



Driving Quality Outcomes in Child Care

Chris Bennett, CEO, Wonderschool



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Founder's Story

My in-home child care experience

Yoli's Child Care,
Miami, FL



Our Mission



Create the ecosystem that empowers early educators to build sustainable small businesses and enables families to easily find high quality child care.

Child Care Problem/Solutions



Thrive Early Childhood FCC
West Monroe, LA

The Impact of The Child Care Crisis

America's child care crisis is holding back the workforce

Small business growth across the United States is negatively impacted by the lack of affordable childcare:

- 85% of small business owners believe it's been difficult for working parents to find and afford high-quality childcare.
- Over 50% say there are not enough affordable child care programs in their communities.
- Nearly 40% say the shortage has impacted their ability to operate or grow.



Child care shortages cause states to lose an average of

\$1 BILLION

in economic activity each year.

Goldman Sachs, [Survey: Small Business Growth Negatively Impacted by Lack of Affordable Child Care](#), June 2024

U.S Chamber of Commerce, [Understanding America's Labor Shortage: The Impact of Scarce and Costly Childcare](#), June 2024

Government Funded Child Care Centers Are Not the Only Answer

Child care centers are not a scalable solution for providers, parents, and policymakers.

- Massive upfront investment required
- Significant maintenance cost required
- Costly for families
- Fail to meet diverse child care needs of families

The “Solution” to Our Child Care Woes Will Make Everything Worse

Sadly, for-profit chains aren't going to fix our problems.

With Pandemic Money Gone, Child Care Is an Industry on the Brink

Five months after the expiration of federal funds, running a child care business is more precarious than ever, and many parents struggle to pay tuition, surveys show.

The Daycare System is Failing and Here's Why

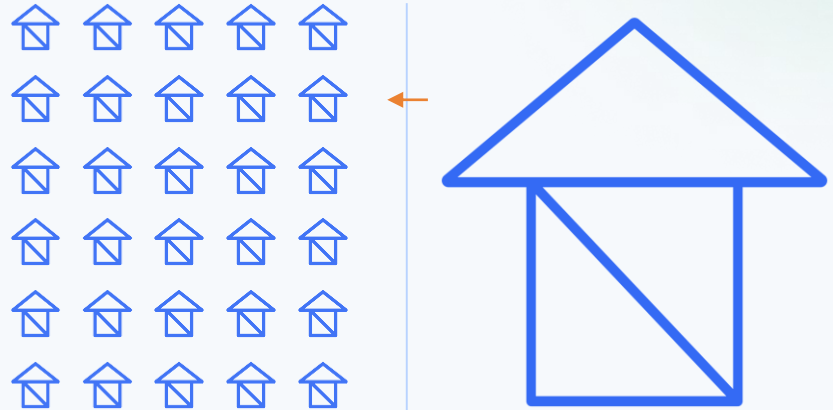


**While America's child care crisis
is a big problem, it may have a
smaller solution.**

Economies of Unscale: The Untapped Potential of Child Care Entrepreneurship

“Economies of unscale” describes how we can leverage small, local suppliers to address the vast demands of the global economy

A diverse range of individuals—from grandparents to entrepreneurs—have long provided childcare services right out of their homes, apartments, and church basements.



Our Approach



We develop child care technologies for governments that drives growth for families and all child care programs, including in-home child care and child care centers.

