



Caring For Yours Like They're Ours<sup>TM</sup>

Incubated by  Microsoft Benefits

Anita Darden Gardyne



# VALUE PROPOSITION AND VISION

**Onēva** is the only in-home platform developed for global enterprise:

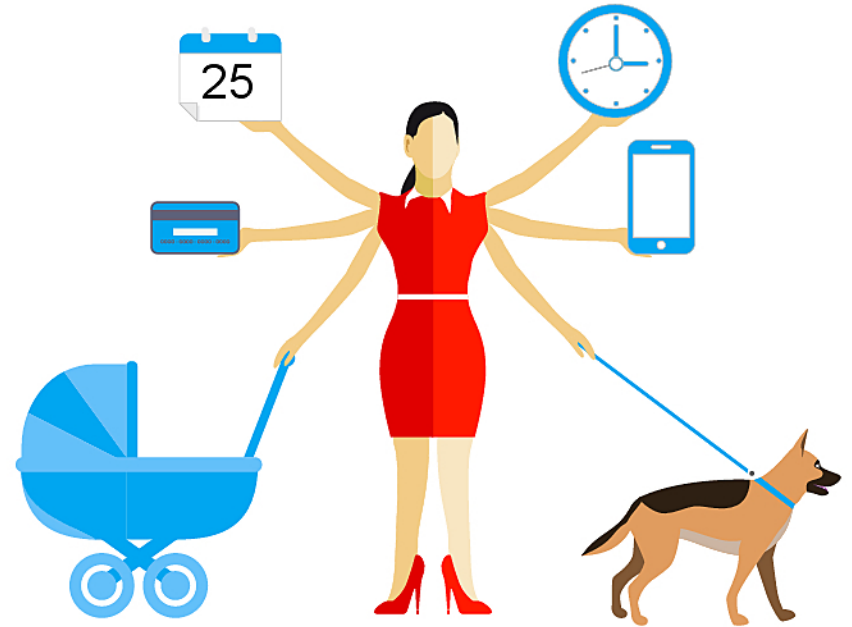
- Targets privacy, security, and accessibility standards,
- Supports a global workforce with changing demographics,
- Manages enterprise care subsidies.



Infant to elder care, housecleaning, and other in-home services offered as a Voluntary Benefit.

# THE PROBLEM

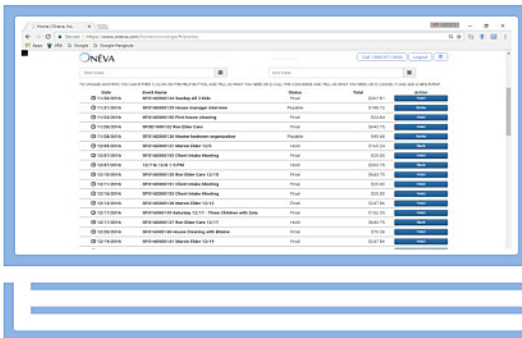
**43%** of professional women with children leave the workforce.



Talent acquisition and retention challenge enterprise employers **globally.**

# THE SOLUTION: ONEVA CONCIERGE CARE

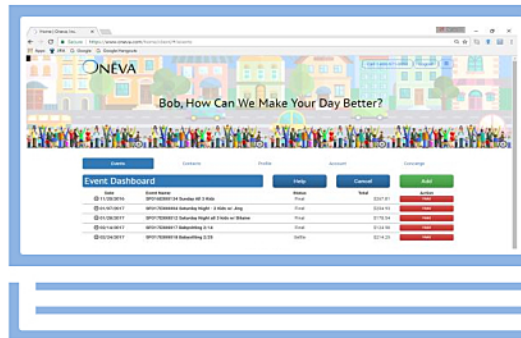
## COMPANIES



Date	Event Name	Status	Total	Change
11/15/2016	SPOT1000001 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000002 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000003 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000004 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000005 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000006 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000007 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000008 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000009 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000010 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000011 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000012 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000013 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000014 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000015 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000016 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000017 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000018 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000019 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000020 House Manager Interview	Pending	\$180.00	

- Customizable services, subsidy, purchasing/ billing, and reporting,
- Compliance,
- Minority/woman spending credits.

