

# 2DAYSMOOD

How do you feel at work today?

## Become our partner and reinforce your business impact

“ We help employers create a thriving culture, with happy and high-performing employees. Together we drive change through:

- ✓ Useful data
- ✓ The power of teams
- ✓ Your complementary expertise

Become a 2DAYSMOOD partner! ”



**Endorsed internationally**  
By Leadership & Management experts  
Daniel Pink and Viktor Lipman



**Award Winning HR App**  
HR Zone: “Most Important HR app 2017”  
Recruiting Daily: “HR Tech to Watch”





Reader hereby acknowledges that any oral or written information included in or provided in connection with this deck is confidential Information.

Reader shall maintain the confidentiality of all such information, and without obtaining the written consent of 2DAYSMOOD.



**2DAYSMOOD is a company that has developed a proven, proprietary practical tool that helps measuring and improving employee engagement. We serve the EU and US-markets.**

**Top consultancy firms and their clients love our tool because of the impressive data and usability. The continuous insight in employee moods and culture, helps them target and validate improvements and define next steps.**

**We are looking for a strong partner with an established client-portfolio that shares the same core values and is eager to conquer the world with us.**



1

COMPANY & PRODUCT

2

OUR OFFER

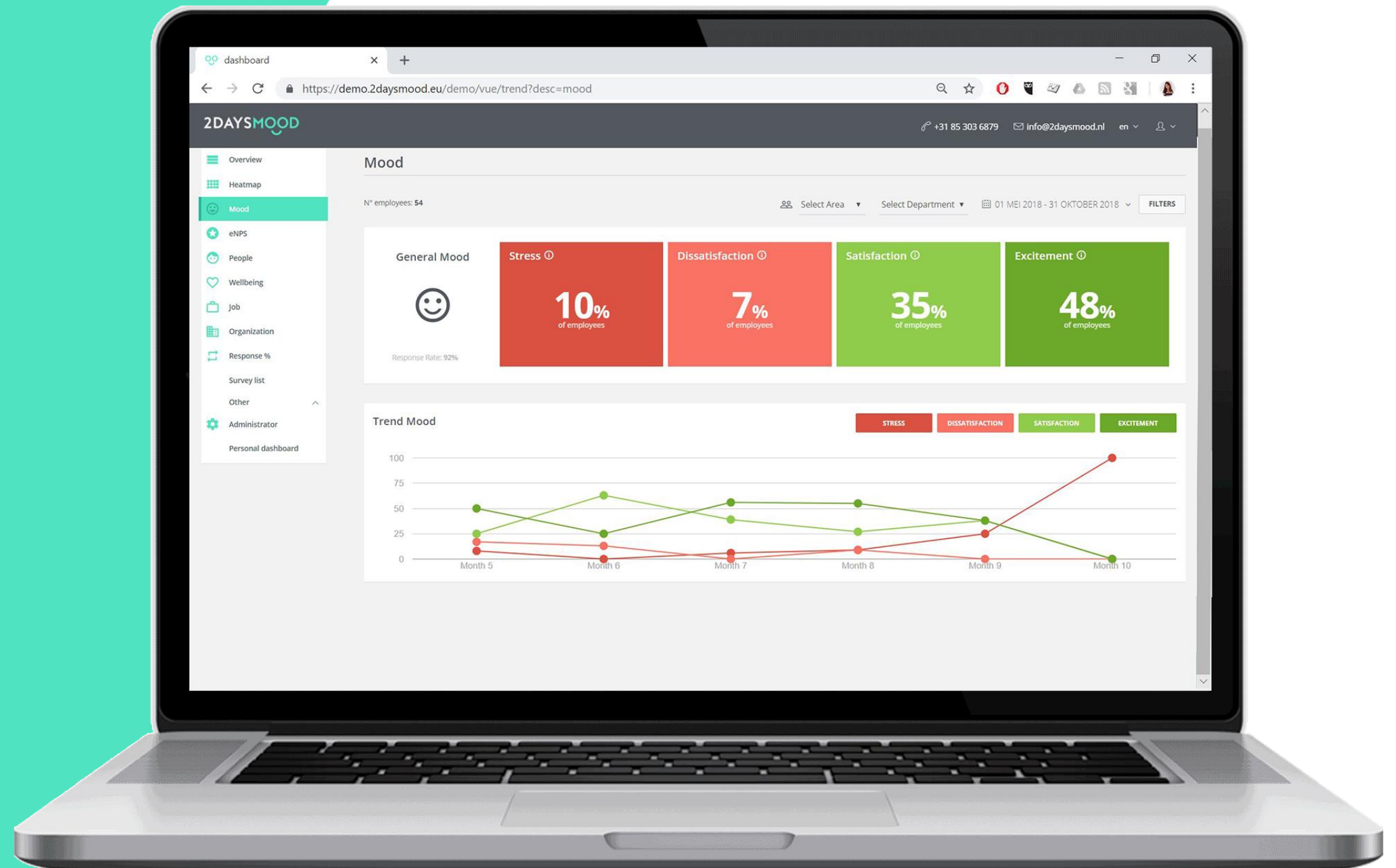


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## COMPANY & PRODUCT



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*Happier employees and customers lead to better business.*

*In close collaboration with Universities since 2016 and based on scientific research.*

*We grow with over 70% per quarter and the momentum is building up...*



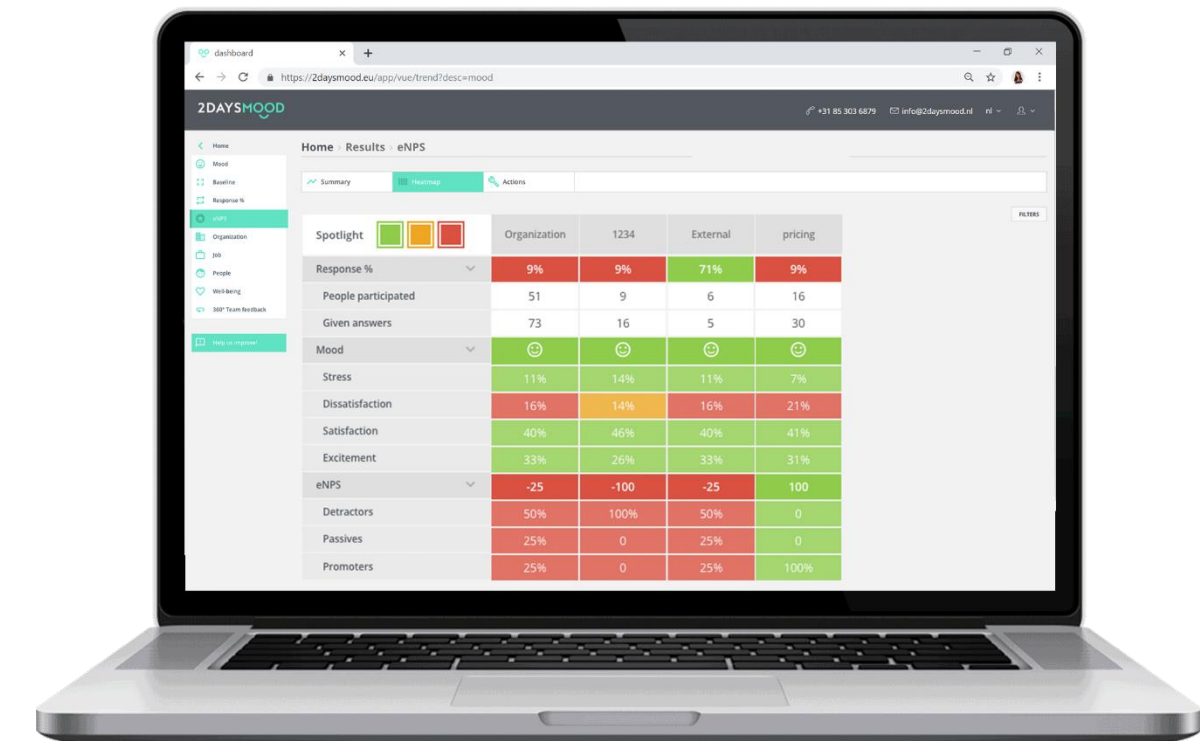
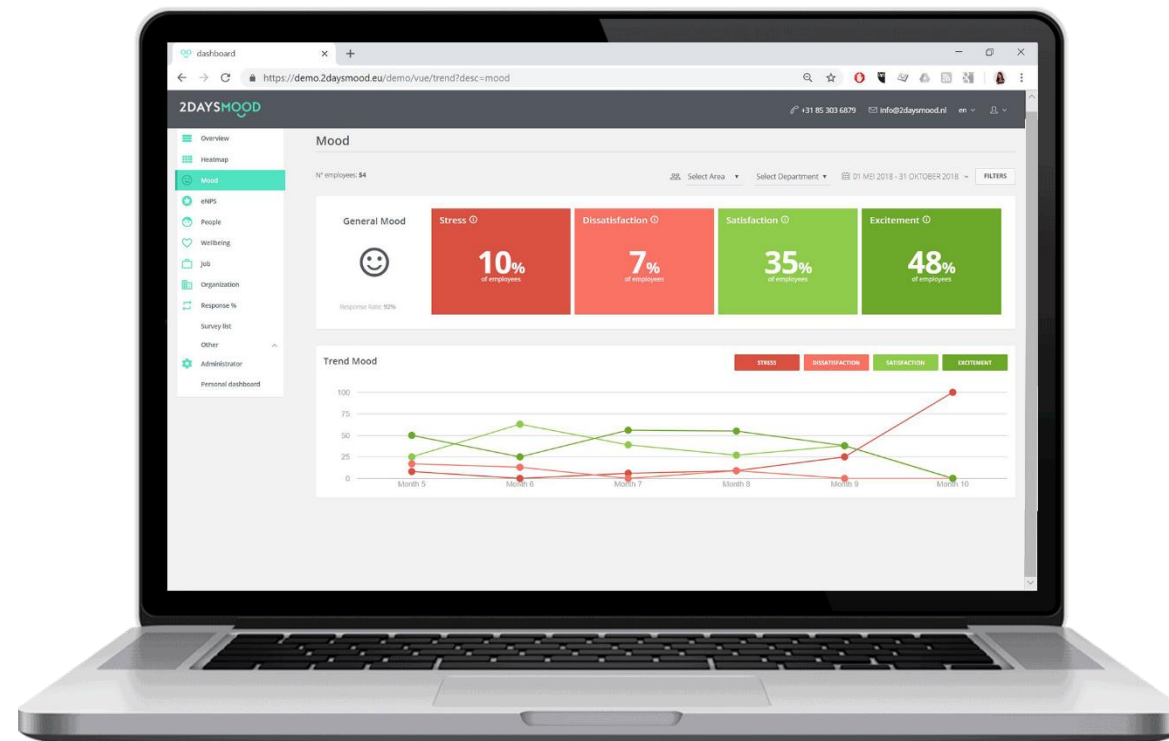
## FOUNDING STORY

