As A Nanny In Someone Else's Home
- ☐ As A Nanny In My Own Home
- ☐ A Public School Pre-K Teacher

< Previous Next >

VALIDATION
Government Validation

Please enter your License ID in the field below:

STATE ISSUED *
Select the state where license was issued

LICENSE ID *
E.g: 6254781

Finish

WELCOME, *Cassandra*
Check your rewards and earn new ones!

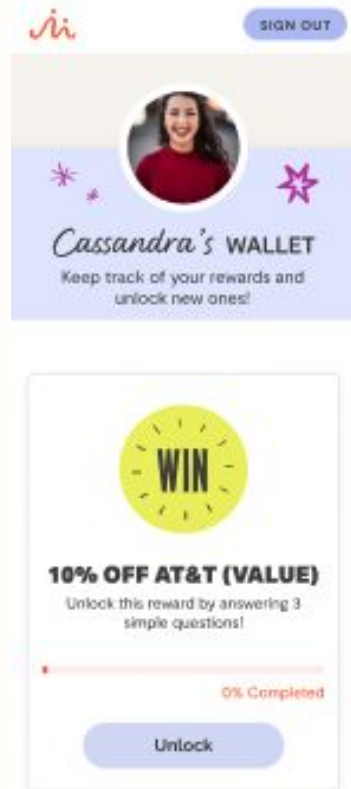
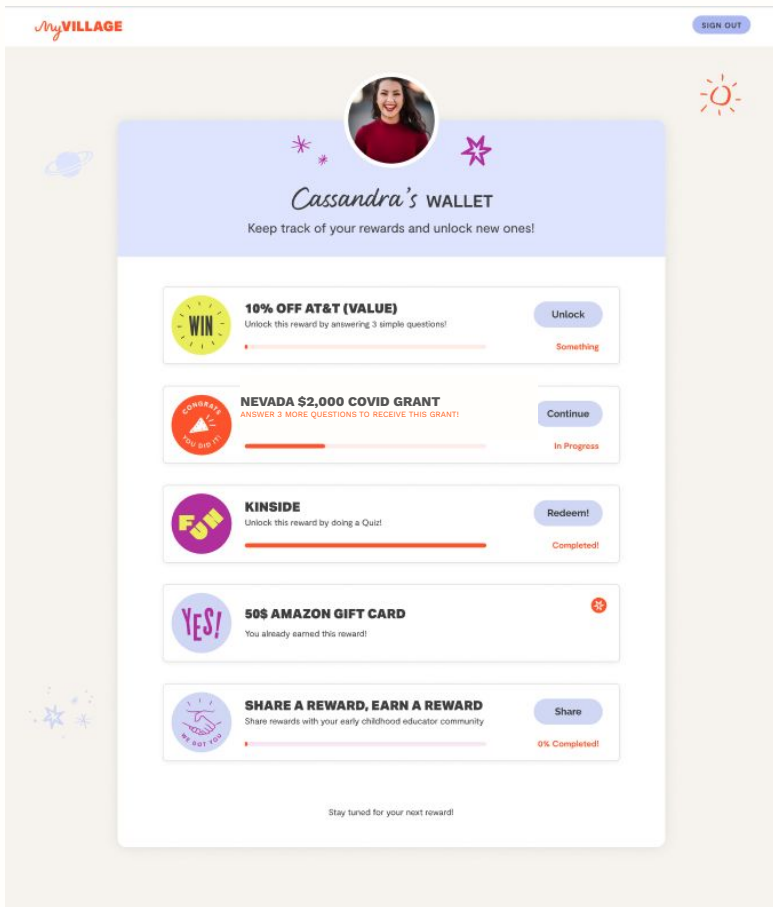
Cassandra's WALLET

YES!

\$25 AMAZON GIFT CARD

Unlock this reward by answering 3 simple questions!

