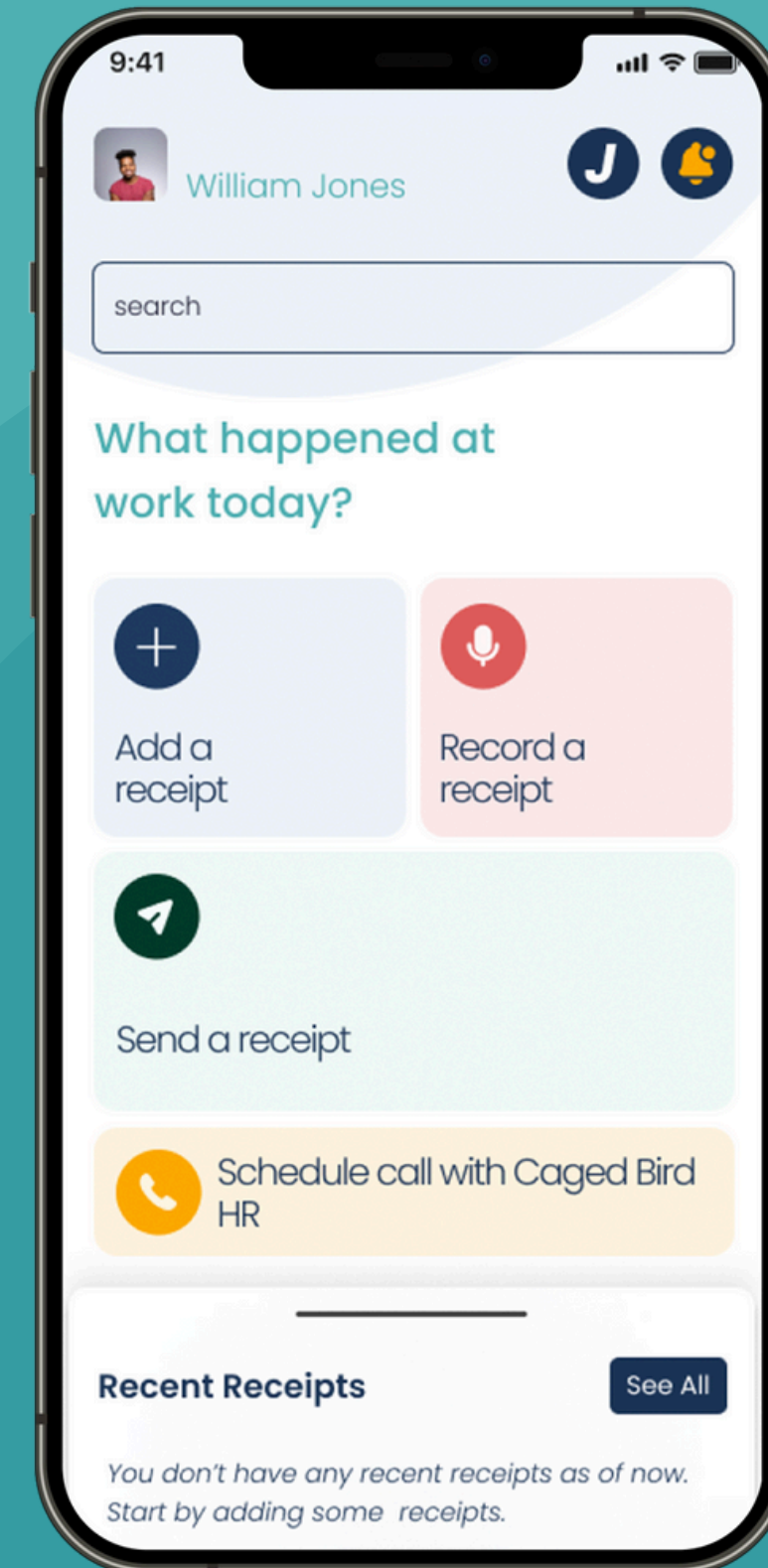


# WRK RECEIPTS: YOUR AI- POWERED WORKPLACE ALLY

## YOUR STORY, YOUR POWER

Empowering employees to document workplace incidents in real-time with AI-driven guidance for transparency, compliance, and support.

