My Village
‘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

$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
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
- 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
- 30% of market

The Informal Caregiver
- 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
- 70% of market
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
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

NEVADA $2,000 COVID GRANT
ANSWER 3 MORE QUESTIONS TO RECEIVE THIS GRANT!
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

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The heart of meditation is taking ourselves a little less seriously.

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

We're going LIVE with LISSARETTE @ 8 pm ET

TUNE IN 1/17
to learn what a healthy headspace for children to learn and grow looks like.
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
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.