



Meet Evergreen

We are redefining the experience of being unemployed.

We help those in transition by providing them tools, support, and training to help them re-enter the economy in the right way.

We partner with businesses around the country to help them transition former employees to new roles at other organizations.

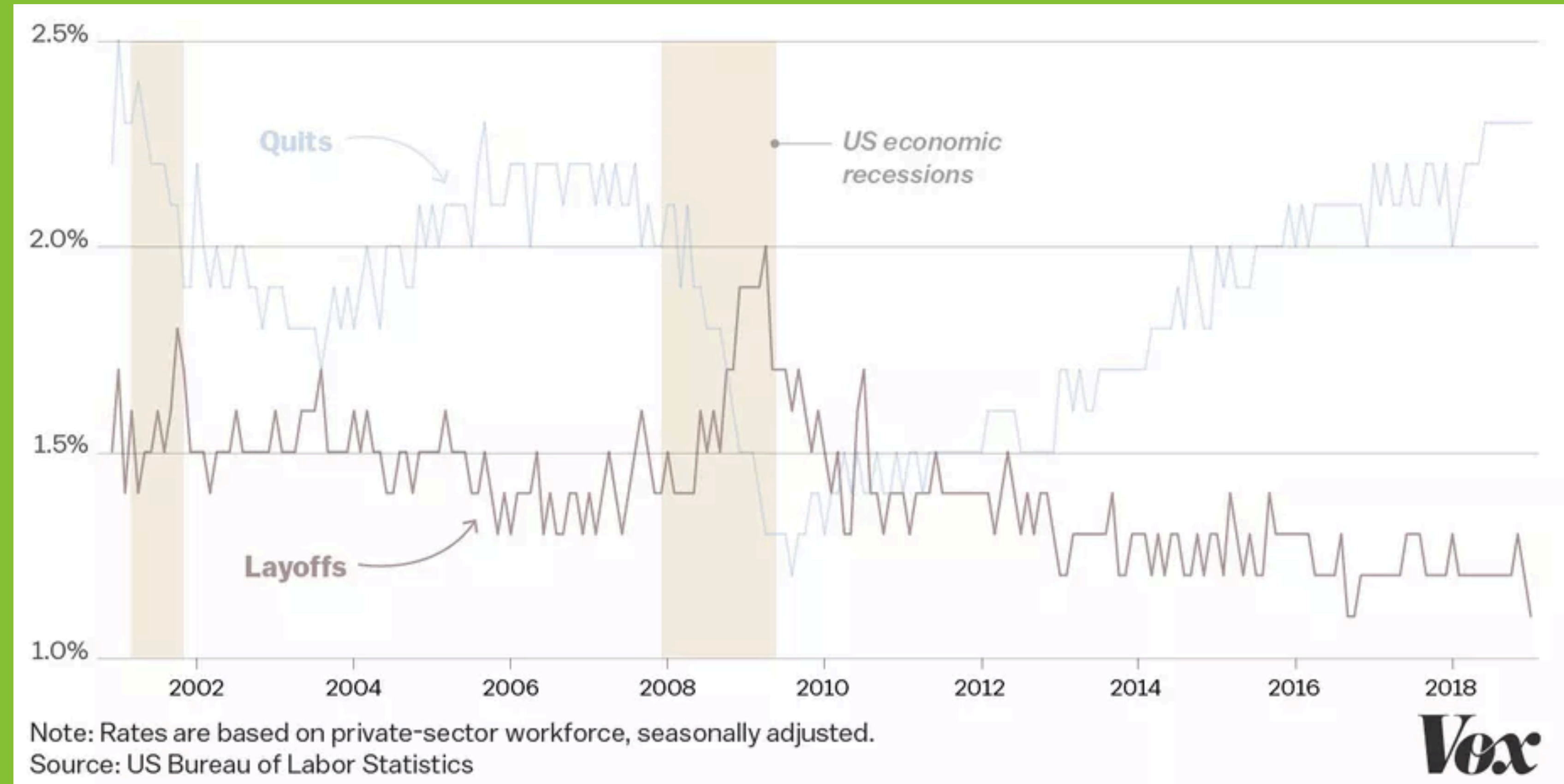


In 2018, US businesses laid off 22 million Americans.

2018 set a 20-year low for layoffs and firings — and still, 22 million people had to find new jobs (data does not include independent contractors).

Over 200,000 Americans applied for unemployment per week in March 2018.

On average, only 25-30% of Americans actually claim their unemployment benefits — the government saves over \$110b a year on unclaimed benefits.



Automation will displace a large number of workers over the next decade.

Up to 54 million Americans will need to move out of their current occupational category to find work by 2030.



Globally, up to 375 million workers may need to switch occupational categories.

Number of workers needing to move out of current occupational category to go find work, 2016–30 (trendline scenario)¹



¹ Some occupational data projected into 2016 baseline from latest available 2014 data.

Reality Check: In this country, losing your job is a traumatic, miserable experience.

The Day You're Let Go

"We're going to have to let you go"



"How am I going to support myself?"



Exit Paperwork



The Day After You're Let Go

"How does COBRA work?"

"How do I collect unemployment?"

"Where do I even start?"

"I need to update my resume"

"Who can I talk to?"

"Where can I work out of?"

"How long is it going to take to get a job?"

"I need to update my LinkedIn"

"Who's hiring?"

We're on the verge of a massive shift in the way we work — and the corresponding relationship between employer and employee.

“Over the last few weeks I’ve been thinking a lot about culture at Carta. Through this process, I’m making a few internal changes that I think will help Carta be more fair to our employees when they leave the company. As an industry, I think some of the norms that we’ve converged on are unfair.

- Henry Ward, CEO @ **Carta**, ‘New Chapter Program at Carta’

“Now, imagine a different scenario. It’s January 2024. The bank knows it will need to eliminate 200 teller positions by year’s end due to automation. It begins working with a consortium of other local employers and community colleges to design and fund three 10-week courses.”

- Lauren Weber, **Wall Street Journal**, ‘A counterintuitive fix to robot-driven unemployment’

“One of the biggest opportunities in the next decade is to use the technology tools at our disposal to help Americans rethink labor participation and focus on building back their careers in novel ways.”

- Alex Taussig, **Drinking From the Firehose**



In today's economy, losing a job shouldn't be the end of the world.

It should be the end of one chapter and the beginning of another.

That's where we come in.



Evergreen is looking to change the experience of being unemployed starting with the day that an individual is let go.

Companies work with us in order to create a transition environment that ensures the employee feels supported and set up for success.



Meet Emily.

