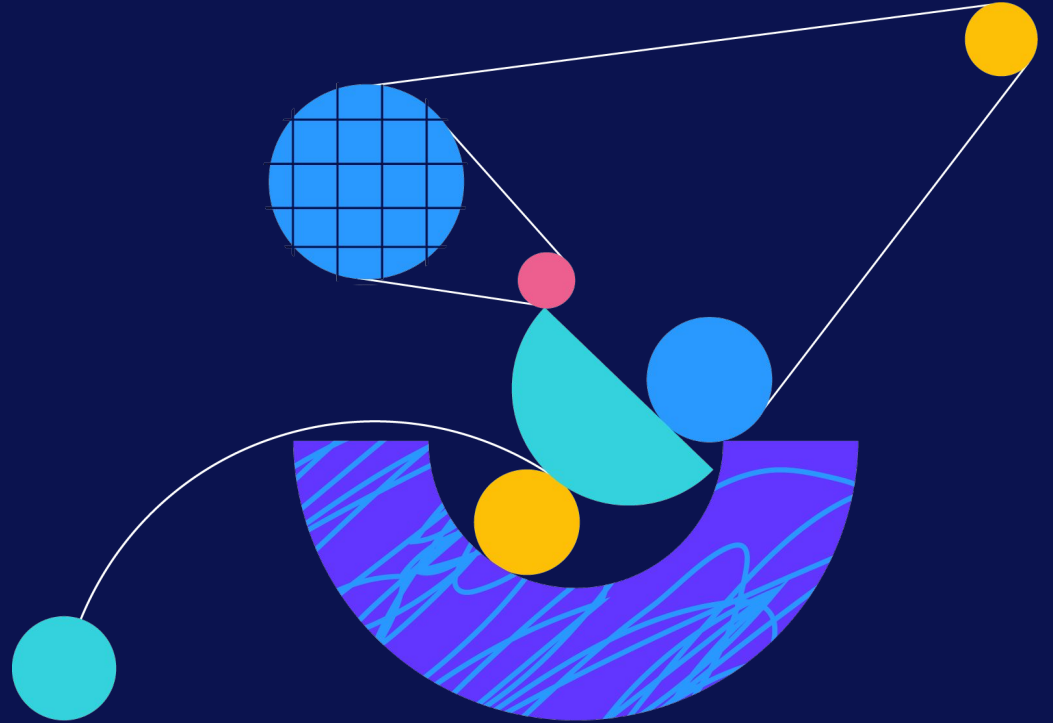


# Media Kit 2023



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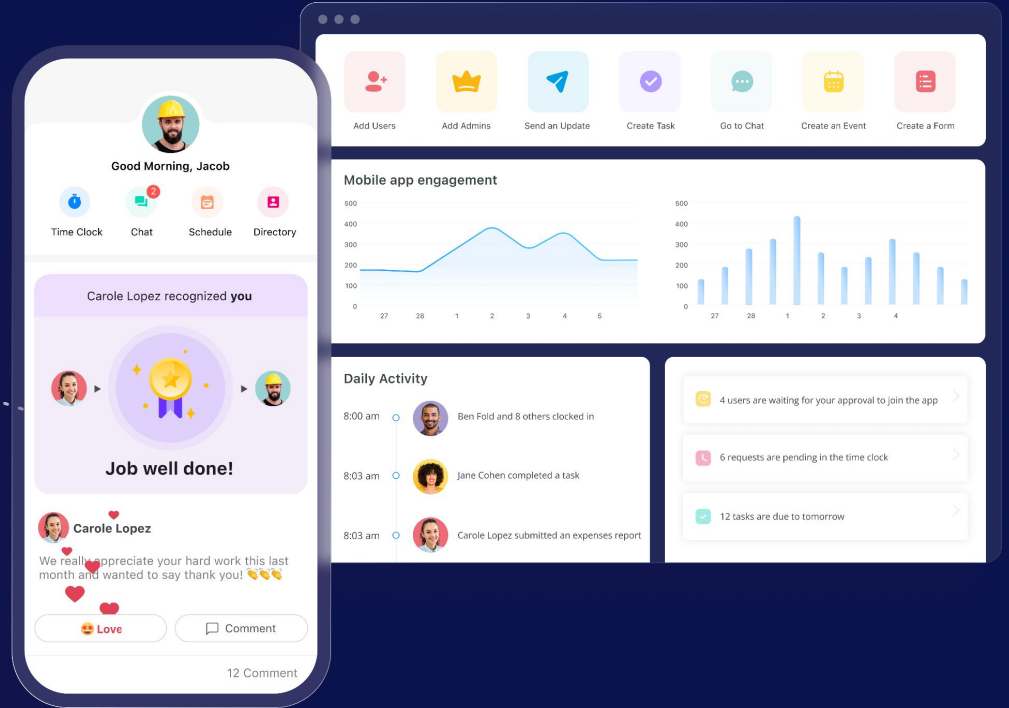


