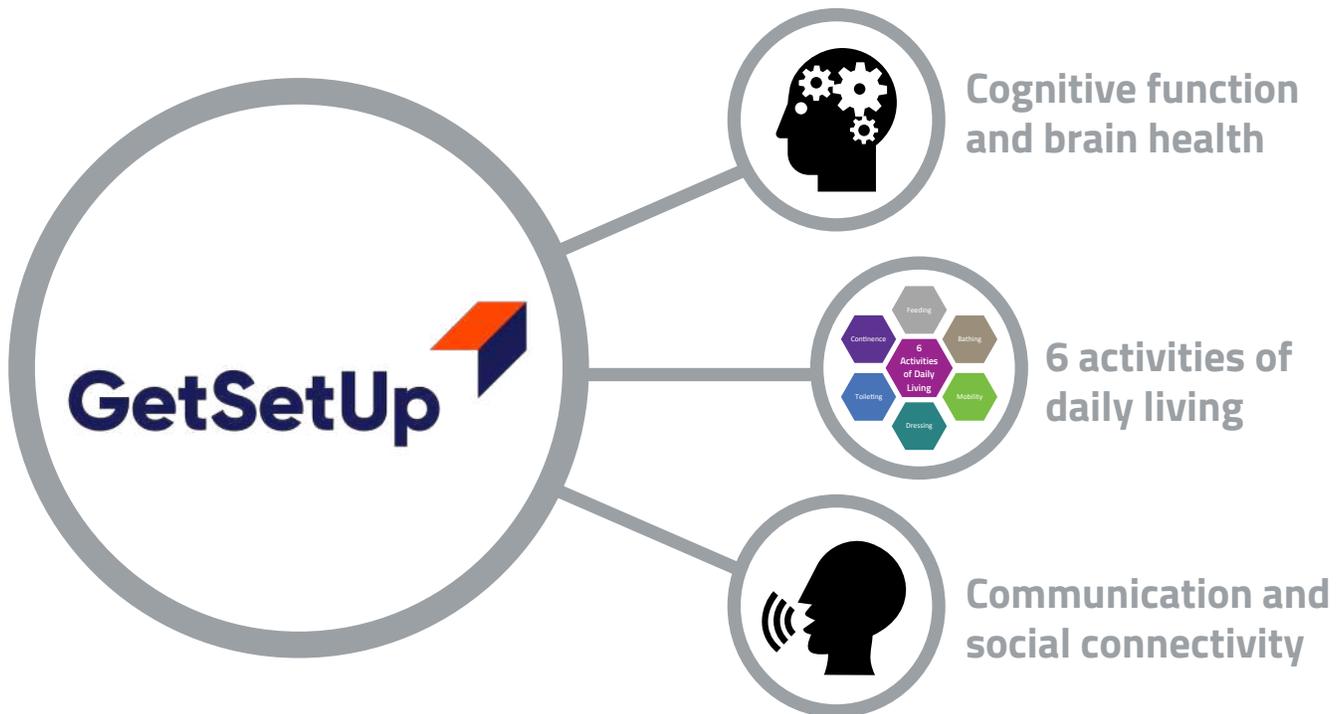




GetSetUp

Company Profile



GetSetUp is on a mission to help those over 55 learn new skills, connect with others and unlock new life experiences. The company has launched a social learning platform that helps over 3 million older adults in 160 countries stay mentally and physically fit, creating economic opportunities through jobs and reskilling, and providing a community where people find meaning and purpose by sharing their knowledge and passions and forming new connections. Classes are taught in English, Spanish, Hindi and Mandarin by other older adults on a highly interactive, custom-built video platform where attendees can connect during and in between classes.

GetSetUp co-founders Neil Dsouza and Lawrence Kosick are long-time fellow athletes. On trial runs, the friends – both of whom are serial entrepreneurs – regularly shared their ambitious start-up ideas. Dsouza shared his idea to re-skill retired educators and have them teach older adults how to use new software and apps. He saw how older adults, including his own parents, were being left behind by new technology and wanted to empower them to teach each other how to use these tools to stay active and connected. Technology, he argued, was no longer a nice-to-have – instead, it is now a necessity for everything from receiving health care, banking, communicating and, most importantly, staying connected. It was one of the most inspiring ideas Kosick had heard in a long time and one that was very personal to him. Together



they set out to build GetSetUp, a community that offered and empowered older adults to keep striving for more. They created a company where every part of the experience would be designed to meet the needs of older adults from the technology to the instructors teaching, and the fellow learners involved. Their angel investor Deval Delivala was so passionate about the project that she joined as a third co-founder to lead international growth and head development in India, Australia, and other countries.

