







# **patch caregiving**

**childcare that actually works for frontline workers**



**Patch is the first (and only)  
childcare solution  
designed specifically  
for the frontline workforce**

# | meet the team



## our backgrounds



### Olivia Rosenthal, Co-founder

- Expertise in family and maternal health
- Past work experience in management consulting at McKinsey, California Surgeon General's Office, Maven
- BA from Yale, JD /MBA from Stanford



### Sarah Alexander, Co-founder

- Expertise in social entrepreneurship and financial inclusion
- Past work experience in management consulting at Oliver Wyman, VC investing at Blue Haven and Acumen
- BA from Dartmouth, MBA from Stanford

## our work to date

Collaborating since 2020, we've built a unique understanding of the pain points of frontline workers

2,000 +

**frontline working  
parents** interviewed via  
surveys or focus groups

30

**large frontline  
employers** partnered with  
for research or care  
engagements

## our partners include:



VIACOMCBS



G A P

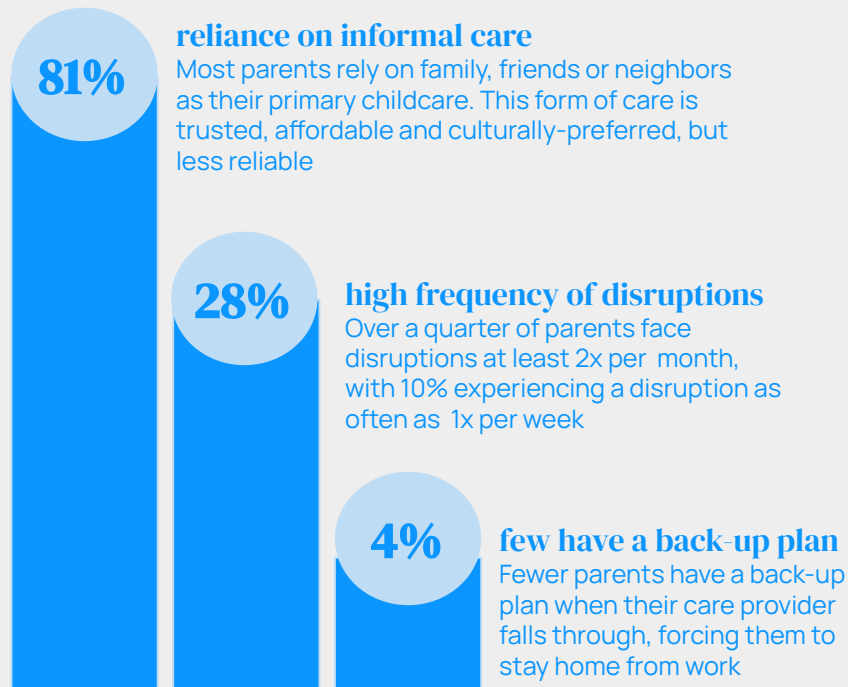


# childcare disruptions are costly



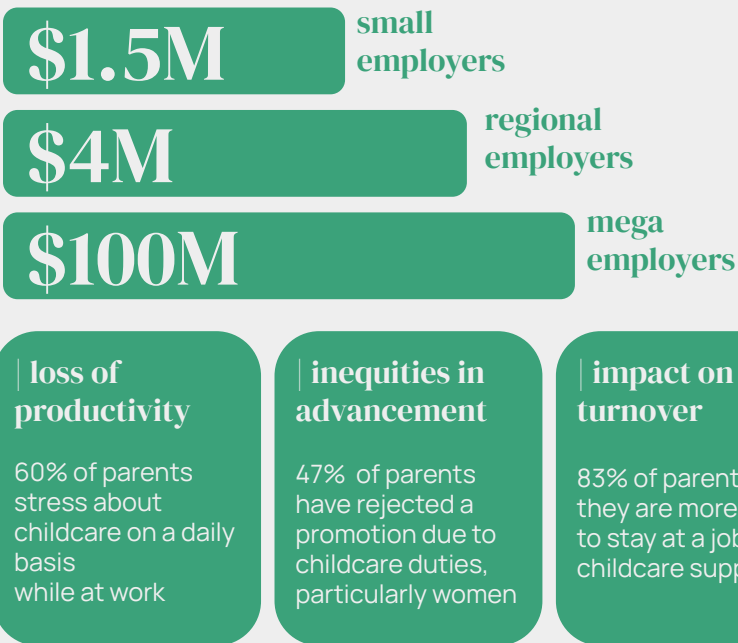
Unreliable childcare already costs employers in absenteeism, attrition, and inequities in advancement.

## the parent challenge



## the business impact

Employers bear direct costs of childcare-related absenteeism & attrition:



