



**MYWOOSAH**

**PARTNERSHIPS**

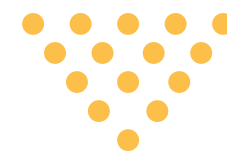


# MyWoosah At Its Core

*We are a one-stop shop outsourced parenting platform that custom-matches families with qualified providers. We partner with Corporate America to provide care benefits to employees.*

## Our Mission

To match working families with qualified providers that fulfill their outsourced parenting and caregiving needs.



## Our Vision

To eradicate the stigma and guilt associated with outsourced parenting and caregiving among working parents and busy families.

# What We Do?

MyWoosah partners with corporate America to offer employees a range of dependent care benefit solutions.

We prioritize strategic partnerships to create a bridge between MyWoosah and corporate America.

## Who do we partner with?



Benefit  
Brokers



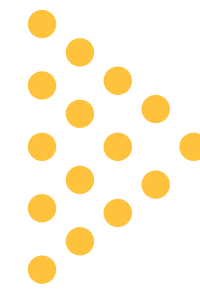
Insurance  
Companies



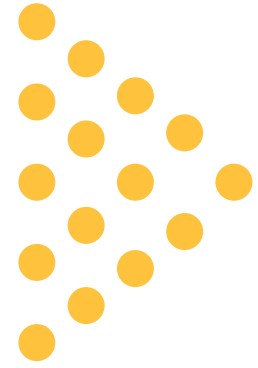
Human Capital  
Management



Payroll  
Companies



# The Future of Outsourced Parenting and Caregiving



## About 72% of the U.S. workforce

...have children or elderly parents that need constant care.

## About 70% of working mothers

...have confessed to having 'mom guilt'- a societal stigma.

## About 70% of U.S families

...no longer trust their current options and look to their employers for support to find better options.



## Market Growth

The U.S. home care market is expected to grow from \$100 billion in 2016 to \$225 billion by 2024.

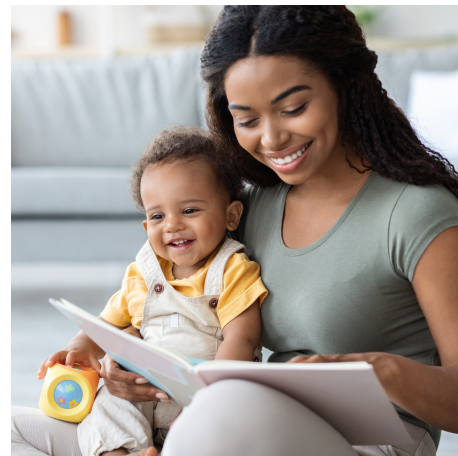
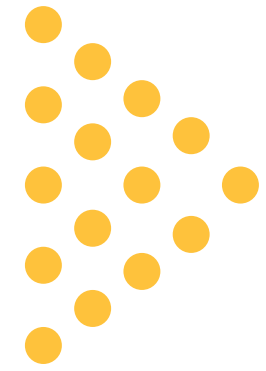
The U.S. childcare market is expected to grow to \$83.3 billion by 2030.



## Losses Due to Lack of Care

Studies show that employees without consistent and quality care cost the economy about **\$12 billion annually.**

# Our Service Offerings



## **MyWoosah Care**

Traditional in-home childcare includes and is not limited to meal prep, laundry, and errands.



## **MyWoosah Adult Care**

Professional in-home companion care services to adults, offering engagement, meal preparation, and other daily activities.



## **MyWoosah Drive**

Transportation services to and from school and after-school activities and companion care assistance to appointments and errands.



## **MyWoosah Learn**

Personalized education and learning that includes help with homework, tutoring, and custom plans.

# Future Services

**OCT  
'23**

## **MyWoosah Pets**

Traditional pet care which includes walking, feeding, and pet companionship.

