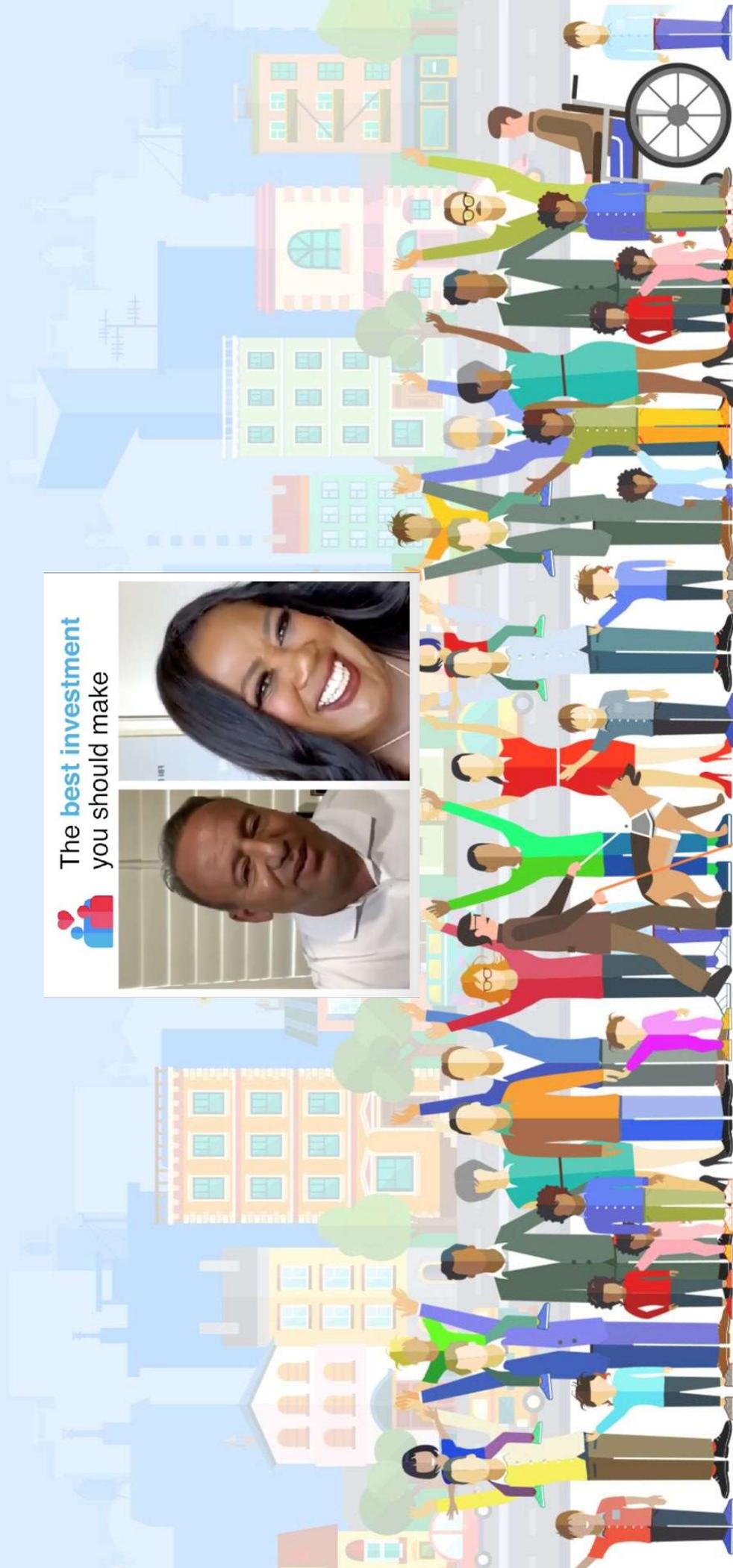


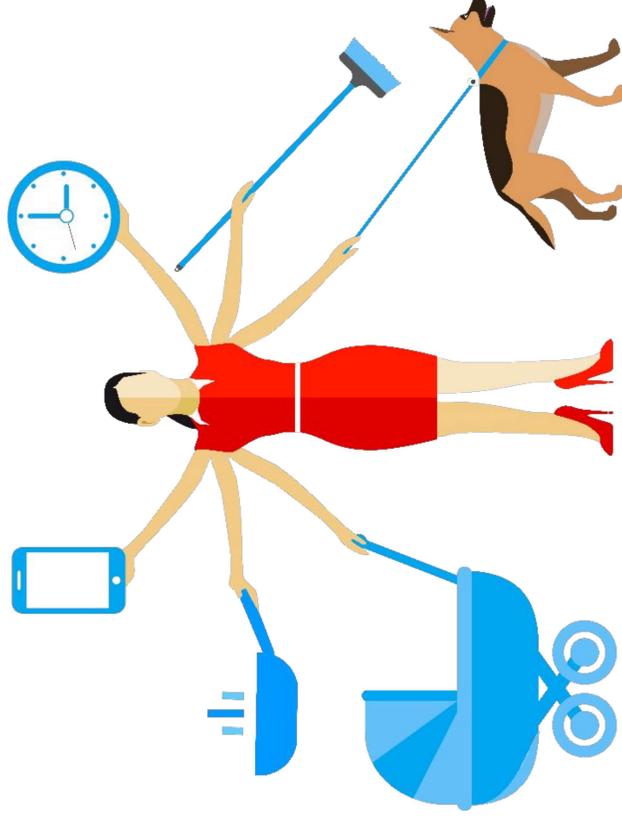
# ONÉVA<sup>®</sup> In-Home Care as an Employer-Sponsored Benefit



