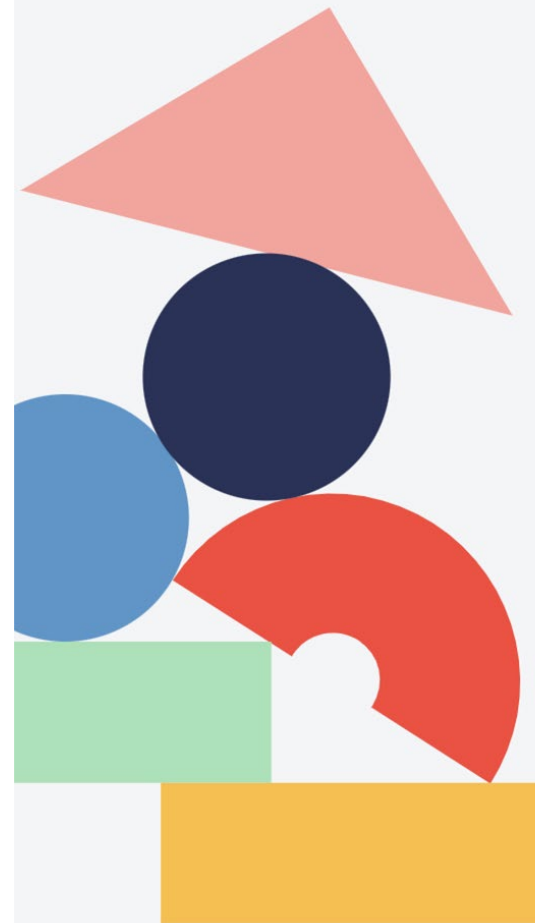




# Turning my childhood experience into a solution to America's child care crisis

Chris Bennett, CEO & Co-Founder



# **My Story**



## **My home-based child care experience**



# **Child care today**



**2/3 of families**  
**could not find child**  
**care**

**8,900**  
**Child care centers**  
**closed**

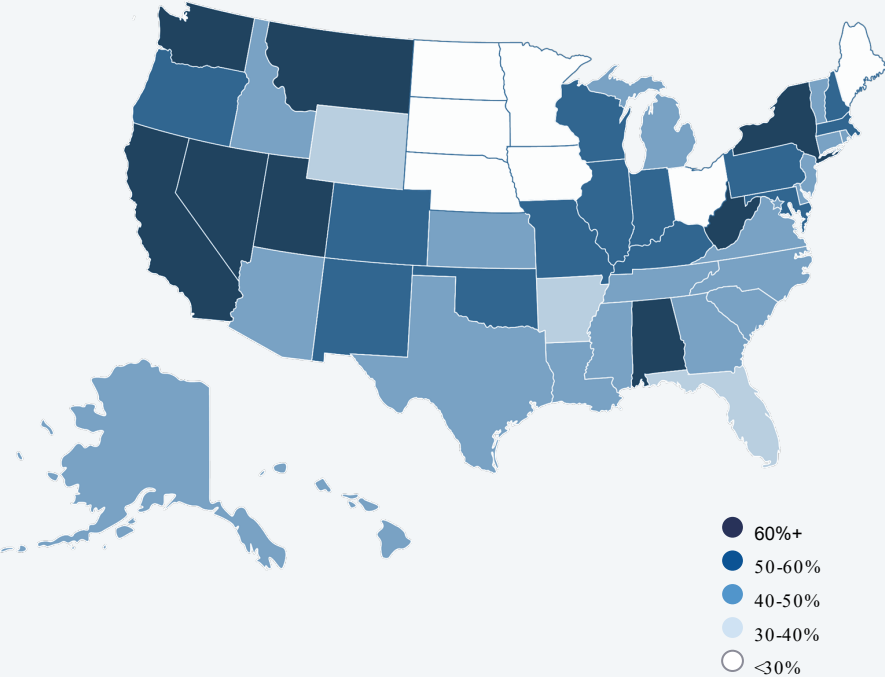
**7,000**  
**FCCs permanently**  
**closed**



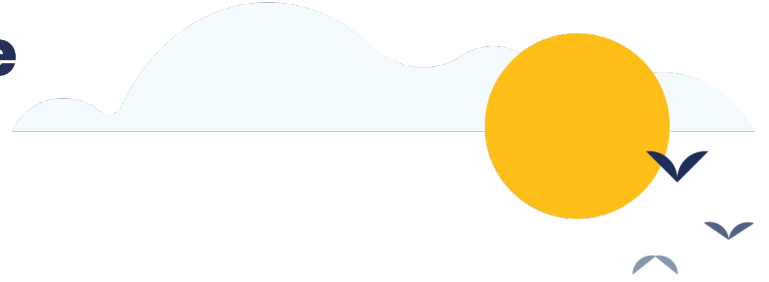
**1M fewer women**  
**are in the workforce**  
**after the pandemic.**