2024 MEDIA KIT





# About Us

## **Empowerment in Action: Guiding Employees to Advocate with Confidence**

Wrk Receipts equips employees with tools to advocate for themselves. Jayla, our AI-powered advocate, offers real-time documentation and tailored guidance. Whether managing challenges or tracking successes, Wrk Receipts promotes transparency, compliance, and employee well-being.

Our mission is to empower users to advocate for themselves at work by documenting workplace events, receiving actionable advice, protecting their rights, or seeking recognition, all through a user-friendly platform.

# Our Founder

## Cierra Gross: Innovating the Future of Work

Cierra Gross, the founder and CEO of Worklution, is dedicated to reshaping the future of work. Her personal experiences with workplace adversity inspired her to create tools and accompanying services that empower others to advocate for themselves at work. With a background in political science, law, and human resources, and experience working at Google, ExxonMobil, and within the tech startup ecosystem, Cierra has the expertise to address modern workplace challenges.

Her innovation led to the creation of Caged Bird HR, which offers scalable HR support, and Wrk Receipts, an AI-powered tool launching in October 2024, that provides real-time support for workplace issues. Both brands live under her parent company, Worklution Inc. which bills itself as a future of work solutions company. Cierra's work continues to focus on equity and advocacy for marginalized voices, particularly young Black and Brown women.



# Our Audience

**Everyone from the timesheet to the C-Suite**

Wrk Receipts is designed for employees at every level, from those clocking in daily to senior leadership. It's particularly beneficial for individuals from marginalized backgrounds, union members, and recent graduates, who often lack access to information they need to advocate for themselves.

Traditional HR departments frequently fail to advocate for these employees, leaving them unsupported. Wrk Receipts offers a tech-enabled space for documentation, AI-driven guidance, and also helps users recognize and track their wins, ensuring they can advocate for recognition and advancement just as effectively as they handle challenges.



## **Marginalized Employees**

**Workplace Discrimination:** Over 60% of women of color experience workplace bias and exclusion, according to the 2023 Women in the Workplace report by McKinsey & Company.



## **Students**

**Student Vulnerability in the Workplace:** Recent graduates often lack the tools to document workplace challenges, making them susceptible to bias, harassment, and career stagnation early in their careers.