# In-Home Care is a Must-Have Employer Provided Benefit



**1 in 3** employees have left a job because of care\*  
– 2M women left the labor force in 2020



**61%** of senior leaders are more likely to leave their job for care. The higher the level, the more likely to leave:\*

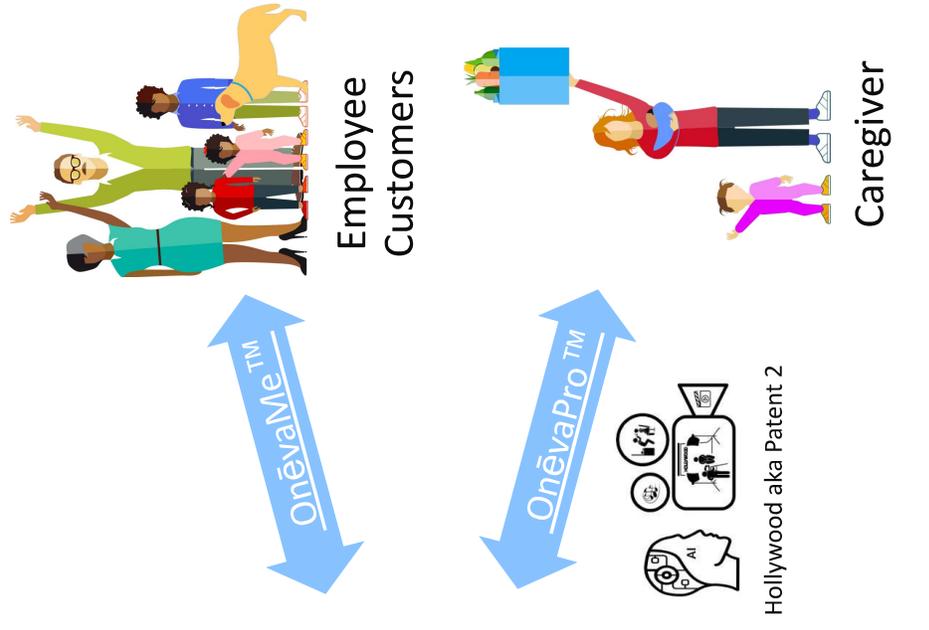
- **53%** for manager’s managers
- **44%** for managers

**73%** of employees have existing care responsibilities\*

**80%** of employees working remotely are impacted by care responsibilities

\*Source for data: The Caring Company HBR 7/20

# Sustaining a Workforce Requires a New Care Benefit



- No cost to start and corporate subsidies supported
- Easy to sign up and run – 100% outsourced to Onēva with reporting
- Reduces corporate risk by assuring caregiver compliance

# Attracting and Retaining Talent as a Caring Company



Life is better for employees with Concierge Care

- Technology platform that Matches Employees to FBI Background Checked Caregivers as an employer benefit
- Reimagines care as a new 24/7 shareable benefit to support a pod, not back up care
- Not available to consumers; only to employees



Customer Digital Magazine



Caregiver Digital Magazine

## SERVING EMPLOYEES OF



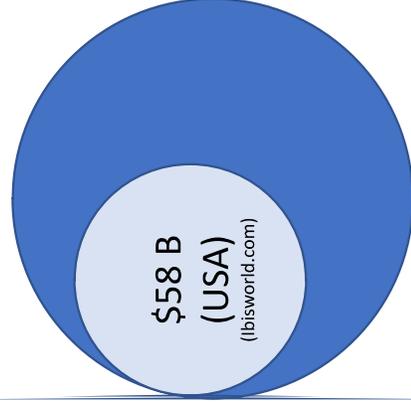
## Seeking \$1M In Initial NetCapital Round



### Use of Funds:

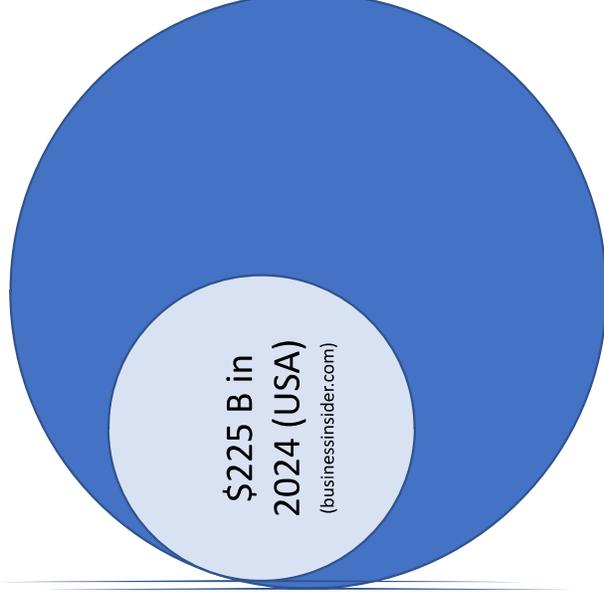
- Onboard companies, employees, and caregivers signing contracts weekly in SF Bay Area
- Create repeatable and scalable management systems and processes for expansion to Seattle
- Bridge to NetCapital 2<sup>nd</sup> Round for \$1.3M and subsequent DelMorgan & Co. private equity funding

# Selling Care to the Sandwich Generation



**Global childcare**  
**\$339 Billion**  
**growing at 11%**

(thebusinessresearchcompany.com)



**Global eldercare**  
**\$1,745 Billion**  
**growing at 8.3%**

(univdatos.com)



