



workpatterns

Empowering teams to work
more effectively, transparently,
and enjoyably by making
management best practices
automatic



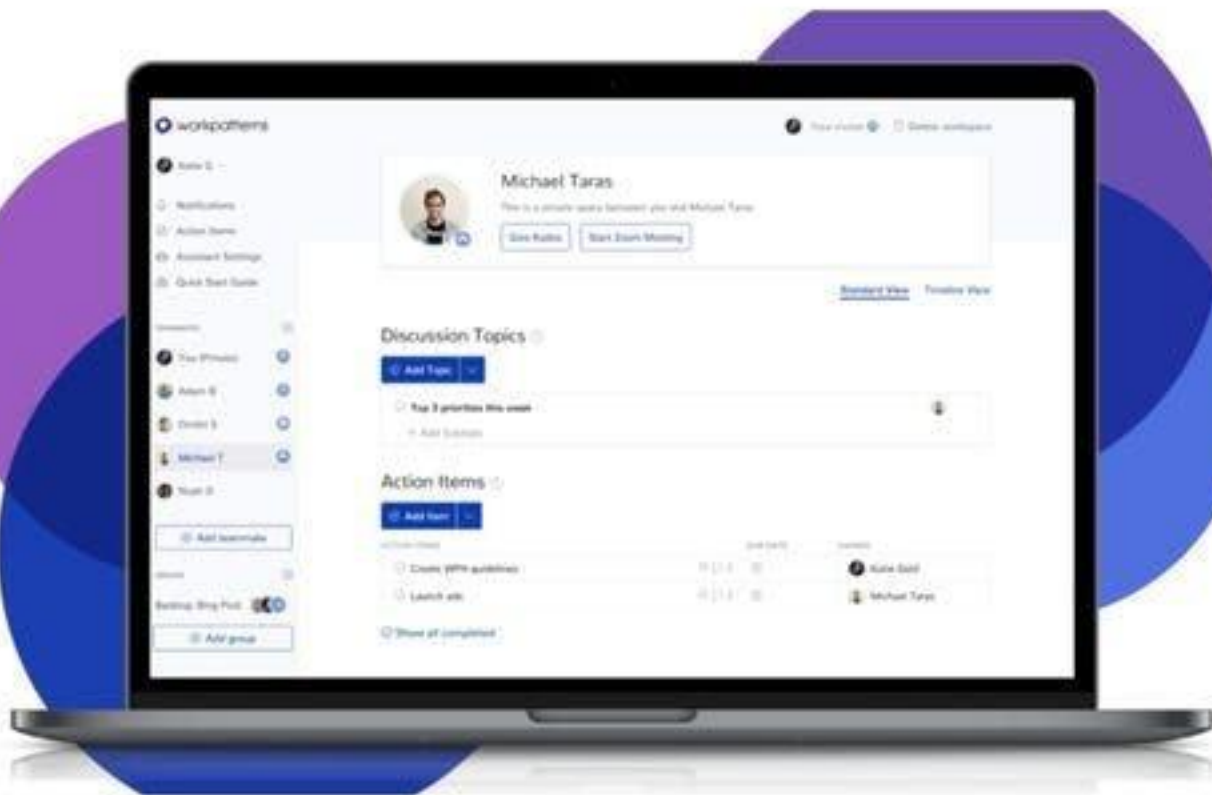
Teams need a new operating system to thrive in a dynamic environment

- Increase in remote work and flexible work arrangements require new tools to unlock the full potential
- Generational change will demand a new playbook
 - Distaste for “command and control” techniques from the industrial era
 - Millennials becoming first time managers and demanding to be managed differently
- Rising frustration with disruptive work environment: fly by management and constant pings
- Movement to “level the playing field” and focus on results vs signaling in meetings and looking the part

The Problem Space

- **One-on-ones** are the operational **building block** of an organization, yet they are **often unstructured and lack standardization**.
- **Managers struggle** with **accountability** and **keeping track** of what's getting done by who and when.
- **Employees get frustrated** with **lack of empathy** for priorities and **"disruption culture"** ie Slack pings, open floor plans, etc
- **Increase in remote workforce** and renewed emphasis on **deep work** is leading people to solutions that enable **asynchronous workflows**

DEMO



Old Way

WorkPatterns Way

One-on-ones



- ✗ No consistent system, "it's the employee's meeting"
- ✗ Running doc that does nothing between meetings
- ✗ No tracking of action items, commitments, or decisions made
- ✗ Devolves to tactical status update



