



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.

Our Story

Guild Education is a female-founded, mission based company providing opportunities for America's workforce through education. We are focused on educating and upskilling the 88 million working Americans who need upskilling or reskilling in order to compete in the future of work. Guild works with forward-thinking companies to offer robust employee education benefits through our marketplace of non-profit universities, education benefits technology, and student coaching services. Guild partners with forward-thinking Fortune 1000 companies, including Walmart, The Walt Disney Company, Chipotle, Lowe's, and Discover Financial to offer debt-free education as a company benefit to their frontline employees.

The Impact

- Through Guild's partnerships, more than 3 million working Americans have access to Guild's programs, 400,000 of whom have already begun exploring their journey back to school through Guild, and tens of thousands of whom are starting new classes each month.
- Students enrolled in a Guild Education employer program are 2x more likely to have a promotion or role change than the average employee.
- Guild's employer partners have seen a 20-25% increase in job applicants following program launch.

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 and has more than 650 employees
- 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.



How does Guild's Business Work?

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

1. Employers pay tuition to schools for their employees
2. Those schools 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
3. Students get to go to school debt-free, with the added benefit of great coaching, advising and technology to ensure they choose the right school and succeed

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