

expert parental support is
only a click away

FOR EMPLOYERS - INFORMATIONAL BROCHURE



nessle

carly buxton

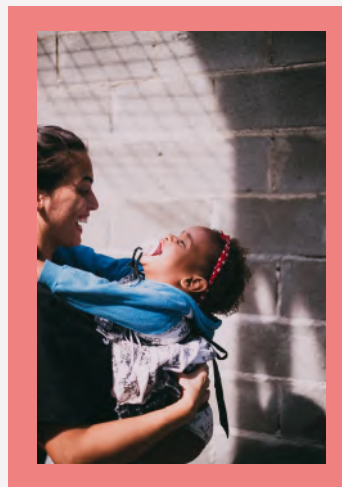
co-founder & ceo

hello@nessle.com

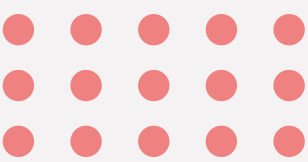


Across the US, workers are struggling to balance career and family.

The **gender wage gap** in the US persists across various industries and education levels and is even more significant for women of color.



Mothers often face a "**motherhood penalty**" in the workplace, earning less on average than childless women, and coping with a perception that they are less committed to their careers, leading to missed opportunities for advancement and salary increases.

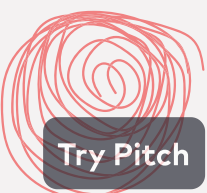


Supporting working parents is not just a matter of fairness but also makes business sense.

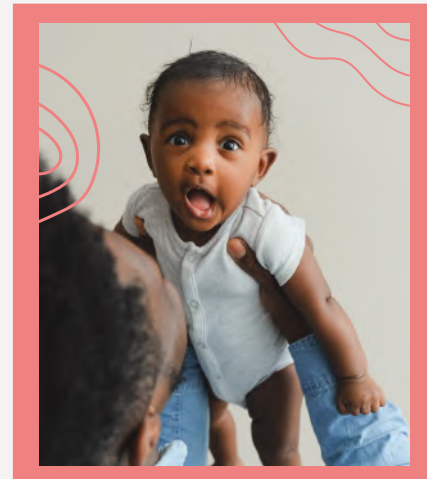


Companies benefit from diverse perspectives and talents that primary caregivers bring to the workforce.

Companies that invest in family-friendly policies and support systems are more likely to **retain employees** who are primary caregivers, and providing these workers with support resources positively influences **overall community satisfaction and engagement.**



Nessle, the parenting co-pilot, is now available as an employee benefit.



Our subscription-based application helps parents seamlessly connect with a **vast network of specialists** for **in-person and tele-support sessions** ranging from 1-on-1 coaching calls to learning webinars, support groups, downloadable resources, and more—throughout the journey from fertility through the teen years.

You'll be doing your part to help the parents in your workforce feel supported and encouraged throughout life's most challenging phases.