Occupation:
Customer Success Manager

Age: 26

Education: Bachelors

Location: New York City

Income: \$50 - \$70K

Marital Status: Single

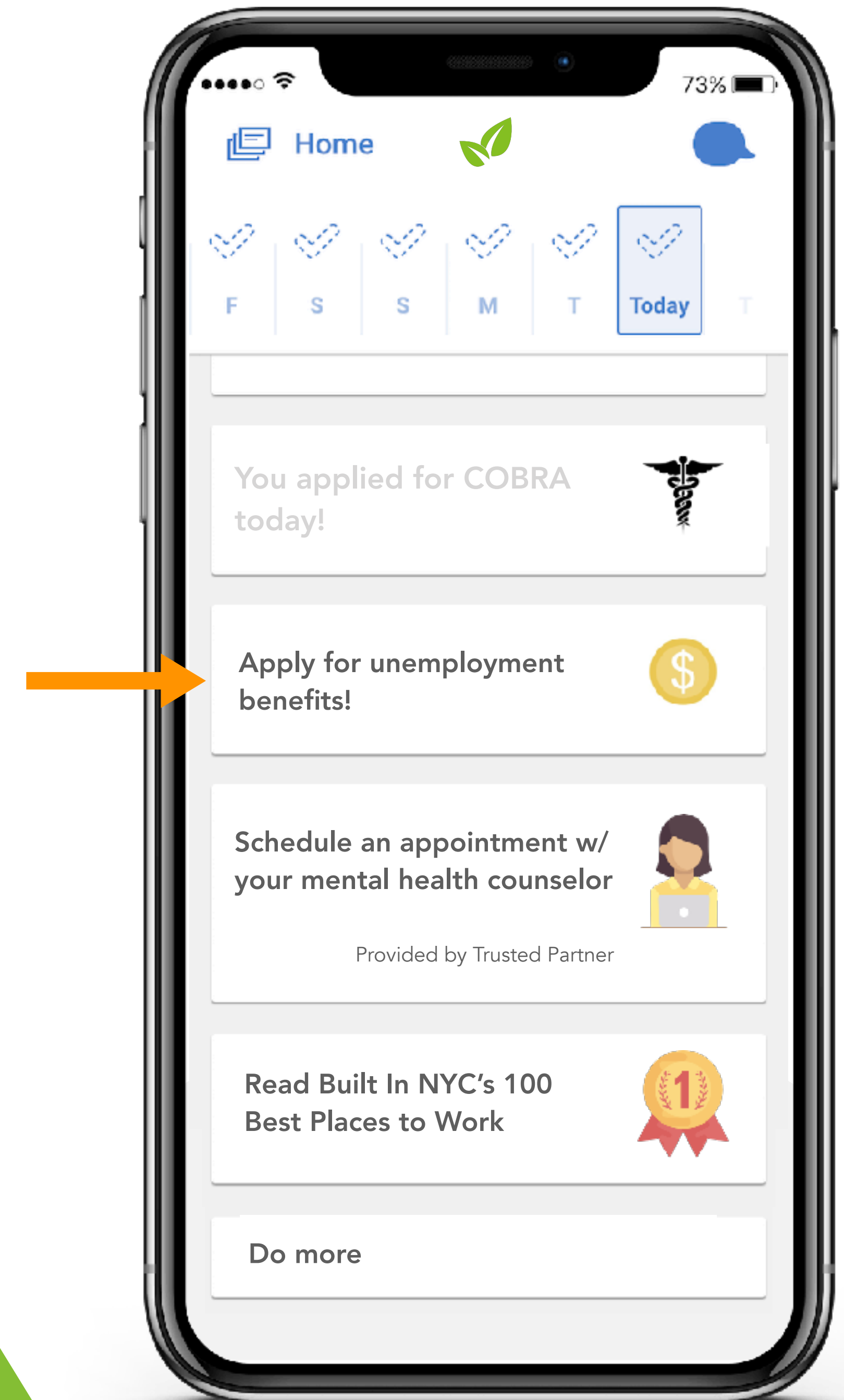


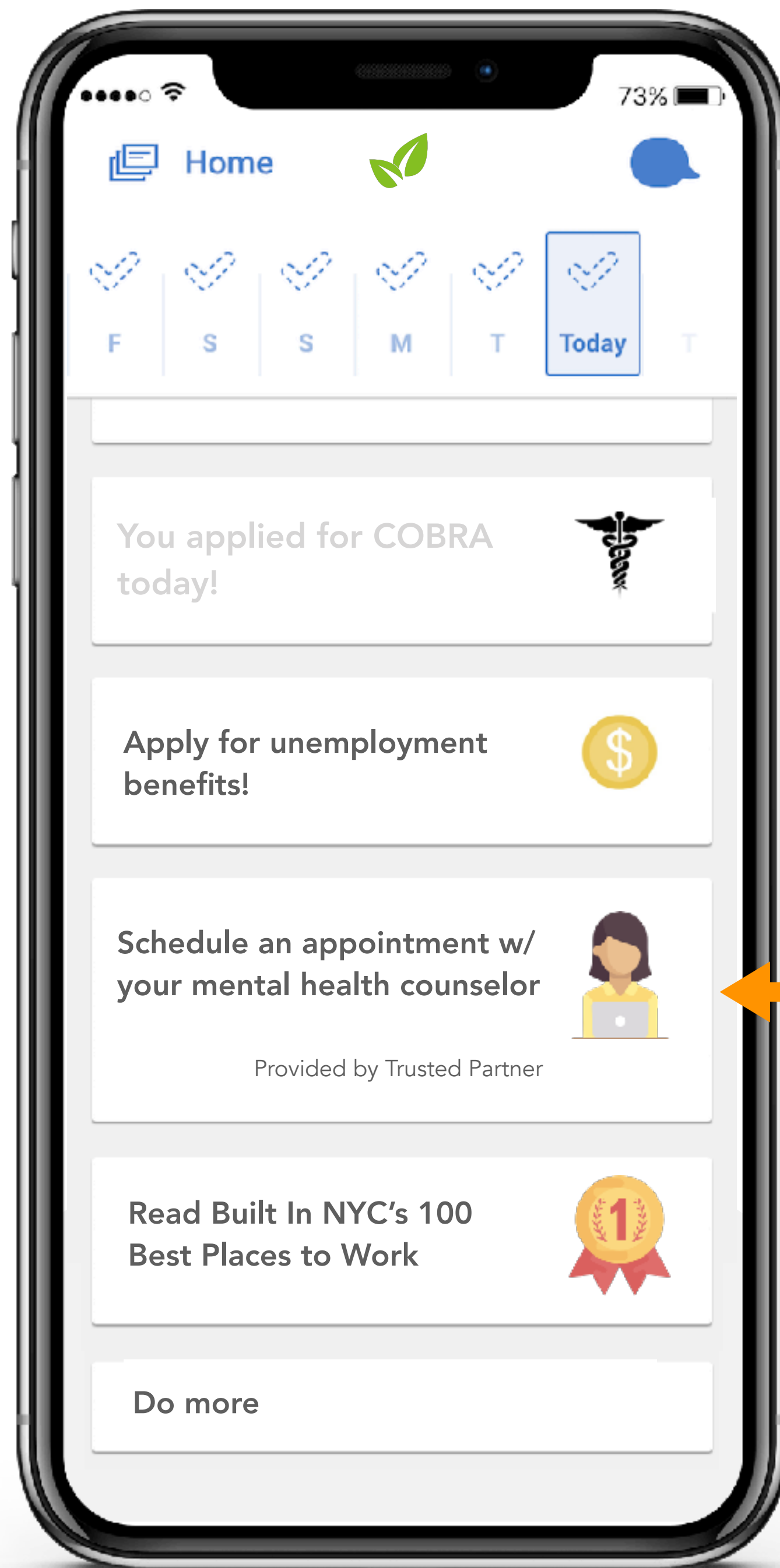
The day Emily is let go, she'll receive an email to download the Evergreen app.

