

How we act and who we are.

# Respect

We always act respectful.



## Respect

### What it means

We respect the time of others

We work committed

We respect individualism

We respect and live diversity

We respect other ideas and opinions

We collaborate respectfully

### What it NOT means

We hide information
We lie to not hurt feelings of others

# Courage

We have the courage to act.



## Courage

### What it means

We challenge the status quo and try new things

We appreciate change

We always tell the truth

We make hard and unpopular decisions

We take smart risks

We admit mistakes quickly

We have a strong bias for action

#### What it NOT means

We forget to use our brain
We would like to impress others

# Become the best

We want to be the very best, like no one ever was.



### Become the best

### What it means

We strive for excellence

We are persistent

We live a strong feedback culture to foster personal

growth

We reflect continuously

We strongly focus on our goals

We work dedicatedly and with passion

We are curious and have a growth mindset

We celebrate wins

#### What it NOT means

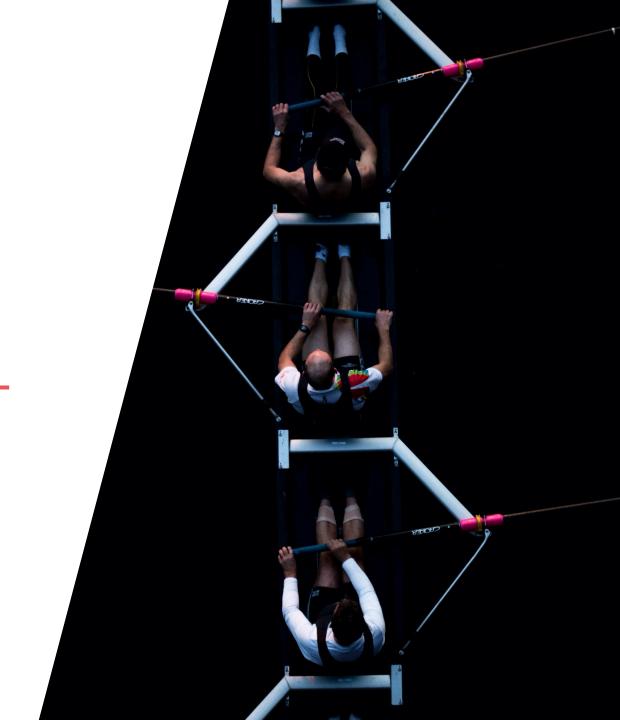
We are never satisfied with our achievements

We think we already know everything

We think we are better than others

# Team first

The Team is more important than the individual.



### **Team first**

### What it means

We take responsibility and ownership

We are loyal

We have lunch together

We seek what is best for the team rather than what is

best for us personally

We take time to help each other

#### What it NOT means

We don't care about what our customers want

We celebrate (ourselves) all the time

## **Together on a Mission**

INNOSPOT's mission is to provide the insights innovators need to innovate.

We believe that innovation is the key to solve today's biggest challenges, being it climate change, hunger or access to education and clean water. Innovators use INNOSPOT to takle those challenges by getting access to the world's most recent innovations and taking action on it.

We envision a world in which every innovator has instant access and insights into established and upcoming innovations around the globe. Equipped with this knowledge, innovators solve problems faster with better solutions.