# About Connecteam

# What is Connecteam?

**Connecteam is a mobile-first employee management platform for companies with a large non-desk workforce.**

A simple, all-in-one employee app to fully manage non-desk teams: engage, operate, train and communicate with the mobile-savvy workforce.

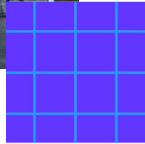


# Target Audience



Connecteam is ideal for companies eager to reduce turnover and increase engagement and productivity among deskless workers — employees without regular access to a PC or corporate email.

Examples include companies in the fields of healthcare, home care, restaurants, construction, retail, manufacturing, cleaning, and more.





### **Our Promise**

To bring everything managers and employees need under one roof, on mobile.  
To help organizations close the software gap for deskless teams.



### **Our Mission**

To provide non-desk employees and managers with the tools and technology needed to get the job done, to remove daily hassles, and to nurture engagement and belonging.



### **Our Vision**

To engage and empower all front-line employees

# Connecteam by the Numbers

250

Employees (as of Dec. 2022)

\$160M

Total funding  
Feb. 2022: \$120M  
April 2021: \$37M  
2016-2018: \$3M

500K+

Daily active users

80+

Countries worldwide

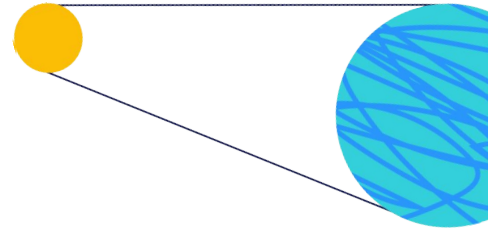
200+

Industries served

36K+

Companies served

# The Connecteam Story



Connecteam was born out of one single life-changing meeting in early 2016. Connecteam's CEO Amir Nehemia met with a manager from a global retail chain to discuss their employee training challenges when he was asked: **“by the way, can your system tell me how many employees I have right now?”**

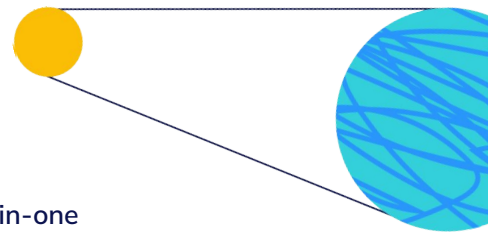
Nehemia realized that the deskless market is struggling with basic fundamentals and has no dedicated solution for its needs that really addresses all the core problems.

Following hundreds of meetings with various industry leaders and thousands of hours of research, Connecteam came to be.

Today, Connecteam is the only all-in-one employee management app that was built from the ground up to address the needs and price points of the non-desk workforce.

With Connecteam's mobile-first approach, we are focused on providing a tailor-made, simple experience for managers and employees alike, requiring no training or IT for implementation.





# About Connecteam

Connecteam is a workforce management app for the mobile-savvy employee providing a seamless, all-in-one experience for communications, day-to-day operations and training. Founded in 2016, Connecteam has already achieved 400% growth year-over-year, and has earned the trust of more than 20,000 global customers across 80 countries, including such leading brands as SodaStream (a PepsiCo company), Sodexo, Saint Gobain, Berry Global and others.

Provided as a service (SaaS), Connecteam's software is available for free to small businesses of up to 10 employees. Connecteam also offers a free, two-week trial for larger companies that want to improve how they manage deskless workers on the front-lines.