State Partnerships



Kelsey's Little Learners

St. Louis, MO

Highlights in State Partnerships

Michigan

- New Program Creation
- Business Sustainability
- Provider Platform

Mississippi

- New Program Creation
- Provider Platform
- Substitute Teacher Pool

New Mexico

- New Program Creation
- Child Care Finder

Nevada

- New Program Creation
- Business Sustainability
- Provider Platform

Idaho

- New Program Creation
- Provider Platform

Indiana

- Child Care Finder

Florida

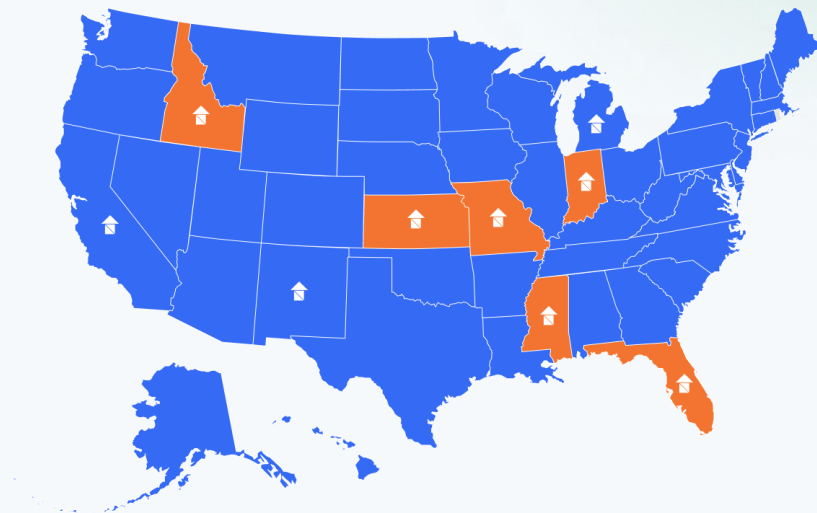
- Child Care & School Finder

Missouri

- New Program Creation
- Provider Platform

Nebraska

- Provider Platform



Wonderschool operates in **46 states**, serving **37,000** providers through state, local, or employer partnerships.

Partnership Highlight: Mississippi

New Child Care Program Creation & Substitute Teacher Pool

Goal

- ✓ Launch 150 New Programs
- ✓ Develop And Onboard A Statewide Substitute Teaching Pool



Eight Months In

NEW PROGRAM RESULTS

47

Child Care Programs Have Launched

2,100+

Child Care Seats Created

SUBPOOL RESULTS

70%

Match Rate (of Jobs Posted)

14,000

Hours worked

Impact

Immediate Job Creation

195 new child care substitutes

Four Year Outlook*

Jobs Created: 2400+

Economic Impact: \$221M+

**Includes new programs, parents returning to the workforce; based on average state worker gdp impact*

Partnership Highlight: Florida

By The Numbers

7,000

K-12 Schools

10,000+

Child care Programs

67

Programs from all 67
counties

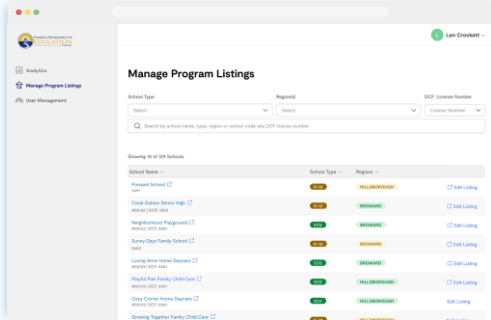
3 languages

Accessibility in three languages: English, Spanish,
and Haitian Creole

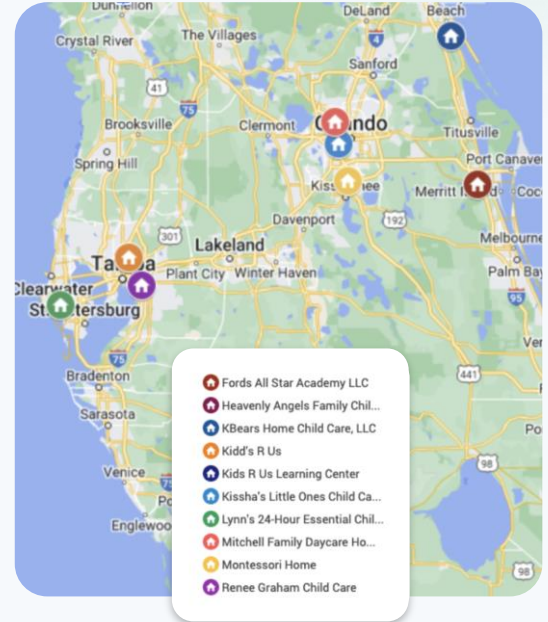
This project serves as the primary source for parents to find child care and school options for the 4.6 million children under the age of 18. The real-time search platform enables users to filter results by availability, age, and location, while also providing customizable multi-language settings.

Provider Platform

Goal: Develop a comprehensive, multi-language system for child care and education that provides real-time availability and detailed information, enhancing visibility and decision-making for state administrators.



