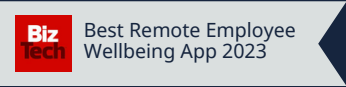




Enabling the  
*human side*  
of relocation to spur  
economic growth

Q3 2023





## Letter from our Founder & CEO

My idea for Pivt was born in 2014 when I relocated from New York to London for work. I faced the same challenges and anxieties that so many people experience when moving somewhere new – finding information from trusted sources, building a community from scratch, and navigating cultural nuances to name a few.

And guess what? It wasn't just me who had this experience. Turns out, the #1 concern for relocated and mobile employees is their social well-being. Annually, companies spend millions of dollars on relocation packages focused primarily on logistics, providing little to no support for the social wellbeing of their people. This leads to millions of dollars in lost revenue, and most importantly, lonely employees. I was determined to find a better way.

While showing success supporting corporations and their relocated employees, we are excited to be expanding our offerings to support city economic development programs by helping attract companies and remote workers acclimate, find community, make the most of the city, and stay long-term. Additionally, we are able to help programs make informed decisions on how to enhance their program and identify the types of people who are thriving in these programs through our wellness check-ins and comprehensive data.

Join us as we aim to *make anywhere feel like home.*

Lynn

*Lynn Greenberg, CEO / Co-founder of Pivt*

# People are on the move, and so are the motivations to move.

It used to be that relocation for a job, whether new or for a promotion, was a big driver for people. Now with flexibility as an employee expectation, what motivates people to move has changed. Moving is about exploring what could be and is more individually driven than ever before.

190% ↑

3.8 million recent job listings that include **relocation assistance**, an increase of 190% from 2020.

ZipRecruiter

54% ↓

The share of **job seekers who relocated for a new position** fell to 1.6%, the lowest level on record, in the first quarter of 2023.

Challenger, Gray & Christmas, Inc.

5M → 19M

2021

2025

5 Million people moved in 2021 due to **remote work**. We should see that number **increase to 19 million** by 2025 -- a 380% increase.

Upwork

35%

**remote workforce** comprise a third of all jobs in the US, even **three years post pandemic**.

Pew Research Center

71

**Cities and towns** in the US are trying to **incentivize domestic and international talent**.

WSJ

**While relocation is by far one of the most stressful life events followed by divorce, it is more than an event—it is a life-changing process.** Over 16.9 million people describe themselves as digital nomads, a 131% increase from the pre-pandemic year 2019. The location-independent workforce is an evolving social group. As a result, social norms, laws and policies made by cities, companies, and organizations will continue to impact their decision-making.

What is interesting about this new social group is that they are striving to achieve a "Performance Mindset" by being able to choose their ideal community, achieve work/life balance and still drive impact at work.

**Pivt** helps the mobile workforce **belong, thrive, and stay** in their new communities. We start with wellness — focusing on the vision for why they are moving, managing expectations, and maintaining a healthy mindset. We combine this with connection with other people going through the relocation process to help each other, connect in real life, and "together" fight social isolation — the #1 cause of various health issues today.



# To reap long-term rewards, organizations relocating people must align talent, motivation, and opportunity.

The prevalence of remote work and the borderless workforce has given rise to **71 cities and towns** across the US incentivizing knowledge workers to relocate there.

## Some of the common goals for the programs include:

- Add diversification to neighborhoods
- Attract and retain highly-educated workers through remote work, new jobs, and growth opportunities
- Reinvigorate areas that have traditionally seen slow to stagnant population growth
- Generate millions in local earnings

## We have seen this executed in a few main ways:

- Incentivizing borderless workers
- Persuading college graduates to join the workforce locally
- Helping international companies set up US HQ's in their city
- Aiding companies with finding talent

While the pool for talent willing and able to move for hefty cash incentives and lower cost of living is plentiful, the challenge EDOs face is how to attract the right candidates through a clear, unique and compelling value proposition, and retain them through a stressful life-change with the goal of making it their permanent home.

Long-term success and happiness for program members requires continued support to navigate change and connect newcomers with the community—and thus critical to the program itself.

12x

Successful economic development programs focused on incentivizing the relocation of remote workers see a 12x return in labor income over program expenses.