**Prior to the pandemic,  
51% of people  
in the US lived in  
child care deserts.**



# Family child care could be the solution to child care crisis







## **My home-based child care experience**







**60**  
**YEARS**  
1962 - 2022  
PERRY PRESCHOOL STUDY



## Yoli's program today:



- \$720,000 a year
- 100 children
- 11 employees
- 1 center & 3 houses





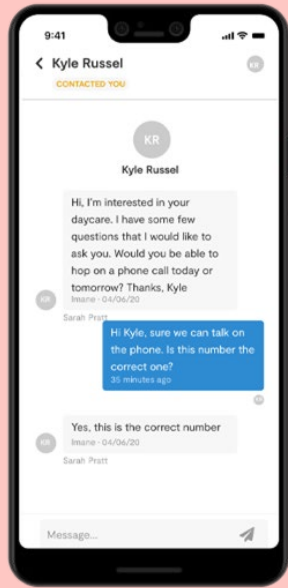
# **About Wonderschool**



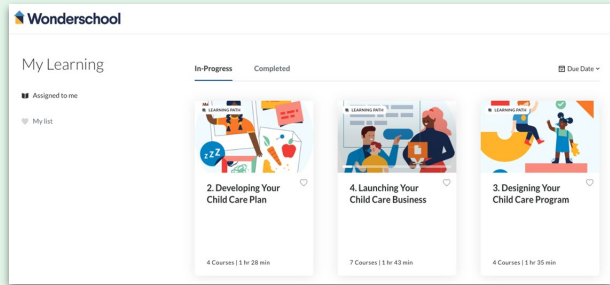




**ARPA & CARES Act**



**CCMS app**

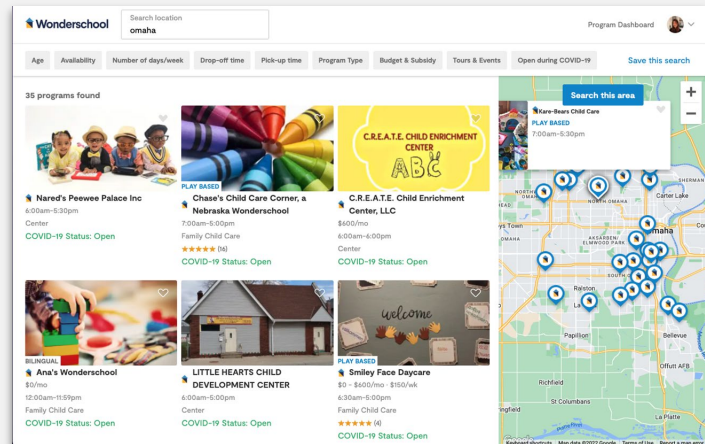


**New provider  
program**





Wonderschool team



Child care marketplace



Media recognitions



\$50M raised from top investors

# **My entrepreneurial journey**

1

# Turning an idea into reality





# Angel Academy





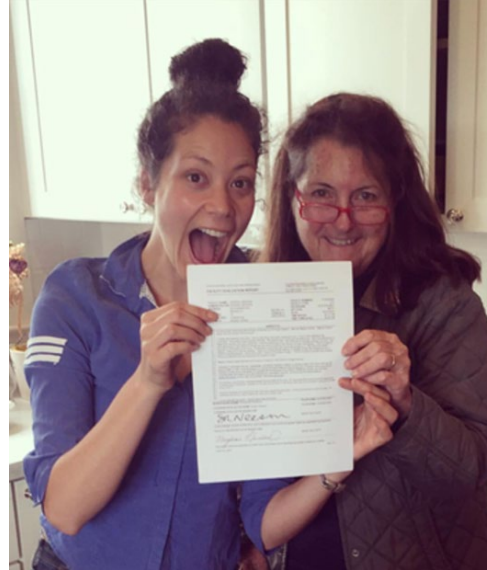




# Angel Academy



- 20 children
- Long waitlist
- Quadrupled her income



**ANGEL ACADEMY**  
a waldorf-inspired, mindfulness preschool

(510) 356-0182 | [angelacademy@oneschool.com](mailto:angelacademy@oneschool.com)  
2215 Marin Ave, Berkeley, CA 94707

## PHILOSOPHY

The mission of Angel Academy is to provide a loving and educational environment based on the pedagogy of listening. We are founded and constantly being fed by these three principles: To nurture with compassion. To encourage wonder. And to hold space for each child's unique and individual exquisiteness. Our community is enriched by the participation of our student's families.

## DIRECTOR, HALIMAH HARDEN

Halimah Harden is an educator, storyteller, and advocate of early childhood education. She studied at "Ray Area Center for Waldorf Teacher Training," an internationally recognized program in Waldorf teaching. Before opening

## TUITION

**8:30am-3:30pm Program**  
Under 2 (18 - 23 months)  
2 days/week: \$1200/month  
3 days/week: \$1500/month  
5 days/week: \$2100/month

**2 years old (24 - 33 months)**  
2 days/week: \$1300/month  
3 days/week: \$1300/month  
5 days/week: \$1800/month

**3 and older (36+ months)**  
2 days/week: \$900/month  
3 days/week: \$1200/month  
5 days/week: \$1600/month

**8:30am-5:30pm Program**  
Under 2 (18 - 23 months)  
2 days/week: \$1200/month  
3 days/week: \$1600/month  
5 days/week: \$2300/month

