

SpotMe Playbook

SpotMe Playbook

November 18, 2019



What we do

We are the creators of a platform that enables customers to build mobile apps that keep users captivated during events and key company moments.



At SpotMe

We ask questions, debate opinions, and fight for what we believe is best

Solutions without outcomes, poor user experience, fear of change, laziness, unprofessionalism

We exist to *challenge the status quo* in order to create *greater experiences for customers and employees.*

Experiences that bring joy, a feeling of having a voice and contributing

Anyone part of an organization that we have the chance of engage through our app

Producing apps for events is complicated and only experts can do it

Long-term outcomes and concrete organization challenges are not solved

2019
Shift

2016
Provide enterprise access

2011
Pivot to apps

Custom hardware is needed for better user experience

2007
Expand features

Events are expensive and outcomes are limited

2002
Support with Services

People are afraid about new technology and changes

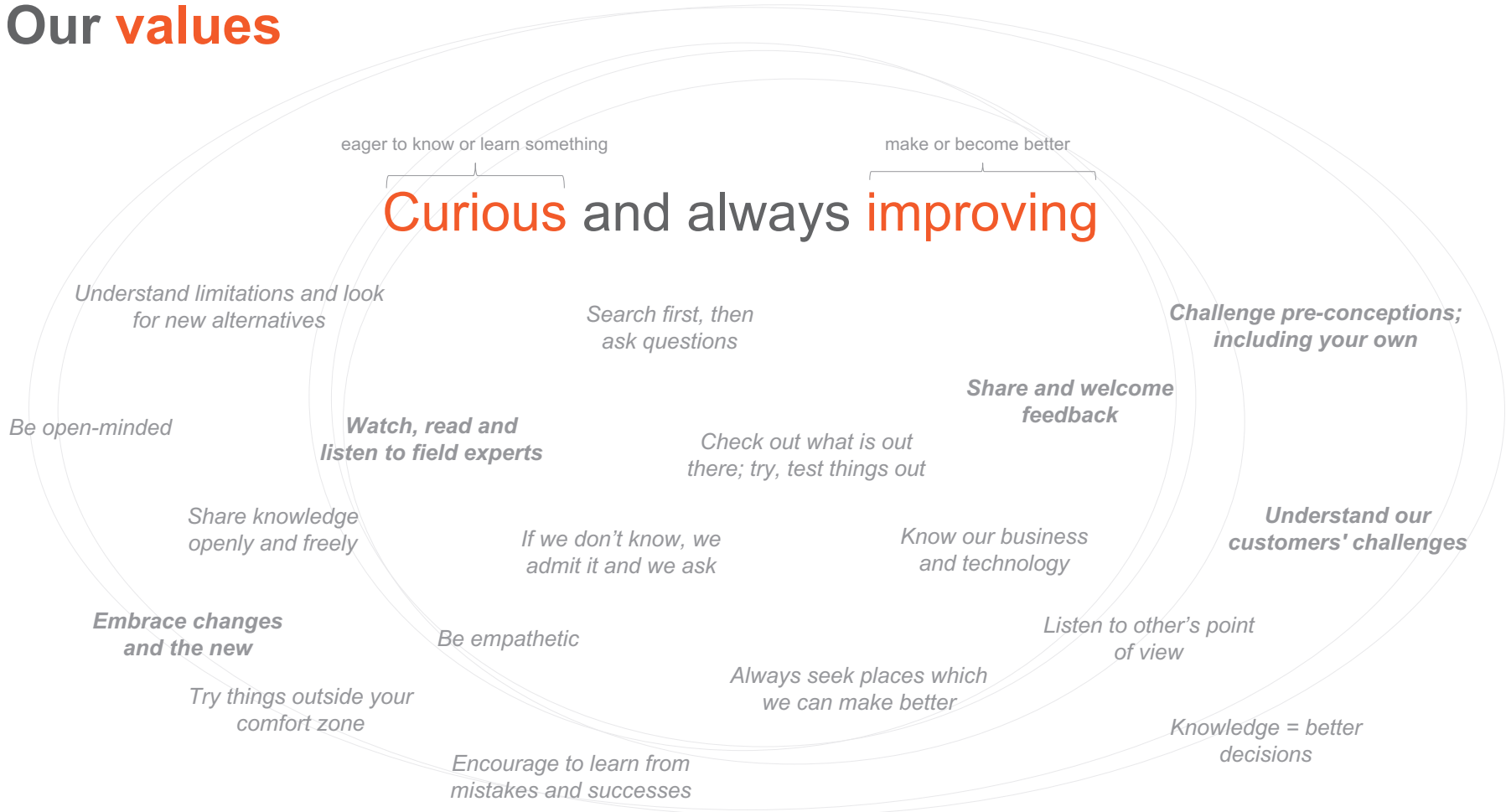
2001
Focus on meetings

Meaningful connections on events are poor

2000
Create SpotMe

People struggle to connect together

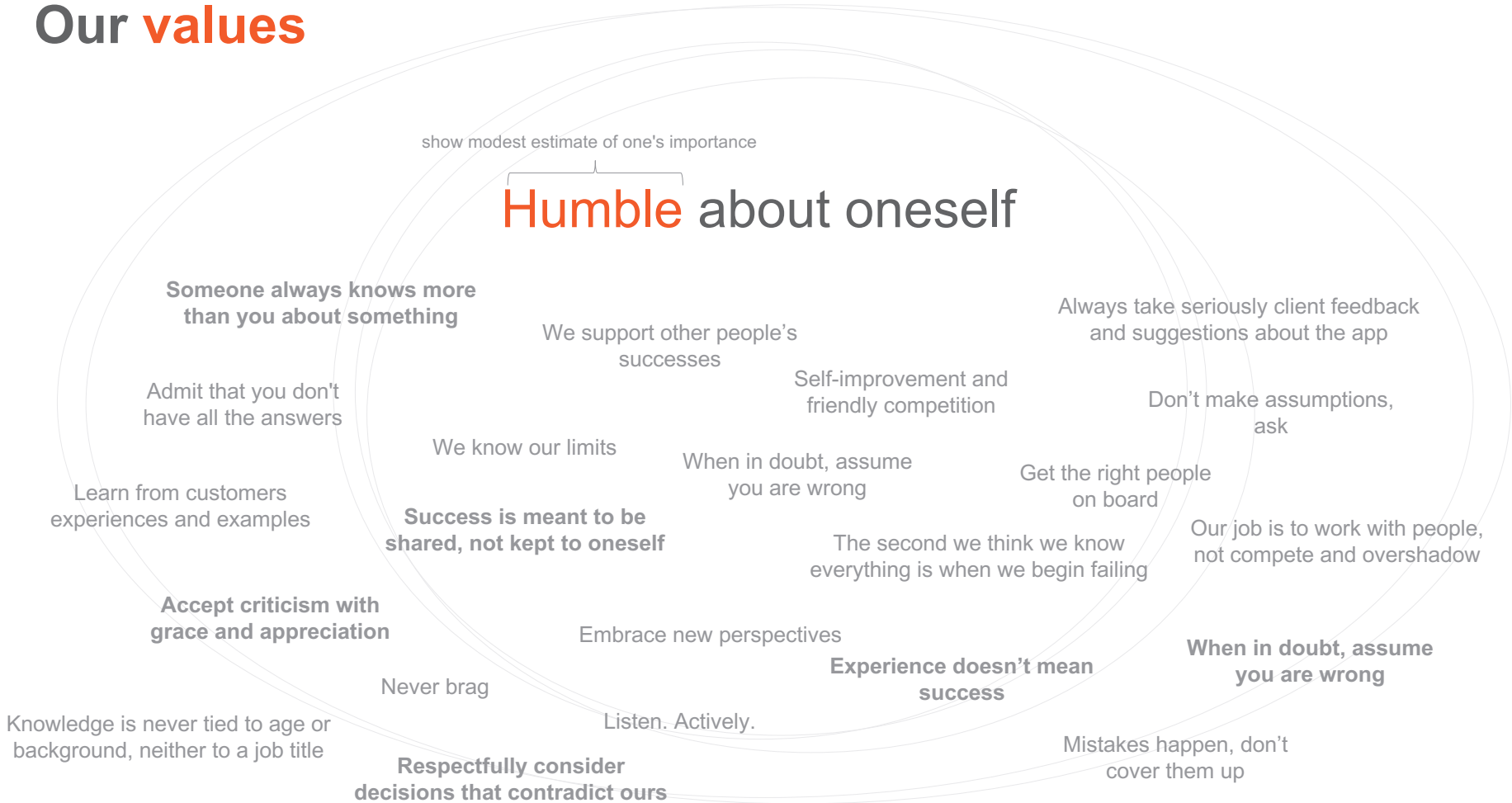
Our values



Our values



Our values



Our values

feel deep pleasure as being part of the group

Proud about our company

Pleasure of championing the unique solutions we provide

We understand and support our company mission

Contribute when you can

Continue producing extraordinary work.

Be an advocate

Loyalty and commitment to what we are trying to do

Be passionate

Remind ourselves in what company we are working – a leader in the industry

Celebrate successes

Believe in what we do

Take on the opportunity to bring something unprecedented as a mobile platform

Be proud of our colleagues, learnings and successes