# meet Patch



**Patch is a  
dedicated  
back-up care  
benefit  
designed for  
the frontline**

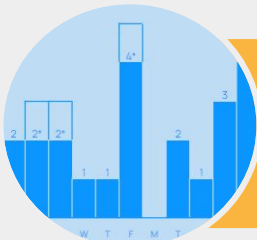
## our offering



**retrofitted care rooms**



**trusted caregivers**



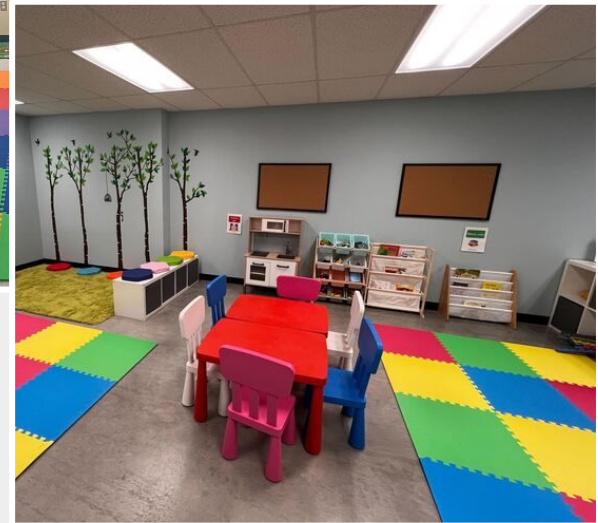
**analytics & insights**

# | site set-up

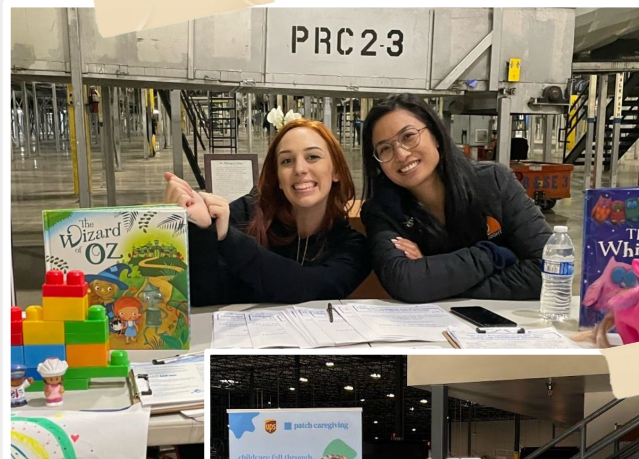
underused spaces...



... are transformed into a care spaces



# our caregivers



## caregiver team members

- All caregivers are W-2 employees of Patch
- Caregivers must pass multiple rounds of interviews and reference checks, in addition to clearing the highest level of state / federal background checks
- Certified in pediatric and infant CPR / First Aid
- Caregivers staffed in line with local regulations
- Patch hires a bench of substitute caregivers to be on call in case of any last minute disruptions



# employer analytics dashboard



## enrollment dashboard

### enrollment funnel

We have seen strong enrollment, with nearly all eligible parents expressing interest in the program

242

Actively employees working twilight

80

parents with kids age 3-12

70

parents started enrollment\*

55

parents enrolled

50

parents used

### initial KPIs

KPIs around parent usage continue to be encouraging, especially as utilization grows

100%

% of parents who have used Patch have booked care again

86%

bookings requested 48 hours or less in advance

48%

of bookings are from new hires who started in last 60 days

88%

% of users who are women in operational roles

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## Ongoing enrollment management

Patch manages all ongoing enrollment and provides regular updates back to employers. Enrollment can happen any time during the year and takes less than 5 minutes to complete

## Utilization tracking

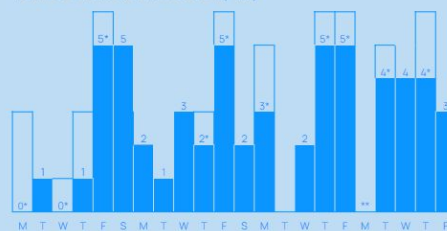
Patch also tracks utilization and provides insights into demographic breakdown of users, patterns in care disruptions, and qualitative cultural observations from family interactions

## utilization dashboard



### key metrics

number of children watched by day



average daily utilization (1 child = 100% utilization)

\*Indicates a cancellation impact, usually due to sickness

\*\*Indicates a holiday

367%	450%	500%	475%
Wk11	Wk12	Wk13	Wk14

448%	500%+
4wk avg	Max

total unique children booked: 70

### discussion

- **Rising utilization week**
  - Parents looking for added support for busiest weeks of peak season
  - Average age shifted to 6.3 years old
- **Increase in very last-minute bookings**
  - Prioritizing parents who book truly last-minute (within 1 hour of shift start time)
  - Parents reporting school closures in the area driving lots of last-minute disruptions
- **Troubleshooting eating in care space**
  - We ask parents to pack food for children, but seeing trend of very hungry children recently
  - Will continue to monitor and add budget for more back-up food if needed

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# meet the Patch kids!



Patch typically recommends offering care to children ages 2 to 12 years old



# | why Patch works

Because Patch's model was built specifically for shift workers and their employers, it offers affordability, scalability and impact that other solutions cannot match.

## Our model is lightweight

We only need a few slots to serve a large workforce because we are exclusively focused on back-up care. As a result, our model is more cost-effective and scalable for employers.

## We actually solve a business problem

Patch is not a "perk" benefit - our solution delivers measurable operational value to employers through reductions in absenteeism and employee turnover. Our data-driven reporting makes the impact of this benefit tangible to employers.

## We're built to be accessible when & where you need us

We know our product is used when things don't go according to plan, so we've designed our offering to be as easy to use as possible - that means quick enrollment, text-based communications and hours that match shifts exactly



# our customers see results



**Case study:** After a successful pilot in CA, Patch & UPS expanded the childcare program to five additional states within the next year



77%

## measurable impact on absenteeism

77% of bookings were made less than 48 hours in advance, showing that most parents used this program to cover unexpected disruptions

86%

## improved retention

Patch users turned over at a rate that was 86% less than the average turnover rate for the shift overall

100  
%

## repeat user rate

Every single parent who used the program booked care again with us again during the pilot

# | Patch in the news



Read more about our UPS pilot results in [Forbes](#) and [Fortune](#)

Read BCG's [independent ROI analysis](#) of our UPS partnership

Listen to [our feature](#) in WSJ

Read an independent case study put together by [PA's Early Learning Commission](#)

Read more about our Hospital pilot's results in the [local paper](#)

Read about our new partnership with Intel in [Forbes](#)

# contact us

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