**OCT  
'23**

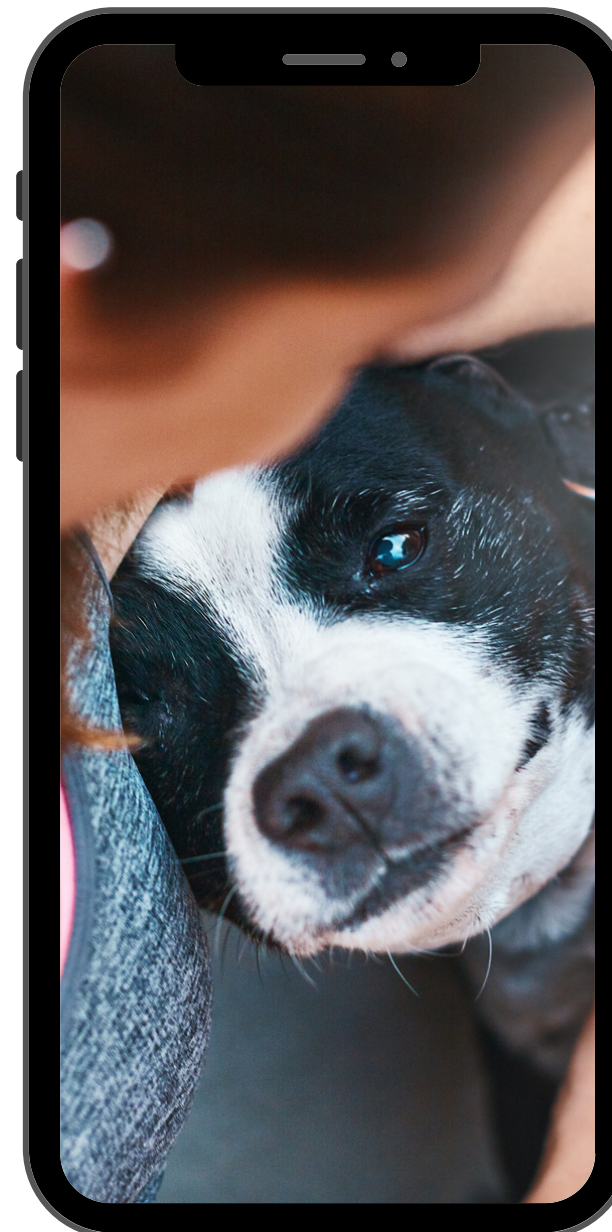
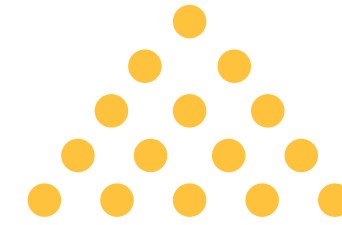
## **MyWoosah Natal**

Pre and postpartum services for expectant families.

