



EMPLOYEE HANDBOOK

square root

Because it's tough being
the new kid.

HEY THERE, RADICAL.

“

We call
ourselves
Radicals.
Just go
with it.”

We wrote this field guide to help you thrive at Square Root, not just on day one, but on day one thousand. You won't find all the nitty gritty in here, but this should help you start to understand the values and norms of our little family. So start reading!

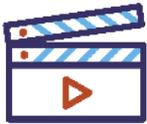
**WE'VE GOT
A GOOD
GANG HERE.**



We all have unique stories and backgrounds that led us here. It's what makes this place interesting. Let's embrace it and make some cool stuff.

RADICAL VALUES

Our values encourage learning, empathy, collaboration, and authenticity. They're an internal bar, but they're also the way we interact with the world. Learn 'em. Live 'em. Love 'em.



Think Big,
Do Bigger



Be Customer
Inspired



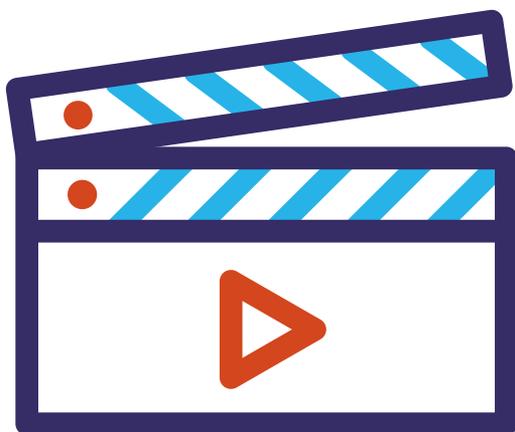
Partner



Thrive

Keep turning for more!

THINK BIG, DO BIGGER



Big ideas are meant to be pursued.
We have a bias for action, iteration,
and impact. #TBDB

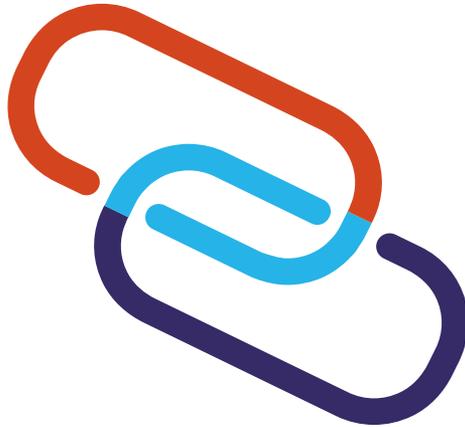
BE CUSTOMER INSPIRED



Our customers' toughest challenges inspire us to build innovative software. We delight them by deeply understanding their business and driving results.

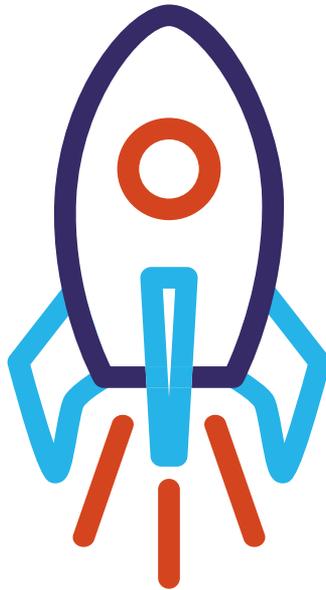
#BCI

PARTNER



We're approachable, dependable, and collaborative. We go above and beyond to help our customers, our partners, and one another succeed. #Partner

THRIVE



We revere personal and professional growth. We recognize individuality, embrace authenticity, and celebrate each other's success. #Thrive

DON'T BE A HEDGEHOG.

We love great, challenging conversations, but don't be a hedgehog. We've met a hedgehog named Pokey. He isn't too fond of learning, doesn't like engaging with others or really the world, and is quite prickly. He'd make a terrible Radical. If someone is acting like Pokey, throw a stuffed hedgehog their way. (Please not the real Pokey-that would not go well.)



OUR STORY

we're a SaaS product company.

We're a SaaS product company. We're on a journey to help the world's largest companies take action on their data. We have a section later on called Product Jazz that will help get you up to speed on all things product.

by our bootstraps.

