



CASE STUDY | DAYCARE DREAM TEAM

# Upwards Empowers Starlynn Perez to Build a Flourishing Preschool

## A Daycare Owner's Success Story with Upwards in Riverside, California

### Introduction

Starlynn Perez is a dedicated daycare owner in Riverside, California. She has a bachelor's degree in Childhood Studies and she is a Registered Behavior Technician. As a new mom, she faced a familiar challenge: balancing her passion for creating a meaningful career in early childhood education with the demands of her own family. Starlynn's journey with Upwards began in 2018 when she made the life-changing

decision to start her own daycare, Pat-A-Cake Preschool. Upwards offered expert guidance and easy to use tech tools that streamlined her daycare marketing and finances, fostered full enrollment and a robust waitlist, and eased the burdens of day-to-day preschool operations. She was able not only thrive as a talented educator but also as a successful business owner, turning her ambitions dreams into reality.



## The Challenge

As a working mom with a background in early intervention, Starlynn struggled to leave her own toddler, Levi, to support other children. Starting her in-home daycare was a way for Starlynn to offer much-needed care to other children without being away from her own son. The challenge was not only in starting a daycare and navigating the licensing process but also in managing the intricate back-office tasks required for smooth operations. It was then that, serendipitously, Upwards reached out to Starlynn and provided essential support, becoming her rock during the initial stages of daycare ownership and beyond.

“My motto was a kind of a ‘fake it till you make it’ mantra, and I was just going to go big or go home. Upwards really came through, supported me, and laid a great foundation for me to succeed.”



**Starlynn Perez**

Pat-A-Cake Preschool Owner

## Life-Changing Solution

Upwards played a pivotal role in Pat-A-Cake Preschool’s success from the beginning. Starlynn had never owned a daycare, and with Upwards’ support she was provided with parent handbooks, enrollment paperwork, and a team with technology to

handle back-end office tasks like tour schedule management and enrolling families. The Upwards app’s billing assistance, with automated payments, allowed Starlynn to focus on what she loved most - working with the children.

## The Results

With Upwards' support, Starlynn filled all of her daycare's open spots within the first six months of opening and even expanded to a large capacity license by the end of the year to accommodate her growing waitlist of families. Over the course of the past four years, Starlynn Perez's daycare has experienced remarkable growth, with an average annual increase in income ranging from 15% to an impressive 30%, which she largely attributes to the comprehensive business support and streamlined operations provided by Upwards.

**“ I was able to fill my spots within the first six months. And then I was ready to expand my daycare business to a large license with increased capacity. We opened our daycare in January and by June, we had filled 100% of our open seats and were able to expand our business to a large license to double the number of children we could care for.. That is how quickly our daycare business grew with the support of Upwards. ”**

The platform's transparency in displaying availability helped streamline the enrollment process. Starlynn's approach to education, combining Upwards' curriculum with her own, foster inclusion and individualized learning across all developmental domains.

**“ I implemented the Upwards curriculum quite frequently. I would see what they had going on and just print it from the links and resources section, then implement it with the kids the next day. It was really cool because Upwards had songs and videos we could use in the app; you can completely scaffold the learning to meet the different developmental needs of each age group. It was a lifesaver, definitely made my job so much easier. ”**

## Building a Community

Starlynn not only benefited from Upwards but also actively referred fellow providers to the network. The referral program helped Starlynn to invest in additional supplies for Pat-A-Cake Preschool, and contribute to the community's awareness of the benefits of Upwards.

“The Upwards referral program was a great way to get the word out there in the community. One of the educators I referred to Upwards, Rosa Gutierrez, who runs Five Little Ducks Family Childcare, saw my success as a provider utilizing all of the business support tools in the Upwards app and was quick to make the decision to follow in my footsteps. Her daycare is now full, she is building out her waitlist, and expanding her capacity this spring.”

## Conclusion

Starlynn Perez's success story exemplifies the transformative impact of Upwards on daycare providers. From operational tasks to enrollment transparency and easy-to-use curriculum, Upwards empowered Starlynn to focus on her passion for childcare and education. As a testament to the platform's effectiveness, Starlynn actively refers her peers, contributing to the growth of a community of providers who share a common love for solving care for good with Upwards.



Join the Upwards largest nationwide childcare caregiver network! We make caregiving a thriving career. Earn more, save time, and impact your community: <https://upwards.com/provide-care>