

GMA partner, Upshift, raises \$3.7M in Series A financing led by Indeed.com

On-demand staffing platform expands with new round of funding

Cincinnati, Ohio 3.3.2020 /PRNewswire/ -- Upshift, the leading on-demand staffing platform, has closed \$3.7 million in Series A funding to expand its team and accelerate growth across the country.

Upshift's smartphone- and web-based platform connects people looking for extra work or new jobs with understaffed employers in the printing and light industrial sectors, helping meet the nation's high demand for temporary staffing solutions.

Online job platform Indeed.com's investment arm, HR Tech Investments, led the funding round with participation from Columbus-based Rev1 Ventures and Data Point Capital.

"We look for innovation, and the Upshift team is transforming the future of work. Upshift is leading the transformation of the staffing industry, and we see tremendous growth potential," said Ryan Helon, executive vice president of investment funds at Rev1 Ventures. "and with its tremendous revenue growth, Upshift is certainly showing just how important serving the needs of the gig economy is shaping up to be."

People in 15 cities in Ohio, Kentucky, Indiana, Pennsylvania, Tennessee, Texas and North Carolina rely on Upshift to find work that supports their needs and fits their schedules. There are now tens of thousands of employees using Upshift's platform to find shifts at over 1,000 businesses ranging from medium-sized print companies to Fortune 500 companies.

Toppan Merrill, Steinhauser, RPI Graphic Data Solutions and Flottman Company are just a few of the many companies in the print industry partnering with Upshift in Ohio.

Unlike most gig economy companies, Upshift directly employs all those who work on its platform. This means that people working are covered by traditional employment relationships including workers' compensation, unemployment and other employee protections. That also means Upshift's business clients do not take on the liability typically associated with 1099 staffing models.

Upshift's pre-screening process for employment is rigorous and includes an in-person interview with a staff member. Only 12% of those who apply to Upshift successfully complete the screening process.

This, combined with Upshift's intuitive, easy-to-use technology and strict disciplinary policies, means over 95% of Upshifters successfully complete the shifts they commit to work. That's more than double the industry standard for success.

"We're thrilled to partner with Indeed as we continue to help make work easy for our partners and Upshifters," said Steve Anevski, Upshift co-founder and CEO. "I'm glad that so many of our partners and Upshifters have found success with Upshift across Ohio, and we are excited to serve our clients and employees even more in the future!"

About Upshift

America's leading on-demand staffing platform, Upshift services the hospitality and light industrial sectors and helps connect people to both flexible and long-term work. Its industry-leading success rates of over 95% are more than double industry standards. Headquartered in Cincinnati, Ohio, Upshift helps connect people and businesses in 15 major metro markets.