We're bootstrapped and profitable. We're on an adventure together forging our own path. Expect to have big impact and tackle big challenges. Being on our own gives everyone a seat at the table.

OUR MISSION



**transform the
relationship between
brands and stores.**

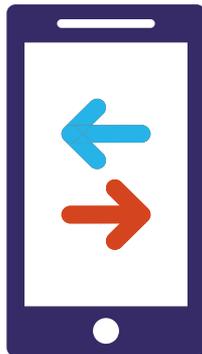
#mission

BIG HAIRY AUDACIOUS GOAL

every district, every day.

It's our vision. It's what we want to achieve 20 years down the line. We want to create software valuable enough that folks use it every day + we want to sell it so folks have access to it.

#vision



THE GOOD STUFF



Flexible work schedule



SR sponsored medical, dental, vision & life insurance



Safe ride vouchers



Dream Workstation



12 weeks paid maternity leave
6 weeks paid paternity leave



Kudos program



Epic celebrations



\$3,000 Learn Anything budget

THE SKINNY ON US

transparency.

Openness is key here. Share what you know, what you think, and what you feel. As long as it's coming from a good place, you're golden.

On that note, while everyone's perspective is valuable, most decisions aren't made by consensus.

fun titles.

We don't take titles too seriously here. Part of your initiation is picking a fun title and having a photoshoot. Think confetti, sequins, costumes, and props. We have a closet dedicated to making your title come to life.

management.

Your manager's role is to advocate for you, mentor you, challenge you, and help you thrive. They'll do this through regular 1-on-1s and performance check-ins. If that's not happening, let us know.

**THERE'S NO
RED TAPE.**





We're all on the same team.

Make sure the right people are in the conversation and have it.

herds.

Instead of departments, we have herds. Herds are cross-functional groups that are dynamic based on what we're working on. Herds are encouraged to work toward SR's goals and mission in the ways they deem best. Confused? Let's chat.

psst...

There's also a weird obsession with goats going on. If you figure it out let us know.

feedback is gold.

We do an internal culture survey twice a year, quarterly 1-on-1s with the CEO + HR, and we'll have 360 feedback for all Radicals at least once a year.



Your voice is important, so pipe up anytime!”

check-ins.

They happen in January and July. January dovetails with our annual comp review. Don't fret! This is not a time to dread. It's a time to have a formal convo with your manager to reflect on your performance + talk about what's next for you at SR.

autonomy.

You'll quickly find you won't be micro-managed here. It's just not our style. Take ownership of your work and make sure you're pushing toward our goals. Speaking of goals...

we have annual & quarterly goals.

Goals might feel like a little much at first, but it's all about pushing us to succeed. Quarterly goals should ladder up to annual goals and we'll help with prioritization as needed. If you're ever stuck, just go back to the annual company goals and ask yourself, "What could I be doing right now to support this?".

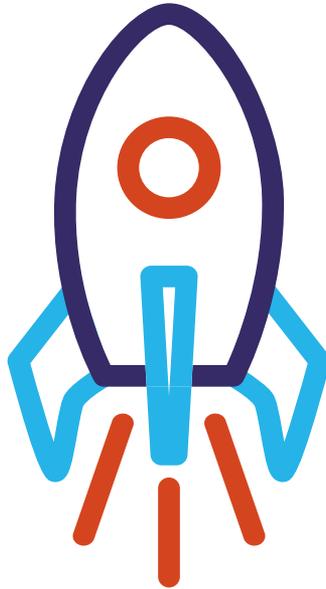
we've got individual goals, too.

But those are all about you. Your individual goals should be the things that are motivating and fulfilling to you like how you want to use your learn anything budget.

“

It's the way to share your hopes, dreams, and what you really want out of this gig.”

Everybody
needs a
little...



TIME AWAY

unlimited PTO.

It's real. Whether you're taking a couple weeks off to travel or just a random day, it's all gravy as long as you get your stuff done. There's no approval process for taking time off, but we do want to know that you're out. Add time off to your calendar and the OOO/WFH Schedules calendar.

work from home.

Go for it! Most Radicals will choose one day a week as their work from home day. This makes it easy, but it's not required. Take it when you need it and keep your team in the loop.

come as you are.

We don't have a dress code. Just show some good judgment and forethought (e.g. If a customer's in town, it's maybe not the day for jorts).

checking in.