There is currently nothing else on the market like GetSetUp. The platform offers technology that is customised for older adults as it allows them to have a highly interactive video platform experience where they can connect during and in-between classes. It provides economic opportunities for older workers seeking a new career path or looking to follow a passion. GetSetUp inspires learners to share their passions and skills with an engaged and supportive community while fostering digital training and helping older adults maintain their independence. Most importantly it has created a safe, fun, interactive community for older adults who may face social isolation or mobility issues, pushing them to interact with their peers and discover new passions and purposes.

Longevity Potential: GetSetUp create communities through empowerment and learning.

GetSetUp is the first social learning platform for older adults. The platform currently has over 3 million active monthly learners from different regions across the globe. GetSetUp is helping to decrease care dependencies by providing free or subsidised classes through partnerships with organisations that subsidise payments on behalf of the older adult population. This has allowed the company to provide virtual education, onboarding and socialisation to members who need it.

The platform has been customised to remove as much friction as possible, so older adults can easily access live interactive classes and not struggle with complicated new technology. GetSetUp allows for multiple ways of interaction including:

- Live studio video interactions
- Passively watching
- Chatting via text, including sharing emojis!

This ease of accessibility helps older adults to feel empowered whilst learning. Older adults lead over 2,000 classes and discussions, which create a community of peers that can bond over shared experiences and interests. The platform encourages mental and physical enrichment through social interaction with peers, which has been shown to vastly improve the social determinants of health associated with isolation in later life.



Flagship Product Deep Dive

GetSetUp's technology has been specially designed to create an easy and stress-free process for older adults to use. The platform offers orientations to walk new learners through the site. In addition to this, basic to advanced level classes are offered covering a wide variety of topics. Seniors can choose the class that best meets their needs. Each class is bite-size, so nothing is overwhelming and seniors won't find themselves having to pay attention for long sessions. Learners have a chance to ask questions live in the group and get explanations then and there. They can then request recordings of the class to go back and practice skills they have learned. Many learners take the same class multiple times until they have mastered the class skills and they feel confident to move on to the next topic of interest or a more advanced class. By allowing a variety of options that start at the most basic level, GetSetUp helps reassure individuals who aren't technologically literate and aids them in learning the skills they want at their own pace with the support and guidance they need.

GetSetUp is an incredibly accessible tool for the aging in place space, as it is simple to implement anywhere with internet access, from either a smart device or laptop. These devices have a range of payment options making GetSetUp affordable for diverse incomes. Plus, learners can augment access with devices like Smart TVs for better visuals. Access to the GetSetUp platform and content is free through selected governments, communities, and medicare health plan partners. In addition, GetSetUp helps older adult households access and use technology like Google Nest Hubs, Alexa, SmartTVs, or whatever the future aging in place technologies will be!

The GetSetUp social learning community is currently live and being used every hour of the day. The software has proven effective and efficient in its desired operational setting and so sits at technology readiness level 9. Learner testimonials give some insight into how GetSetUp is changing seniors' attitudes towards technology and learning. Here are just a few:

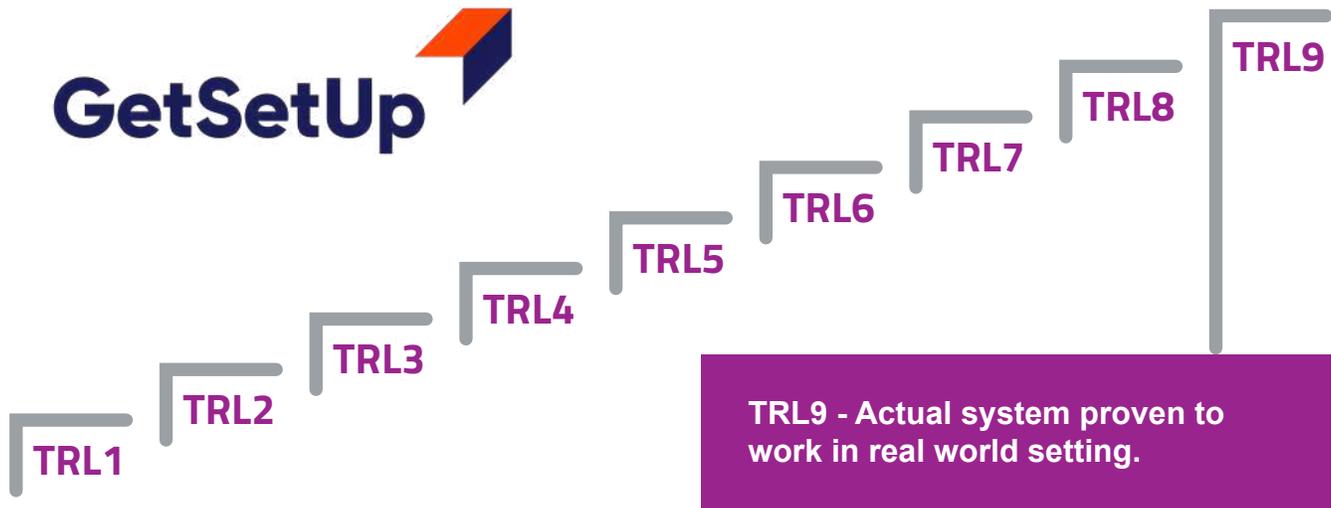
Terri T has taken over 700 classes and now leads several interest groups including one in India:
"Six months ago, I never would have believed all I could do. I'm leading groups, taking nursing and social work classes to build my curriculum, and using my new Google Slide skills to present. Thank you, GetSetUp, for helping me to get my life back."

