

BRINGING COMPANIES INTO THE CLASSROOM



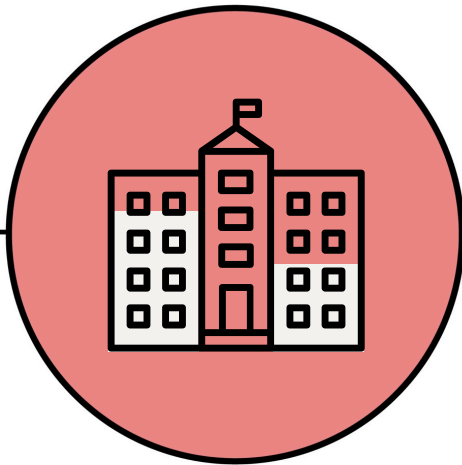
2018

SuitUp

THE NEED.

SuitUp is designed to solve two social problems

College graduation rates
of high-performing students:



74% vs **41%**

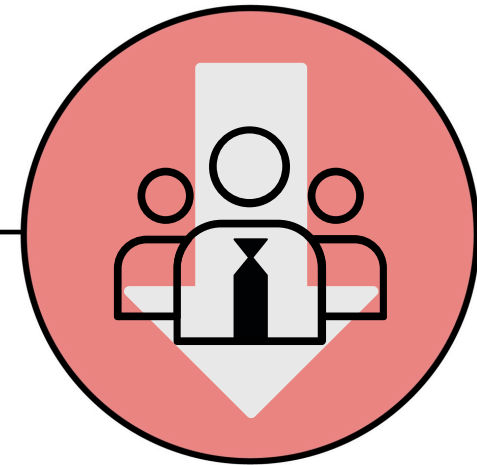
high-income
student

low-income
student ²

Low-income students fail
to connect academic
success with future work
opportunities ¹

Corporate volunteering is
complicated to organize,
unexciting and
has minimal impact

14% Drop in number of US
volunteers since 2006 ³



...despite millennials joining
workforce, who feel an
obligation to volunteer ⁴

OUR SOLUTION.

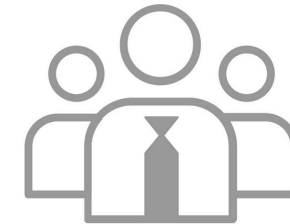
SuitUp organizes one-day student **business competitions** for **corporate volunteers**



Students receive mentorship, real-world skills and exciting educational content.

SuitUp

SuitUp matches groups of employee volunteers with low-income schools and runs a one-day business competition with middle/high school students.



Companies receive exciting, skills-based, scalable and cost-effective volunteering opportunities.

CASE STUDY.

Here's an example of a standard SuitUp event:



Students learn about UBS, Nike and business, showing improved attitudes towards teachers and school.



A Managing Director at UBS would like to engage his employees through volunteering and decides to run a SuitUp volunteer event. SuitUp brings 30 UBS employees to a middle school in Harlem where they will coach student teams to design a new product for Beats. Students present to judges & the best team wins a cash prize.



95% of UBS' team requests to do SuitUp again. They tell co-workers, creating a culture of volunteering.

THE SUITUP MODEL.

SuitUp makes volunteering **easy** and **impactful** for companies

SuitUp is Simple

SuitUp organizes one-day volunteer events for companies, in their office or at a school, where all they need to do is show up and cover the cost.



SuitUp is Exciting

99% of volunteers request to participate in SuitUp again. Instead of manual labor, SuitUp creates a culture of volunteering in a corporate office.

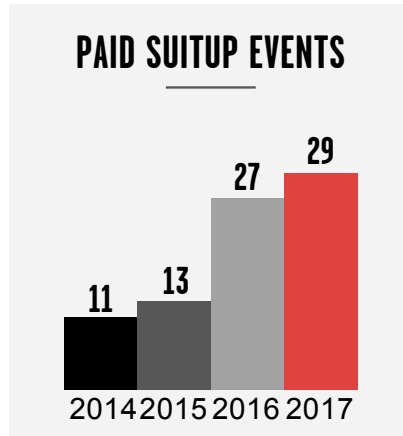
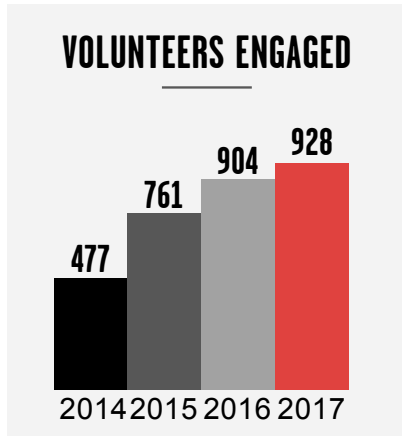
SuitUp is Impactful

Nearly 100% of SuitUp volunteers believe they made a positive impact on the students during SuitUp. Social Impact Fellows at Columbia University found that SuitUp significantly increased student academic self-perception, attitudes towards teachers and school, as well as student motivation to learn.