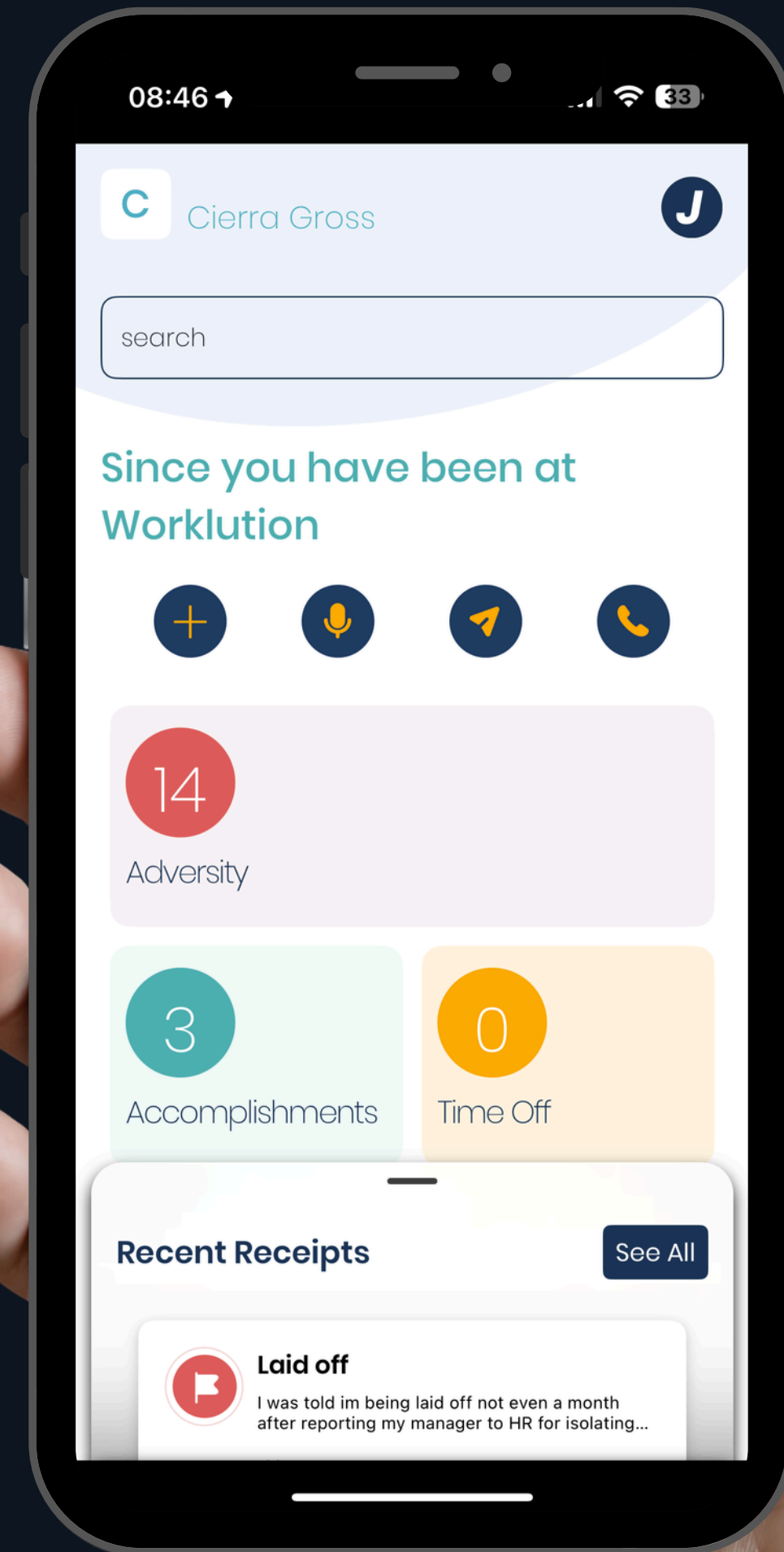
## **Union Members**

**Union Employee Struggles:** Union membership hit a historic low of 10.1% in 2023. Many unionized workers report challenges in navigating pay inequality, unfair dismissals, and insufficient HR support.

# OUR SOLUTION

Wrk Receipts offers a unique, real-time solution for employees looking to track their accomplishments or challenges at work. Through its AI-powered advocate, Jayla, the platform provides users with customized guidance to help navigate bias, discrimination, and workplace issues while providing immediate guidance on their rights under the law based on their characteristics like state, age, gender, etc.

Jayla simplifies complex employment law and compliance issues, allowing users to protect their rights, ask for a raise, or save time during performance review season. With a few clicks, user can send their logs to their lawyer, therapist, doctor, or even... mom.