The Evergreen App is Emily's tool to recreate structure in her day and to help her gain forward momentum.

Through the Evergreen App, Emily will be able to:

- Chat with a transition coach
- Apply for and manage unemployment benefits
- Apply for and manage COBRA





We also know that losing your job takes a mental toll.

That's why we've also provided Emily the ability to schedule a session with a mental wellness professional through the app.

We serve as a lead generation channel for mental health startups — and therefore, can provide these services without Emily paying a dime.



Helping Emily with COBRA, unemployment benefits, and her mental wellness is just our starting point.

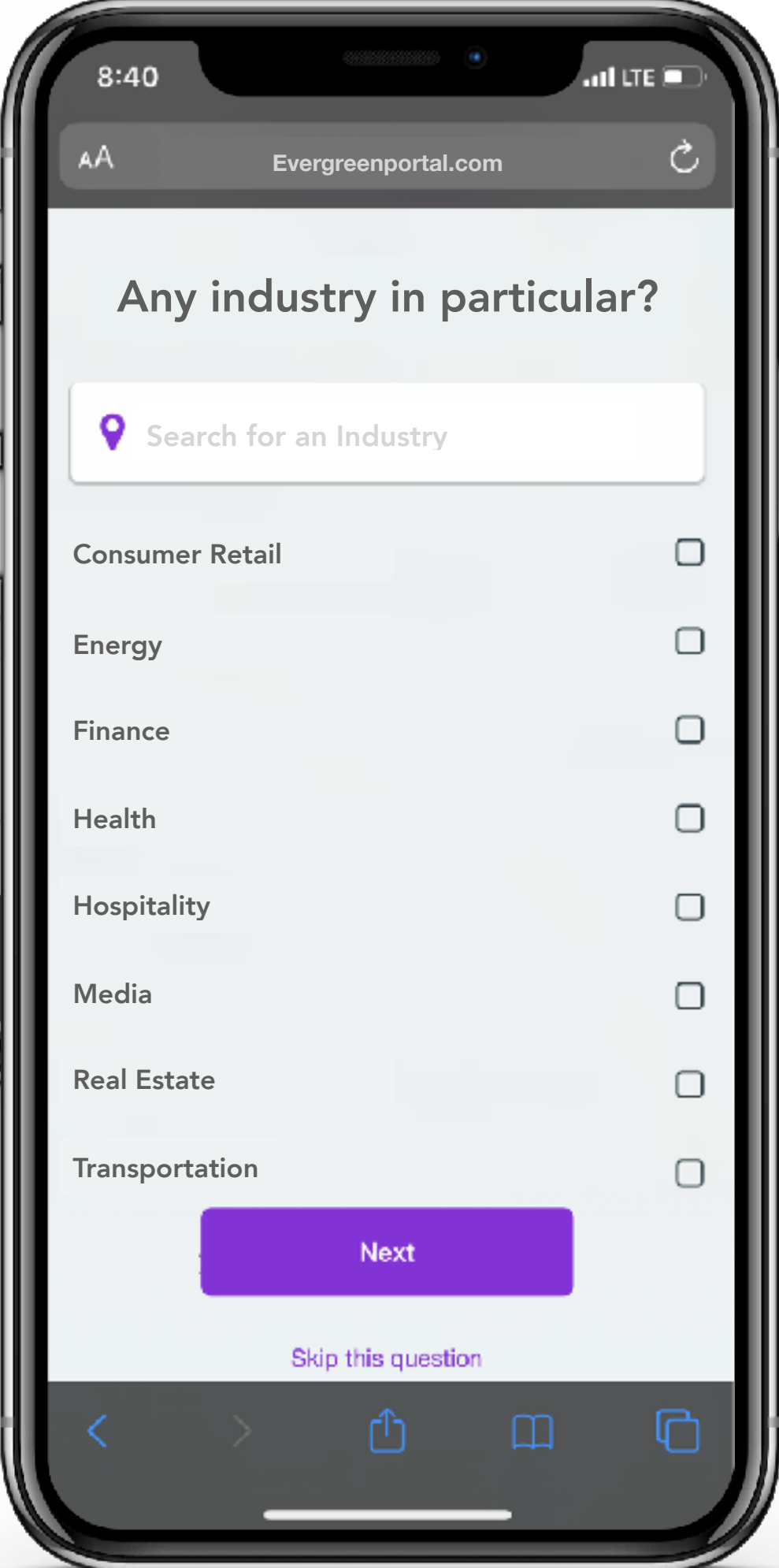
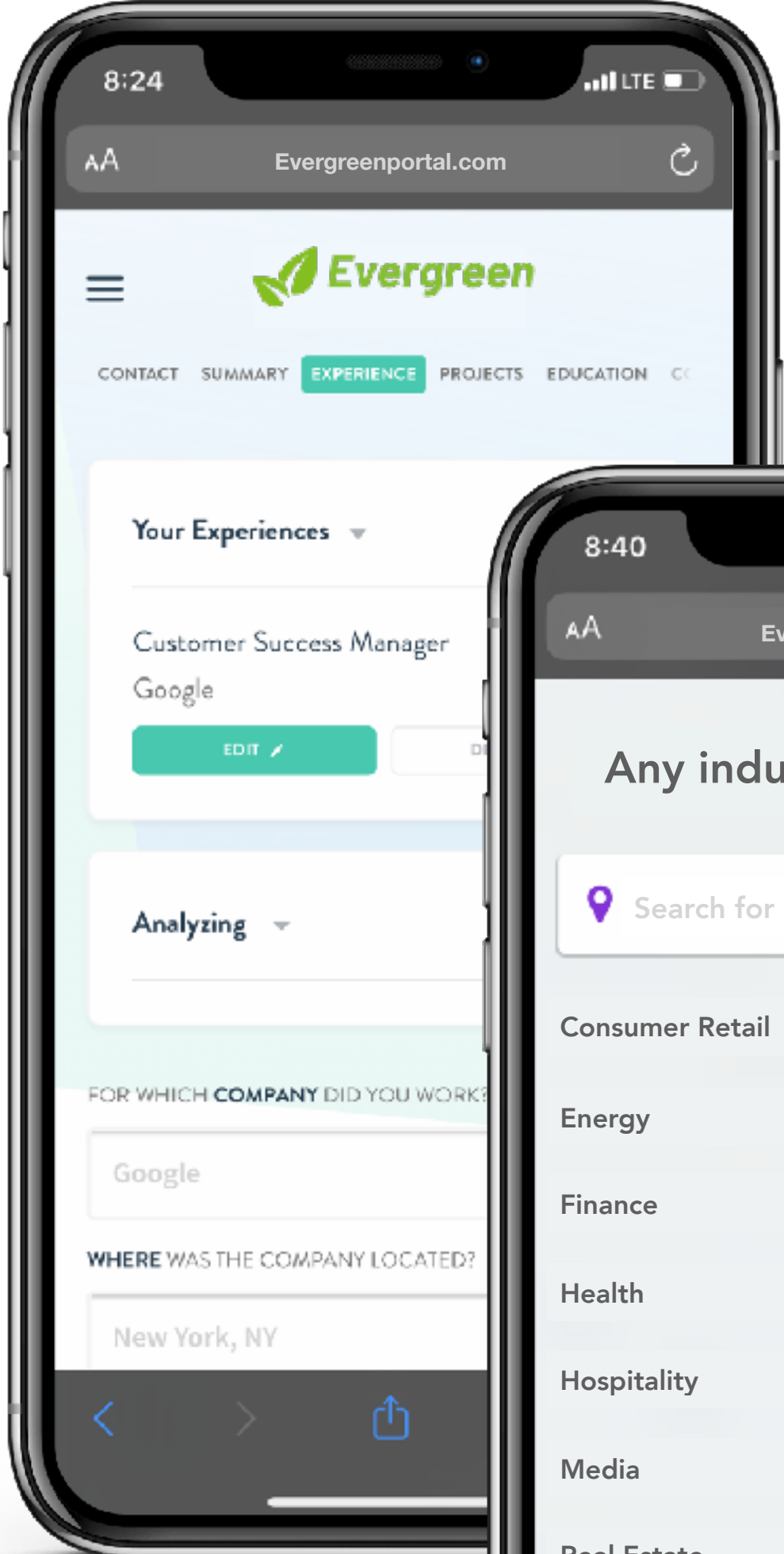
We are already thinking about the next set of tools and services that we can provide to take Emily the rest of the way.