## Microsoft Is Our Unfair Advantage & Partner



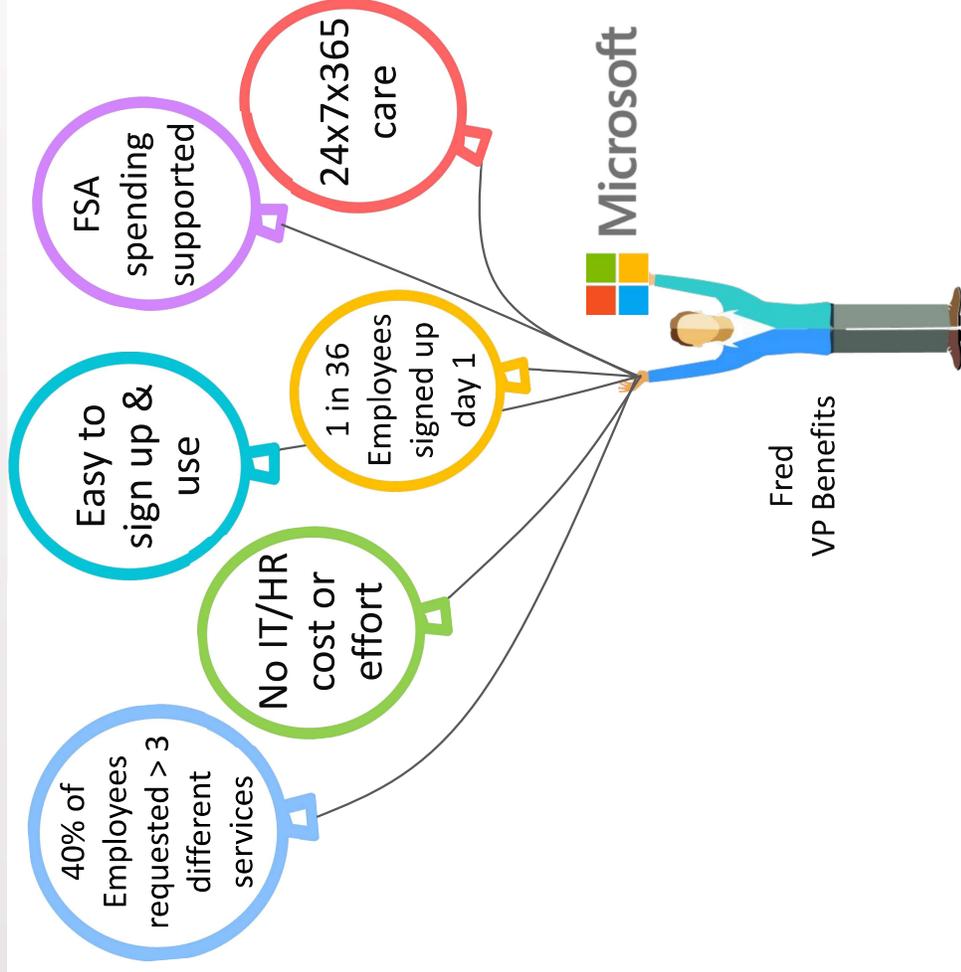
### Fred Thiele, VP Global Benefits & Mobility:

- Is our customer and evangelist within Microsoft since 2014
- Seeks care services for 70K Seattle employees for Jan 22
- Oversaw an unprecedented year long pilot with Bay area Employees to develop Onēva 2.0
- Ensured our graduation from Microsoft's 2-year Startup Program Jan 21 assuring Onēva's technical capabilities

"Onēva is an "Evergreen" application targeting millennials to young families to older families with elders to improve job satisfaction, retention and hiring, increase employee productivity, and reduce absenteeism."

-Fred Thiele, GM Global Benefits and Mobility  Microsoft

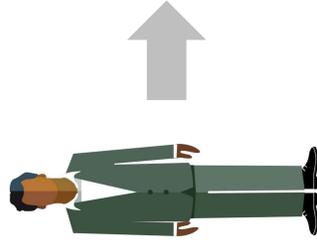
# Go to Market With a Microsoft/Customer Tested Solution



## Targeted Employee Personas:

- **Arlene:** Full time infant/childcare for one or more with 17 bookings per month
- **Betty:** Part time child + driving care and cooking with one or more 17 bookings a month
- **Cindy:** Part time elder care with cleaning and cooking with 12 bookings a month

# Onēva Care is Distributed in 13 CA Counties by:



## 1. INSURANCE BROKERS

- Reselling Oneva Care to small companies with 1500 and below employees and

## SF BAY AREA TRACTION

- 252 Producers in market
  - In market with 102 Acrisure Filice
  - Contract out for 80-person firm
  - Contract out for 70-person firm