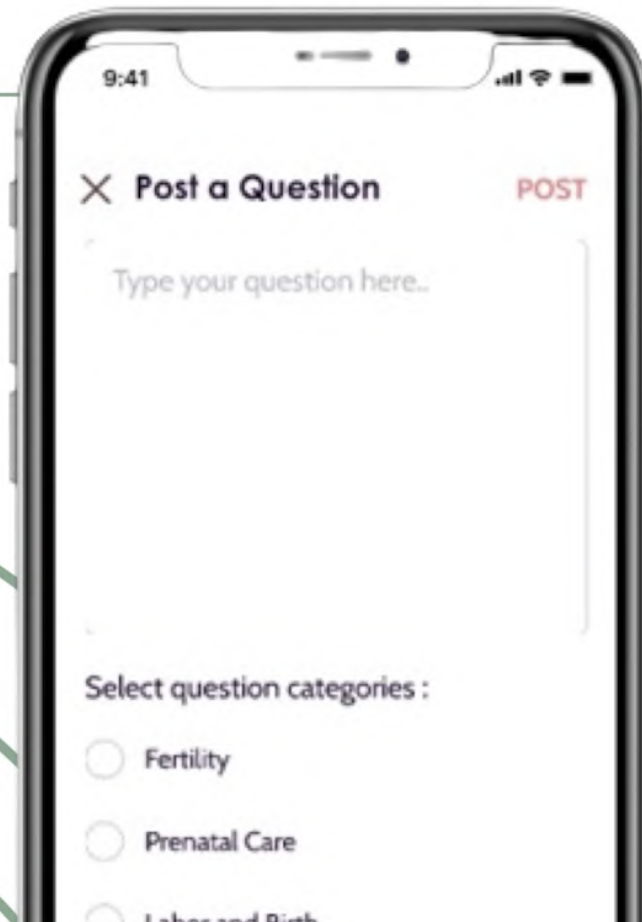


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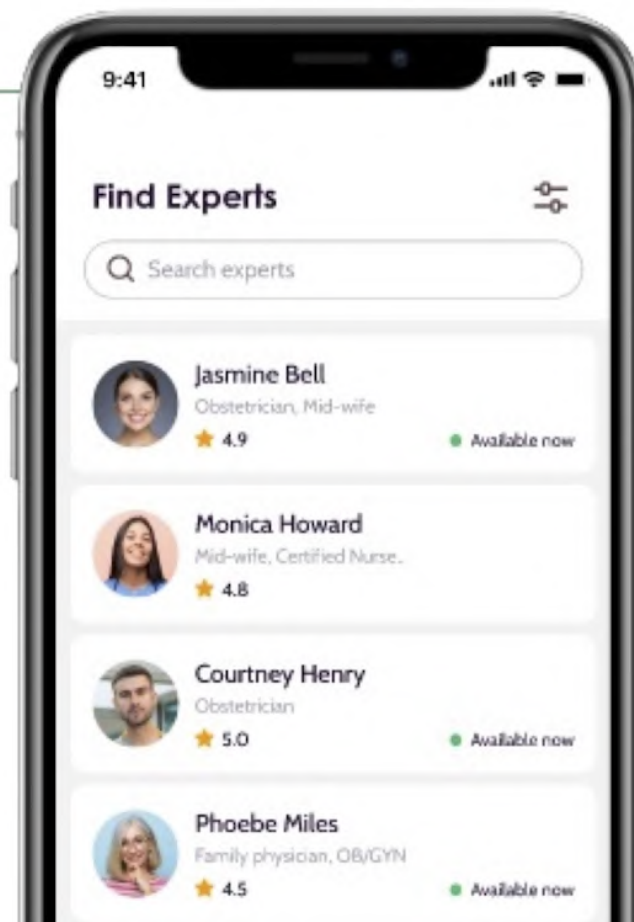
Our platform makes it easy to connect with support and resources



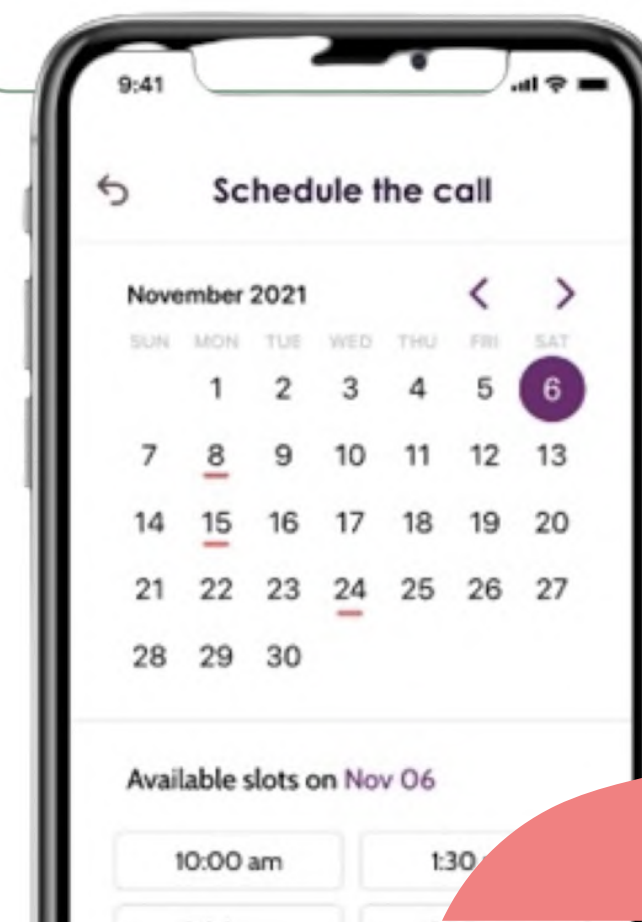
Pose a question for expert guidance.



Find & connect with qualified experts.