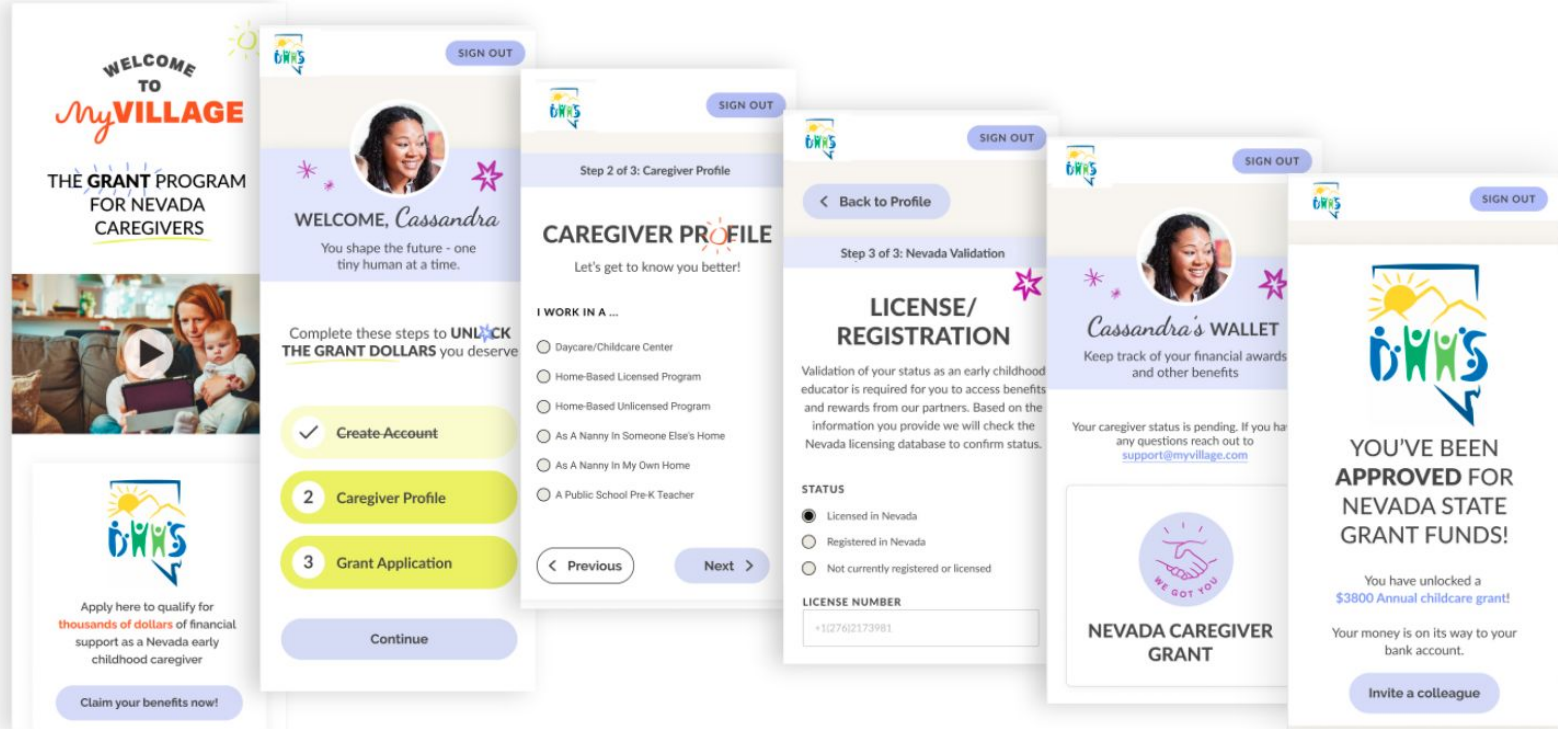
Benefits Wallet: Simple interface to access incentives



- Mobile-first personalized benefits wallet
- Access to grants, subsidies, discounts, products and services
- Spanish version will be available early 2022
- Human-centered design process used for DEIA outcomes
- Easily updatable



Mobile Grant Applications: Simple, Efficient, Equitable & Inclusive



Customer Focused Engagement

Attract and Engage Caregivers

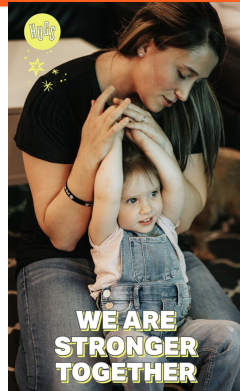
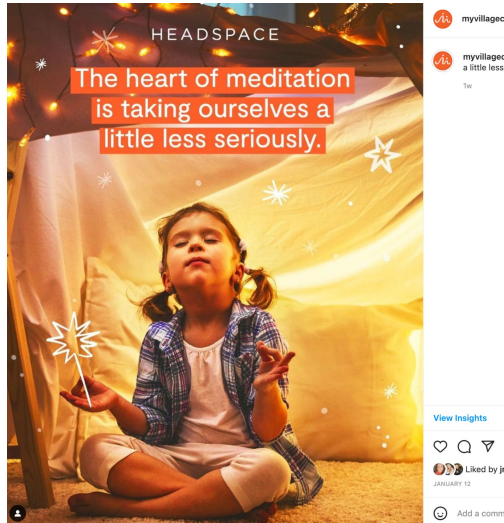
Paid Social
Content Marketing
Referral Program