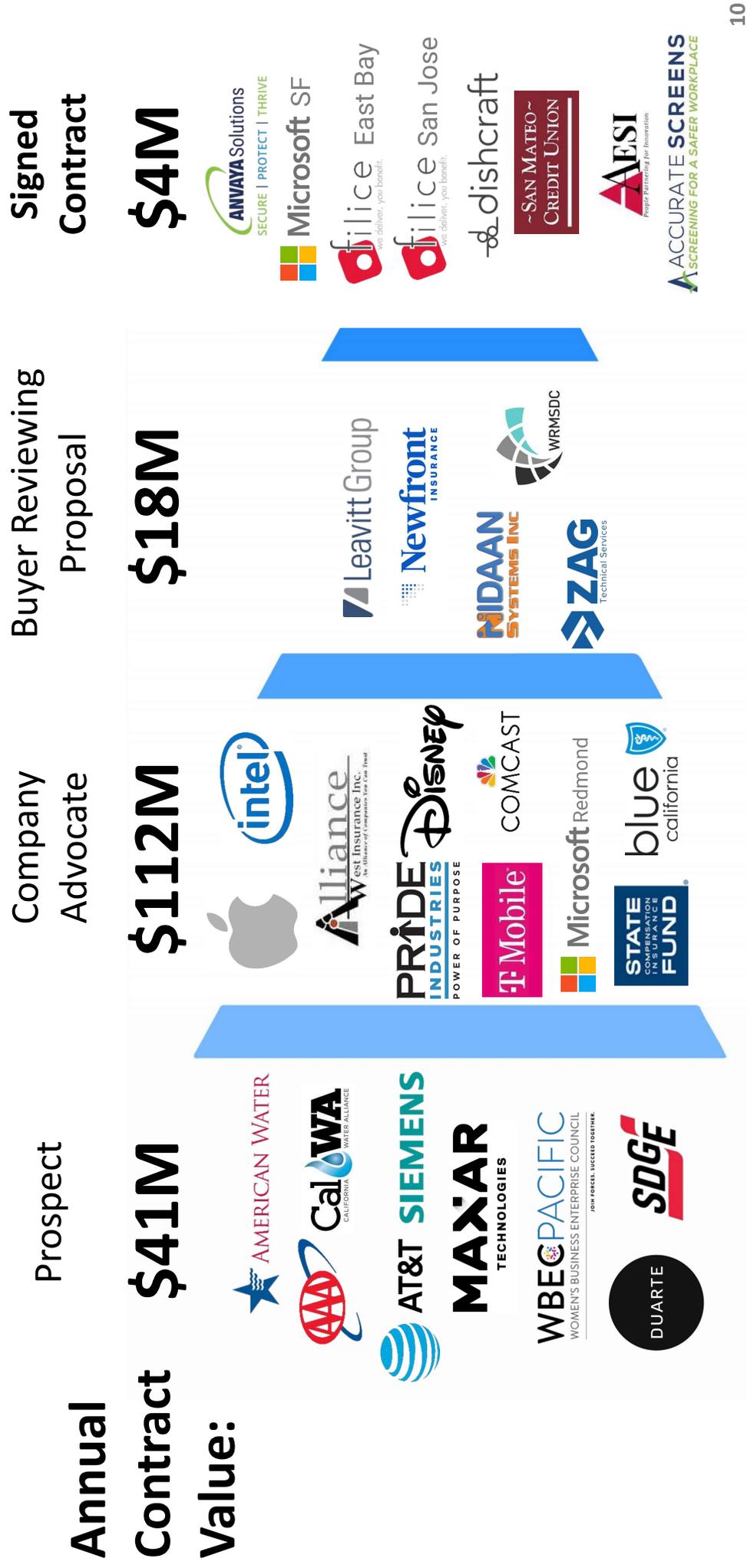
## 2. DIRECT SALES

- To small and major MBE's with up to 10K employees then
- Large & high-tech enterprises

- About 400 employees have platform access
  - Adding 1 to 2 small companies a week

SF, LA, Sacramento, Portland, and Seattle represent almost half of all domestic high-tech workers.

# Sales Traction Through First Quarter 2021



# Rev Jackson Co-Selling to Shared Corporate Partners



**6th Annual PUSHTECH DIVERSITY & INCLUSION SUMMIT**  
 "The Power & Priority of Inclusion & Equity in the NEW NORMAL"

HOSTED BY:  
**RAINBOW PUSH**  
 Silicon Valley/Bay Area Bureau

REV. JESSE L. JACKSON, SR.  
 DR. JOSEPH BRYANT, JR.

*Save the date*

**VIRTUAL EVENT**  
 \*Opening Reception & Celebration Wednesday Evening,  
 All Day Diversity/Inclusion/Equity Thursday, Closing "Keep Hope Alive" Friday

**May 12-14, 2021**

For more information: **Dr. Joseph Bryant, Jr.** - Executive Director RPC Silicon Valley/Bay Area: 415-647-6046  
 www.rainbowpush.org | pastorbryant@rainbowpush.org | pushtech2020@gmail.com

**GET INFORMED, GET INVOLVED, & GET INSPIRED IN THE MOVEMENT FOR SOCIAL CHANGE**  
 #KeepHopeAlive #DiversityMatters #EquityMatters #InclusionMatters #TechForGood #BeSocialWithPush

Facebook | Twitter | Instagram | YouTube | LinkedIn | Nextdoor | Facebook | Instagram | YouTube | LinkedIn | Nextdoor | Facebook | Instagram | YouTube | LinkedIn | Nextdoor

**6th Annual PUSHTECH DIVERSITY & INCLUSION SUMMIT**  
 "The Power & Priority of Inclusion & Equity in the NEW NORMAL"

March 29, 2021  
 Dear Anita,

I hope you and your families are doing well throughout this global crisis.

**We are so excited about our upcoming PUSHTECH DIVERSITY & INCLUSION VIRTUAL SUMMIT!!**  
 Building on the 6 years of emphasis in the world of technology, this year's Summit will broaden and expand its scope of impact to include numerous Diversity and Inclusion leaders and influencers in various high-profile roles from various companies across the spectrum of corporate America, business industries and Community platforms. The event will also feature and acknowledge a wide array of companies who over the past year have made significant inroads and expansion in the areas of Diversity, Equity and Inclusion Programming and Opportunities in the wake of the Global Social Justice Awakening of 2020. We will also highlight the amazing platforms of PUSHTECH, FAITHTECH and SPORTSTECH, all of which prepared us to thrive and survive in the unexpected shift to what is our NEW & NOW NORMAL Virtual World.

**I am writing to inform you that we would like to HONOR YOU AND ONEVA at this year's event!**

**Your impact, growth and success make us so proud!** You have been a significant part of our work and we want to celebrate your incredible path as a gifted, visionary, African American Woman Entrepreneur! We will also feature Oneva via video footage throughout the conference. It is our privilege to tell your story!

Please share with your friends and colleague's information about the upcoming event. We want to ensure that those within your network can share this moment with you. The Award presentation will take place the evening of Wednesday, May 12 (specific time TBD). The remainder of the conference will be Thursday and Friday, May 13 and 14. We look forward to gathering the family to encourage, empower and equip one another as we "Keep Hope Alive" pressing forwards a better day. We can win if we stay together, work together and move forward together.

If you have any questions, please feel free to contact our PUSHTECH & WEST COAST Executive Director, Pastor Joseph Bryant ([pastorbryant@rainbowpush.org](mailto:pastorbryant@rainbowpush.org)) or 415-859-1061.

It is our hope that the PUSHTECH DIVERSITY & INCLUSION Summit can provide some well needed re-connection for us as we embrace the "NEW NORMAL". Thank you for all you do and CONGRATULATIONS!

SEE YOU AT THE SUMMIT.

*Jesse L. Jackson, Sr.*  
 Rev. Jesse L. Jackson, Sr.  
 Founder & President

**THIS YEAR'S EVENT WILL INCLUDE:**  
 WEDNESDAY - Opening Reception, Celebrating Diversity, Technology & Legacy  
 THURSDAY - Diversity/Inclusion/Equity Speakers and Panels.  
 FRIDAY - "Keep Hope Alive" Day - Tech Education, Opportunities, and Building for the Future

# Selling Continues With Diversity Professional Magazine



## 2021 Women of Excellence Game Changer Award



**Anita Darden Gardyne**  
President and CEO at Onēva Inc.

Congratulations! Diversity Professional has selected you to receive the 2021 **Women of Excellence Game Changer Award**. This prestigious honor is bestowed upon an individual with outstanding professional excellence, achievements and contributions and who has worked tirelessly to break down barriers and obstacles in order to serve their communities.

