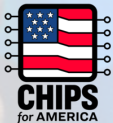




Upwards



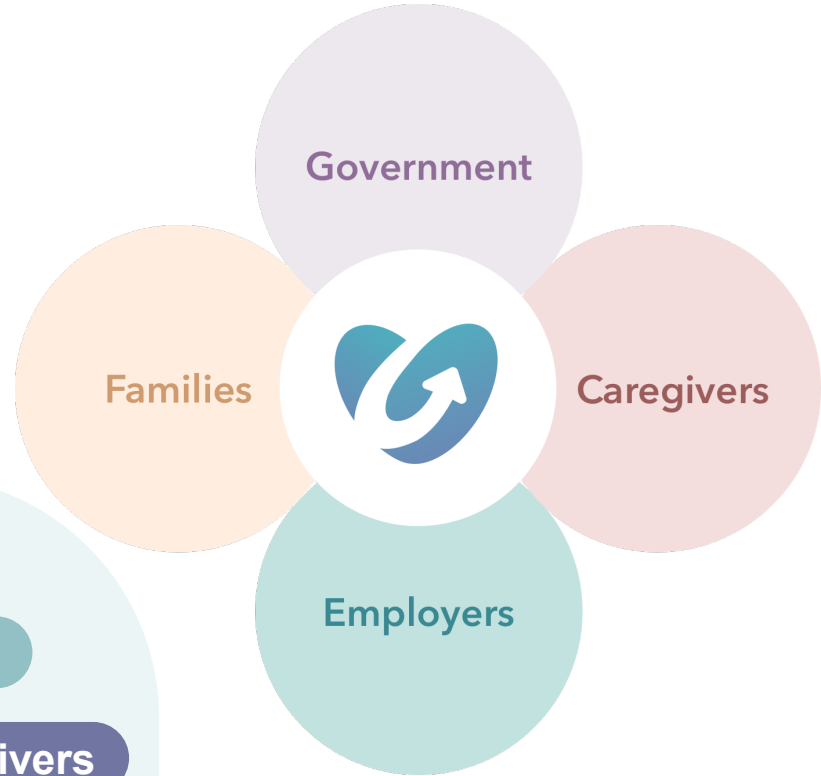
**Chips Act: How We Partner With Employers
To Fulfill Their Childcare Requirements**

Presented by Jessica Chang, CEO of Upwards*

*Formerly  *WeeCare*



We are a full-service, technology-driven care solutions company that connects families, caregivers, and public & private partners to create a successful child care landscape.



Our National Network

98% Female-Run

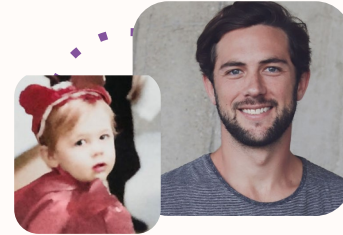
80% Minority-Owned

2,000,000+ Families

126,000+ Vetted Caregivers

All 50 States

 **Upwards** was co-founded in 2017 by CEO Jessica Chang, CTO Jesse Forrest, and CPO Matt Reilly.



After running her own preschool and experiencing the challenges involved, Chang was inspired to start Upwards to help caregivers open and manage their own successful home daycares.

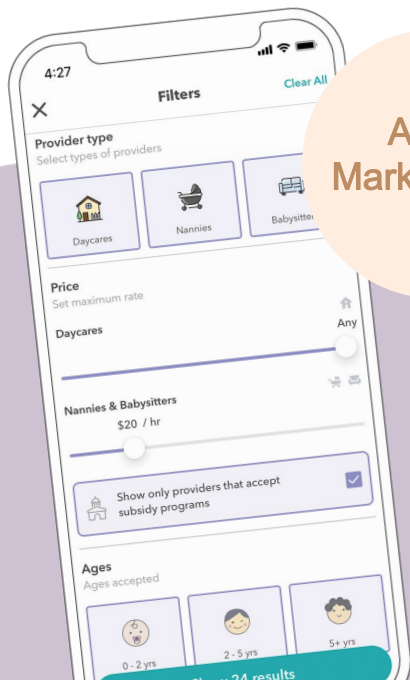
Today we have close to 100 employees all over the country, connecting millions of families to high-quality caregivers everyday.