Carol B:

"Every class offered has been so worthwhile. I wish I had more time to take more classes. I love everything about the program and I'm so thankful I found it. The classes and instructors have enriched my isolated life. Thank you!"

Ruth M:

"The instructor was upbeat, positive, and made me feel welcome. One of the things I really like about GetSetUp is that when we, Seniors, are confused and ask simple questions, we are taken seriously and given a helpful answer. I feel respected, not judged."



GetSetUp for care dependency

GetSetUp looks to reduce care dependency through classes that assist with daily living. The platform places a strong focus on mental enrichment and brain health, offering classes that support and address cognitive dysfunction and other chronic illnesses. The platform showcases guest speakers, classes and interest groups on topics like diabetes, heart health, dementia, Alzheimer's and many others. In addition to learning how to manage these specific conditions, all the learners enjoy these classes in a comfortable social setting which reduces loneliness and social isolation.

- **Feeding:** by teaching healthy cooking and healthy eating habits. This includes simple recipes for one person as well as ways to get healthy food options and medication delivered to your doorstep.
- **Mobility:** by offering classes virtually that anyone can do from anywhere. All of GetSetUp's health and fitness classes are specifically designed for older adults and many of them are customised for those with limited mobility who may need to exercise from a chair or the floor.
- **Incontinence, Dressing, Toileting, Bathing:** GetSetUp have classes and guest speakers that address the issues that caregivers face, including ideas for general hygiene, dressing and toileting.





Interoperability

GetSetUp is both a web-based and mobile platform with Android and iOS apps that integrate video for the delivery of classes. GetSetUp does not collect any PHI info, nor does it sell any of the basic PII that is collected. Due to partnerships with state governments (often through their department of Health and Human Services), and Medicare Advantage Plans, user data collection and protection is critical to GetSetUp's business. GetSetUp follows the strict data and privacy standards required by these partnerships.

Target market

GetSetUp is customised especially for older adults who are 55 and older as a safe, social, and interactive video learning environment. Classes are led by peers and specially trained GetSetUp Guides and Interest Group Leaders. Class sizes are kept small so that everyone can participate, ask questions, and get the time and attention they need. End-to-end experience is provided to find, register, and engage in classes. The GetSetUp "Lounge" was built from the ground up for older adults to learn new skills and connect with others who share the same interests.

Channels to market

GetSetUp markets in a variety of ways, many people hear about the platform through word of mouth and are referred by a friend on the platform. This serves as a testimony to the functionality of the platform, however GetSetUp also markets directly to those who are 55+ through Facebook and other social media sites. Partnerships are also an essential channel, allowing reach to older adults through the partnerships' physical and digital channels, including newsletters, websites, email and physical mailers. GetSetUp has also been fortunate to attract the attention of local media who share the company's offerings and community stories highlighting those who have benefited from the learning platform.

Success Factors

Team and Reputation

- Neil Dsouza, CEO and Co-founder has a background in EdTech. Previously the CEO of Zaya, an organisation helping children in remote regions access high-quality learning tools. Neil started GetSetUp to empower older adults to teach each other new skills and to stay active and connected.
- Lawrence Kosick, President and Co-founder, grew up listening to the wisdom of older adults at his father's non-profit assisted living facility, inspiring him to start GetSetUp.
- Kosick used his consumer internet enterprise software background to build a community where older adults could thrive. Before co-founding GetSetUp, Kosick oversaw Business Development and Partnerships for IFTTT, an IoT Connectivity Platform. He also led Sight Machine's Asian Pacific



business operations and was VP of Global Partnerships at Yahoo during its early years.

