



PRESSKIT 2017



Great teams have great cultures.  
We know that. We're here to help  
the rest of the world get there.

We enable companies to shape their culture early on when hiring.  
A cultural evaluation of the existing team and every prospective  
hire helps companies select outstanding candidates that fit their  
team and drive its success.



# How does Bunch work?

1

## See & measure your current culture

Your team takes a 10-minute cultural assessment and Bunch creates your company culture baseline mapped onto 6 key dimensions.

2

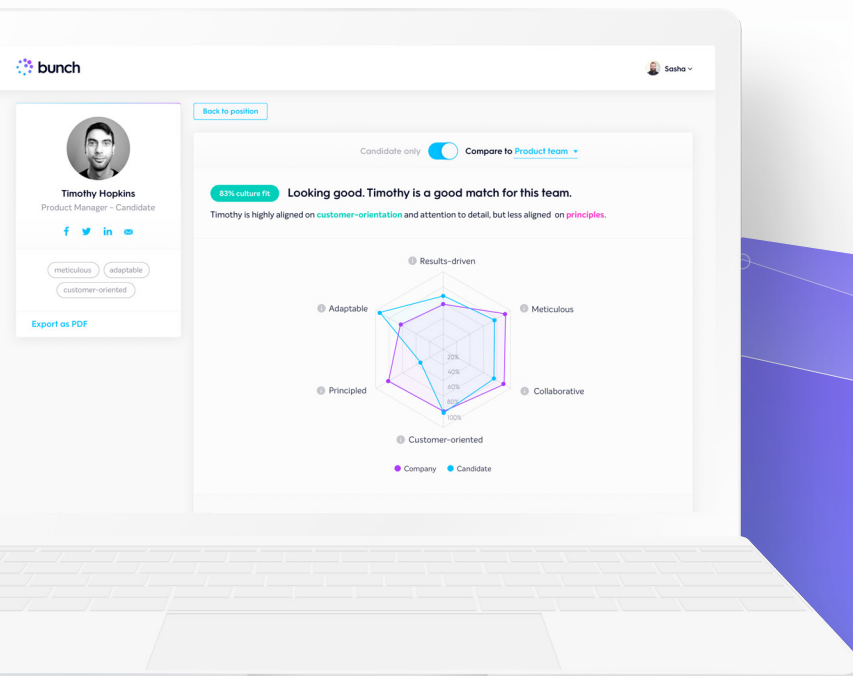
## Know who to look for

Look for candidates who are aligned with your team on the core dimensions and will take your team to the next level.

3

## Create high-performance teams

Invite all candidates to take Bunch's assessment to see their team fit and learn how they will strengthen your team. Save hours of interviews by focusing on top candidates early in the process.



## Benefits for **companies**

- + Less cost and time spent on hiring
- + Better quality of hires
- + Higher alignment and performance
- + Less turnover
- + Higher annual revenue
- + Improved employer image

## Benefits for **applicants**

- + Less time spent on interviews & preparation
- + Higher alignment with the team
- + Better development of potential
- + Choosing the best fit team
- + Improved individual performance
- + More satisfaction at work

# What is company culture?

Company culture is defined as shared values, beliefs and assumptions that drive behavioral norms.

## How does Bunch measure company culture?

### Principles

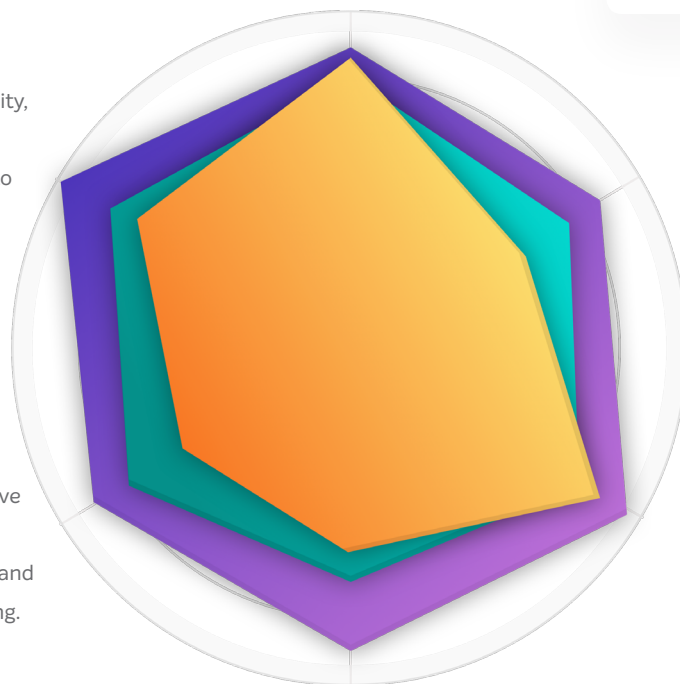
Companies with strongly principled cultures value the fulfillment of obligations, honesty, and hold themselves and their employees to high ethical standards.

### Adaptability

Companies with very adaptable cultures value innovation, flexibility, quickness to take advantage of opportunities, and a willingness to experiment and take risks.

### Collaborative

Companies with highly collaborative cultures are team- rather than individual-driven, cooperate well, and practice collective decision-making.



### Customer-Orientation

Companies with customer-oriented cultures are strongly market-driven and motivated by customer satisfaction.

### Detail-Orientation

Companies with very detail-oriented cultures are precise, analytical, and value accuracy.

### Results-Orientation

Companies with strongly results-oriented cultures value fulfillment of goals, action-oriented behaviors and attitudes, and set high expectations for performance.



Culture is measured based on 6 key dimensions as identified and validated by Charles O'Reilly at Stanford University

## Why does company culture matter?

**5x**

more annual revenue in companies that are culturally aligned

**15%**

of employees worldwide are engaged at work

**64%**

of employees feel they do not have a strong work culture

**#1**

reason for going the extra mile at work is camaraderie



# The team behind Bunch



*"I am passionate about enabling better collaboration and building cultures that drive growth."*

## **Darja Gutnick, CEO & Founder**

After finishing her Psychology studies in Würzburg, Germany, Darja spent 2 years consulting BMW and other corporate clients on HR and Organizational Development and worked with Rocket Internet, N26 and BMW on developing high-performance teams. She also founded citibuddies - a platform that connects travelers. Besides founding Bunch, she is mentoring young startups at GTEC. At Bunch, she is responsible for the psychological side of things, sales and operations.

## **About**

Bunch is a team success platform to build, measure and scale organizational culture that helps companies hire culturally-aligned employees. Developed with machine learning and psychological expertise on team performance and dynamics, Bunch aims to increase business impact by providing data to build and grow high performance teams. The Berlin-based company was founded by Darja Gutnick (MSc. in Psychology) and launched its service in 2017. Bunch is backed by Atlantic Labs, MAKERS and Hyperion Invest.

For more information please visit:

[www.bunch.ai](http://www.bunch.ai)

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