Connecteam's all-in-one app includes features for scheduling and tracking time and attendance (including time off), communications, learning and training, employee recognition, and more, and is designed to help manage 80% of the global workforce, representing 2.7 billion workers, who are not tied to a desk:

- **Operations:** time tracking, scheduling, checklists and forms, task management
- **Communications:** internal chat, organizational directory, updates and announcements, surveys
- **HR and people management:** recognition and rewards, employee documentation management, employee timeline, training and skill building

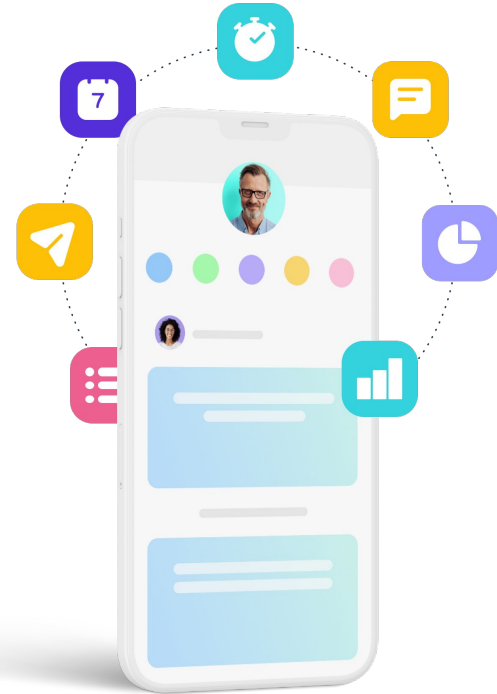


# Product Overview

# The Connecteam Product

Connecteam gathers everything managers and employees need under one roof — on mobile:

A simple all-in-one employee app to fully manage their team: communicate, engage, operate, and train a deskless workforce.

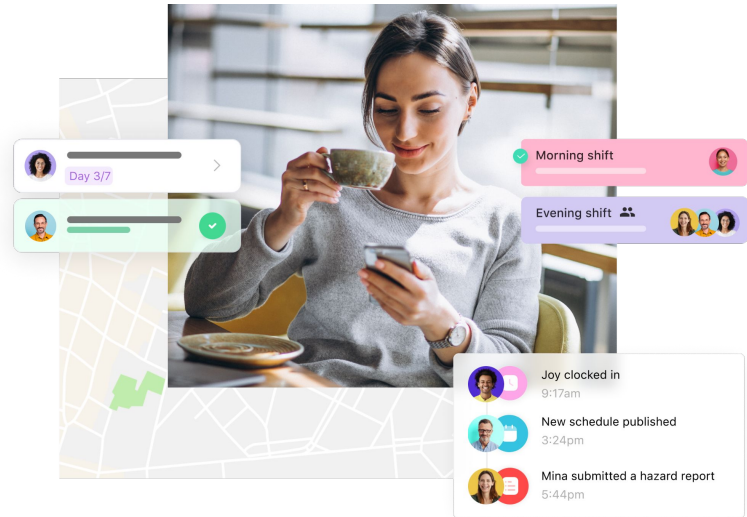


# The Operations Hub

With Connecteam's Operations Hub, companies have all of the tools they need to run their day-to-day operations efficiently and with ease.

## The Operations Hub includes:

- Time clock for time tracking
- Shift scheduling
- Task management
- Forms and checklists



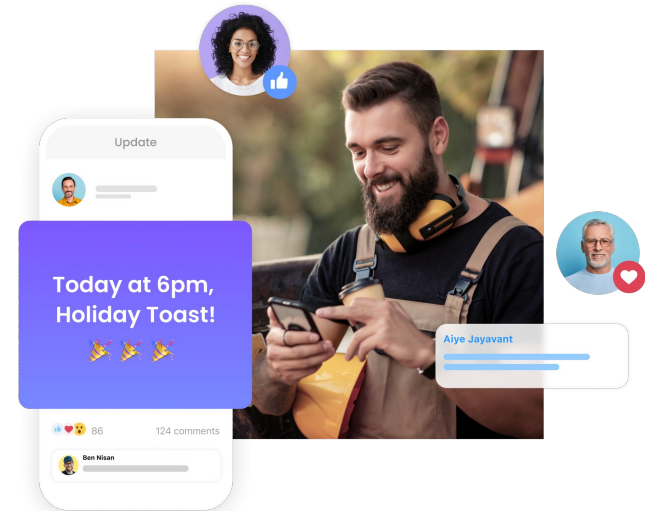
# The Communication Hub

Unlike desk-based companies that rely on email and tech solutions, communication with frontline teams can be quite challenging, because managers **often rely on multiple phone calls and face-to-face meetings** to run their teams.