The Women of Excellence Awards was established in 2017 to celebrate extraordinary women of diversity who operate at the highest level of excellence in their businesses, careers, communities and organizations. These women lead by example with the spirit of excellence at the forefront of all that they do. Please join us for this exclusive virtual event in celebration of you and other incredible women leaders who are worthy of recognition.

Your outstanding leadership and notable contributions will be acknowledged by Diversity Professional and its sponsoring partners at the **4<sup>th</sup> Women of Excellence Awards on Tuesday, May 4, 2021**, at 10:00am PST (virtual doors open at 9:30am)

# Without Onēva, Employees Are Defaulted to Consumer



Displays compliant vetted caregivers with living FBI background checks for your employees' peace of mind and ease



Enterprise grade security and privacy means data is protected as much as people



Saves employees about 11 hours per week and grants the power of choice



Government credit, good karma and PR for spending with a Certified MBE

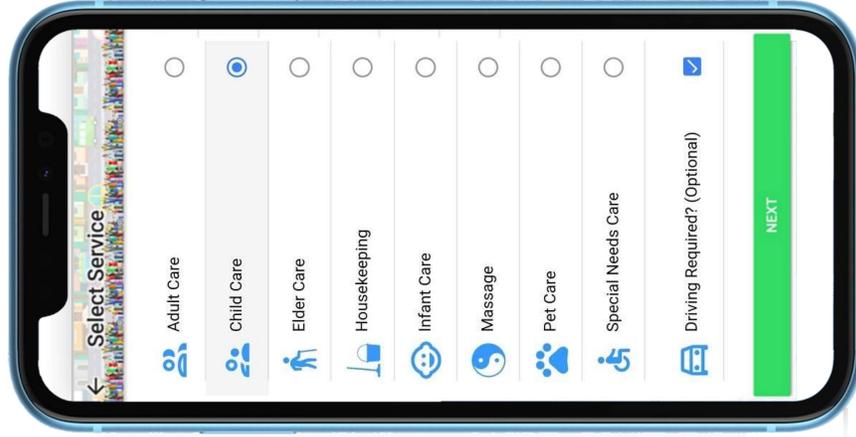


\*Care.com Puts Onus on Families to Check Caregivers' Backgrounds—With Sometimes Tragic Outcomes

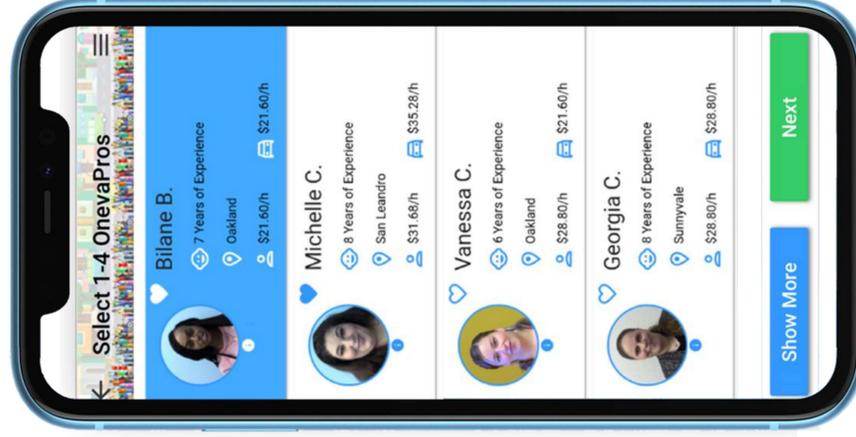
# With Onēva, Employees Gain Easy Access to Trusted Care