It's okay to be offline. We have early birds, night owls, and everything in between. Our flex schedule allows for all of it.

sick time.

Sick? Stay home. We want you well! There's no sick bank, just take the time that you need or work from home. Same for sick kiddos. If you need to be home to take care of your little ones, we get it.

holidays.

SR shuts down for 9 holidays each year: New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving (Thursday & Friday), Christmas Eve, Christmas.

happy birthday to you!

Stay home on your birthday or come in.

It's your birthday, your day.

freakin' out?

Go outside. Take a walk. Visit the meditation room. Take a deep breath, it happens.

TALK NERDY TO ME

We use Slack for Radical to Radical and company communication. It's also a way to get plugged into casual conversations, as well as learn what's happening at SR.

our favorite slack channels.

#culture: Where fun stuff goes

#product: Stay up to date on all things product

#adventuresinempathy: The latest on our customers

#wellness / left wellness: You gotta pick a side

#kudos: Give + receive recognition

headphones on, lips sealed.

Headphones on is the universal signal at SR for "I'm really in the groove. Do you mind coming back later?" Unless there's a fire (literally/metaphorically) don't interrupt. Need headphones? See us, we've got budget for that.

our offshore team.

In addition to our onshore team, we've got a great group of offshore folks in Costa Rica and India that help us thrive. Make sure to give 'em a shout on Slack!

meeting blackout time.

Tuesday mornings and Wednesday afternoons are officially meeting blackout times. Don't expect too much email or Slack communication during these times. You'll also notice the office is a little thin on those days. Feel free to work from a coffee shop, your couch, a different country, you get it.

“ Be thoughtful.

meeting 411.

- Every meeting should have an agenda and a desired outcome.
- Be thoughtful about the purpose of the meeting and the attendee list.
- Unless you need your laptop, keep it closed.
- Okay, you kept your laptop open. That means you took notes! Send those notes to the group!
- Most Radicals prefer big blocks of available time for getting stuff done, so scheduling in the middle of a wide open morning is no bueno.

“ Prep for the meeting.”

Attendees should be ready based on what the organizer has sent. Start on time. Stay on topic. Have a next step. End early. Everyone smiles.



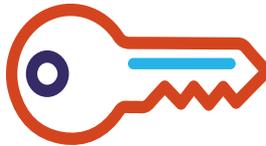
I.T. HOOPLA

let's do the JIRA dance.

Most technical requests (“tickets”) go in JIRA. This isn't a mechanism for throwing stuff over the fence. It's simply a means to plan out projects, keep track of what's going on, and prioritize. If it's your ticket, take ownership. Follow up, follow up, and follow up. If JIRA baffles you, see us and we'll get you up to speed.

security. it's important.

- Lock your laptop when you walk away.
- Set up a password manager (1Password or KeePass).
- Don't open sketchy emails.
- Make cryptic passwords.
- Don't send login deets.
- When in doubt, see Nick, The Automator.



People walking around the office? They could be our guests or not. Ask them if you can help and grab a friend if you need back-up.

If you're the last one in the office, set the alarm and lock the door. You got this.

WE'RE WELCOMING

“

When mom comes to town bring her by the office.”

If it's a workday we'll be happy to show her around and pour her a beer. It's a weekend? Cool! Also, feel free to use our office for personal events -- just let us know.

we're dog-friendly!

Bring your fur baby anytime. No special rules, just be respectful. We have treats and water bowls if you need 'em.

we love the earth.

Reduce. Reuse. Recycle. Seriously. Put recycling in the blue bin and compost in the green bins. An eco-friendly company scrubs these houses down once a week. In between cleans, it's up to us to keep our houses in tip top shape! (No La Croix cans on the patio!)

FRI-YAY!

fridays are jam-packed here at SR.

Come noon every other Friday you can find us scattered about the houses and lawn eating lunch. Grab a seat and say hi! A local company caters healthy, sustainable meals. Special diet? No problem - just let us know. After lunch, join us in 508 for announcements + a presentation.

Anyone can give a presentation to the team! It can relate to SR or be a side passion. One of our all-time faves was a talk by our Curator of Concepts, Meagan, when she discussed her experience taking a UX Design course with her learn anything budget. See us to get on the calendar.

we love to read.