After taking care of the essentials, Emily has to kick-off the job search.

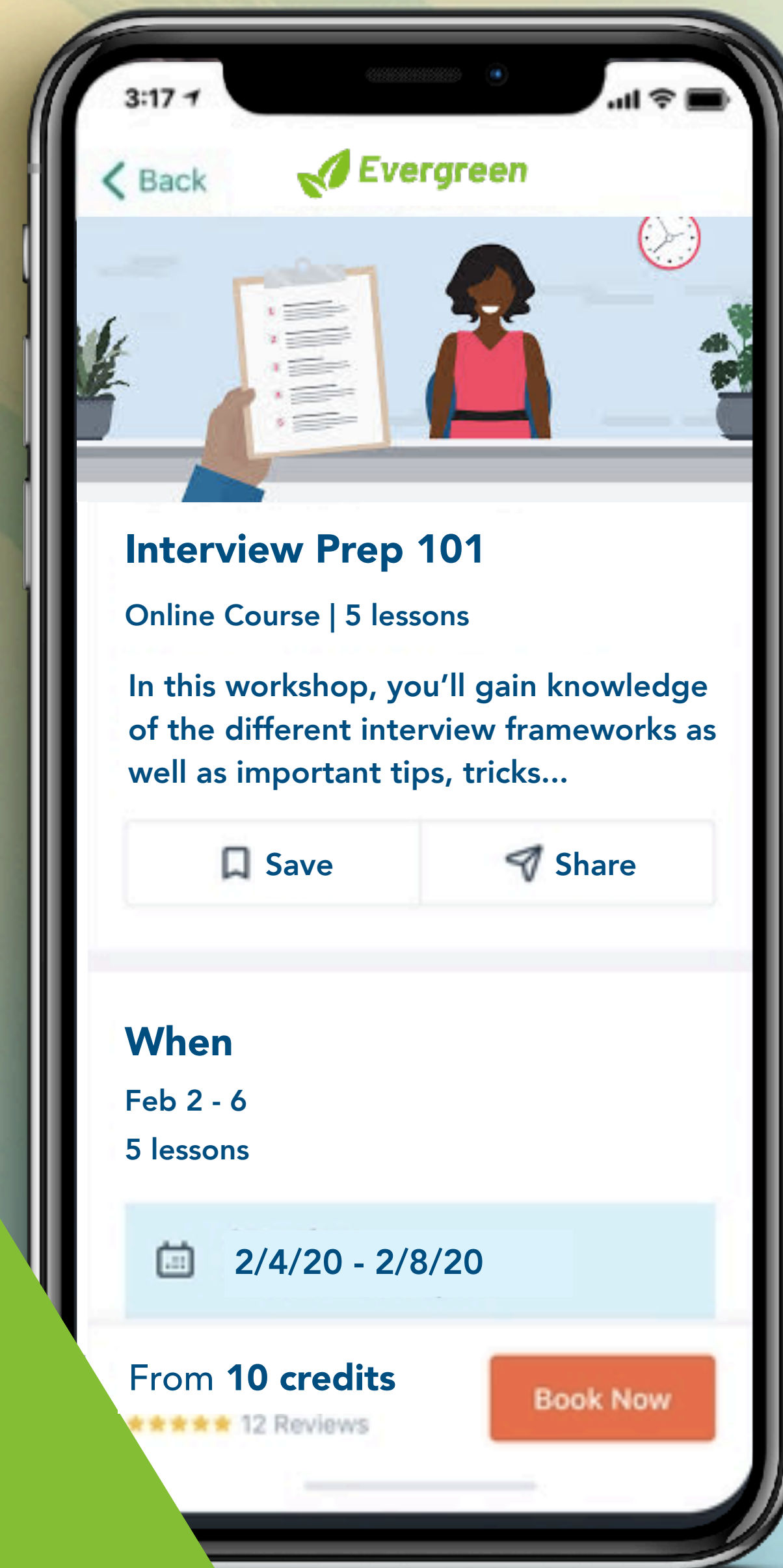
Lucky for her, we will serve as her digital agent.

