

Overview

An Unmet Need that Moose Can Uniquely Fulfill

The New Moose Experience has been conceived to address a dramatic sea change in the national workforce and the lives of today's – and tomorrow's – working families. We have identified an urgent, unfulfilled need in the lives of Millennial-led working families (people aged 20 to 36 with young children in the home) that Moose is uniquely qualified to fulfill.

With more than 30 million unconventionally employed as “1099” employees – freelancers, contractors, and independent small-business owners – Millennials dominate today's shifting work environment. When we add those owning or working in small businesses (companies with two to nine employees), we see that the majority of this 76.4-million-strong generation works in situations never even considered by their elders.

The media portrays Millennials as hip, creative individuals living in major urban centers, untethered by marriage and parenthood. Yet that's not a realistic picture of the generation: 53% are already married or seriously partnered, and 44% are parents with children in the home. These family-oriented Millennials are increasingly drawn to small and medium-sized metro areas that offer a high quality of life at an affordable cost of living. They desire experiences and services that meet their needs like their urban counterparts do, but they remain underserved in these slower-to-evolve communities.

In 1906, Moose Supreme Organizer James J. Davis identified a similar sea change in the workforce and sought a way to meet the needs of families who were struggling to navigate the new era. Today, Moose International seeks to do so once again as the national economy grows rapidly toward this flexible, entrepreneurial, and on-demand employment – and drastically shifts the composition of domestic life for the entire family in the process.

Designed for the Working Families of Today and Tomorrow

The New Moose Experience is uniquely designed to give working families two things they value most without compromise: (1) time together as a family and (2) a genuine sense of community. To do so, the new concept fully integrates three revenue-generating lines of business that will be packaged, priced, marketed, and operated to be a place of daily habit, trust, delight, fulfillment, and tight-knit community for today's working families.

- **Coworking: Flexible, hospitable work environments** to meet the needs of independently and small-business-employed working Millennial parents; the fastest growing and most underserved population in today's national workforce.
- **Flexcare: Flexible, learning-oriented childcare** for their kids — designed to accommodate the variable schedules of today's parents while delivering a high-quality early childhood education experience that instills the values that Moose cares about most: caring for others in need, social responsibility, and community contribution.
- **Best-in-class food-and-beverage: An accessible, appealing kitchen/market/cafe** that welcomes the community (whether or not they participate in the coworking and childcare offerings) by serving a fresh, delicious, and healthy take on casual Americana cuisine at all parts of day and in all of the ways that modern families — and diners at large — want to eat.

The New Moose Experience will be a place of caring and contribution, positively impacting the surrounding community and supporting Mooseheart. To do so, the three core lines of business will be supplemented with community service activities and learning-oriented programming that engage and enrich the community at-large as well as our everyday community subscribers.

Questions? Email.

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