



Press Release – For Immediate Release

Introducing Upshift of Cincinnati The \$1 Billion Upshift to the Independent Workforce of Tomorrow

West Side lawyer/MBA, meet Akron/Ohio State tech wiz. Commence commerce.

REVENUE PROJECTION: \$1 Billion in annual revenues within first five years.

Upshift: The Cincinnati-based startup connects businesses and workers directly.

New office openings in Dayton and Columbus; 18 total new markets to open in two years.

[Cincinnati, Ohio ~ July 10, 2017] Upshift CEO Steve Anevski got his start on the West Side of Cincinnati in the family business: bars and restaurants. Like every other restaurant/bar owner, Steve's biggest problem was staffing. From Fridays where he couldn't find enough people to Tuesdays when he couldn't find enough hours for his staff, it was always a balancing act. After many years of dealing with these issues Steve committed himself to finding a solution.

When Steve met Alex

Enter Alex Pantich. Alex, a graduate of Ohio State and native of Akron, Ohio, teamed up with Steve to make Upshift a reality. Alex's business partner in Kinetiq Solutions, Nikola Jordanovski, also joined as a founder and the three started the business with a bang: being accepted to The Brandery with just an idea on a napkin.

In October of 2016 the trio officially launched the beta of Upshift and have been going gangbusters ever since. Upshift simply and conveniently connects businesses and Upshiffters through a mobile and web application. Businesses can post shifts at the click of a button and Upshiffters can make their own schedule working when, where, and how they want. The partners have set the stage for a dramatic expansion of Upshift, differentiated from the plethora of noise in the marketplace because the Cincy startup:

- **Actually hires people** as W4 workers covered by workers' compensation insurance and payroll taxes;
- **Is Exclusive**, all hiring is done by algorithm and fewer than 30 percent of applicants are accepted;
- **Packs a first-rate investor's pedigree** with credentials from The Brandery;
- **Revenue increased by at least 50 percent** every month in 2017, a rate expected to remain steady.

Employers, not just in the restaurant/hospitality industry where Anevski grew up, but in the logistics, transportation, warehousing and light-industrial genres, are all users of Upshift. And the independent workforce is born: Upshift will enter 18 U.S. markets within two years; within the last three months it has launched in both Dayton and Columbus.

"Upshift is just the first step in a movement towards workers' independence," says Anevski. The company counts an A list of clients: Aero Fulfillment in Mason and Fairfield, Riverbend Music Center in Anderson and Miami Valley Gaming, among others. "One of the best things about Upshift is that it allows flexibility for both people and businesses," says Pantich, "Businesses can post shifts at the click of a button, people can make their own schedules, and choose which shifts to take from the convenience of their phones."

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The \$1 Billion Upshift:

Cincy startup with Brandery pedigree growing fast, opens in Dayton, Columbus, targets \$1 Billion in revenue
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