**DEC  
'23**

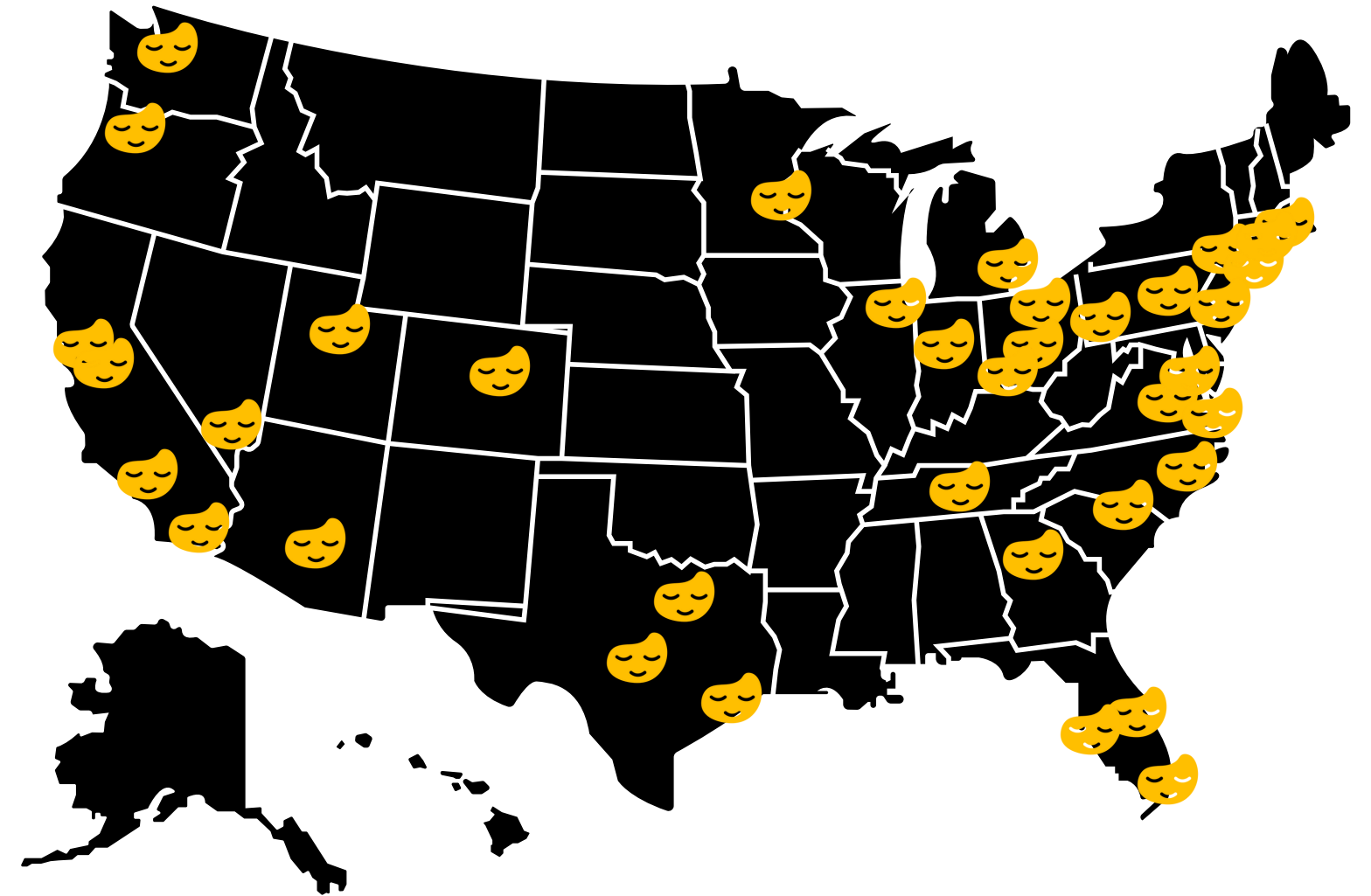
## **MyWoosah Play**

Personalized extracurricular activity services for families with busy dependents.



# Our Coverage Areas

- MyWoosah operates in 42 Metro Areas across the United States. Our services cover a wide range of locations throughout these areas.
- Our recruitment team can swiftly source care providers within 2-4 weeks if you are outside our current coverage areas.
- MyWoosah launches in Canada and the UK this December 2023.



# Our Care Providers

*At MyWoosah, we take great pride in handpicking highly qualified care providers dedicated to working closely with families, ensuring that all their care needs are met with utmost professionalism and compassion.*

## 01 Independent Contractors

Care Providers are employed by MyWoosah as independent contractors and covered by an umbrella liability and professional insurance.