**2 years old (24 - 33 months)**

# Setting up experiments in your day

**Build hypothesis**

**Evaluate data and  
feedback**

**Try again**



2

## Seeking feedback





# Surrounded by accomplished mentors



# Finding mentors

**In the same field  
(child care)**

**Running a small  
business**

**Look around!**



3

## Taking risks



# How to take risks

**Be brave**

**Know that not every  
risk will work out**

**See failures as  
opportunity**

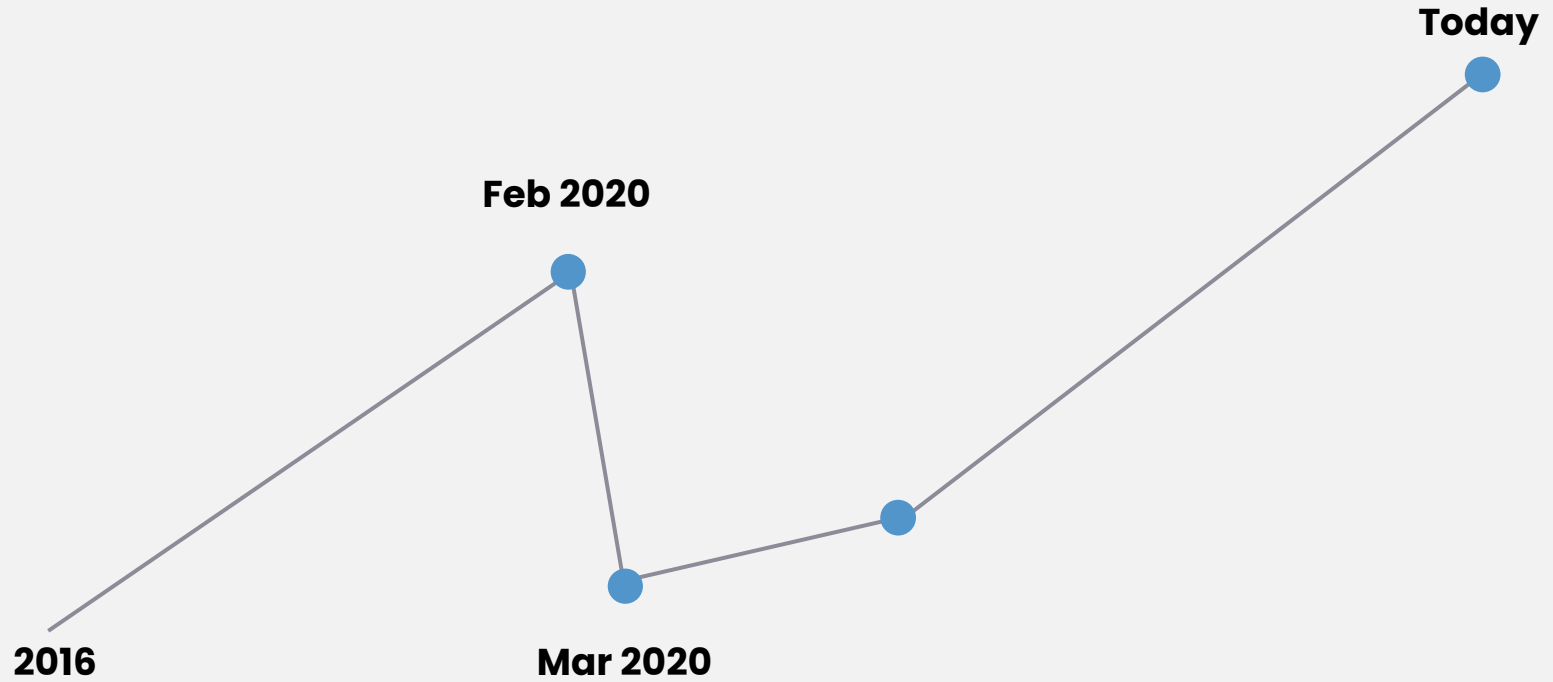


4

## Enduring setbacks



# Our business



# How to handle setbacks

**Persist**

**Go back to the mission**

**Look forward to new  
opportunities**



5

## Growth mindset





Featuring Exclusive Audio Content: Bonus Interviews with Dan Sullivan

# WHO

THE FORMULA TO ACHIEVE BIGGER GOALS

# NOT

THROUGH ACCELERATING TEAMWORK

# HOW

DAN SULLIVAN WITH DR. BENJAMIN HARDY

Read by Dr. Benjamin Hardy • Unabridged Audiobook

# How to drive growth?

**Change with market**

**Keep learning**

**You're running a  
business**

# **Child care myths**

Myth #1

# Child care providers cannot earn a lot



Myth #1

**Child care providers  
cannot earn a lot**



Myth #2

**Child care is  
babysitting**



Myth #1

**Child care providers  
cannot earn a lot**



Myth #2

**Child care is  
babysitting**

Myth #3

**Anyone can run a  
home child care**



**Q&A**

Thank  
you