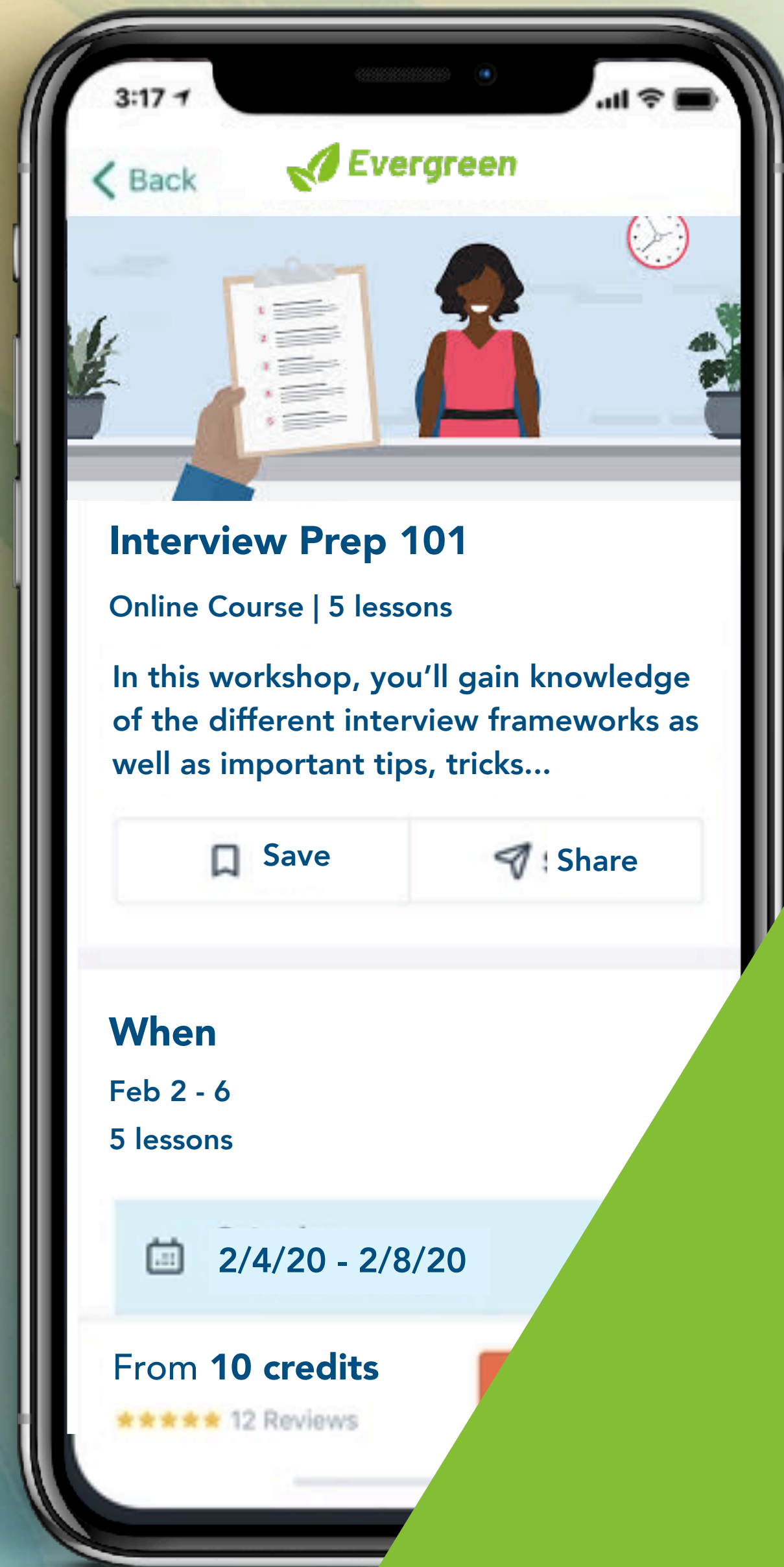
We will help her find her ideal job, starting with her resume prep — all the way to negotiating her offer.



The Evergreen Incubator

The future of workforce retooling





We'll empower Emily with new skills for her job search.

From interview workshops to data analytics lessons, we can help Emily use her transition period for self-improvement.

As we monitor employment trends, we believe that we can retool employees in transition for roles that are in demand.



Our hope is for Emily to come out of this experience with a strong, refreshed perspective about her future.

It's to her former employer's benefit.

It's to her future employer's benefit.

We are able to provide this new-age experience for Emily through our partnerships with some of the most forward-thinking businesses in the country.



Our corporate partnerships allow us to keep costs low for our transitioning customers.

Companies pay for our services for 3 reasons:

Thanking an employee for their service isn't enough. We help companies show employee appreciation by helping them set their employees up for success.

We offer the ultimate employee benefit.

We help businesses reduce post-termination brand & litigation risk. 6 out of 10 employers have faced an employee lawsuit — and while the average employee lawsuit costs \$250,000, that doesn't include the impact to the business' brand and reputation.

We help terminated employees focus on the future and not the past.

We have an entire customer base that off-boards former employees into our organization — we offer access to this 'on-demand' hiring pool to our customers as a benefit of being an Evergreen partner.

We are the best place to look for a hire you should have pulled the trigger on yesterday.



Our pricing model is comparable to D&O insurance pricing.

We charge an annual fee based on headcount — tiered by company size.



Tier One
Company size: 1-49
Annual cost per employee: \$50

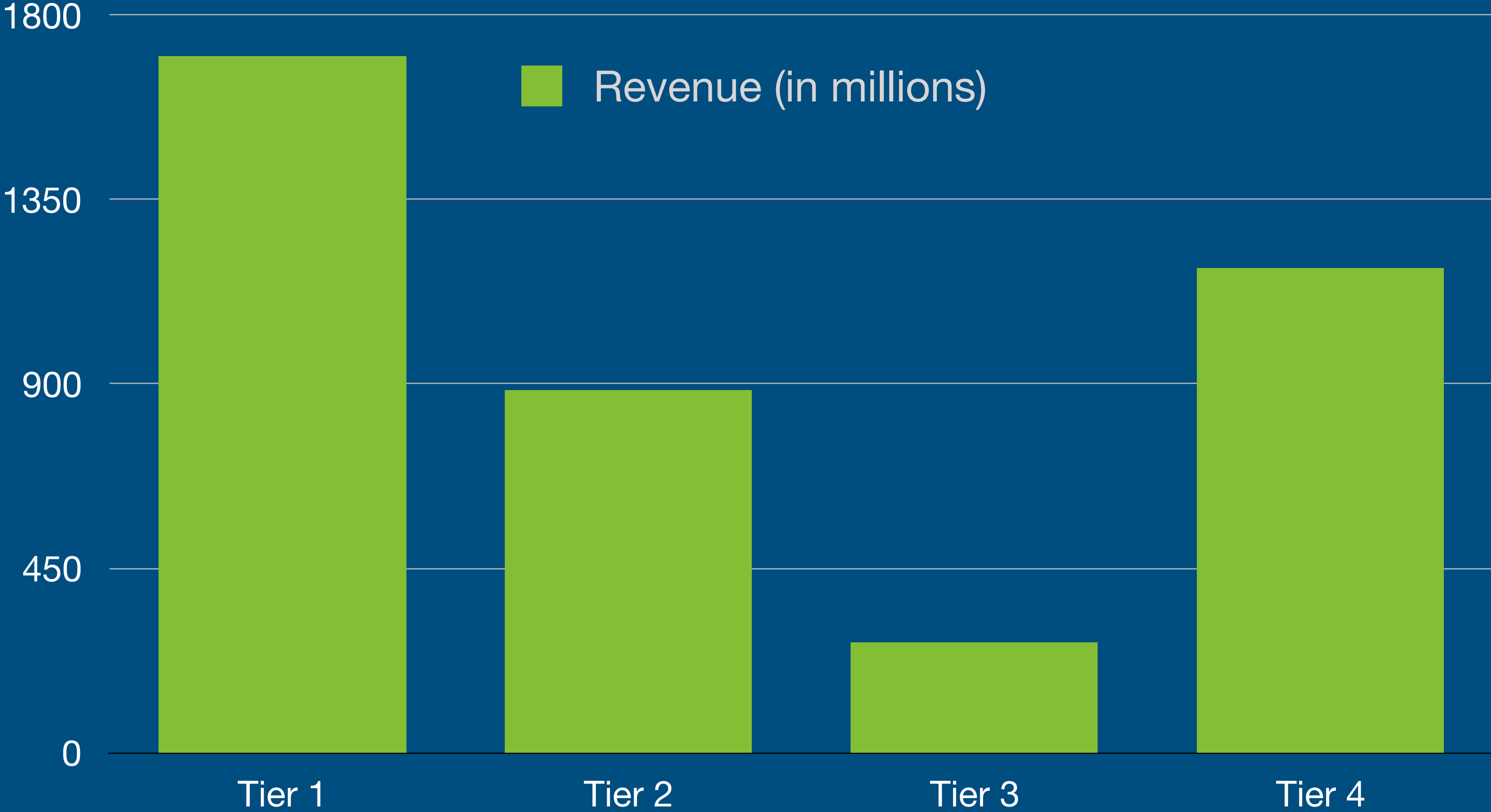
Tier Two
Company size: 50-249
Annual cost per employee: \$40

Tier Three
Company size: 250-499
Annual cost per employee: \$30

Tier Four
Company size: 500+
Annual cost per employee: \$20

Let's do the math.