As the nexus between families, caregivers, and program administrators, Upwards uses a central database to capture thousands of data points to inform our decisions.

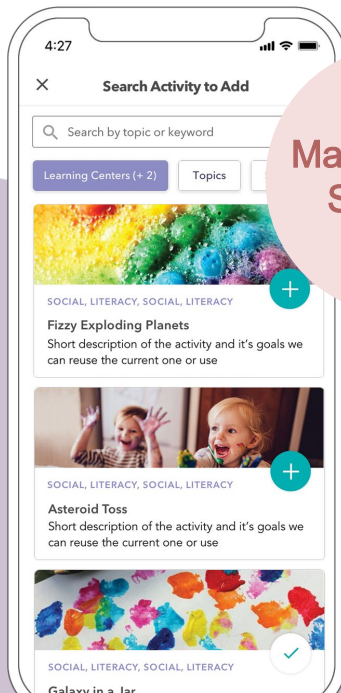
Families

App +
Marketplace



Caregivers

Management
Software



Employers &
Municipalities

Economic
Development



With relevant data, powerful software, and a team of experts, we have streamlined key services to make them high-quality and wide-reaching.

Our host of services focus on 3 key areas:



Affordability

- Enable corporate and government partners to contribute to child care costs in a beneficial model.
- Empower caregivers to operate their businesses sustainably.
- Curate programs that serve Low-to-Moderate Income Families



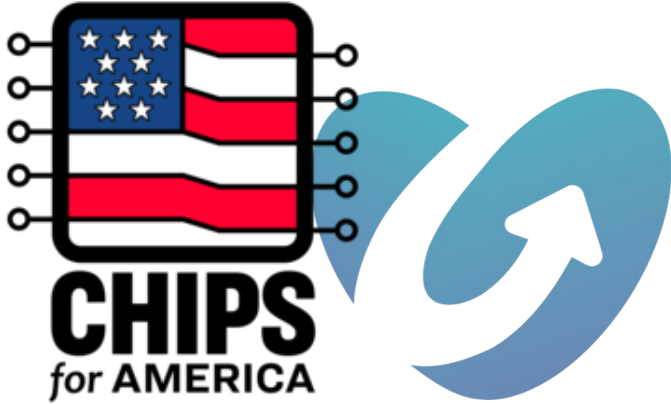
Placement

- Free app removes the guesswork out of finding a great caregiver.
- Provide 24/7 support to guide families from their initial search, through enrollment, and beyond.
- Incentivize caregivers to offer non-traditional hours to accommodate all schedules



Access

- Help existing caregivers expand their licensed capacity.
- Create new supply by tapping into our network of professional nannies and babysitters.
- Support caregivers to improve their quality to ensure every option is a high-quality option.



We applaud the recognition that **child care problems and solutions affect all of us**. We know incorporating childcare into your plans may seem like a heavy lift, but **this is our wheelhouse!**

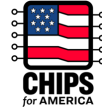
Upwards has the experience and skills to address all of the requirements needed to create your Access to Child Care Plan.

[*Even if you plan to request *less than \$150 million* in direct funding, our child care services improve recruitment, increase retention, and qualify as a wraparound service.]

According to Guidelines Your Child Care Access Plan Must:



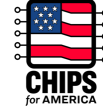
Be **affordable** for low- and medium-income households



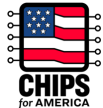
Have **convenient** locations and hours



Be **reliable** so workers can be present



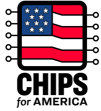
Offer **safe and healthy** environments



Be **responsive** to workers' needs.



What Does This Look Like In Practice?



Be **affordable** for low- and medium-income households



Have **convenient locations and hours**



✓ We create and facilitate stipends and subsidy programs

✓ We help providers cut their expenses, which lowers tuition prices.