Join the #sr-reads Slack channel to get in the mix. We meet on Fridays after lunch!

fail, learn, cake.

We celebrate failure each month by sharing learnings, next steps, and cake.

happy hour.

Feel free to grab a drink anytime. We have themed happy hours on the 3rd Friday of the month. Past themes include magical unicorn, prickly pear cactus, and lego-building.

“ Sometimes a goat shows up.”



EAT, DRINK, RUN, REPEAT!

snack attack!

Yum! We've got free snacks (healthy and non). We keep the kitchens, fridges, and coffee bars stocked with goodies including fruit, granola bars, milk, chips, and candy.

keg.

We keep a pony keg of local beer in the red kegerator. Pro tip: Grab a frozen beer mug from the freezer.

bar.

We keep the bar stocked with a little more than your garden variety bourbon, scotch, rum, gin, vodka, wine, and extras.

wellness.

To combat all this noshing we've got a wellness program. If you're into wellness join #wellness on Slack to get updates on the schedule. We do yoga, radical strength, running and so on.

JUST BE YOU!



Whenever you're talking to fellow Radicals or representing Square Root, make sure to bring your warm charming self to the table.

People should want to work with us. We're smart, relatable, unconventional, and supportive. If you're here, then you fit that bill too! The way we interact with others is part of our culture. Don't forget this.

SPREAD YOUR WINGS AND FLY BIRDIE FLY

learn anything.

To make it as accessible as possible, you get \$3,000 per year to use carte blanche. It refreshes each January. If you believe it will make you better personally or professionally, go for it. Seriously. No permission required. Hit us up if you need to borrow a credit card.

find your jam.

Book club. Photography club. Running club. Coffee club. You want it. Do it. All these clubs were started by people that wanted them. Need help? We're here for you.

hackathon.

A few times a year we put on a little hackathon. It reminds us to take risks, to experiment, to collaborate with anyone, and to have fun while doing it.

MORE RADICALS, PLEASE.

You're smart + awesome. You probably know smart + awesome people. Refer 'em on in! Our referral bonus is \$3,500! Even if we aren't hiring, go ahead and put them in front of us. We can get them in the pipeline and on our event invite list. You can always invite folks to happy hour.

SQUARE ROOTS

We love giving back to the ATX. We partner with Girlstart, an organization bringing STEM education to young girls, via company donations + volunteer opportunities.

To support all the causes near and dear to our Radicals, we hold team volunteer days, amplify Radical donations, and encourage taking time to volunteer. Got ideas? Let us know!

SOCIAL MEDIA

Share. Share. Share. If you're okay with anyone here seeing it, then it's okay to post. Tag us, tweet us (@SquareRootATX), follow us on Instagram (@WeAreSquareRoot) and Facebook (@SquareRootSoftware), you get it!

PRODUCT JAZZ



Your quick reference guide for explaining this whole shebang to your mom.

the elevator pitch.

We are Square Root, a bootstrapped SaaS company in Austin, Texas. We unlock the power of data for the world's leading automotive and retail brands. Powered by predictive analytics, AI and machine learning, our store relationship management platform, CoEFFICIENT, delivers actionable insights that drive performance.

PRODUCT FAQ

what are we selling?

Clients buy Square Root - our people + expertise, our culture + values, and our technology + data science chops. Our product, CoEFFICIENT (CoE) and its features are just one part of SR.

who's our buyer?

Store Operations Executives

who's our end user?

We have users at the corporate, field, and store level.

what's the difference between SRM and CoE?

Store Relationship Management (SRM) is the product category we created. CoE is the name of our product platform.

what makes up CoE?

Our **modules** foster *user goals*:

Recommended metrics and **dashboards** *let retail leaders monitor performance.*

Action plans and **data-driven notifications** *help users do something with the data*

Metrics and **notes** on **contact reports** and **visits** *support in-person coaching for store managers*

Mobile reviews and **data entry apps** *let organizations gather insight in real time*

are we a big data company?

Nope, but data science is our bread and butter. Big data is focused on collecting, aggregating, and processing data for analysis, but data science differs by answering the question, “What does this tell me?” Our focus is on data + actions, using data to inform behaviors that will impact and improve business goals.



“ If all else fails
just ask us;
we got you.”

Love, Operations
Courtney, Rachel & Nick

NOTES