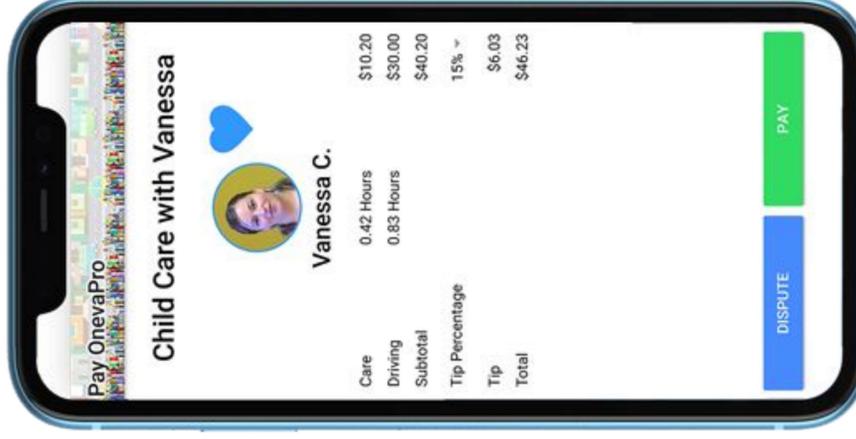
Choose



Select



Pay



# With Onēva, Employees View Caregiver Credentials

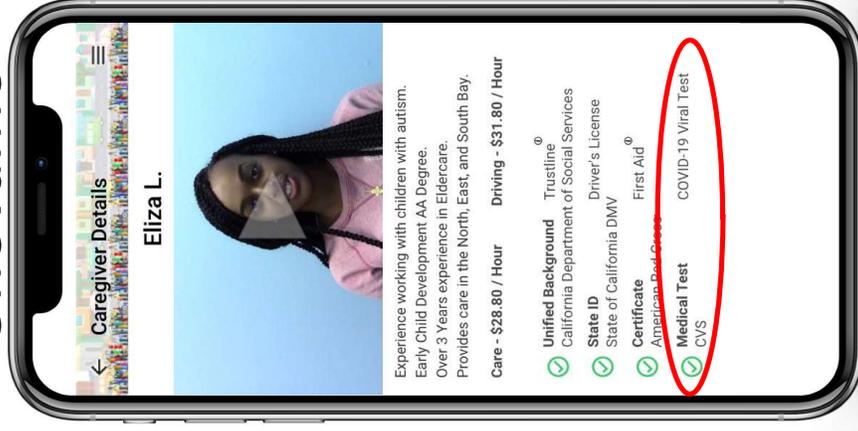


## OnēvaMe



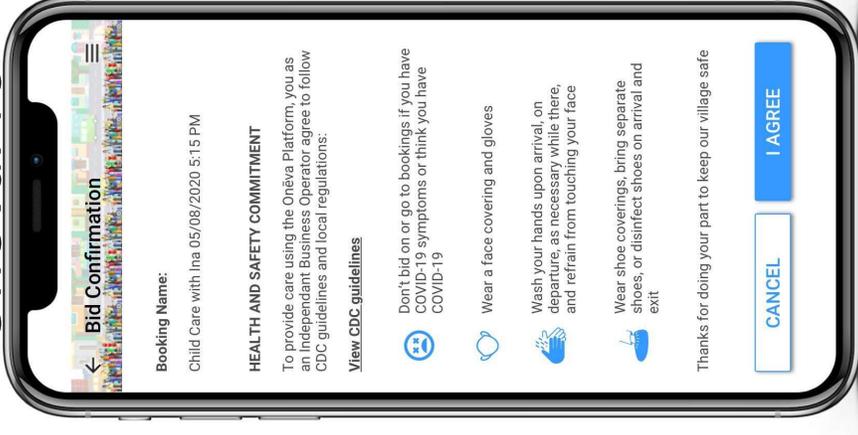
Provide CDC Guidelines for customers

## OnēvaMe



Provide vaccination & test status to customers

## OnēvaPro



Provide CDC Guidelines for caregivers

# Employees Gain 11 Clicks to Trusted Care: Product Demo



Confidential – Please do not distribute

# Quality Caregivers Sourced From Scalable Partners

## CHURCHES

- Free training classes
- Existing employment centers

## COLLEGES

- California has over 100 community colleges with elder, infant, and childcare programs creating new caregivers
- Recognized by the state legislature in March 2020 for leader for creating opportunities