Schedule consults on your own time.



Subscription Inclusions

Monthly Membership for Parents

Nesle digital concierge care coordinator , recommending the perfect experts and resources tailored to a user's needs, helping users maximize their Nesle subscription with weekly check-ins via secure, in-app messaging	✓
Monthly virtual support group meetings hosted by a parent-support expert	✓
Access to Nesle's library of curated resources , including expert-crafted guides/ebooks, on-demand recorded webinars and classes, recorded audio learning sessions and more.	✓
Access to Trusted Partners library where trusted brands (like daycare chains, baby food companies, and more) offer access to special deals and promo codes exclusive to Nesle members	✓
Optional: add to your employees' points budget each month, giving them credits to spend on 1-on-1 meetings via our secure, HIPAA-compliant platform with the Expert(s) of their choosing, or to spend on other services, on-demand courses, or products offered by Nesle experts. (In \$10 increments, where 1 point = \$1)	optional add-on in \$10 increments



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How much does a parent spend on Nessle?

- Parents can utilize all **free services and resources**. Or they may apply employer-supplied wallet points or **supplement** with personal funds if they select services at higher price points.
- **Experts set their own price points** for the classes, meetings, webinars, and products listed on their individual pages, with prices ranging from \$0 (0 points) to as high as \$4,000+ for multi-month support packages

Sample month: Amber's January with Nessle (Concierge Subscriber)

- Navigating a Nursing Strike (30-min in-person 1-on-1 with Carly, certified lactation counselor)
- Creating a Back-to-Work Pumping Schedule (monthly topic-based webinar with Kim, lactation counselor)
- Working Parents weekly support group meeting, led by Yvonna (postpartum doula)
- Access to tools and resources on parent app



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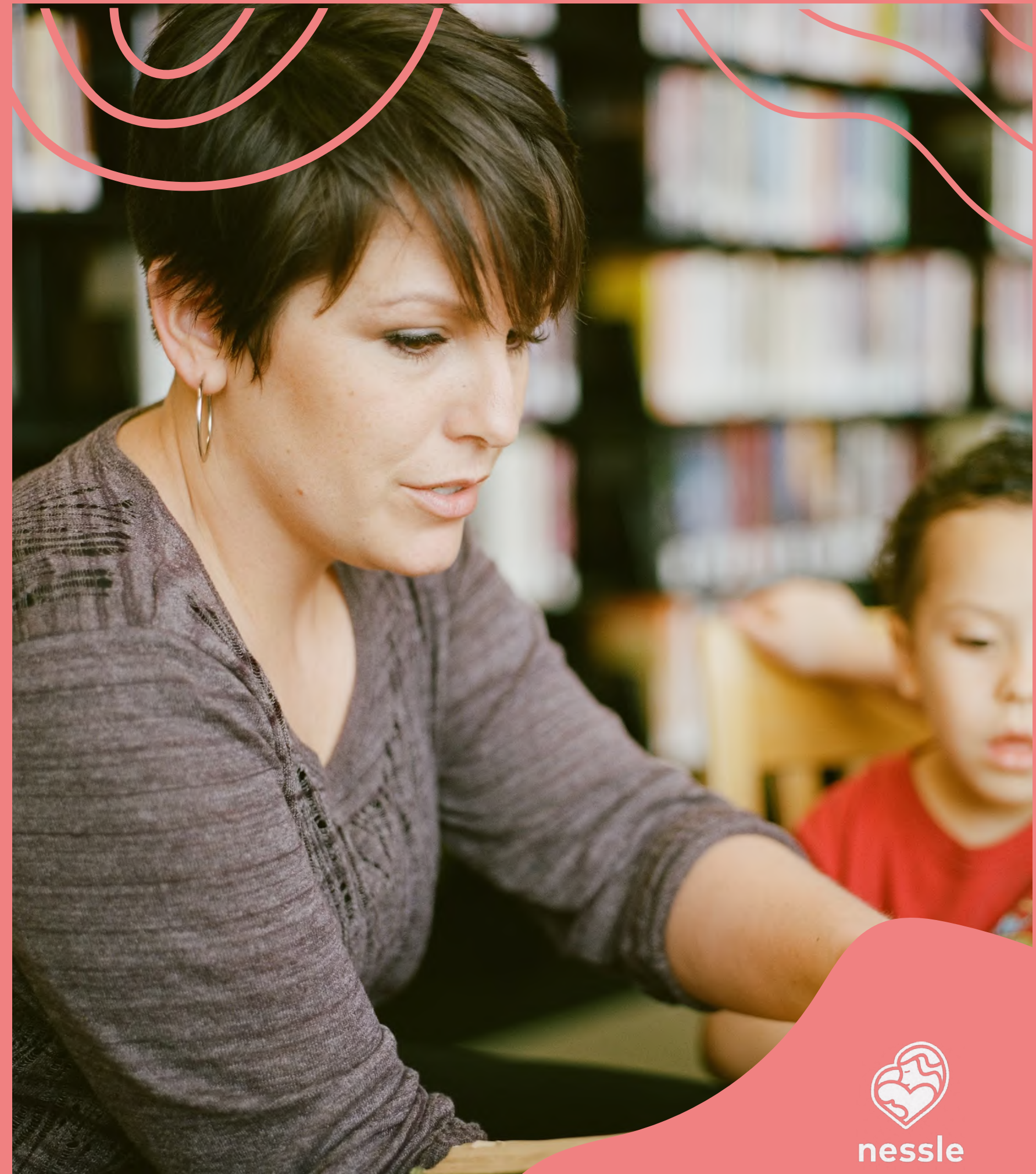


