

# GUILD

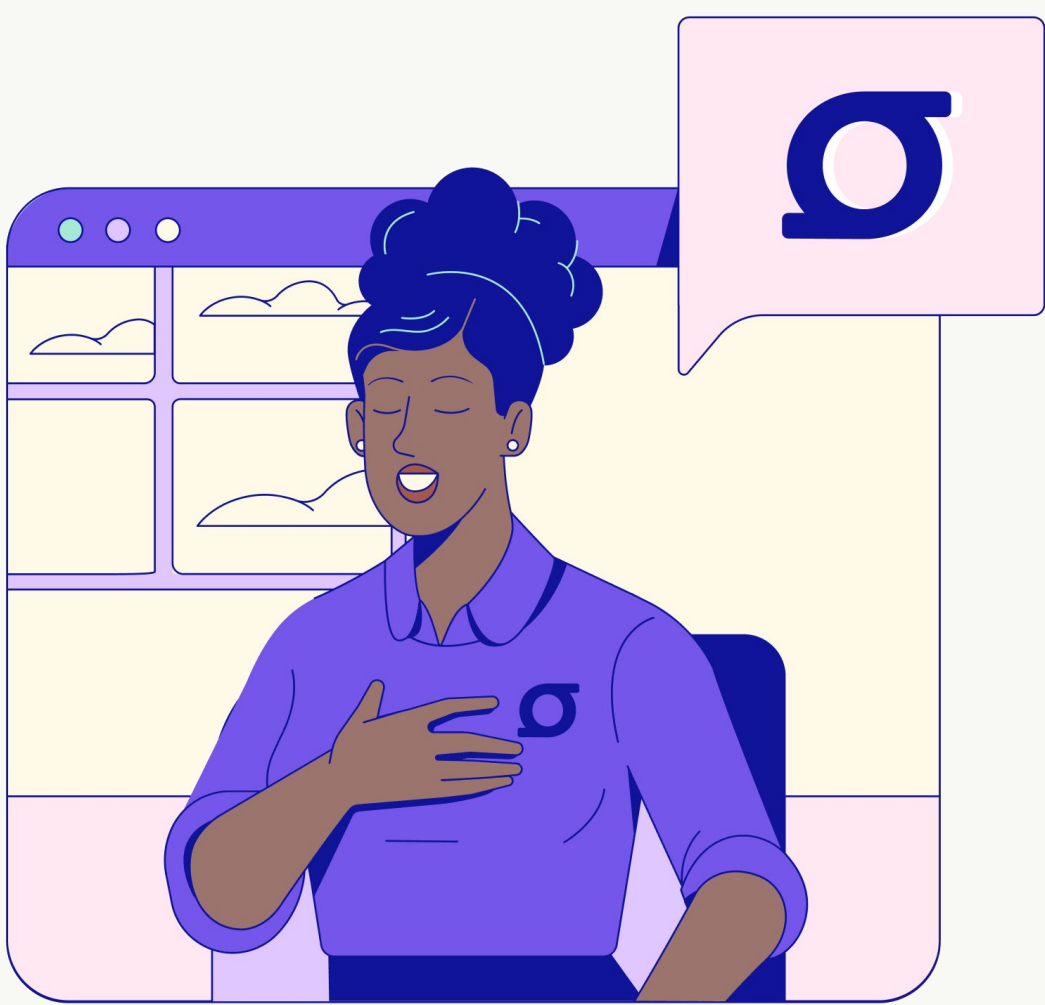
- ~1,400 employees
- Goal: maximize value of equity to employees
- Origin utilization: 55%
- Employee CSAT with Origin planners: 4.68/5
- Employee NPS with Origin: 84

Guild is on a mission to unlock opportunity for America's frontline workforce through education, skilling, and career pathways. Their Career Opportunity Platform allows employers to offer to their employees education and learning programs, as well as coaching support to unlock opportunities for career growth - all without employees paying for tuition or career services on their own. Since their founding in 2015, Guild has helped many companies like Target, Chipotle, and Disney, to upskill their workforces. The company has won numerous awards for their innovation including Fast Company's World Changing Ideas, CNBC Disruptor 50, and Time100 most influential companies.



With a business devoted to helping employees to continuously better themselves, it's no surprise that Guild is a people-first organization that seeks to offer leading-edge benefits to their employees. They have long had a generous benefits package that includes student loan reimbursement, tuition assistance, and company equity for all employees. But in 2021 they were focused on finding a partner that could help employees tackle their financial well-being. One challenge they wanted to tackle was helping employees better understand their equity compensation. The company had seen rapid growth and large rounds of funding which led to many questions from employees about how to manage their increasingly valuable equity. Libby Culpepper, Guild's Director of People Operations, led the charge in finding a financial wellness solution for Guild's nearly 1,400+ employees.

Libby learned of Origin through a mutual investor. After the initial conversation, she appreciated that Origin and Guild were like-minded companies - mission-driven and dedicated to improving the lives of employees. Generally in the financial services market, there are a lot of barriers to entry that make it difficult for employees at all levels to get the support they need, but Origin removed those barriers for their partners. And it was when she dug further into the product that she decided Origin was the right choice.



**"I was blown away by Origin's Equity product. It answered all of the questions I'd been hearing from employees. When is the right time to exercise? How much will I owe in taxes? And combined with access to a financial advisor and a complete money management platform, there's just nothing on the market that compares."**

- Libby Culpepper, Director of People Operations, Guild

Guild implemented Origin in September 2021 and has seen adoption grow to 55% of their workforce, making it one of the most-used benefits after healthcare insurance. Their employees have had over 1,000 interactions with financial advisors on the platform and most importantly, they're getting real value from Origin. Employees who've talked with an advisor rate their interactions a 4.68/5 and overall Origin has earned an NPS of 84 across Guild users.



**"I cannot underscore just how wonderful this has been for our employees. We had a monthly all-hands recently and in the spirit of Thanksgiving we did a board of things employees are grateful for. Multiple people wrote 'I'm so thankful for Origin,' 'I've never felt like I've been in a better financial position.' It's incredible to see."**

- Libby Culpepper



Guild is a current client of Origin. No cash or non-cash compensation was provided for Guild's testimonial or endorsement, and as such, there are no material terms of any cash compensation arrangement to disclose.



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