Florida Providers



Our Child Care Platform

Governments

- Create and stabilize supply
- Get real-time data & dashboards
- Build custom, white label solutions

Providers

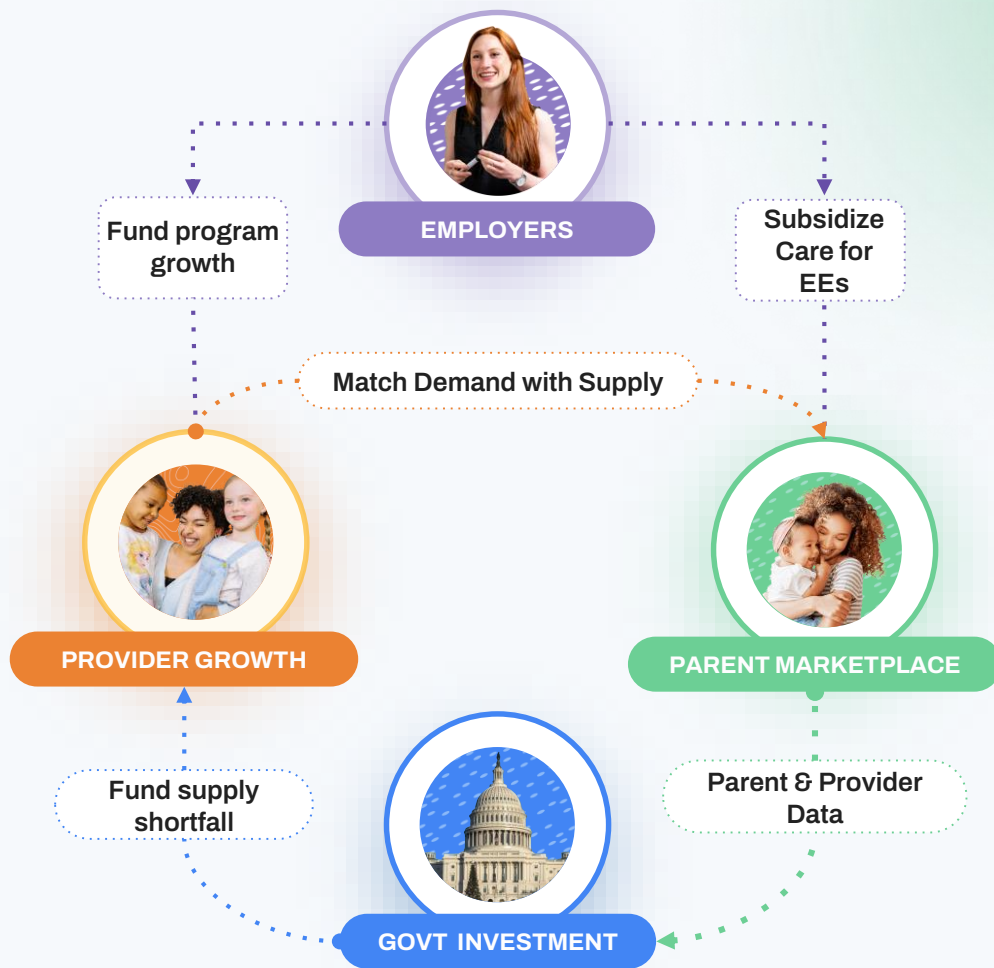
- Get everything they need to start, operate and grow their business,
- Find enrollments and stay full

Parents

- Find, evaluate, and enroll in quality child care near them

Employers

- Offer subsidized care and back-up care as benefits to employees
- Fund new program creation



Solutions To Create Care: New Program Creation & Licensing

Looks like you are new here!
Let's get you set up.

- Get Your License**
Get your license from your state with the help of Wonderschool.
[Get your License >](#)
- Create Your Business Plan**
Create your business plan with Wonderschool. We will help you get set up for success.
[Create Business Plan >](#)
- Start Your Child Care Business**
Prepare your child care business, set up your space, and open for business.
[Child care Business >](#)

Chat with Allison, your personal Wonderschool coach.

Starter Plan
Take full advantage of Wonderschool tools
[Upgrade my plan](#)

Your Financial Goals

Existing Revenue	Revenue Goal
\$ 72,000/year	\$ 105,600/year

Based on our estimates you are on track to hit your financial goal in 2 years.