What sort of Experts list services and resources on Nettle?

We have over 250 experts from the following **non-medical** roles:

- Birth and postpartum doulas
- Lactation counselors
- Life coaches
- Work-life balance specialists
- Social media health specialists
- Maternal wellness coaches
- College process counselors
- Behavior experts
- Education advisors
- Pelvic floor therapists
- Perinatal fitness instructors
- Nutritionists
- Speech-language pathologists
- Fertility doulas
- Childbirth educators
- And more!

All experts must share proof of training in their role and agree to a community pledge to offer non-medical, inclusive, evidence-based support.



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What are Nessle's Customers Saying?

"I had an amazing first experience with the expert session! Great job, Nessle!"

-Christina, Doula/Childbirth Educator

"This is exactly what we've been looking for as an organization."

-Bianca, CEO of a top expert-certifying organization

"Nessle seems to be a great resource. I've only had one consultation so far, yet it was incredibly helpful. I'm very glad to have been recommended to Nessle."

-Robin, Parent Coach

"Pauline was very thorough in understanding our family and our needs. She was full of ideas and we left the call feeling educated and positive."

-Andy, Dad

The Nettle Difference: Our Proven Process

1. **DISCOVERY:** We start each business partnership with a 30-minute virtual or in-person meeting to understand you and your workforce, to establish a planned contract duration, and to tailor our proven rollout plan to your needs.
2. **ROLLOUT:** We take the reins on introducing the Nettle benefit at your organization, connecting directly with eligible employees to onboard them seamlessly and help them understand and make the most of their subscription. **Our first rollouts will take place in January 2024.**
3. **ONGOING SUPPORT AND CONNECTION:** We offer anonymized utilization data to your HR team on a quarterly basis so that you can assess the value of your investment, and we're on hand to host virtual or in-person workshops for your workforce on key topics about working parenthood, as often as you desire.



Pricing

Pricing for our organizational partners is calculated at a fixed, flat rate, based on your organization's total number of members or employees along the following tiers:

- Fewer than 50 employees - \$0/year
- 50-99 persons - \$500/year
- 100-499 persons - \$1,000/year
- 500-999 persons - \$2,000/year
- 1000-4999 persons - \$3,000/year
- 5000+ persons - \$4,000/year
- **SPECIAL OFFER!** First 10 organizational partners of any size 50+: \$250 for the first year

*Example: with an anticipated 15% adoption rate at a midsize company with 900 people, the cost averages to about \$14.80 **per user per year**. That's just a little over \$1 per month to help the parents at your organization feel seen and supported!*

The sticker price for a solo consumer who enrolls directly on Nessel's site, by comparison, is \$99/year.

You also have the option to add additional wallet credits to your registrants' accounts, according to your preferences and budget.





Let's talk about getting your employees the parental support they deserve!

NEXT STEPS

- Email CEO Carly Buxton at carly@nessle.com to learn more, discuss your organization's needs, and to understand how Nestlé could support the working parents at your company.
- If you're already prepared to move forward, let us know by [making a copy of our 3-page contract](#), adding your signature, and sending it to carly@nessle.com.



Pitch

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