

GUILD

Our mission

Guild's mission is to unlock opportunity for America's workforce through education and upskilling with a double-bottom line business model that does well by doing good.

Fast facts about Guild

- ▶ Founded in 2015 by Rachel Carlson and Britt Stich
- ▶ The company is a certified B-corp
- ▶ Guild is headquartered in Denver, CO, with offices in San Francisco and New York, and has nearly 900 employees
- ▶ In May 2020, Guild acquired Entangled, a Bay Area product studio focused on the intersection of work and learning
- ▶ Guild has raised \$228.5 million in venture capital and is now valued at \$1 billion—making it one of the few female-led companies to reach unicorn status in 2019.
- ▶ Guild's investors include General Catalyst, Salesforce Ventures, Workday Ventures, Redpoint, Bessemer Venture Partners, Felicis Ventures, Cowboy Ventures, and more.

Our story

Denver-based Guild Education is on a mission to unlock opportunity for America's workforce through education and upskilling. Guild is a certified B-Corp, founded to bridge the gap between education and employment for the 88M working adults in the US in need of upskilling for the future of work.

Guild's industry-leading technology platform allows the nation's largest employers — including Walmart, The Walt Disney Company, and Chipotle — to offer strategic education and upskilling to their employees, connecting them to a learning ecosystem of the nation's best universities and learning providers, with tuition paid by the company. Guild serves working learners from all 50 states, including 54% who are students of color and 56% female. Guild's platform pairs technology and hands-on coaching to address common barriers to college access and success for working learners.

How does Guild's business work?

Our business model is one in which all stakeholders—students, employers, & learning partners—in our three-sided marketplace benefit and save money in the long-term.

- ▶ **Employers** pay tuition to learning providers for their employees
- ▶ **Learning providers** no longer have to pay per-student advertising costs, and as a result, they use their savings to:
 - Pass along discounts to employers
 - Pay for Guild's coaching & technology services
 - Invest in the school's core instruction and administration
- ▶ **Students** get to go to school without taking on debt, with the added benefit of great coaching, advising and technology to ensure they choose the right school and succeed

The impact

2.8x

ROI WHEN INVESTING IN EDUCATION & UPSKILLING THROUGH GUILD

3M

WORKING AMERICANS HAVE ACCESS TO EDUCATION AND UPSKILLING PROGRAMS THROUGH GUILD'S PARTNERSHIPS

84%

EMPLOYEE RETENTION RATE AMONG PROGRAM PARTICIPANTS, COMPARED TO 55% NATIONAL AVERAGE

43%

OF STUDENTS HAD A ROLE CHANGE IN 2020 — A 113% UPLIFT COMPARED TO ALL EMPLOYEES

86%

OF EMPLOYEES ARE MORE LIKELY TO REFER SOMEONE TO WORK FOR THEIR EMPLOYER DUE TO EDUCATION BENEFITS

~23%

REPORTED INCREASE IN JOB APPLICANTS FOLLOWING PROGRAM LAUNCH WITH OUR EMPLOYER PARTNERS

AWARDS & RECOGNITION

Certified



B Lab Best for the World (September 2019)



CNBC Disruptor 50 Company in 2020



The Denver Post Top Workplaces (May 2020)



Fast Company Most Innovative Company (2019)

Fast Company World Changing Ideas Award, winner of the education category (April 2020)

Forbes

Forbes America's Best Startup Employers (March 2020)

FORTUNE

Forbes Cloud 100 List (September 2019 and 2020)

Fortune Impact 20 List