Financial Health

30% increased

Recommendations to get there

- High demand**
Changing your age range to include 2-3 year olds will increase your chances of full enrollment by 35% and increase your hourly rate.
[Update Accepted Ages >](#)
- Review Tuition**
Average Monthly Tuition in 94693: \$ 2,000/mo
Average Monthly Tuition: \$ 1,300/mo
Current tuition is too low - work with us to raise tuition on new families.
[Update >](#)
- Setup QRIS**
QRIS helps you improve quality to improve your business and get more reimbursement from the state.

Get More Enrollments
You are under - enrolled or your waitlist is small.

- Improve your Wonderschool Listing [Continue](#)
- Market on Social Media [Get your Guide](#)
- Set up Events [Create Event](#)
- Update Availability [Update](#)

Chat with Allison

Sure what would you like to know?

Typing a message...

Recommendations

Adjust age range to increase enrollments or hourly rates
Add 2 - 3 year olds
Avg fee may vary between \$ 800 - 1,200/mo [Increase](#)

Finances

I have a question about curriculum

Sure what would you like to know?

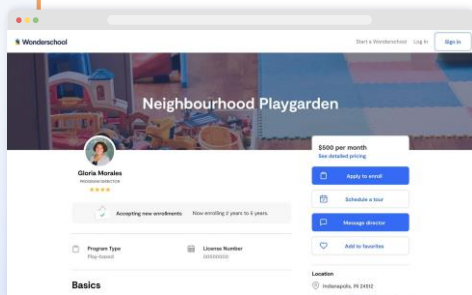
Typing a message...

Solutions To Stabilize Care: Provider Platform Software



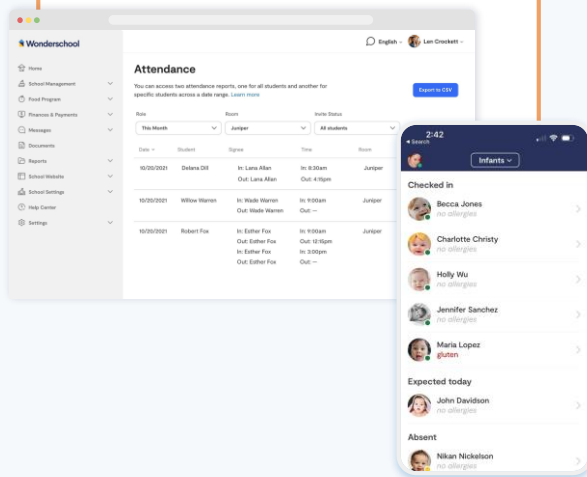
Market Programs

- Discoverability
- Enrollment Growth



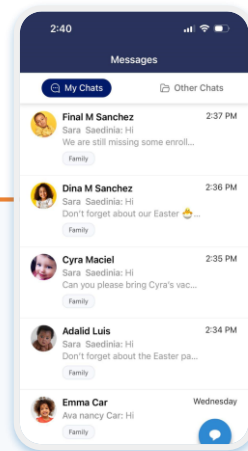
Streamline Business

- Attendance Tracking
- Billing & Invoicing
- Parent Communication
- Staff management



Simplify Processes

- Document Management
- Online enrollment
- Child Portfolios
- Mobile Solution



Solutions to Find Care: Child Care Finder

The screenshot shows the search results page for Bloomington, Indiana. The header includes the logo, search location, and filters. A navigation bar lists various filters: Age Range, Availability, Number of day/week, Drop-off Time, Pick-up Time, Program Type, Budget & Vouchers, Tours & Events, Paths to QUALITY Levels, and Language(s) Supported. The main content area displays a grid of program cards and a map. The cards include:

- Bloomington Center for Global Children (BCGC)**: Paths to QUALITY™ Level 3, 7:30am - 5:30pm, Center.
- The Nest at New Hope**: \$205 - \$294/wk, 7:30am - 5:30pm, Center, Paths to QUALITY™ Level 4.
- Campus View Child Care Center**: PLAY-BASED, 7:30am - 5:30pm, Center, Paths to QUALITY™ Level 4.
- Hoosier Courts Nursery School**: 7:30am - 5:30pm, Center.
- Compass Early Learning Center**: 7:30am - 5:30pm, Center.
- Bloomington Developmental Learning Center (BDLC)**: PLAY-BASED, 7:30am - 5:30pm, Center.