Revenue by Tier Class



Initial Revenue Stream TAM

\$4 Billion



Master Plan

By 2025



Businesses of all sizes and industries partner with us to manage transitions of all types.



We are the go-to company for workforce retooling and training.



We are one of the strongest recruiting platforms in the nation.



We offer top tier financing and credit solutions to those in transition.



Where do we start?



The time is now, and the team is right.



Sydney Howell

Co-Founder & Chief Customer Officer

- ▶ Global Head of People Standards and Employee Relations @ Twitter
- ▶ Associate General Counsel, Global Employment @ Twitter
- ▶ Founder @ Howell Employment Law



Sundeep Kumar

Founder & Chief Executive Officer

- ▶ Founder & COO @ LoftSmart (\$20m+ raised from Tiger Global Management, Tribeca Venture Partners, Avenir Growth Capital, Red Sea Ventures, FJ Labs, Corigin Ventures, Tusk Ventures, and others)
- ▶ Built the sales team at LoftSmart that brought in over \$2b in property management supply
- ▶ Global Ops @ Dell
- ▶ 2018 Forbes 30 under 30



To Be Announced
CTO





Sundeeep Kumar

Founder & CEO

sundeeep@evergreenportal.com



Appendix

We can set Emily up for success on the job front.

Emily's priorities



Find the right job



Find a job as quickly
as possible

Where most job hunters struggle



Organizing
their search



Targeting
their search



Poor marketing
material



Poor interview
preparation

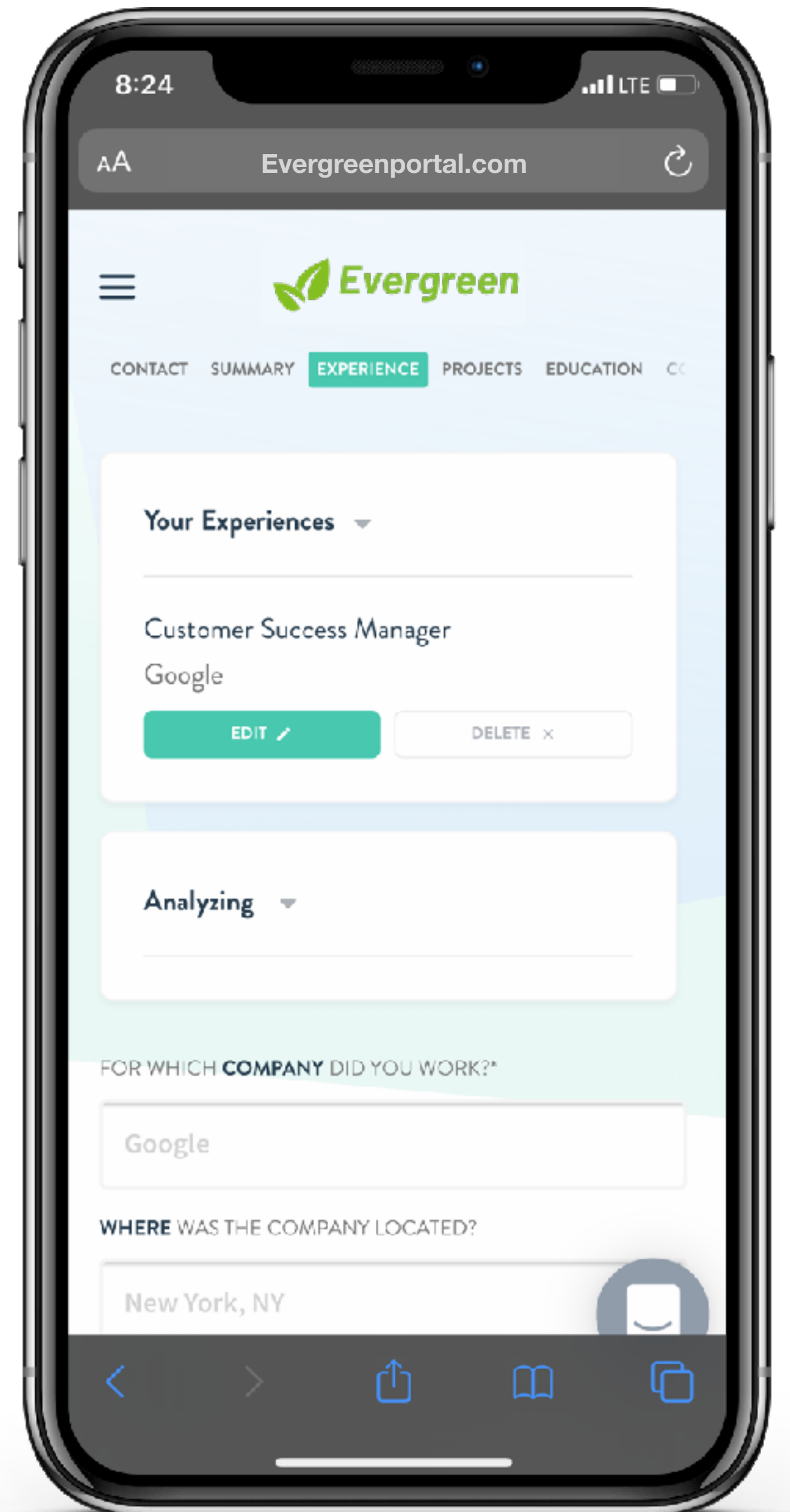


We'll upgrade Emily's resume

40% of hiring managers spend less than 60 seconds reviewing each resume they receive.