- ✓ Intuitive system that facilitates bi-directional discussion
- ✓ Purpose-built mechanism to guide work in between meetings
- ✓ Clear alignment on deliverables, ownership, and due dates
- ✓ Research-based prompts drive deeper discussion

Performance Reviews



- ✗ Heavy process that managers (and employees) dread
- ✗ Sift through emails to recall contributions, risk of recency bias
- ✗ Criticism is often a surprise



- ✓ Light-weight feedback relevant to current focus areas
- ✓ Preserved as part of a regular workflow
- ✓ Consistent communication facilitates growth

Old Way

WorkPatterns Way

Recognition



- × Ad hoc and favors assertive personalities
- × Reliant on serendipitous encounters, a thumbs up in the hallway, etc



- ✓ Level playing field focused on results, not just the "loudest voice"
- ✓ Consistent system magnifies impact and improves morale

Communication



- × Reliant on disruptive pings for status updates
- × Real-time noise confuses priorities



- ✓ Asynchronous, enabling of deep work and focus
- ✓ Transparency of ownership and priorities ensure alignment across team



Bottoms Up Go To Market

1

Manager pilots with 2-3 reports as part of free trial

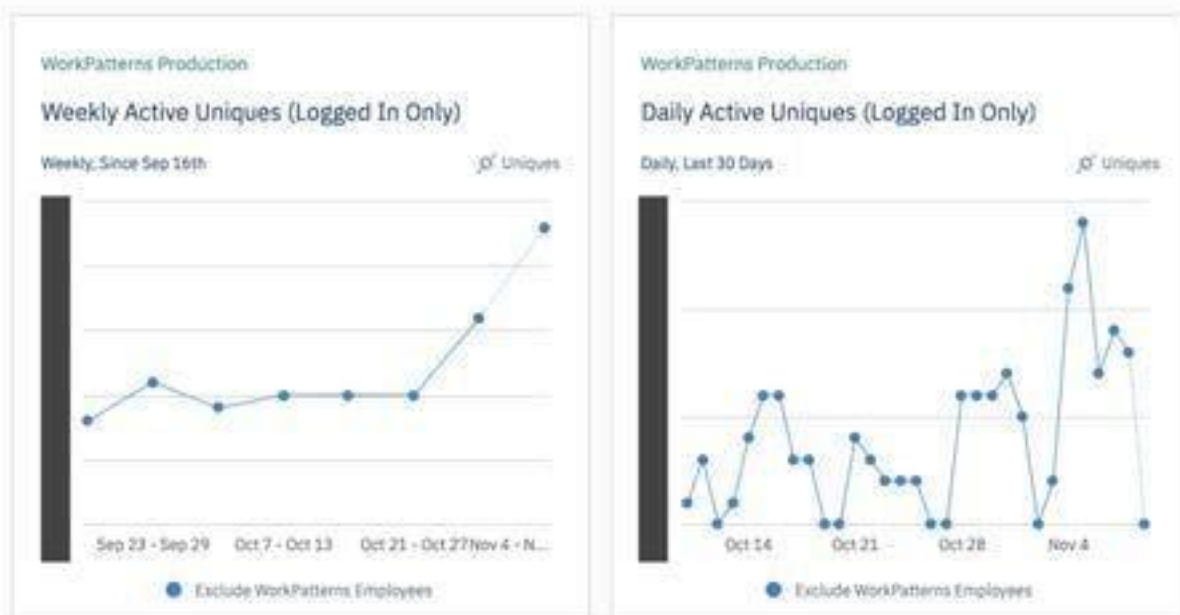
2

Manager rolls out to full team
(feature gates TBD)

3

Manager and ICs share horizontally for cross-functional meetings

Initial Traction: Successful pilots with newer cohorts more engaged



Experienced Founding Team with Diverse Skill Sets

Adam Berke

CEO, previously
President/CMO
and Co-Founder of
AdRoll

 NextRoll

Dmitri Skjorshammer

Co-founder,
previously Founder
of Clovi, BS
Mathematics,
Harvey Mudd

 AdRoll

 RollWorks

Noah Duncan

Co-founder, PhD
Computer Science,
UCLA, BS
Computer Science,
Harvey Mudd

 alto

Michael Taras

Full Stack
Engineer,
previously
Nitid & Daily
Kos

 Optimizely

Katie Rinkevich

Head of
Design,
previously
Alto & Etsy

 DAILY KOS


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