- Kosick is pleased to team up with his long-time friend and co-founder Neil Dsouza, to create a learning platform for older adults that allows him to continue the work his father started so many years ago.
- Deval Delivala is the Senior Vice President of International Markets and a Co-founder. Delivala was an initial investor at GetSetUp and saw its potential so joined as a co-founder. She helped start Uber in international markets for eight years and recently headed supply growth for India and started multiple initiatives such as safety, vehicle financing and leasing business.
- GetSetUp's partners currently include 26+ states and local governments including: Health and Human Services, YMCAs, employee benefit providers, and Medicare advantage plans.
- Users of the platform are projected to reach 5 million by the end of 2021 and over 15 million by the end of 2022.

Intellectual Property

- GetSetUp has built its own proprietary senior-specific social learning platform that makes it easy for older adults to get online, learn technology, engage in mental enrichment activities, and be socially connected.
- Its customised video platform is a first for older adults, with no need to download Zoom to access and engage in programming and connect with peers.
- GetSetUp learns from previous iterations of the platform, constantly testing and evolving UI, content, messaging, features, and functionality.
- The company's major milestones are centred around creating a highly engaged global community of older adults.
- GetSetUp is considering the possibility of expanding its label, however that is currently not on a definitive roadmap.
- New features launch monthly.
- GetSetUp is currently focused on growing a truly large, scalable business to improve the lives of older adults.

Funding

- GetSetUp has raised a total of \$20 million to date.
- Some well-known investors include: Matt Greenfield of Rethink Education, Reid Hoffman with Sweat Equity Ventures, Jerry Yang from AME Ventures, Mark Pincus with Work Play Ventures, Dave Ko the



former President of Rally Health, Alan Patricof with PrimeTime Ventures and Aileen Lee with Cowboy Ventures.

- GetSetUp expects to see growth through healthcare, Medicare, and ongoing global expansion.
- The management team focuses on key metrics of user growth, retention and monetisation.
- GetSetUp has also invested in a large product and engineering team who have built the video platform, website, learning management system, Android and iPhone apps, backend dashboard and measurement tools.



GetSetUp Success Grid:

<p>Intellectual property:</p> <p>GetSetUp has built its own proprietary senior-specific social learning platform that makes it easy for older adults to get online, learn technology, engage in mental enrichment activities and be socially connected.</p>	<p>Team:</p> <p>GetSetUp is headed up by a diverse, highly experienced management team including Neil Dsouza, CEO and Co-founder with a background in EdTech and Lawrence Kosick, President and Co-founder who utilised his consumer internet enterprise software background to build a community where older adults could thrive</p>	<p>Unique value proposition:</p> <p>There is currently nothing else on the market like GetSetUp. The platform offers technology that is customised for older adults, allowing them to have a highly interactive video platform experience where they can connect during and in between classes. It provides economic opportunities for older workers seeking a new career path and pushes individuals to follow new passions.</p>
<p>Added quality of life:</p> <p>The GetSetUp social learning community is currently live and being used every hour of the day. The software has proven effective and efficient in its desired operational setting and so sits at technology readiness level 9.</p>		<p>Competitive advantage:</p> <p>GetSetUp makes partnerships with organisations, increasing their reach to seniors at a national scale. Currently partnerships include local governments, Health and Human Services, YMCAs, employee benefit providers and Medicare advantage plans across 26 states.</p>
<p>Target:</p> <p>GetSetUp is tackling the drastic increase in care by providing free or subsidised classes through partnerships with organisations that subsidise payments on behalf of the older adult population. This has allowed the company to provide virtual education, onboarding, and socialisation to members who need it. The platform places a strong focus on mental enrichment and brain health, offering classes that support and address cognitive dysfunction and other chronic illnesses.</p>		<p>Runway:</p> <p>GetSetUp has raised a total of \$20 million to date from investors. GetSetUp has also invested in a large product and engineering team who have built the video platform, website, learning management system, Android and iPhone apps, backend dashboard and measurement tools.</p>
<p>Customer segments:</p> <p>GetSetUp has been customized especially for older adults who are 55 and older. Classes are led by peers and specially trained GetSetUp Guides and Interest Group Leaders. Class sizes are kept small so that everyone can participate, ask questions and get the time and attention they need.</p>	<p>Channels:</p> <p>GetSetUp also markets directly to those who are 55+ through Facebook and other social media sites. Partnerships are also an essential channel, allowing reach to older adults through the partnerships physical and digital channels, including newsletters, websites, email and physical mailers.</p>	
<p>Inflection point (p):</p> <p>Projected users of the platform are projected to reach 5 million by the end of 2021 and over 15 million by the end of 2022. This growth will expect to lead the company towards global expansion, during this management will remain focused on the key metrics of user growth, retention and monetisation.</p>		

● Positive progress
 ● Work-in-progress
 ● Needs attention