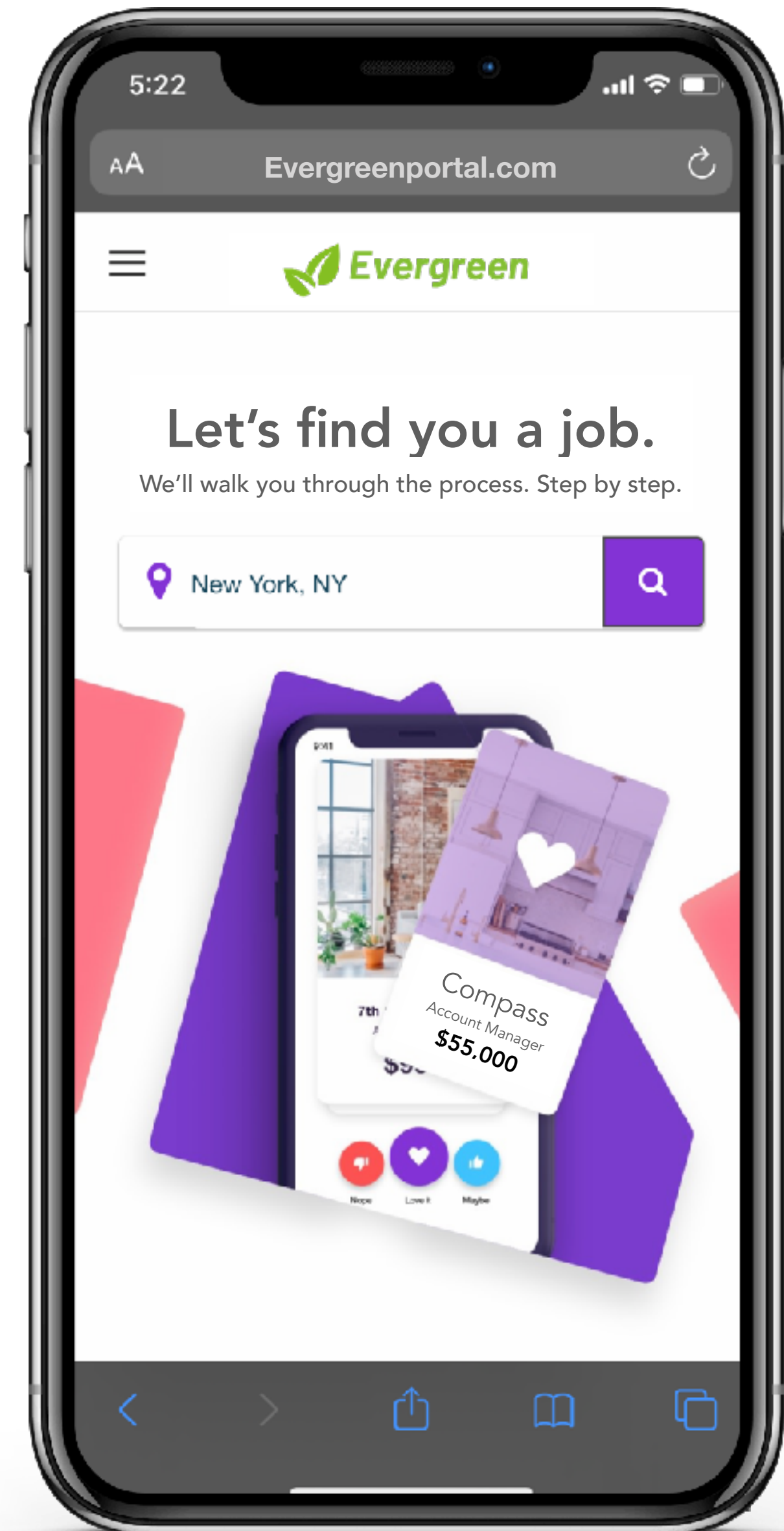
25% spend less than 30 seconds.

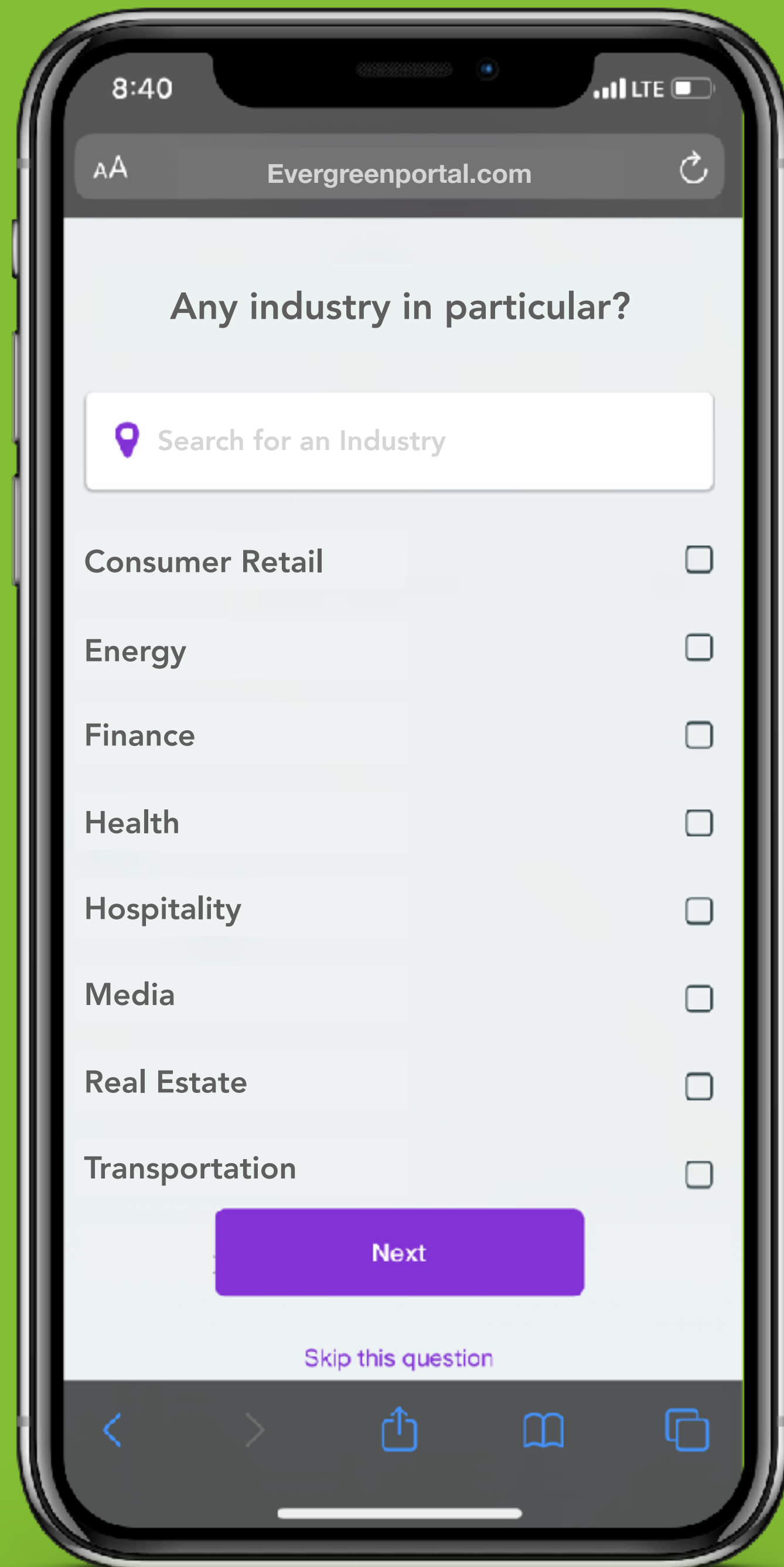
We'll help Emily curate her resume specifically for the jobs she's applying to so that her experience stands out immediately.



