

bloom

Culture Book

We believe in lifelong learning.

We believe that if people invest every day in their own personal development the world will be a better and smarter place.

We do this by giving our users a curated, efficient and effective learning experience, anywhere, anytime. That's why we are building Bloom - an interactive mobile video learning app for emotional wellbeing.

**We exist to
help humans
unlock their
full potential.**

Always be Learning.

Constantly strive to improve, yourself, others. Learn from failure and feedback. Stay open-minded to criticism because it's an avenue for growth. Be reflective and always check yourself and your own actions before pointing fingers at someone else.

Each victory is a team victory.

We are all in this boat together. We work as a team, we win as a team. It's a "We" mentality.

Approach everything from a place of curiosity.

See everything from a place of curiosity. Always challenge the status quo. Things could always be better, think about how. Software products are never done, things change daily, we strive to build the best experience for the user at all times. Be open to new ideas and new ways of doing things.

Execute Ideas.

Be executing new ideas and try things with a forward thinking mindset. You don't need a 100% of the information to make a decision. Make decisions based on data & gut. Be proactive & take initiative and constantly come up with ways to improve. Everyone has great ideas.

Stay Humble.

Nobody knows everything, remember to listen to what other people have to say and be able to receive and welcome new ideas that could be better than your own.

Trust.

Trust and be trustworthy. Trust in yourself, in the team and in the vision. Be authentic and credible. Everyone should feel confident about themselves and be trusted to do their very best job. Have everyone's back. Do the best for your team because you know that they will do the same for you.

Respect.

Treat others how you want to be treated. Value team mates for their contribution, achievements and way of being. Acknowledge what people do well, no matter how small.