## EMPLOYEES



Date	Event Name	Status	Total	Change
11/15/2016	SPOT1000001 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000002 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000003 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000004 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000005 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000006 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000007 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000008 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000009 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000010 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000011 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000012 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000013 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000014 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000015 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000016 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000017 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000018 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000019 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000020 House Manager Interview	Pending	\$180.00	

- Slate of matched, trusted FBI background checked caregivers,
- 24/7 live concierge,
- Nuanced, customer-centric work flows.

## CAREGIVERS



Date	Event Name	Status	Total	Change
11/15/2016	SPOT1000001 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000002 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000003 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000004 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000005 House Manager Interview	Pending	\$180.00	
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11/15/2016	SPOT1000013 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000014 House Manager Interview	Pending	\$180.00	
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11/15/2016	SPOT1000019 House Manager Interview	Pending	\$180.00	
11/15/2016	SPOT1000020 House Manager Interview	Pending	\$180.00	

- Free curated video,
- Living wages,
- Tech-enabled safety, timeliness and reliability.



# USING THE ONĒVA CREDENTIAL MANAGEMENT SYSTEM

[Call 1-800-971-3053](#)
[Logout](#)

SELECT FROM MATCHING VERIFIED PROVIDERS:

**Bilane B.**  
Experience working with children with autism.  
Early Child Development AA Degree.  
Over 3 Years experience in Eldercare.  
Provides care in the North, East, and South Bay.  
\$27.00 / Hour