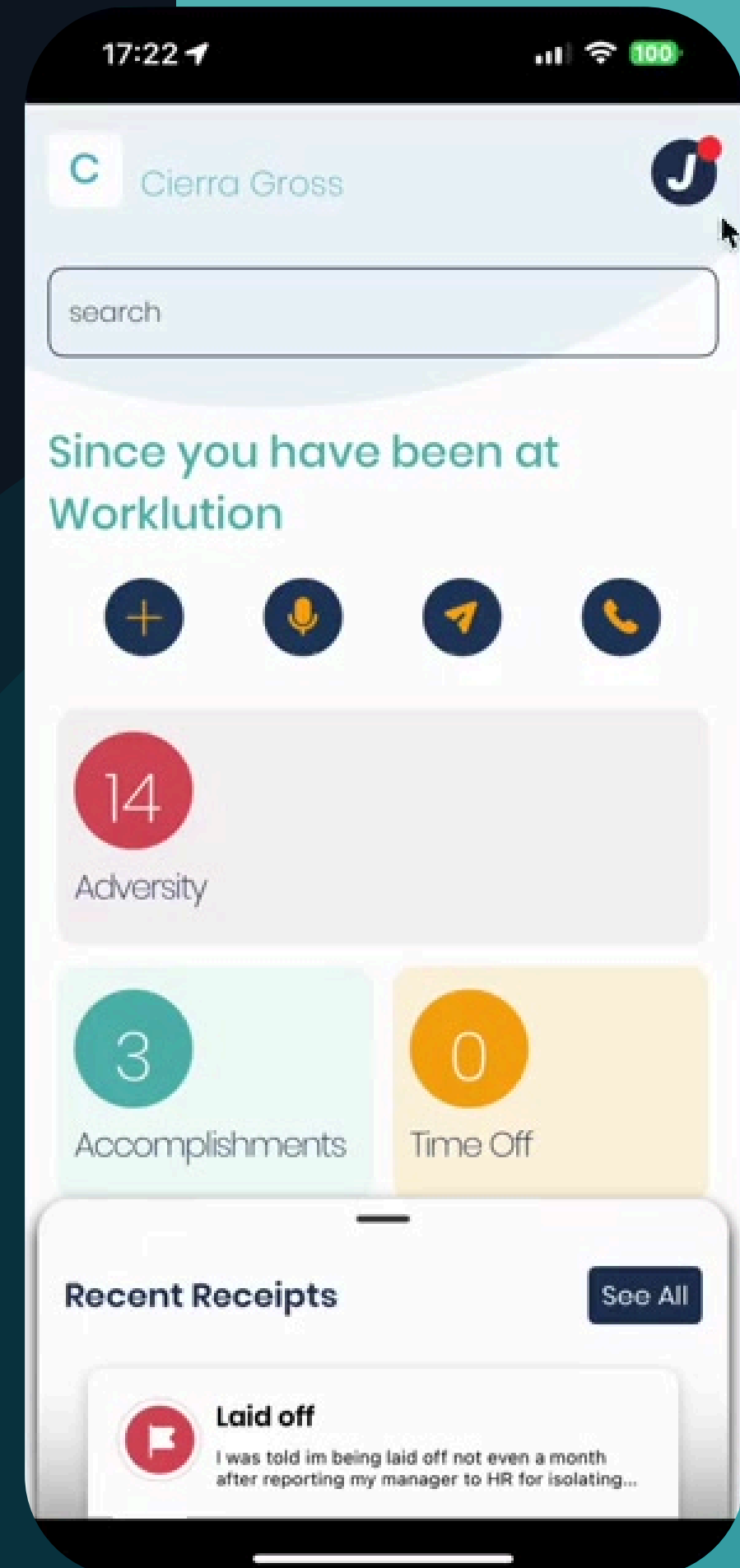
# Real-Life Impact

**Wrk Receipts empowers employees by helping them document workplace incidents and receive tailored, AI-driven guidance.**

A Black, neurodivergent employee used the platform to log daily microaggressions and systemic bias, ultimately building a strong case with Jayla's help.

Similarly, union members tracked workplace safety violations, using Wrk Receipts to advocate for better conditions.

A marketing coordinator wanted to demonstrate her consistent contributions to the company and position herself for a promotion. Using Wrk Receipts, she could log every achievement in real-time, document her value, and save time by emailing her performance summary to herself. When performance review season arrived and positioning her for a well-deserved promotion and salary increase.



# Here's What Users Are Saying



**With WrkReceipts, I feel so much more in control over my career than before. The ability to track and log events that happen in the work place have kept me organized. It is super easy to use, and with the instant access to personalized advice, I feel prepared knowing what all of my options are. Highly recommend!**



**This is the most important tech development of the decade. it has been extremely helpful and time saving. I feel confident going into work making and understanding my rights at work.**



# Partnerships

## Partners and Opportunities

**WrkReceipts is collaborating with nonprofits, career support groups, and universities during its beta phase to provide discounted premium subscriptions to marginalized communities.**

We've established partnerships with universities like CUNY and The Color Connect to help students and current professionals document and navigate the complex dynamics of corporate America with confidence.