In 2016 I worked in a Dutch branch of a large multinational and experienced the impact of removing coffee machines and plants to reduce costs. A brilliant unplanned experiment from my then CEO.

Hell broke loose, people got angry and quite some left the company. The board stirred purely on KPI's. Employees mood, stress and happiness were simply ignored in their decisions. This is how the idea of a simple quick and fun mood measurement was born and has now evolved to a continuous, real-time measuring method for employee happiness & engagement!

Jan Pronk, CTO

# OUR SOFTWARE



The social, technological and economical landscape is changing rapidly. For companies to be successful they need to be fast, flexible and focus on things that matter: the people. 2DAYSMOOD helps organizations to get continuous insight in their internal health and foresee upcoming hurdles.

There is no other software available that measures mood in relation to engagement and other company KPI's on a continuous basis, in an easy-to-use way. All software development is based on research done by us in collaboration with Universities and input from (international) expert partners and customers.



## INFLUENCERS



### JENN LIM

Is the fearless, innovative CEO and co-founder of Delivering Happiness. Her mission: to inspire science-based happiness, passion, and purpose at work and in everyday life.



### DANIEL PINK

Daniel H. Pink is an American author. Four of his books have been featured on the New York Times bestsellers' list. His most famous book "Drive" is about intrinsic motivation.



### VICTOR LIPMAN

An author and speaker with a particular interest in the importance of "mindfulness in management." He has more than 20 years of Fortune 500 management experience.

## ACADEMIC



### UNIVERSITY UTRECHT

Established in 1636 it is one of the oldest universities in the Netherlands. Placed in top 100 in the world by four major ranking tables. It has a renowned faculty of social and behavioral sciences.



### UNIVERSITY OF APPLIED SCIENCES UTRECHT

Established in 1988 it is strongly linked to Utrecht university. It works together with the private sector. We work with them in the fields of IT, communication, marketing, labour and organization.



### ROCHESTER INSTITUTE OF TECHNOLOGY

Founded in 1829 and is the tenth largest private university in the country in terms of full-time students. It is internationally known for its science, computer and engineering.