The map on the right shows the geographic distribution of these programs in Bloomington, IN, with 82 programs shown.

The screenshot shows the profile page for Robyn Winstead, Program Director at Kid Angles - The Early Education School. The header features the school's name and tagline: "Preschool. Reggio inspired, play based, daycare, childcare". The profile includes a photo of Robyn Winstead and the following information:

- Request a Tour** button
- Message director** button
- Add to favorites** button
- Accepting new enrollments: 2 months to 5 years** (with a checkmark icon)
- Availability updated in last 60 days** (with a refresh icon)
- Program Type**: Child Care Center
- License Number**: #125679
- Location**: Bloomington, IN 47401

A small map at the bottom right shows the school's location.

Solutions To Qualify and Staff For Care: Teacher Recruitment & Substitute Pool

The screenshot shows the 'Teacher Recruitment' page in the Wonderschool system. On the left is a navigation sidebar with options like Home, School Management, Food Program, Finances & Payments, Messages, Documents, Reports, School Website, School Settings, Finance, and Staff. The main content area is titled 'Teacher Recruitment' and includes a 'Download Results' button. Below the title are 'Filters' and a search bar. A 'Distance' slider is set to 5 miles. A list of 'Educators' is displayed, showing profiles for Anita Gonzalez, Clarissa McKain, and Sara Gardner. Each profile includes a photo, name, location, education level, and job preferences. A 'Message' button is next to each profile.

Teacher Recruitment [Download Results]

Filters [Clear]

Search by name or keyword...

Show Recommended Educators

Distance

Dallas, Texas

5 miles ————— 100 miles

Educators [Download Results]

167 educators found [Show: All Educators] [Sort by: Default]

Anita Gonzalez [Message]

Dallas, Texas
Master in Early Childhood Education and Special Education
Looking for: Full-Time / Starting ASAP / Assistant Teacher
Applied on 6/7/24 [Watch Interview]

Clarissa McKain [Message]

Active Recently
Fort Worth, Texas
Master of Science Completed / Early Childhood Education
Looking for: Full-Time / Part-Time

Sara Gardner [Message]

Video Interview +
Job Search Status +
Desired Schedule +
Desired Role +
Minimum Education +
Major/Degree +

The screenshot shows the 'Dashboard Providers' page in the Wonderschool system. On the left is a navigation sidebar with options like Dashboard, Providers, Jobs, Insights, and Support. The main content area is titled 'Dashboard Providers' and shows a profile for 'Sunshine Childcare' with a 'Manage' button. The user's name 'Mississippi Peter' is visible in the top right corner.

