pivt

Make anywhere feel like *home*

Together, we will provide value to
your team anywhere

The Story of *Pivt*

The story of Pivt is rooted in personal experience, ongoing research, and a constant drive to make the relocation experience awesome. We started with a city by city approach to now delivering value anywhere.

Lynn Greenberg, Founder and CEO

Founder's Epiphany

It all started with Lynn, our CEO, who experienced first hand the social isolation of moving to an unfamiliar place when she relocated to London to work for Bloomberg.

Strong Advisors

Worked with and brought on advisors such Randi Zuckerberg (former Director of Marketing at Facebook) and Joe Abrams (Co-Founder of MySpace)

Randi Zuckerberg
Entrepreneur, Investor & Board Member
Former Director of Marketing at Facebook

Joe Abrams
Investor, Advisor
Co-Founder of MySpace (acquired by NewsCorp), Software ToolWorks (acquired by Pearson)

B2C

Pivt launches as a consumer application in London and New York with over 10,000 users.

B2B

Approached by HSBC, Pivt decides to switch to an enterprise solution.

Public Launch

Pivt launches in Dallas as an enterprise solution focused on delivering value city by city.

Today

Pivt expands the value proposition to deliver value anywhere in the US.

Future

Pivt expands internationally and continue to incorporate wellness experts and resources to evolve product.

Focusing your vision for how and where to *Live*

People often start with where to move, but to get this right you need to know why it makes sense. Our tools and assessments will help people think through and define their why.

Our research has shown that people rely on a mixture of people they know and trust as well as tools to sort out setting up a new home. Pivt certainly provides a community of trusted advice, and critical resources and partnerships. We also place consideration in how and when we deliver appropriate help relative to where people are in their journey.

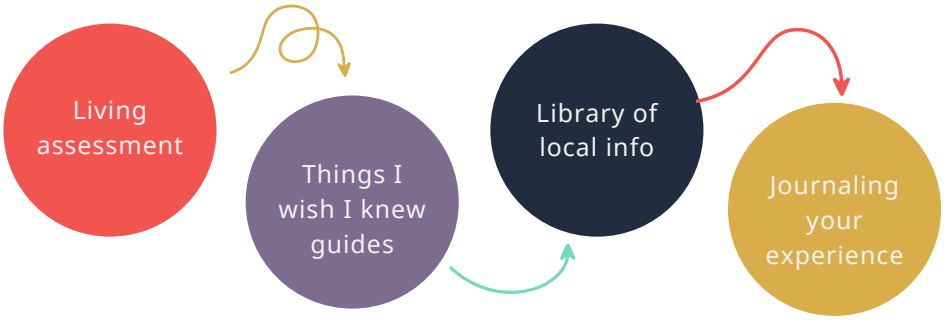
Community Support:

Experts
help find the right neighborhood that aligns with how you want to live

Local People
who are in process of moving or recently moved.

Employees
from your company that have moved or are currently in the process.

Resources Provided:



Building and cultivating a *Community*

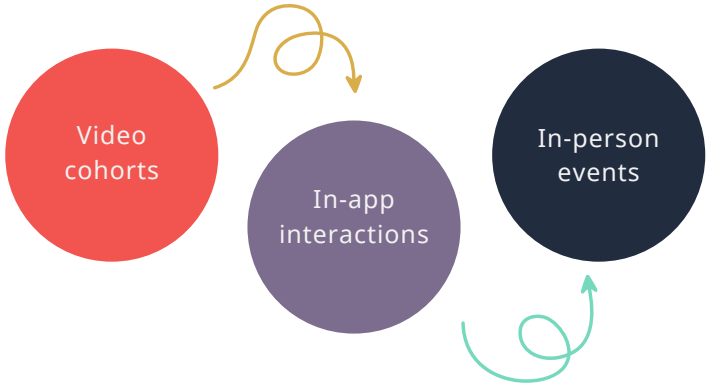
Belonging is rooted in having a community. Pivt connects people on the move so they can share experiences, support each other, and get trusted advice.

There will always be someone to connect with in Pivt. We'll start with introducing you to few meaningful connections in the app. Over time we'll help you grow your network and look for ways to build relationships in the app, over video, and in-person.

Additionally, we can connect people with external partners to help them

- Find the right neighborhood to live in
- Direct assignees to local services and information like utility providers
- Choose the right school for their kids
- Connect to volunteer opportunities

Ways to Connect



Ensuring a strong and healthy *Mindset*

Relocating is a roller coaster experience with highs and lows. We focus on understanding people in context so we can support them at the right moments.

We are constantly researching the entire relocation journey and learning new insights. This knowledge has enabled us to build a network of experts focused on supporting the human side of relocation. Through Pivt they provide resources and content around a handful of topics.

Additionally, Pivt, just like a good friend, will check-in with our users at key moments in the journey. We make sure people are doing well and encourage them to seek help when needed - sometimes this is just nudging them to talk to someone who understands.

Who are some of our experts?

Tracy Oyekanmi
Corporate Trainer

Nina Hobson
Personal Coach

Lindy Chapman
Relocation Specialist

Examples of *Experiences*

People relocate for many reasons to various places. Sometimes they go by themselves, sometimes with a family. Pivt can support any situation.

A family of five moving to *Pittsburgh, PA*

- Most in-app connections focus on advice and help them make the many personal decisions to get their family settled, and quickly. Overtime, connections lead to in-person relationships.
- Supportive assessments throughout the journey help keep the parents aligned and focused.
- A curated feed of content helps them better understand their new area and easily find events and local things to do

A couple moving to *Midland, TX*

- Moving to a remote location is tough, so most connections in the app focus on experiencing a shared journey. Overtime, they can become a great support to new people coming to the area.
- Wellness check-ins and expert content helps them deal with the culture/environmental shock of living in a more remote area

An individual moving to *Chicago, IL*

- Meeting new people, both for advice and social opportunities is the priority. They want to meet other people that understand what they are going through and build good relationships.
- Wellness check-ins and coaching helps them stay grounded.
- They may be less concerned about their why as they are more inclined to discovery.