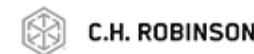


# CUSTOMERS



We have a **wide variety** of customers in all segments and of all sizes ranging from 50 to 5'000 employees. Currently 80% of our customers are based in the Netherlands. We see a **fast growth** of customers abroad and expect that in 1-2 years time most revenue will come from foreign customers. Our current 'sweet spot' are companies that have **300 to 2'000 employees** with multiple locations. Most customers continue (we had a **churn rate** in 2019 of **2.5%**). One of the reasons is that users love our tool and it is therefore very easy to gather representative data.

**ProRail**



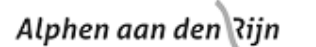
**Gartner**



**intergreen**  
we deliver your success.



**vektis**



**univé**





“ Now that we use the 15-second survey on a weekly basis, we seem to get a better grasp of the work pressure experience and the drivers that shape our culture. ”

*Emma Sluman, Project leader sustainable employability*

**ProRail**

“ During a longer period we saw the effect of actions, changes and events on the happiness and engagement of our employees. ”

*Jeannette Kool-Hoogendoorn, HR manager Batenburg*



“ The method just works. You can easily indicate how you feel at work and why and compare that with the mood in your team. ”

*Lydia Quirschfeld, Senior Coördinator*

**Gartner**

“ By asking our employees how they feel twice a week in a convenient way, we always have a starting point for relevant discussions. ”

*Robin Gerritsen, Director Recruitment*

**tempo-team**



CHECK OUT THE [VIDEO](#)  
OF THIS SUCCES STORY



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# WHO IS A GOOD FIT?



- 👤 You share our vision and core values:  
*Creating a world in which all organizations thrive through happy employees. We help others to be their best version (purpose & responsibility) , we are a family (welcoming & respectful), we work with a smile (positivity & passion), and we are entrepreneurial (innovative & thinking in solutions).*
- 👤 Board level entry: You help your clients on board level entry. We need sponsorship on the highest level to incorporate change.
- 👤 Your scope is culture and leadership and you are an expert on your terrain.
- 👤 Your team consists of at least 15 consultants and you have an extensive client base with midsize to large customers.





## DELIVERING HAPPINESS

Delivering Happiness is a good example of a management consultancy firm with whom we have a good synergy.

They focus on top level management of larger companies (Silicon valley but also international).

2DM takes care of the gathering and analyzing of data, DH can purely focus on the consultancy and can define next steps with their customers.

## STORY OF DELIVERING HAPPINESS AND ZAPPOS

*Tony Hsieh, the visionary CEO of Zappos cofounded Delivering Happiness together with Jenn Linn. They also co-wrote the New York times bestseller with the same name. The book explains how an emphasis on corporate culture can lead to unprecedented success.*

*Pay new employees \$2000 to quit. Make customer service the entire company, not just a department. Focus on company culture as the #1 priority. Apply research from the science of happiness to running a business. Help employees grow both personally and professionally. Seek to change the world. Oh, and make money too.*

*Sound crazy? It's all standard operating procedure at Zappos.com, the online retailer that's doing over \$1 billion in gross merchandise sales every year.*

*In 1999, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for \$265 million. He then joined Zappos as an adviser and investor, and eventually became CEO.*

*In 2009, Zappos was listed as one of Fortune magazine's top 25 companies to work for, and was acquired by Amazon later that year in a deal valued at over \$1.2 billion on the day of closing.*



Jenn Lim  
CEO & CO-FOUNDER



Tony Hsieh  
CO-FOUNDER

# WHAT IS IN IT FOR YOU?



## PROGRAM BENEFITS

### REVENUE SHARE

20% of the license revenue is yours.

### PARTNER TOOLSET

We have an extensive toolset and library to help you.

### ONLINE PRODUCT AND SALES TRAINING

You will become a certified partner and expert.

### DEDICATED PARTNER MANAGER

## PROGRAM REQUIREMENTS

### SIGN PARTNER AGREEMENT

### SALES CERTIFICATION

### PURCHASE SEAT (\$5000 / year)

## WHAT PARTNERS LOVE ABOUT US

- You can purely focus on consultancy. We do the nitty gritty work. 😊
- We help you establish a long-term relationship with your client in which you will be able to confirm with hard data what works and what does not.
- Partners love our enthusiasm and our hand on approach. The fluidity of our program.
- We generate up to 50% more revenue for our partners.
- 2DM is easily bundled with existing product portfolio.





INTERESTED?



We would love to get to know you and explain how we help our partners!

Interested? Please let us know!



**Europe**

+31 85 303 6879

[martin@2daysmood.nl](mailto:martin@2daysmood.nl)



**International**

+1 877 560 5790

[marvin@2daysmood.com](mailto:marvin@2daysmood.com)