Being a private company with the goal to compete with much larger companies and still be a leader

Strive to show our technology potential

Take a step back and think of who we are

Embrace the awesome platform we get to work with

Being humble is nice but it is nicer to know that you are part of the elite

Trust the company as it trusts us

Share and advertise our work and values outside the company

Our values

show consideration for others' feelings and rights

constructive and confident

Respectful and positive

Be mindful of others' cultures and experiences

Choose virtuous cycles over vicious ones

We keep a constructive attitude even when challenged

Bring positive energy even when it may not be your first instinct

Show gratitude

Respectful & positive attitude will open more doors

Be respected by being respectful

Don't forget to give good news

Wake up each morning ready to tackle the day's tasks with positive energy

Speak face-to-face

Always say thank you and recognize people's work

Being respectful and positive brings us together

Vent when needed and move on to the next thing

Consider other people's time, priorities, and preferences

Treat people the way you want to be treated

It simply makes life more enjoyable

Keep the motivation, even during tough times



Product

We *design* a product that enables customers to create impactful experiences

Engineering

We *develop* a powerful platform where our customers can experiment our product vision

Product Marketing

We *promote* our product and generate initial customer excitement

Sales

We *grow* our product market share within our customer base

Customer Success

We *enable* our customers to use our platform to its fullest extent and create great apps

General & Admin

We *support* our product induction in customers organizations

Services

We *deliver* frictionless and expert services, removing complexity for customers

Our values

Welcome to **SpotMe!**