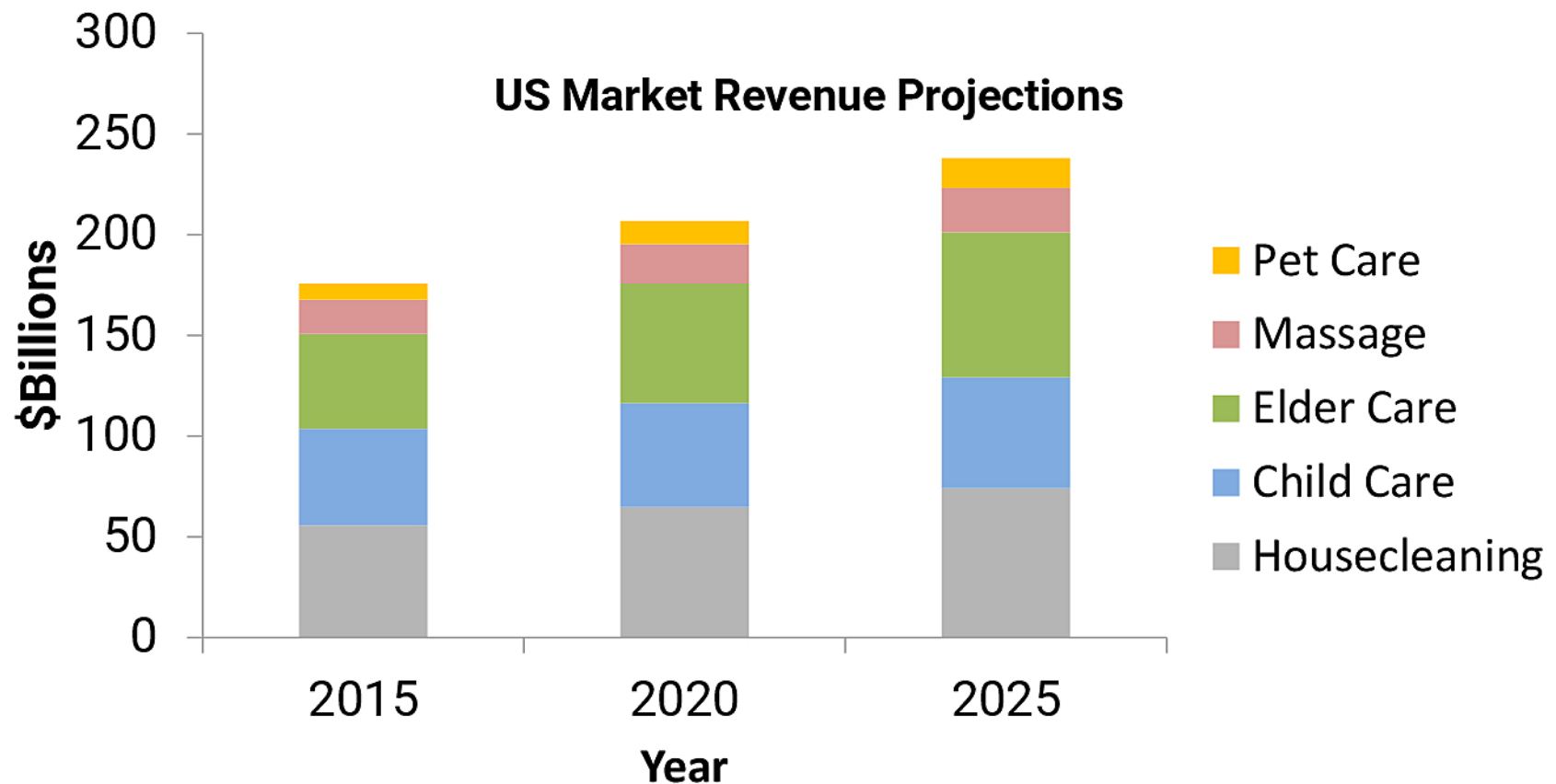
Close

+FAV

Select

<input checked="" type="checkbox"/> Unified Background	Trustline	California Department of Social Services	<a href="#">View</a>
<input checked="" type="checkbox"/> Certificate	First Aid	American Red Cross	<a href="#">View</a>
<input checked="" type="checkbox"/> Certificate	Adult/Child CPR	American Red Cross	<a href="#">View</a>
<input checked="" type="checkbox"/> License	Driver's License	State of California DMV	<a href="#">View</a>
<input checked="" type="checkbox"/> Degree	Associate's of Arts Degree in Psychology	College of Alameda	<a href="#">View</a>
<input checked="" type="checkbox"/> Self-Certify	Ethiopian	Language	<a href="#">View</a>
<input checked="" type="checkbox"/> Experience-Full Time	ABA Instructor	In Home Care	<a href="#">View</a>
<input checked="" type="checkbox"/> Experience-Part Time	Caregiver	In Home Care	<a href="#">View</a>
<input checked="" type="checkbox"/> Degree	Bachelor's of Arts in Humanities	San Francisco State University	<a href="#">View</a>

# BROAD CROSS-MARKET APPEAL FROM BOOMERS AND MILLENIALS



## REAL WORLD USE CASE FROM 2017 SF MICROSOFT PILOT

### Our best client:

- Onēva supported a Microsoft family with five children under six for 10 months to ready their infant twins for childcare,
- They relocated from South Bay to Marin based on our commitment to support them, which we did,
- Billable hours ranged from \$2,500-\$4,000 per month, paid with personal credit card.