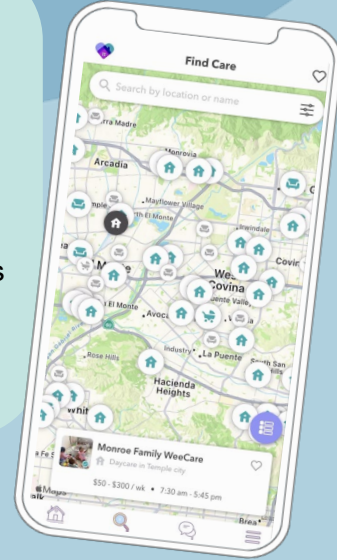
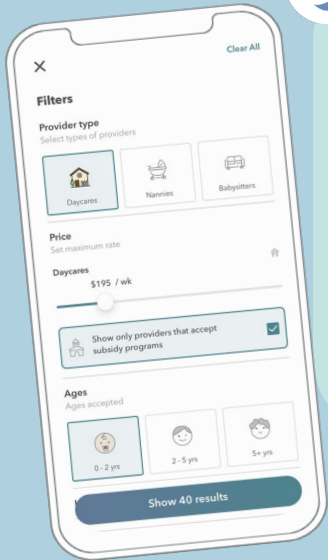
✓ We work with home-based providers who are typically 40% more affordable than child care centers.



✓ Our network has thousands of locations, including residential areas.

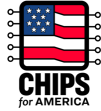
✓ We can create new supply where it's needed.

✓ Compared to centers, home daycares are more likely to offer non-traditional hours (early mornings, evenings, and weekends).





What Does This Look Like In Practice?



Be **reliable** so workers can be present



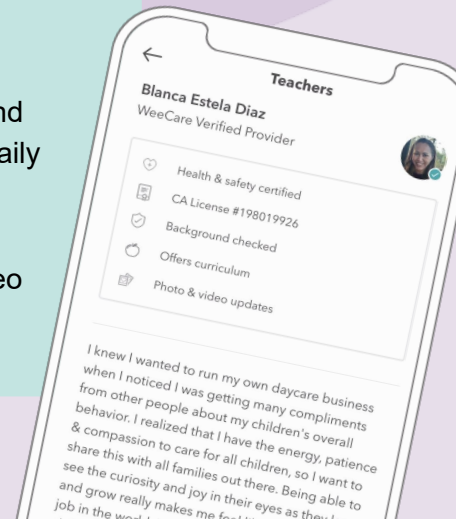
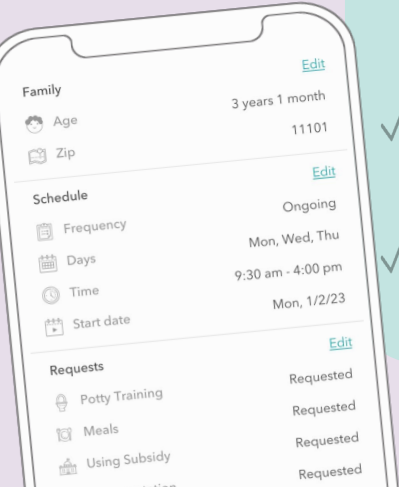
Offer **safe and healthy** environments



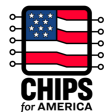
- ✓ We use an accurate matchmaking algorithm and complementary services to find care quickly.
- ✓ We have a user-friendly mobile app to use anywhere.
- ✓ We offer drop-in care and emergency back-up options.



- ✓ All daycare providers are licensed by the state.
- ✓ We vet providers further and monitor communications daily to catch any red flags.
- ✓ Parents get photo and video updates from the provider.



What Does This Look Like In Practice?



Be **responsive** to workers' needs.

Upwards

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What childcare challenges have you experienced?

The care I need is too expensive

There are no providers near me

Nearby providers have no availability

It's hard to find backup care when needed

Other (please list them below)

Next



- ✓ We facilitate assessments to survey employee needs.
- ✓ We track every interaction families have with providers to determine usage, what's working, and what's not.
- ✓ We create a continuous feedback loop to learn how employee needs evolve.

We know Government Reporting and Compliance Requirements

We have multiple active contracts with various government entities across the country, from major cities and counties to partnerships with the Department of Defense, we are equipped to comply at every level of government.