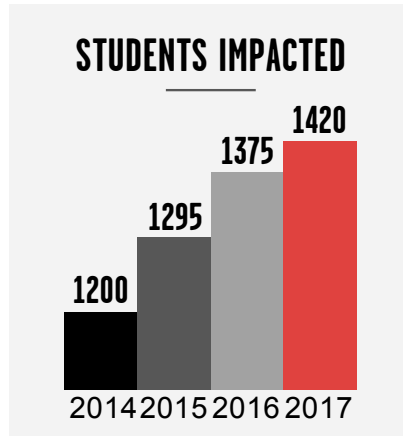
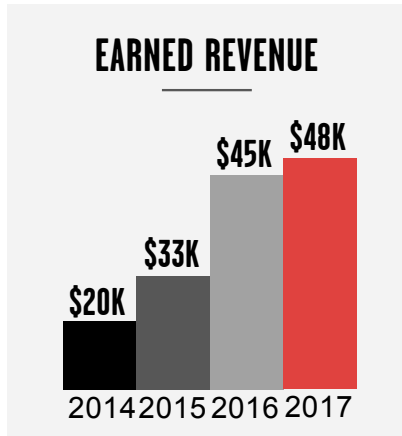
OUR GROWTH.

We have seen **rapid growth** with some of the best corporate and education brands



SELECTED CORPORATE PARTNERS

- UBS
- NBCUniversal
- Goldman Sachs
- AMERICAN EXPRESS
- ARES
- BLACKROCK
- ORACLE
- AppNexus
- MOODY'S
- LINKED IN



EDUCATION PARTNERS

- Partnership with Children
- PRACTICE MAKES PERFECT
- Project Shaping Academic Futures
- KIPP
- The Urban Assembly
- HARLEM RBI PLAY • LEARN • GROW

OUR TEAM.



Lauren Reilly, M.S.Ed.
Executive Director
Teach for America Alum



Zach Graumann
Co-Founder & Board Chair
Campaign Manager, Andrew Yang
Duke University, cum laude



Casey Miller, M.S.Ed.
Co-Founder & Vice Chair
Director, Business Development League Apps
Teach for America Alum



Billy Gouevia
Board Member



Mayowa Oyebadejo
Board Member



Jordan Graumann
Board Member



Tieliek Curry
Regional Lead, New York



Adair Mueller
Regional Lead, Raleigh



Jonathan Sklaroff
Regional Lead, Boston

Our team and advisors draw experience from the following organizations:

NBCUniversal

TEACHFORAMERICA

Booz | Allen | Hamilton



LightSail



ARES



BARCLAYS



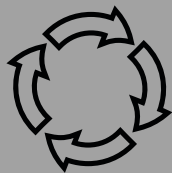
PELTON

WHY IT WORKS.

Our service is not unique, there are multiple players in the career awareness and corporate volunteering space



but we have **two main competitive advantages:**



SUSTAINABILITY

Our programming doesn't exist unless corporations pay for it



SCALABILITY

Our program can be implemented in every major US city & beyond

TESTINOMIALS.

Don't just take our word for it...here's what our partners say about their experience with SuitUp



"The kids were completely raving about their trip. They were so excited to tell me about what they did."



"Each time we do a SuitUp event, I am more amazed at how impactful just a short time with the kids can be."



"This is incredible!"



"That was so fun!!! My face hurts from smiling."



"The streams of positive feedback from yesterday's events are flooding my inbox. Beyond the ease of logistics, volunteers were energized working with students who were so engaged."



"SuitUp was an amazing opportunity for our students and was perfectly aligned with our focus on college and career readiness... it was incredible to see how engaged the students and volunteers were."



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APPENDIX

CASE STUDY.

Here's an example of a custom SuitUp event with NBCUniversal:



Students learn about NBC, TopChef and business, showing **improved attitudes towards teachers and school.**

NBCUniversal | SuitUp

NBCUniversal would like to engage its employees and the community around its brand, so they work with SuitUp to create a custom business competition. SuitUp brings 40 students from Brooklyn to NBC Studios where NBC employees will coach student teams to design a marketing campaign for their show, TopChef. Students present to judges & the best team wins a cash prize.



100% of the NBCU team requests to do SuitUp again. They tell co-workers, creating a **culture of volunteering.**

**SINCE OUR
FOUNDING:**



**5,385
STUDENT PARTICIPANTS**




**3,038
VOLUNTEERS ENGAGED**



**93
COMPETITIONS
RUN**



**99%
VOLUNTEER
SATISFACTION ⁵**



**77%
PREFER SUITUP TO ALL
OTHER VOLUNTEERING ⁶**

OUR VISION

To make education more exciting and relevant for students who need it most by aligning the incentives of companies and schools.



OUR MISSION

SuitUp provides educational competitions that connect corporations with schools in low-income communities to increase student career awareness and marketable skills.

SOURCES.

¹ Blustein, Kenna, Gill, & DeVoy, 2008.

² https://nces.ed.gov/programs/coe/indicator_tva.asp

³ Bureau of Labor Statistics, Volunteering in the United States, 2015.

⁴ Center for Non-Profit Excellence, Millennials are volunteering more than past generations and it hasn't even peaked yet, 2015.

⁵ 2016 SuitUp Volunteer Survey Responses; 99% of SuitUp volunteers responded "Yes" to the question, "Are you interested in participating in SuitUp again?"

⁶ 2016 SuitUp Volunteer Survey Responses; 77% of SuitUp volunteers checked the box, "I prefer SuitUp" when given a list of other volunteering opportunities.

