

Nomination: 8093

Jawnt (Commuter Benefits Solutions)

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| Page: General Information |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer. |
| Name of Organization/Company Jawnt |
| Additional Contacts I do not wish to list additional contacts |
| Page: Entry Information |
| Entry Title Jawnt (Commuter Benefits Solutions) |
| Category D01 - D08 Solution Provider > D05 - HR Technology Solution Provider of the Year |
| Solution Provider Submission Format Written Answers |

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Entrepreneurs Jeff Stade and Will Sanderson saw the world of transit benefits was ripe for innovation in the wake of the pandemic. Lockdowns had left transit agencies grappling to rebuild ridership while workers were left to navigate fluctuating commuting schedules and rising transportation costs.

To address these challenges, Stade and Sanderson co-founded Jawnt in 2022. The transportation technology company has since helped tens of thousands of people gain unified access to affordable, reliable transportation while reducing our cities' carbon emissions from private vehicles.

Jawnt's core product is a proprietary transit benefits platform that's designed to simplify and optimize benefits management for HR administrators and employees. The platform integrates with existing HRIS rosters to automatically ensure members can enroll in transit benefits. HR administrators can leverage real-time reporting & analytics to monitor benefits usage and manage subsidies, while employee-centric capabilities simplify the registration and payment processes for those receiving the benefits.

Jawnt sits at the intersection of the \$90 billion employee benefits market and the \$207 billion transit industry market, with an estimated total addressable market of \$22 billion. By dedicating our focus to transit benefits products, we go toe-to-toe with traditional, legacy benefits providers that do not meet current market needs.

b. Outline the organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Much of Jawnt's success thus far is a result of its ongoing partnership with Philadelphia transit agency SEPTA. Since July 2022, Jawnt has helped SEPTA develop and operate its SEPTA Key Advantage program, which allows local institutions to purchase all-access SEPTA passes at discounted rates for their employees or members. Some of the city's largest employers including Drexel, Wawa, and the City of Philadelphia itself, have worked with Jawnt to provide commuter benefits to their employees, leveraging Jawnt's dedicated benefits platform to streamline enrollment and management.

The City of Philadelphia also tapped Jawnt as a technology partner for its Zero Fare Program (ZFP), which provides 25,000 low-income residents with free, all-access SEPTA passes. Through Jawnt's platform, the City can better identify opportunities to sustain and possibly expand the ZFP program beyond its two-year pilot phase.

Beyond Philadelphia, Jawnt is breaking into markets including Pittsburgh, Atlanta, San Francisco, and New York, and today has more than 110,000 users on its platform (and counting). To support this growth Jawnt recently launched its commuter debit card product, the Jawnt Pass, for employers with satellite offices to offer more seamless transit benefits across all employees regardless of what cities they live in.

Jawnt's founders have been featured at numerous HR & transit industry events over the last year, and Stade was recently recognized by the Association for Commuter Transport (ACT) as a 40 Under 40 recipient. Jawnt was also named one of Philadelphia's "most promising early-stage tech companies" by Technical.ly in 2024.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Legacy benefits administrators, namely WageWorks and Edenred, have failed to innovate their commuter products and services as demands have fluctuated, particularly in light of the pandemic. These providers often reap outrageous profits when employees neglect to spend the money they've contributed to their accounts, which is a common habit among employees who aren't aware of the value of their transit benefits.

Jawnt is reinventing this outdated business model by focusing solely on the technologies and transit industry relationships that connect employees to a better commute. While other providers have little regard for the experience of using and paying for transit, Jawnt was built by a team of transit advocates who can create a best-in-class benefits experience for employees and employers alike.

Jawnt users in any city can directly contact the Jawnt support team for help with enrollment or utilization, while Jawnt's website is updated regularly with helpful blog posts and resources to educate employers and commuters on the nuances of commuter benefits. In March, Jawnt also rolled out live Spanish language support (not AI-based) over email, chat and phone—a service that some other benefits administrators have neglected to offer.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Below are references of the webpages attached to this application, in the order they appear:

(Philadelphia Inquirer link) - In November 2023, the Philadelphia Inquirer featured an opinion post from Jawnt co-founder Will Sanderson, who made the argument that This op-ed was widely distributed and discussed across the Inquirer audience, leading to increased visibility and credibility for Jawnt.

(Blog - 100K rides) - Co-founder Will Sanderson shared his insights on reaching 100K riders, and where Jawnt will go from there, in this blog post.

(Blog - 40U40) - Co-founder Jeff Stade was honored by the Association for Commuter Transport as a 40 Under 40 leader for his commitment to expanding transportation access to commuters.

(Technical.ly link) - In February 2024, tech publication Technical.ly selected Jawnt as a winner of its annual "ReallIST Startups" award which honors Philadelphia's most promising early-stage tech companies.

(Blog - Spanish language) – Jawnt customer success associate Edwin Salguero recently spearheaded Jawnt's launch of its Spanish language support service, increasing inclusive access to commuter benefits.

(Press release) - Jawnt did an official press campaign in February 2024 to announce the launch of the Jawnt Pass, leading to national media attention and increased sales.

(Founding Philly link) - Jawnt co-founders appeared as guests on an episode of Founding Philly, a podcast that features the stories behind Philly's most successful startups.

(Notion link) - This is the Jawnt media kit that offers information, resource links and recent press coverage.

Webpage Link

<https://www.inquirer.com/opinion/commentary/septa-free-commute-employer-benefit-20231116.html>
(<https://www.inquirer.com/opinion/commentary/septa-free-commute-employer-benefit-20231116.html>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.jawntpass.com/blog/jawnt-reaches-100-000-riders> (<https://www.jawntpass.com/blog/jawnt-reaches-100-000-riders>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.jawntpass.com/blog/jawnt-co-founder-ceo-joins-the-association-for-commuter-transportations-40-under-40> (<https://www.jawntpass.com/blog/jawnt-co-founder-ceo-joins-the-association-for-commuter-transportations-40-under-40>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://technical.ly/startups/reallist-startups-2024-philadelphia/> (<https://technical.ly/startups/reallist-startups-2024-philadelphia/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.jawntpass.com/blog/introducing-spanish-language-support> (<https://www.jawntpass.com/blog/introducing-spanish-language-support>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.prnewswire.com/news-releases/jawnt-launches-debit-card-for-nationwide-commuter-benefits-access-302060635.html> (<https://www.prnewswire.com/news-releases/jawnt-launches-debit-card-for-nationwide-commuter-benefits-access-302060635.html>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://www.foundingphilly.com/jawnt-co-founders-jeff-stade-and-will-sanderson-founding-philly-ep-34/>
(<https://www.foundingphilly.com/jawnt-co-founders-jeff-stade-and-will-sanderson-founding-philly-ep-34/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://www.notion.so/jawnt/Jawnt-Media-Kit-708a090ec1b74cafa22f4d170a7160db?pvs=4>
(<https://www.notion.so/jawnt/Jawnt-Media-Kit-708a090ec1b74cafa22f4d170a7160db?pvs=4>)

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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