# HOW WE MAKE MONEY



- Stipend



- Credit Card
- Payroll Deduction
- FSA Reimbursement



ONĒVA™

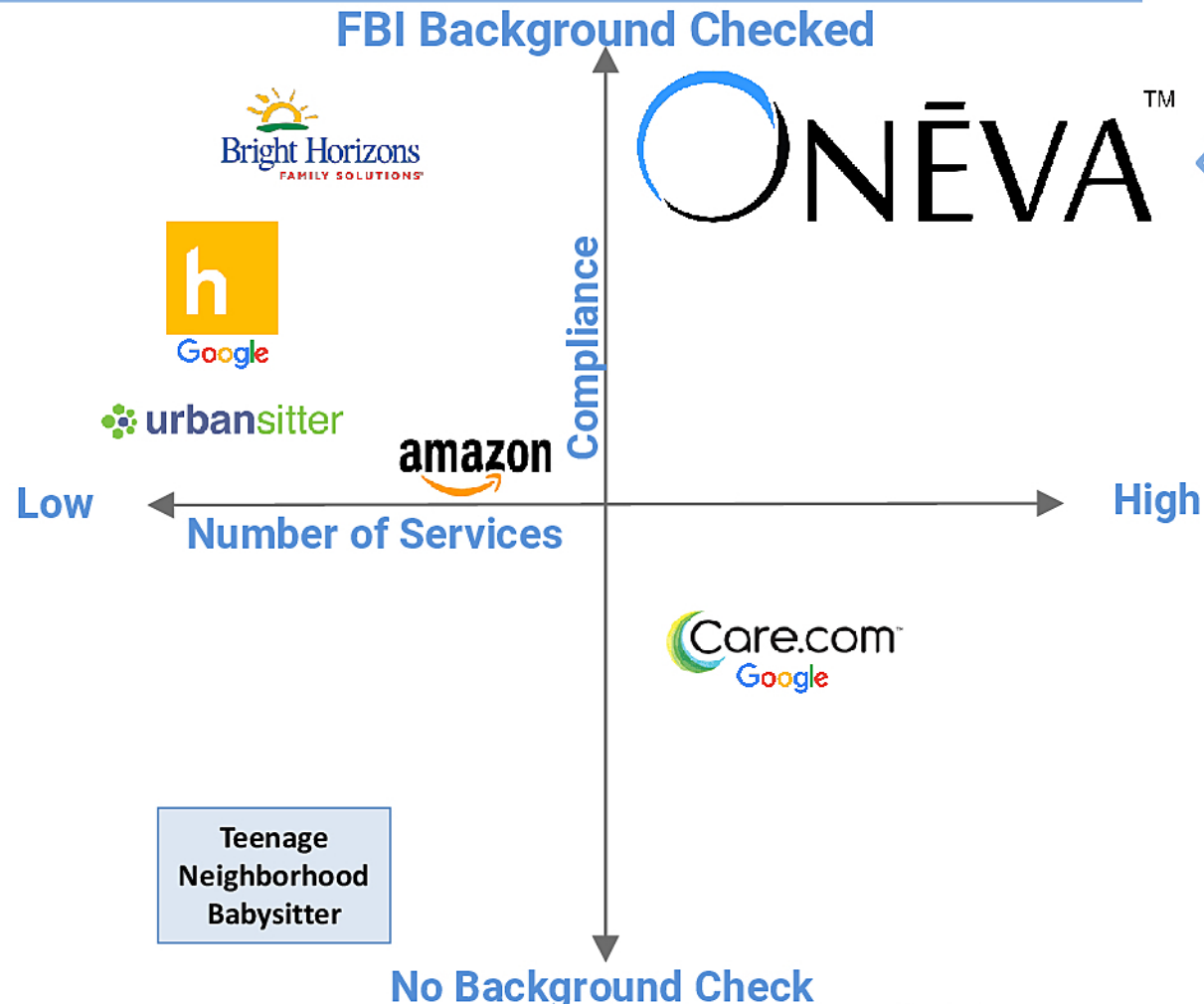
- Margin



- Living Wage



# COMPETITIVE LANDSCAPE



Onēva is the **only** Platform As A Service delivering in-home care as a compliant employer-provided benefit.

# PIPELINE VIA NATIONAL MINORITY SUPPLIER DIVERSITY COUNCIL

Prospect



Qualified  
Prospect



In Process



Delivering



# THE RIGHT TEAM



**Anita Darden Gardyne**  
CEO & Co-Founder



**Will Carpenter**  
Engineering Manager



**Bob Gardyne**  
CTO & Co-Founder



**Ron Colombo**  
Sr. Software Engineer

## **SR ADVISORS:**

**Allan T. Young**

Investor

**Chris Yeh**

Investor

**Bo Pitsker**

Investor

**F. Hernandez**

Microsoft



**Bilaine Beyene**  
HR Associate

# ASK

## \$1,070,000 on Simple Agreement for Future Equity

- \$15M valuation cap w/ \$2M early bird discount
- Raised over \$1.5M on five convertible notes

## To deliver the following milestones:

1. Completed client and caregiver native apps, and enterprise-grade security, privacy, and accessibility.
2. Contracts with one to four enterprise customers,
3. Staff up Ops and caregiver hiring, and rollout San Francisco Bay Area to 20,000+ employee base.