Create Viral Loops

Referral Program
In App share mechanism
Rewards associated with shares

Re-engagement

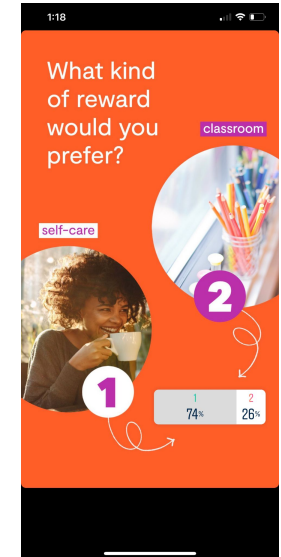
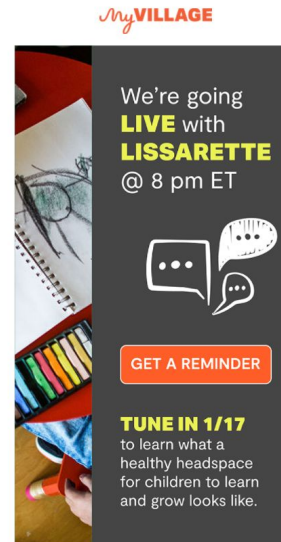
Monthly Rewards drops
Voting on new benefits
Live-events



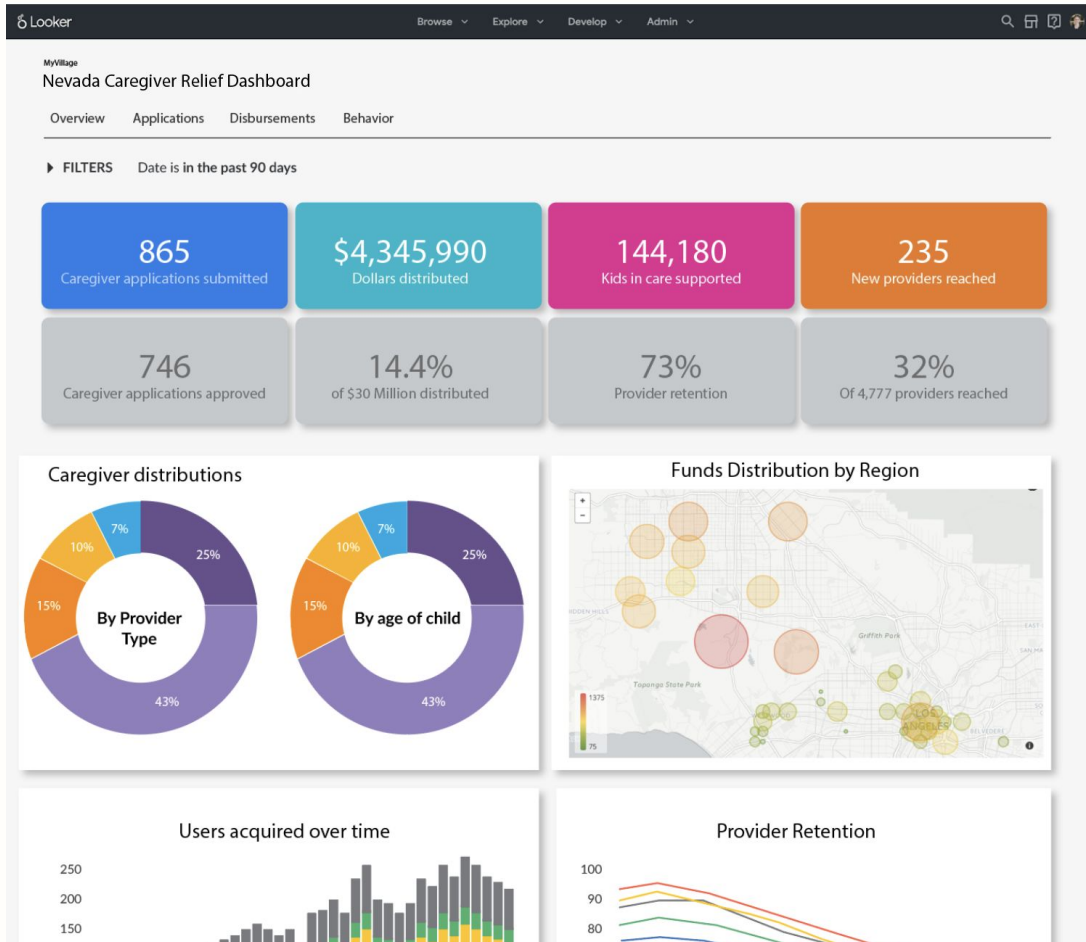
Hi {{customer.first_name}},

You're a part of a growing movement! Who do you want to stand with you? If you know other early childhood caregivers who want to save money, be a part of a supportive community, and be rewarded for the important work that they do - then invite them to join MyVillage!

INVITE A FRIEND



Dashboard access to policy changing insights



- Real-time workforce performance data
- Customizable to a state's insight needs
- Ability to compare performance metrics between states as well as within regions in state



TAKEAWAYS

1. We need to aggregate, engage and incentivize the informal workforce to close the supply & demand gap.
2. Caregivers and educators need to co-create their own economic incentive system if we want to grow, improve and retain the workforce.