We'll also simplify the process of sourcing opportunities.

Instead of scrolling through 5 different jobs sites, we'll do the searching for her.





Emily can let us know what she's looking for, in terms of:

- Industry
- Company Size
- Mission (ESG friendly?)
- Job type
- Salary Expectations

We will scour LinkedIn, Indeed, Monster, and Glassdoor so she doesn't have to.

Emily will receive a custom opportunity portfolio that she can sort through at her own pace.



Projections & Financials: Request for access



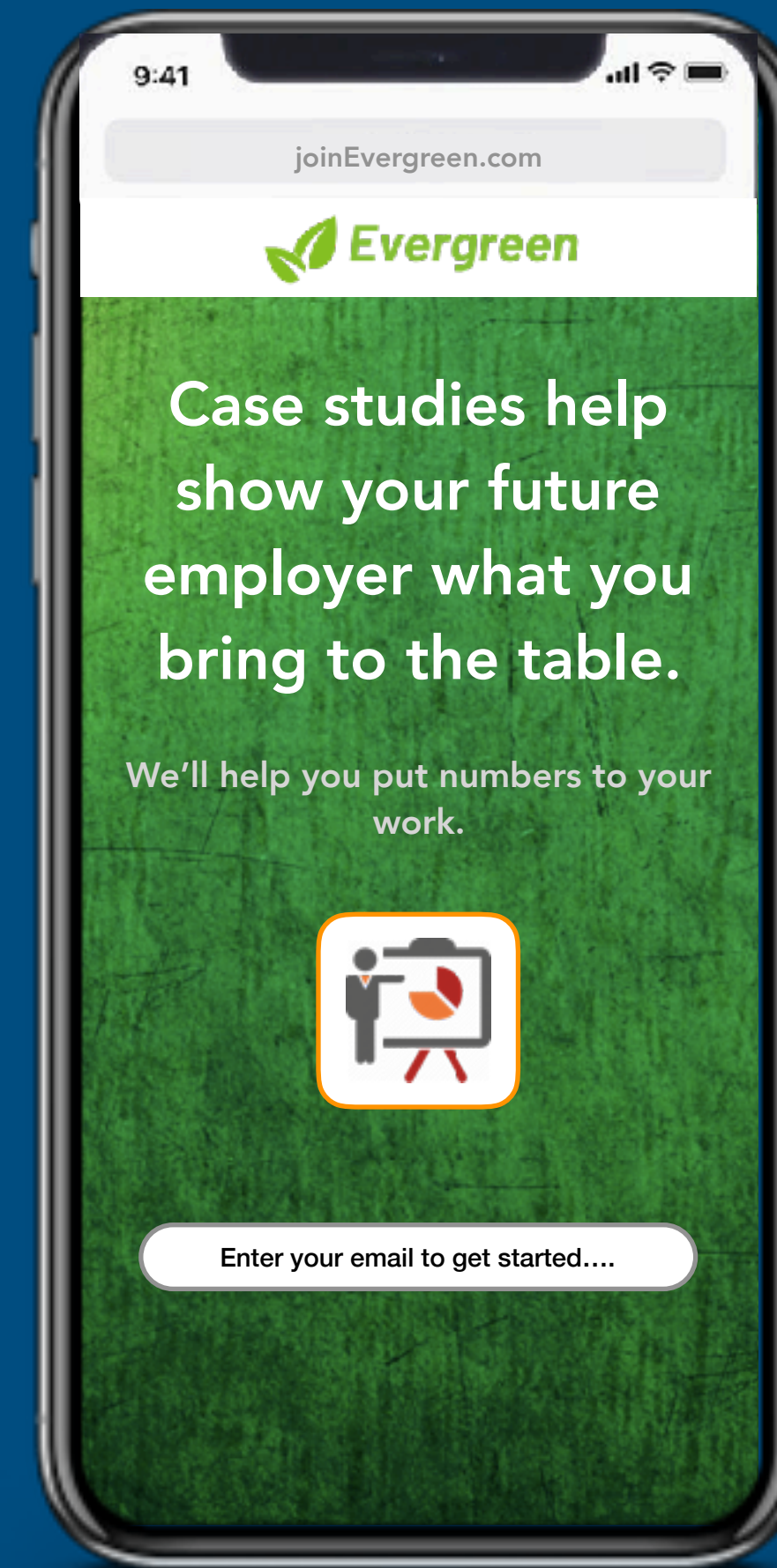
We use proprietary technology to help candidates get the upper-hand in interviews

Companies want to know if their candidates have solved specific problems.

Our software helps candidates put their experience into a formulaic format that reflects your ability to solve problems thoughtfully — while giving them the ability to quantify the work and the impact.

The software will then generate a case study that candidates can submit prior to their interview, in order to ground the conversation around a real scenario.

[Evergreen case studies increase a candidates chance of getting to final round interviews](#)



What could a case study solution look like?

Step 2/5 ▾

Quantify the impact

Estimated Impact

\$80,000
saved
Annually

What did your solution do?

The Asana integration helped the team track our on-boarding pipeline.

Did your solution save time, resources, or money?

Resources ▾

How many resources were spent before your solution?

5 team members

How many resources were spent after your solution?

3 team members

Select a role type for the resources that worked on the project:

Sales Development Representatives (~\$40k/year salary)



Distribution of US private sector employment by firm size class

Size Class	Employee Count (in Thousands)	Tier	Tier Price (per employee)	Revenue
"1-4"	5,838	1	\$50	\$291,900,000.00
"5-9"	6,543	1	\$50	\$327,150,000.00
"10-19"	8,632	1	\$50	\$431,600,000.00
"20-49"	12,982	1	\$50	\$649,100,000.00
"50-99"	9,628	2	\$40	\$385,120,000.00
"100-249"	12,519	2	\$40	\$500,760,000.00
"250-499"	8,941	3	\$30	\$268,230,000.00
"500-999"	8,655	3	\$20	\$173,100,000.00
"1000+"	50,419	4	\$20	\$1,008,380,000.00
Totals	124,157			\$4,035,340,000.00

← B2B Annual Revenue



Product Roadmap

Product V1

Prove we can deliver the essentials



Cobra automation,
Unemployment insurance
automation, Q&A Support

Product V2

Prove we can optimize time-to-employment



Resumé & interview workshops,
job search prep

Product V3

Prove we can monetize the platform



Third party integrations, lead-generation, ad platform

Product V4

Prove we can upskill the community



Evergreen incubator: digital classes & workshops



Customer Go-To-Market Strategy: The Two Pronged Approach

Our SMB Launch Partner Program



Our Enterprise Launch Partner Program



By working with a handful of SMB launch partners, we will enable ourselves to learn how to create a scalable, plug-and-play product offering — while, potentially, using PEOs and benefits providers to grab market share.

By working with 1-2 enterprise launch partners, we will enable ourselves to build the security & compliance infrastructure to deliver the product offering at scale.