## 03 Interviewing

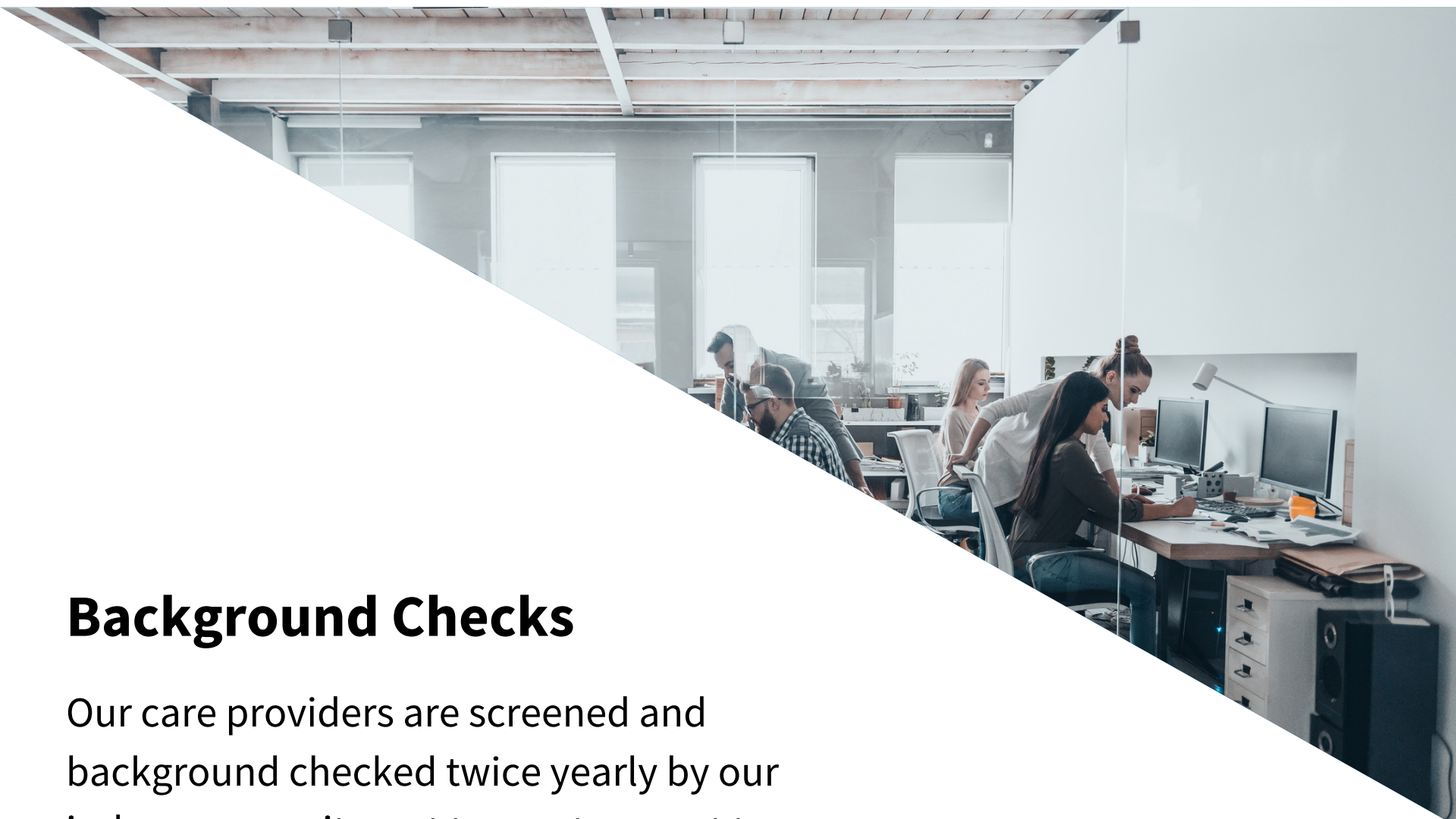
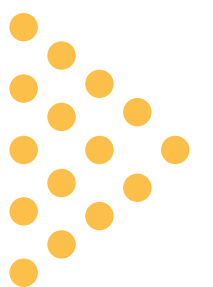
Care Providers undergo a prescreening process where they are interviewed before being matched with families. Families then interview and conduct working trials with care providers to ensure they are a good fit for their needs.

## 02 Background Checks

Our care providers are screened and background checked twice yearly by our in-house recruitment team at no cost to the family or employers.

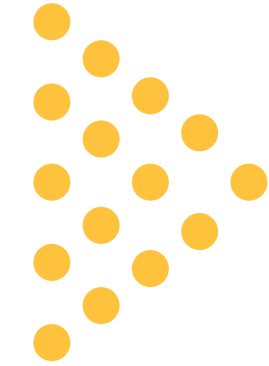
## 04 Matching

Unlike our competitors, we leverage technology to custom-match families with care providers that meet their care requirements. This saves valuable time and energy they would have spent sourcing through an open marketplace.