**CUNY**

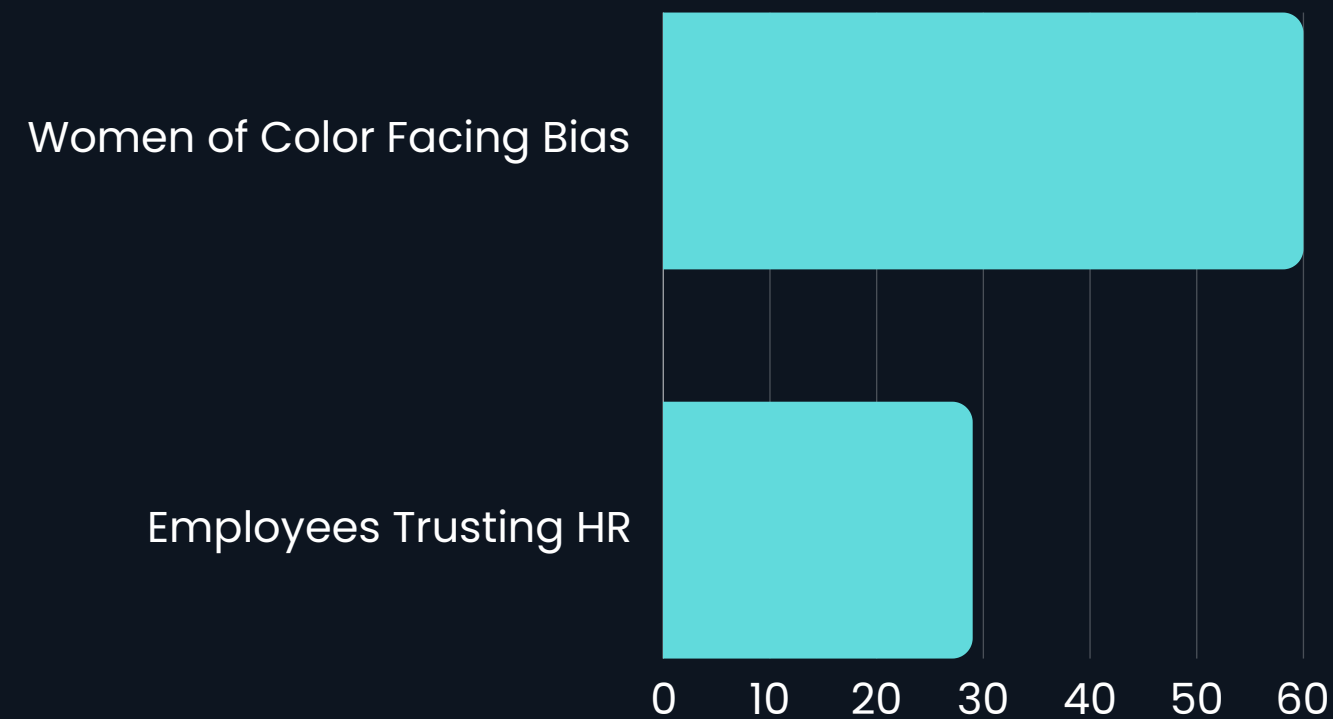
**the  
color  
connect**



# The Need for Wrk Receipts

## Workplace Inequity

Over 60% of women of color face bias and exclusion at work, according to McKinsey, while only 29% of employees trust HR to handle discrimination cases effectively (SHRM).



## Wrk Receipts: Bridging the Gap

Wrk Receipts bridges this gap by providing real-time documentation and AI-driven guidance through Jayla, empowering employees and promoting transparency. This approach fosters accountability and can improve retention rates by 22% (Forbes).

# Upcoming Opportunities

Cierra and Wrk Receipts will be featured at major industry events like AfroTech, SXSW, Black Tech Week, and more. These events offer opportunities for attendees to learn more about how Wrk Receipts can empower employees and transform workplace culture. Wrk Receipts also plans to present at union and workforce development conferences, aligning with its mission to advocate for marginalized voices in professional settings.

We're open to collaborating with you.

The SXSW logo, featuring the letters "SXSW" in a bold, white, sans-serif font, followed by a white arrow pointing downwards and to the right.The AFRO TECH logo, consisting of the words "AFRO" and "TECH" stacked vertically in a white, sans-serif font, centered within a teal square.The NY TECH WEEK logo, with "NY" on the left, "TECH" at the top, and "WEEK" on the right, all in a white, sans-serif font, arranged in a triangular pattern.The CANNES LIONS logo, featuring the words "CANNES" and "LIONS" stacked vertically in a white, sans-serif font, with a white silhouette of a lion's head to the right.The CU NY logo, with "CU" stacked above "NY" in a white, bold, sans-serif font.The ESSENCE logo, featuring the word "ESSENCE" in a white, bold, sans-serif font, centered within a black rectangular background.The black is tech CONFERENCE logo, with a stylized white "bt" monogram above the words "black is tech" and "CONFERENCE" in a smaller white font.The bitcoin logo, featuring an orange circle with a white Bitcoin symbol (a "B" with two vertical lines) inside, followed by the word "bitcoin" in a white, lowercase, italicized sans-serif font.The BLACK BLOCKCHAIN SUMMIT logo, with a white network diagram icon on the left, followed by the words "BLACK BLOCKCHAIN" in a bold white font and "SUMMIT" in a smaller white font below it.

# Contact Information

For press inquiries, please reach out to our team directly.

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