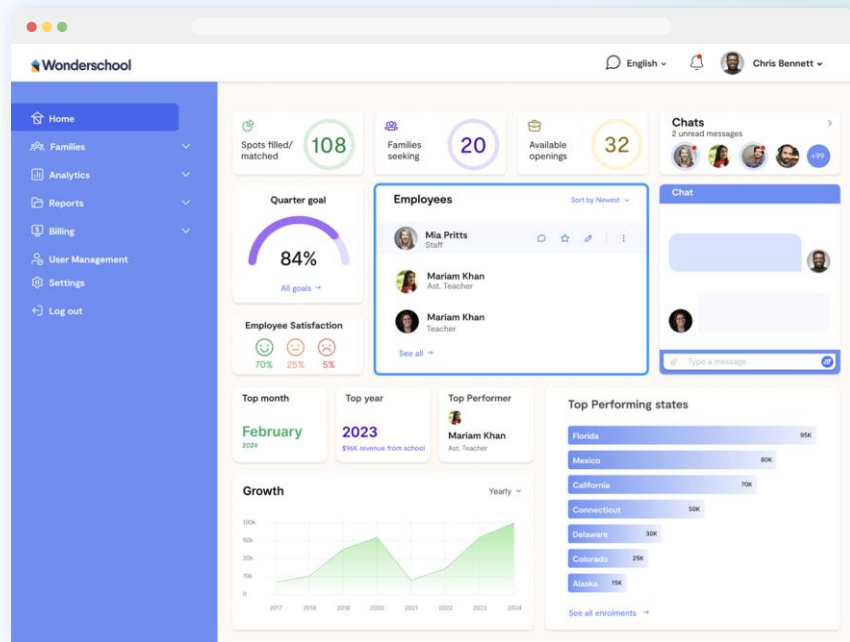
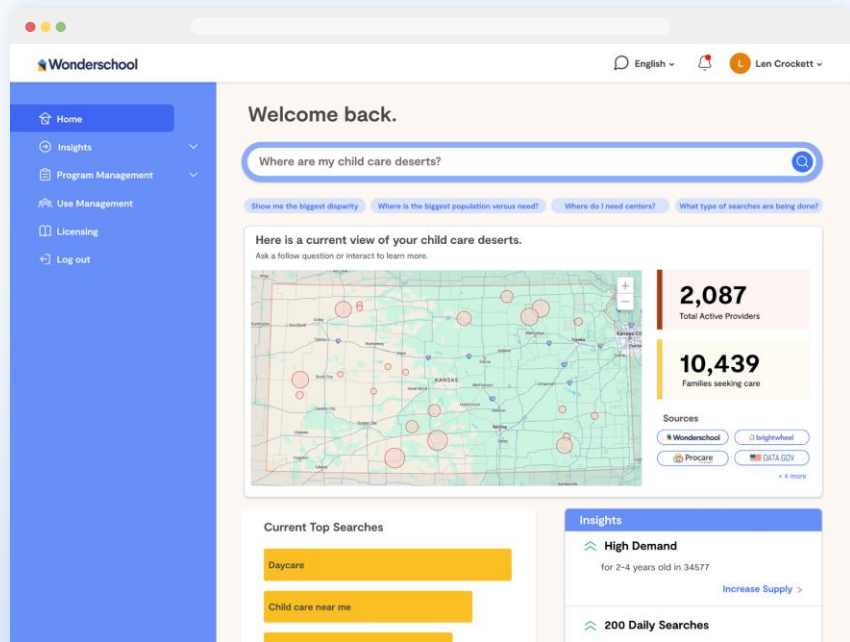
Dashboard Providers

Sunshine Childcare [Manage]

Mississippi Peter

Dashboard
Providers
Jobs
Insights
Support

Solutions To Gain Insight: Government Data Dashboards



Child Care: Impact & Potential



**Acuarela Spanish
Preschool LLC**

West Monroe, LA

The Positive Impact Of America's Child Care Potential

1

New Care
Business
Entrepreneur

10+

Staff of Care
Business

100+

Community
Members
Benefiting

Each entrepreneur serves as multiplier and can improve the lives of hundreds of people in the local community over an extended period of time.



Child Care Impact



Program Expansion

1:8

For every one program opened, an average of 8 new slots are created



Economic Gains

**\$27,319-
\$41,660**

The potential economic gain per new child care slot.

<https://childcaregap.org>

Wonderschool Impact 2023-2024

2,500+

New child care programs nationwide; 37,000 existing programs using one or more technologies

70,000

Number of providers in our staffing database in Texas and New York

90%

of Wonderschool programs remained open in 2022, compared to only 40% of non-Wonderschool programs.

4.8/5

Average quality rating of programs on our platform by parents

Provider Story



Alicia Merritt

Exquisite Kids Learning Academy,
Gulfport, MS

Over ten years working with children; started as a home-based provider, now runs a center

Pursuing an Early Childhood Education Doctoral degree at Walden University

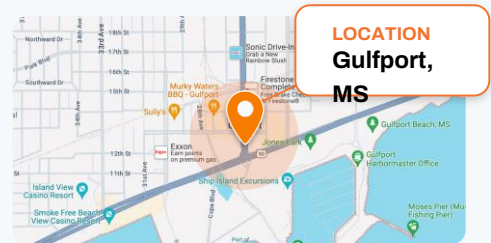
Wonderschool Results

- Her program serves 31 children and makes around \$21,000 per month in profit
- Hired multiple teachers
- Found 14 substitutes through SubPool and hired one for a full time position
- Uses our Marketplace and Child Care Management Software
- Managing waitlist with Helping Hand

Parent review from our survey

“Exquisite Kids Learning Academy is endowed with love, care, high level curriculum. Learning is innovative and fun with a welcoming environment and wonderful teachers!”

- Gloria M.





Q&A

Thank You! chris@wonderschool.com



Natalie's Child Care

Kearney, NE