# How Employers Benefit



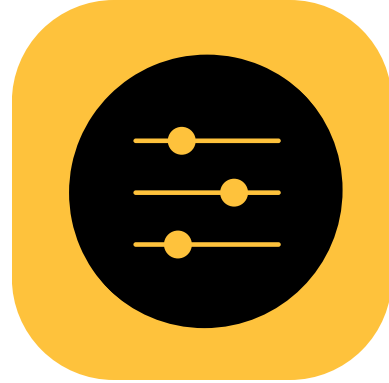
## Zero Upfront, Start-Up Costs

Our pay-as-you-go model allows employers to only pay for what their employees use.



## Better Return on Investment

Along with improved employee productivity and retention, employers get up to 285% return on investment.



## Customizable & Scalable Plans

We offer flexible plan options for employers no matter your employee population or budget.



## Ease of Use

MyWoosah SaaS was created with your HR departments and employees in mind to provide an easy and seamless user experience.



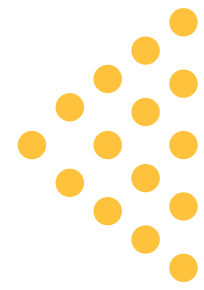
## Tax Savings

Employers can save up to 7.6% on employer taxes when they provide this benefit to their workforce.



## Real-time Analytics

Our SaaS platform empowers employers to monitor usage/adoption data that informs budgetary and admin decisions.



# How Employees Benefit

## ➤ One Stop Shop for Outsourced Parenting

Instead of having to shop around for every care benefit, employees can use MyWoosah for every care need their families and dependents may have.

## ➤ Custom Provider Matching

Employees no longer have to source thousands of profiles to find care providers. At MyWoosah, we match their requirements with a dedicated care provider that fulfills their needs.

## ➤ Pay-As-You-Go

We pride ourselves in providing a flexible Pay-As-You-Go model. There will never be any subscription or hidden fees. Employees will only be responsible for the care hours they use!

## ➤ Care Support

MyWoosah's customer experience team is fully equipped with passionate and caring individuals who are there for whatever needs and emergencies that may arise.

## ➤ Control

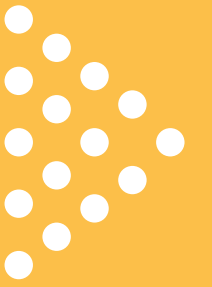
Employees maintain control over who, when, and where they receive care services. It is their family, they should make the decisions.

## ➤ Free Background Checks

Never pay for background checks again, as MyWoosah background checks all care providers at no additional cost to employees.



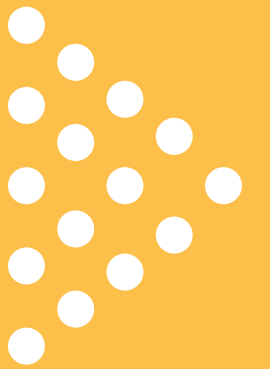
# What's In It For You?



As a Benefits Broker, Insurance, or Payroll/HCM Company:

- Prove your commitment to innovative and forward-thinking solutions**
- Generate additional revenue streams through commissions**
- Attract new clients and deepen existing relationships**
- Display knowledge of the evolving needs of today's workforce**
- Become a differentiating factor in the benefits administration landscape**
- Generate new business through lead share**





# MyWoosah Pricing

MyWoosah's hourly pricing comes in three tiers and is based on Region & Cost of Living, Service Selection, and Number of Dependents.

\*\*All pricing is hourly and includes a 9% service charge.

## Tier 1

- MyWoosah Care & Drive **\$20.00**
- MyWoosah AdultCare & Drive **\$20.00**
- MyWoosah Learn **\$25.00**

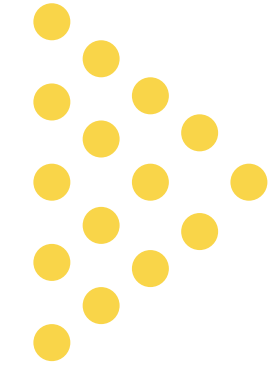
## Tier 2

- MyWoosah Care & Drive **\$22.00**
- MyWoosah AdultCare & Drive **\$22.00**
- MyWoosah Learn **\$30.00**