Tulsa Remote



This is where **Pivt** steps in to **ensure success and protect investment**. By supporting the entire lifecycle, Pivt helps program members manage expectations, navigate change, and build community. A combination of timely wellness check-ins, relevant content, and user network is at the heart of this support. From this activity, Pivt provides comprehensive program data to empower EDOs to make informed enhancements along the way.

# Alongside proven success with top tier corporations, Pivt is also demonstrating value in *driving economic growth*.



Case study:



*A Strategic partnership to advance social connection, wellness and retention for Tulsa Remote candidates and members.*

Tulsa, OK has historically seen slow population growth, difficulty attracting and retaining highly-educated workers, and slim job growth. Tulsa Remote (TR) is changing this by successfully attracting remote workers and their families to the area and generating millions in local earnings. A component of this success is partnering with organizations like **Pivt** to ensure the wellbeing of individuals and the TR community as a whole.



“ Every relocation is a personal and professional life-changing opportunity. Together, Pivt and Tulsa Remote are giving Tulsa Remote finalists and their families the best tools and support so they can make Tulsa feel like home. ”

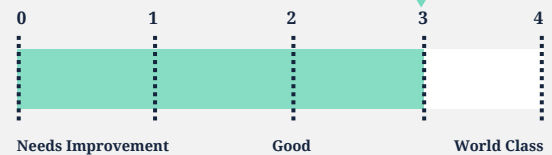
**Justin Harlan**  
Managing Director at Tulsa Remote

Success to-date:

**167%** ↑  
Tulsa Remote's conversion rate is 167% **higher** than benchmark and the average corporate program (42.2%).

**7.4%**  
Overall app engagement is **well above** industry benchmarks

\*Industry Benchmark for Twitter and Facebook is around 0.2%. Instagram 0.4% and TikTok has the highest with 4.25%.

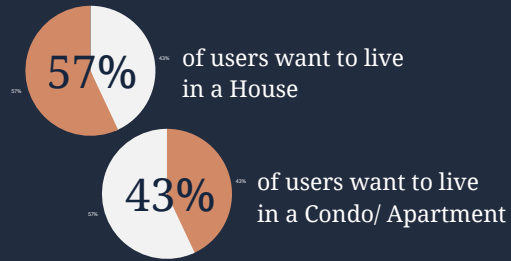


Customer effort score (CES) is **high**. CES is a strong indicator for user loyalty to a product.



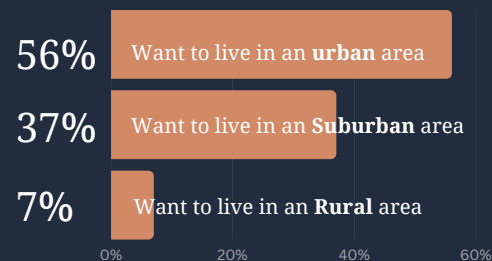
# Pivt delivers qualitative and quantitative insights to enhance EDO programs.

- User motivation and goals
- Wellness checkins
- App and content engagement
- Program benchmarks
- Voice of the employee
- Work/life balance assessments
- Community interactions



“ I am beyond excited to find a new place to call home in my community. The prospect of living in a city that offers a strong sense of community, green spaces, cultural opportunities, and a thriving theater and music scene fills me with anticipation. I cannot wait to immerse myself in all that my community has to offer and contribute my skills, knowledge, and passion to the vibrant tapestry of this remarkable community. ”

Pivt User



Diversity and Culture are the two most important factors in the lifestyle they are seeking.

## Expect long-term value.

Pivt can deliver ROI and help you meet your goals.

# 970%

Average ROI per program

- ▶ Expand your program while mitigating overhead growth (staff & tools)
- ▶ Enable a performance mindset that drives productivity and commerce
- ▶ Gain new insights to drive program enhancement
- ▶ Attract and retain 5-15% more people who relocate through your program

# pivt

## The wellbeing solution for people on the move.

Bringing together moving expertise + wellness + community, all through a personalized app experience.



For more information visit us at [pivtapp.com](https://pivtapp.com) or contact [sales@pivtapp.com](mailto:sales@pivtapp.com) for a demo.