CALIFORNIA
DEPARTMENT OF
SOCIAL SERVICES



North Carolina
Dept of Human
Health Services



Palo Alto, CA



Clearwater, FL



Garden Grove, CA



Sonoma County, CA



Tustin, CA





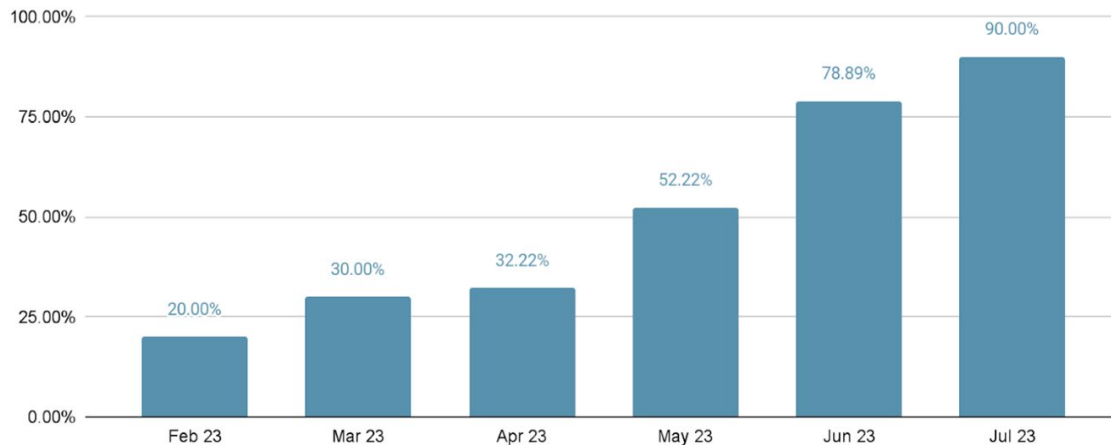
With our efficient practices we remove many barriers of entry for participants, ensuring they can *actually* use the benefit being offered.

Other major subsidy programs advise their *application acceptance process alone* can take anywhere from 15 to 30 days.

Upwards processes applications, matches, tours, and enrolls families *within an average of 5 days.*

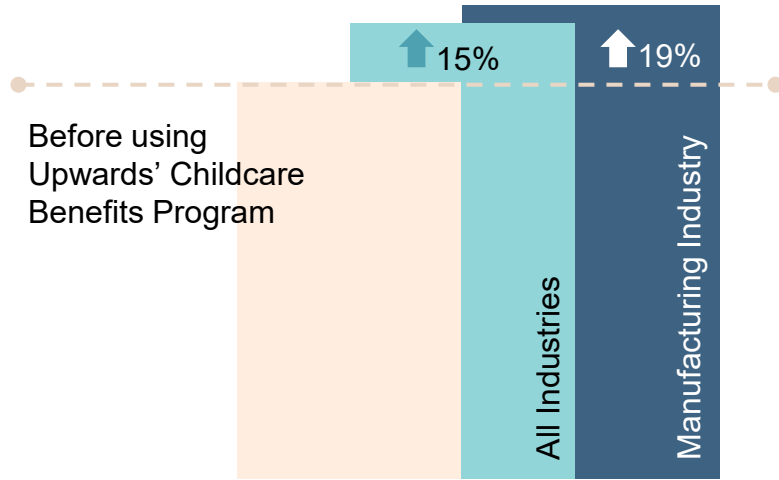
Our California Subsidy Program filled 90% of its slots within the first 6 months of operation, shattering the two-year estimate set by program administrators.

Enrollment capacity





Following the introduction of Upwards' childcare benefits programs, employer clients witnessed an average of **15% increase in staff retention across all industries** (Healthcare, Education, Manufacturing, Tech, Government, Non-Profit, and Retail/Hospitality).



Manufacturing employer clients saw a 19% increase in staff retention after utilizing Upwards' Childcare Benefits for their employees.



Largest
Logistics
Company



Largest
Grocery
Chain





Upwards

Schedule a meeting with us to coordinate a free feasibility study.

We'll review our process with you, survey your employees and workers, and together we'll determine if Upwards can satisfy your childcare needs.

Email us at CHIPS@upwards.com