## NON-PROFIT

- Existing west coast workforce programs
- Co-author grants

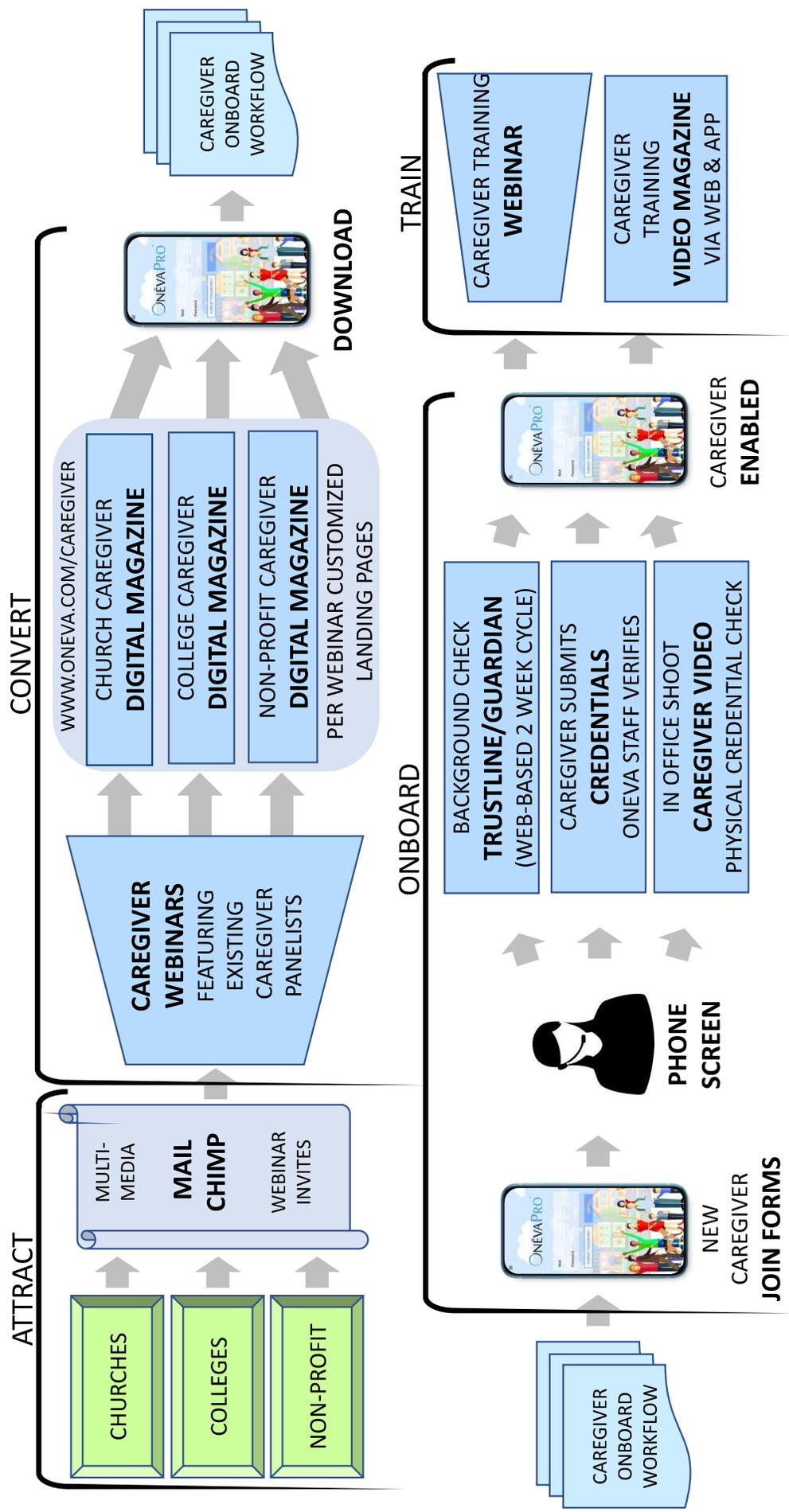
## WEBSITES

- Worst grade of ore
- Free
- But good for some specialized requirements



Anita receiving an award March 2020

# Efficient Caregiver Onboarding Using Tech and Webinars



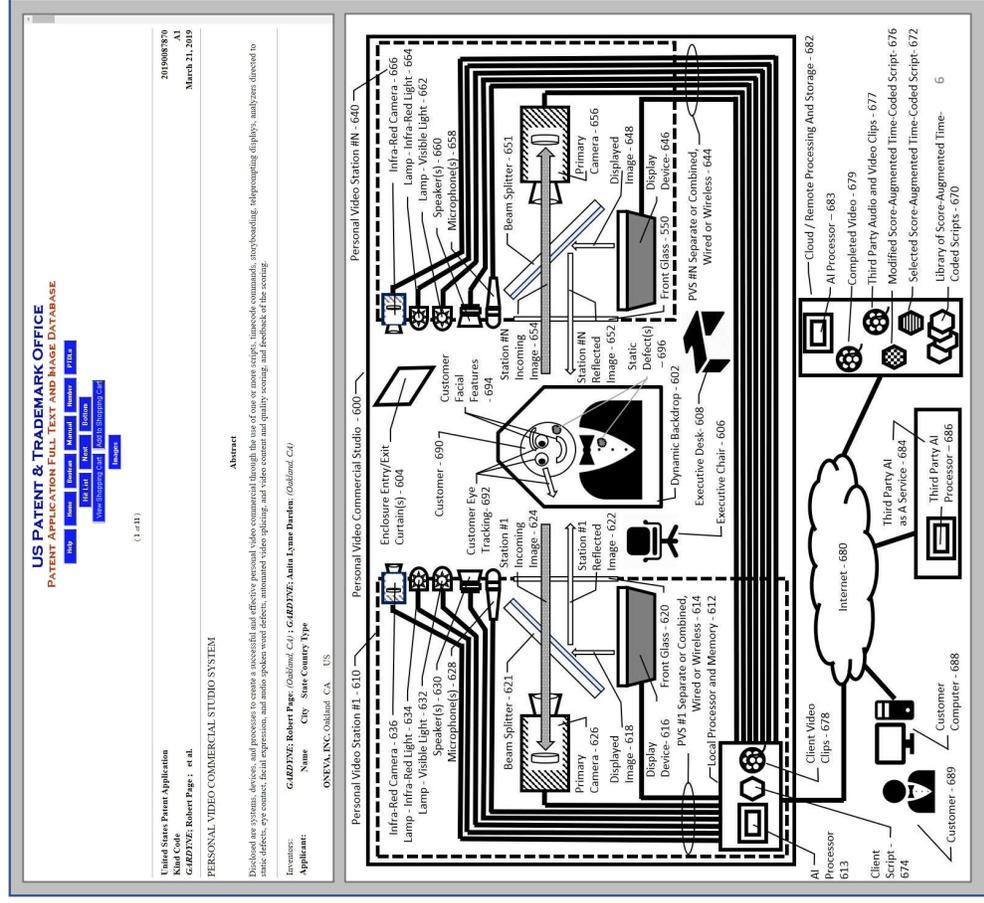
# Our Second Patent Applies AI to Produce, Record, and Edit Video Without Human Intervention



To further enhance the customer experience and reduce cost over time:

- selecting and optimizing scripts,
- training and coaching talent,
- cueing and directing the shoot, and
- post-processing and production,

Hits the bullseye of the \$185B video/content creation market.



**US PATENT & TRADEMARK OFFICE**  
 PATENT APPLICATION FULL TEXT AND IMAGE DATABASE

2019068770 AI  
 March 21, 2019

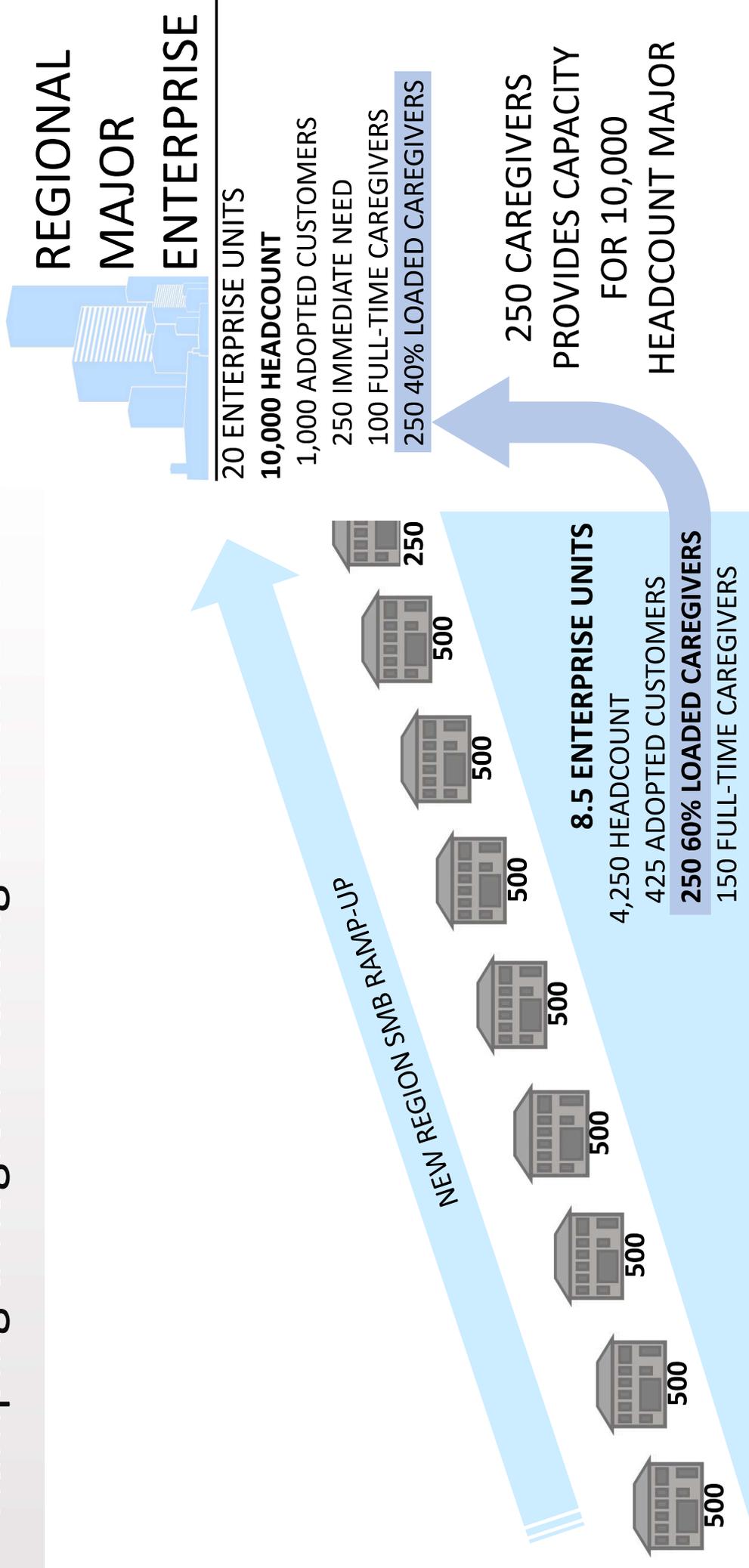
United States Patent Application  
 Class Code: G43D70Z; Robert Page, et al.

