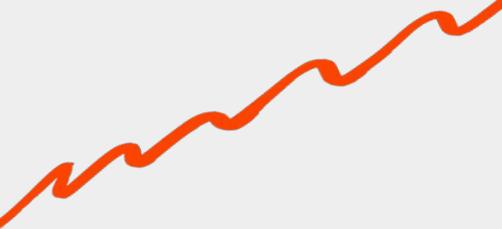


patch caregiving

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



GAP

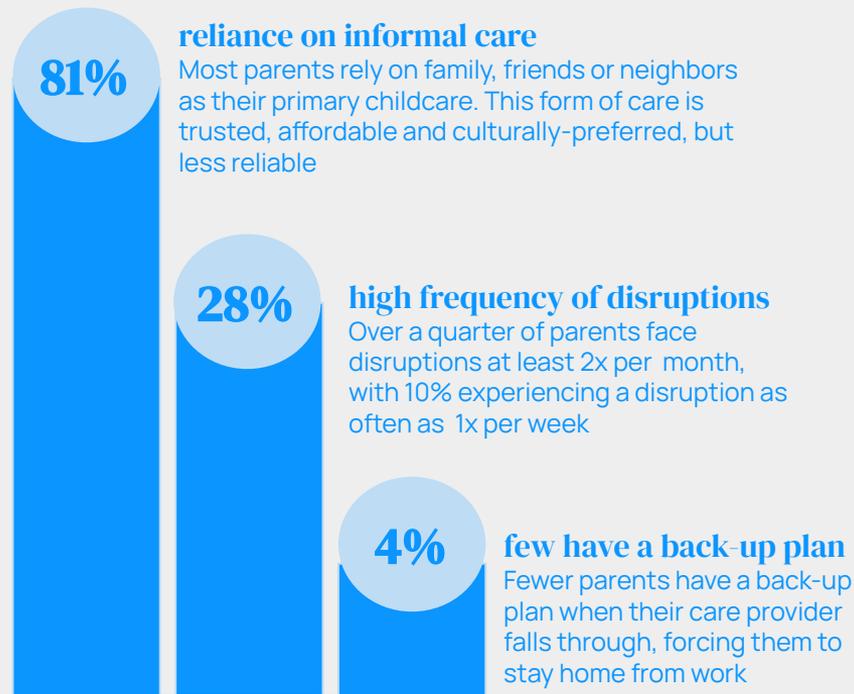


childcare disruptions are costly



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:



| loss of productivity

60% of parents stress about childcare on a daily basis while at work

| inequities in advancement

47% of parents have rejected a promotion due to childcare duties, particularly women

| impact on turnover

83% of parents say they are more likely to stay at a job with childcare support

meet Patch



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

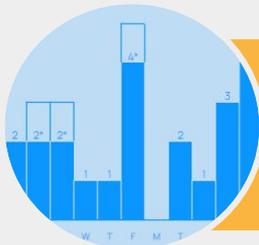
our offering



retrofitted care rooms



trusted caregivers



analytics & insights

site set-up

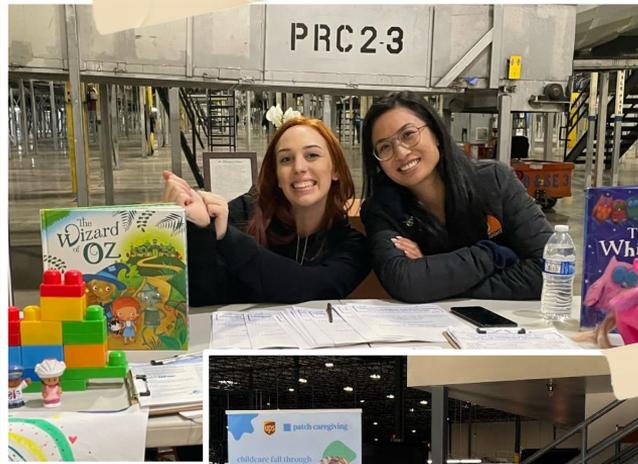
underused spaces...



... 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

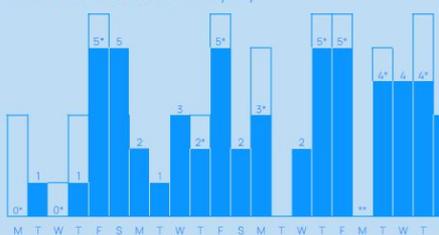
Patch also tracks utilization and provides insights into demographic breakdown of users, patterns in care disruptions, and qualitative cultural observations from family interactions

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%
Wk 11	Wk 12	Wk 13	Wk 14

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

Sarah Alexander

sarah@patchcaregiving.com

404.702.7177

Olivia Rosenthal

olivia@patchcaregiving.com

917.842.6495