With Connecteam's Communication Hub, companies can, for the first time, effortlessly reach their frontline teams.

## The Communication Hub includes:

- Company chat
- Organizational directory
- Updates and announcements
- Interactive feed
- Surveys and polls
- Knowledge base



# The HR & People Management Hub

High turnover and the physical distance between managers and frontline teams, make it much more difficult for deskless companies to onboard, train, and retain their teams.

With Connecteam's HR & People Management Hub companies can easily manage onboarding, skill building, and recognize excellence with rewards and tokens to nurture a healthy culture and connect the team to the company values and success.

## The HR & People Management Hub includes:

- Recognition & rewards
- Employee training and skill building
- Employee document management
- Employee timelines



# 3

## Customers



KING'S  
DAUGHTERS



sodexo

Coca-Cola



Berry

SMOOTHIE  
KING

MG

PLASSON



SAINT-GOBAIN

DQ Dairy Queen

sodastream

AMERICAN EAGLE  
OUTFITTERS

BR  
BASKIN-ROBBINS

CHIPOTLE  
MEXICAN GRILL

Perrier

FER

SUBWAY

MANGO

Chick-fil-*&*

BCG  
BOSTON  
CONSULTING  
GROUP



# What Our Customers are Saying



**Connecteam has been a complete game changer for our company!** It is so user-friendly, not only on the admin side but to our employees. It has cut down on so much paperwork!

**Shanna M.** | Director of business administration

Everything is great in Connecteam. It is literally an all-in-one software. **It's incredible what you can do all in one app!**

**Hofsep Y.** | Regional Loss Prevention Manager

Most valuable APP for SMB ever. **Not only did we cut our previous costs by 80%, everything is now in a single solution.**

**Scott W.** | Director of Operations

**We LOVE that the app is easy to use from an end-user standpoint and extremely customizable from an admin standpoint.** We'll continue to refer this app to clients looking for a modern, user-friendly solution to time tracking, employee communication, and process improvements.

**Brittany B.** | HR Consultant

Very easy to use and the features cover **everything we need to build a better, stronger, and well-organized team.**

**Terra L.** | General Manager

**Connecteam allows us to communicate much more efficiently than ever before** and has really made the company feel more united.

**Cora B.** | Human Resources Advisor



# Investors

# Investors

## Stripes

Co-Lead, Round C



The beauty of the Connecteam product is that is incredibly powerful and versatile yet also extremely easy for owners, managers, and employees to adopt and use. After speaking with glowing Connecteam customers who raved about how the product has transformed their businesses, it's hard to understand how you can manage a business with deskless workers without using Connecteam.

**Saagar Kulkarni**

Partner at Stripes

## Insight Partners

Lead, Round B; Co-Lead, Round C



With its best-in-class product and strong leadership, Connecteam has already achieved traction in more than 80 countries and continues to grow. We're confident Connecteam will shape the future of the deskless workforce, and we look forward to our partnership as the company continues to scale up.

**Jeff Horing**

Co-Founder & Managing Director  
at Insight Partners

## Tiger Global

Investor

## Qumra Capital

Investor

## O.G. Tech

Investor



# Resources

# Media Resources & Assets

| **Company logo**

[Download](#)

| **In the media**

[Link](#)

| **Company photos**

[Download](#)

| **Company social media channels**

[Facebook](#) [LinkedIn](#) [Instagram](#) [Twitter](#) [YouTube](#)

| **Product photos**

[Download](#)

| **For all media inquiries,  
please contact:**

[media@connecteam.com](mailto:media@connecteam.com)



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