**PERSONAL VIDEO COMMERCIAL STUDIO SYSTEM**

**Abstract**  
 Disclosed are systems, devices, and processes to create a successful and effective personal video commercial through the use of one or more scripts, facecode commands, motiontracking, teleprompting displays, multiusers directed to name, defects, eye contact, facial expressions, and audio spoken word defects, automated video editing, automated video grading, and video content and quality scoring, and feedback of the scoring.

Inventors: G43D70Z; Robert Page; (Gibson, CA) ; G43D70Z; Anita Lynn Davison; (Gibson, CA)  
 Applicant: ONEVA, INC. (Gibson, CA, US)

# Ramping a Region Starting With Small Businesses



## Profile of **Employer** As a Customer

- 500 employees - 23% long term adoption
- \$48,875 in average monthly billings
- **\$155,422 in annual gross profits**

## Profile of **Employee** As a Customer



### Bi-modal distribution: People vs Non-People Care

- Type A (\$1,125/month): Infant to Eldercare + Driving
- Type B (\$125/month): Housekeeping or Massage

**Onēva net take rate is 24-27%**

“I am sold as a customer of Onēva, and I now truly value your concierge care platform.” – Filice Employee Customer

# Going to Market With a Team Who Bring More Than \$



Chris Yeh  
Investor  
Blitzscaling Expert  
Since 2016



Thomas Brophy  
Investor  
Garnet Hill Ventures  
blue  of california



Allan I Young  
Investor  
Serial Entrepreneur  
Since 2015



Rachel Proffitt  
Partner WSGR, Today Partner Cooley  
Since 2014



Dr. Elise Brownell  
Investor  
Partner, ZephyrBiotech  
Since 2014



Michael Ross  
Investor  
President, MHR International  
Since 2014



David Meltzer  
Mentor  
Co-Founder of Sports 1 Marketing  
Since 2021



Michael Hostetler  
Investor  
IP Partner WSGR  
Since 2014

# Going to Market With Award-Winning Technologists



Anita D. Gardvne  
President  
Chief Executive Officer  
January 2014



Bob Gardvne  
Chief Technology Officer  
Head of Product  
January 2014



Chris Seidler  
Director of Sales  
General Manager  
October 2020



Nino Campos  
Manager, Artisan Content  
Enterprise Sales & Diversity  
October 2020



Bo Pitsker  
Chief Security Officer  
Enterprise Sales  
January 2016



Patrik Korzinski  
Software Engineering Manager  
February 2020



Will Carpenter  
System Engineering Manager  
January 2014



Ron Colombo  
Senior Software Engineer  
March 2014



Ariel Karlin  
Concierge  
Customer and Caregiver Support  
April 2019



Adrian Ventura  
Software Engineer  
August 2020



Maria Choban  
Quality Engineer  
November 2019

# Becoming the Global Thought Leader for Care



Outlet	Run Date	Notes	Link	Views
AFROTECH	3/23/21	Award-Winning Entrepreneur Anita Gardyne is Revolutionizing Care Through Her Tech Platform OnĒva	<a href="https://afrotech.com/award-winning-entrepreneur-anita-gardyne-is-revolutionizing-care-through-her-tech-platform-oneva/">https://afrotech.com/award-winning-entrepreneur-anita-gardyne-is-revolutionizing-care-through-her-tech-platform-oneva/</a>	559,169
David Meltzer	4/2/21	Instagram Live (VIDEO)	<a href="https://www.instagram.com/tv/CNK0W_nlKET/?hl=en">https://www.instagram.com/tv/CNK0W_nlKET/?hl=en</a>	396,000
Diversity Professionals Magazine	3/24/21	Caregivers, Customers and Employees are Priority at Oneva	<a href="https://www.dropbox.com/s/k6vsfzt7wl275k/Diversity%20Magazine%20Anita.pdf?dl=0">https://www.dropbox.com/s/k6vsfzt7wl275k/Diversity%20Magazine%20Anita.pdf?dl=0</a>	
Empire Magazine	3/14/21	Tech Czar Anita Darden Gardyne Takes Caregiver Platform Oneva to New Heights	<a href="https://empiremag.com/2021/03/tech-czar-anita-darden-gardyne-takes-caregiver-platform-oneva-to-new-heights/">https://empiremag.com/2021/03/tech-czar-anita-darden-gardyne-takes-caregiver-platform-oneva-to-new-heights/</a>	2,832
Entrepreneur	3/9/21	How These 10 Female Leaders Thrived In Tech And Grew Their Companies	<a href="https://www.entrepreneur.com/slideshow/363843">https://www.entrepreneur.com/slideshow/363843</a>	10,054,151
Yahoo! Finance	3/10/21	How employers can retain and support working mothers (VIDEO)	<a href="https://finance.yahoo.com/video/employers-retain-support-working-mothers-222702854.html">https://finance.yahoo.com/video/employers-retain-support-working-mothers-222702854.html</a>	57,442,780