

WHAT IS IT?

SignUp is the easiest way to bring people together. Originally founded in 2009 as VolunteerSpot, a popular solution for volunteer coordination, SignUp quickly expanded to offer a robust suite of easy, time-saving features such as activity signups, online calendars, and automated reminders that can be used for anything, anywhere. Today, **more than 27 million people** rely on SignUp for time-saving coordination solutions, successful group participation, and remarkable outcomes.

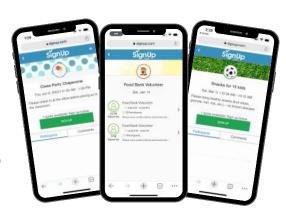
WHO USES IT?

Everyone.

- Active parents use SignUp to organize classroom and school volunteers, class parties, team parent helpers, and fundraisers like carnivals, walkathons, concession stands, and book fairs.
- Teachers and K-12 schools use Sign Up to coordinate parent-teacher conferences and tutoring.
- Professors and universities use SignUp to organize office hours and exam proctors.
- Nonprofits large and small use SignUp to power service activities and fundraisers like 5Ks and festivals.
- Churches and faith groups organize hospitality teams, VBS, potlucks, and meals ministry.
- Workplaces use SignUp to coordinate interviews, conferences, and employee appreciation events.
- Small businesses like dog trainers and yoga studios collect fees and organize classes with SignUp.
- Freelancers like photographers and private tutors manage appointments with SignUp.

HOW DOES IT WORK?

Using a simple planning wizard, the organizer creates a schedule of needs (shifts, food, supplies, fee schedule) and asks participants to sign up with a personal invitation or a sharable link. Participants sign up with a few clicks, 24/7, no passwords required! Online SignUps are always current, up-to-the-minute, and participants receive automated confirmation and reminder messages to help them keep their commitments. Easy!



OVERVIEW

Funding: Privately funded by AXA Strategic Ventures, ff Venture Capital and Angel Investors **Reach:** 27M+ participants-mostly affluent, influential moms.