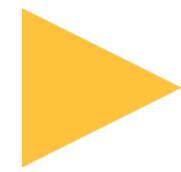
## Tier 3

- MyWoosah Care & Drive **\$25.00**
- MyWoosah AdultCare & Drive **\$25.00**
- MyWoosah Learn **\$35.00**

# Employer Plan Options

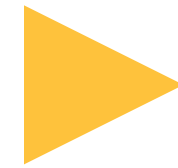


*At MyWoosah, we understand there is no one-size fits all approach to employee benefits. That is why we have created plan options that fit all employer types and employee group sizes, to ensure they can scale up or down as needed.*



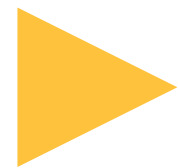
## **Employer Fully Sponsored Plan**

This comprehensive plan is tailored for employers who wish to provide their employees with full coverage for their essential care benefits.



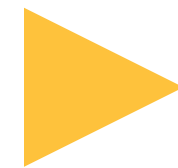
## **Employer Co-Sponsored Plan**

Our most sought-after plan, it empowers employers to offer a flexible arrangement where they provide a block of hours or cover a portion of care services, while the employee takes care of the remaining balance



## **Perks Plan**

With this plan, employers can extend the benefits of MyWoosah services to their valued employees at an exclusive discounted rate.



## **Employee Self Sponsored Plan**

This plan works seamlessly in conjunction with others, empowering employees to conveniently use their credit, debit, or FSA accounts to access additional service hours whenever they need them.

# How it Works?

## Employees



# 01

## Enrollment

During enrollment, employees opt-in to services and document their family requirements.

# 02

## Interview

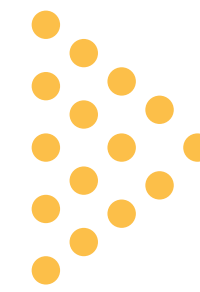
We custom-match providers for every family. Employees can interview and conduct working trials to identify the best provider for their families.

# 03

## Placement

Employees begin care services with their dedicated provider with the option of back-up care.





# How it Works? Employers

## 01

### Plan Selection

Employers begin by selecting a plan option that works best for their organization and employees.

## 02

### Enrollment

Employers select the enrollment start date for their employees to enroll in dependent care services.

## 03

### Facillitate

HR works with MyWoosah to facilitate implementation and monitor adoption/usage.

## We are able to work with clients with:

- 1. Full-time employees**
- 2. Populations of 50+**
- 3. Located in our coverage areas\*\***

\*\*Depending on the client, we can typically expand to new areas in 2-4 weeks.

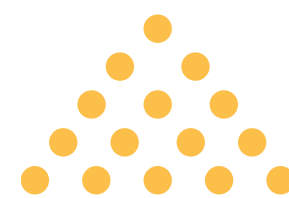
\*\*Depending on the projected usage, we can work with clients with less than 50 FTEs.

# Affiliate Partner

"Affiliates Tell"

**In our Affiliates Partnerships  
program, affiliates:**

- ▶ Recommend MyWoosah to their clients for dependent care benefits.
- ▶ Receive referrals that align with your business interests from MyWoosah.
- ▶ Receive affiliate revenue share commissions.



# How to Partner with MyWoosah

# Solutions Partner

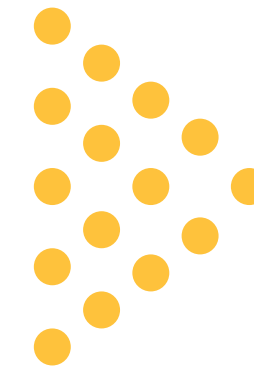
"Solutions Sell"

**In our Solutions Partnerships  
program, partners:**

- ▶ Actively sell MyWoosah's dependent care benefits to their clients.
- ▶ Manage and facilitate sales process from prospecting to deal closure.
- ▶ Receive solutions revenue share commissions.



# Contact Us!



**For more information, you have many ways to reach us:**



## **Email**

**Haley Hilton**, Director of Strategic Partnerships  
hhilton@mywoosah.com



## **Schedule an Intro Call or Demo**

<https://calendly.com/mywoosahinc>