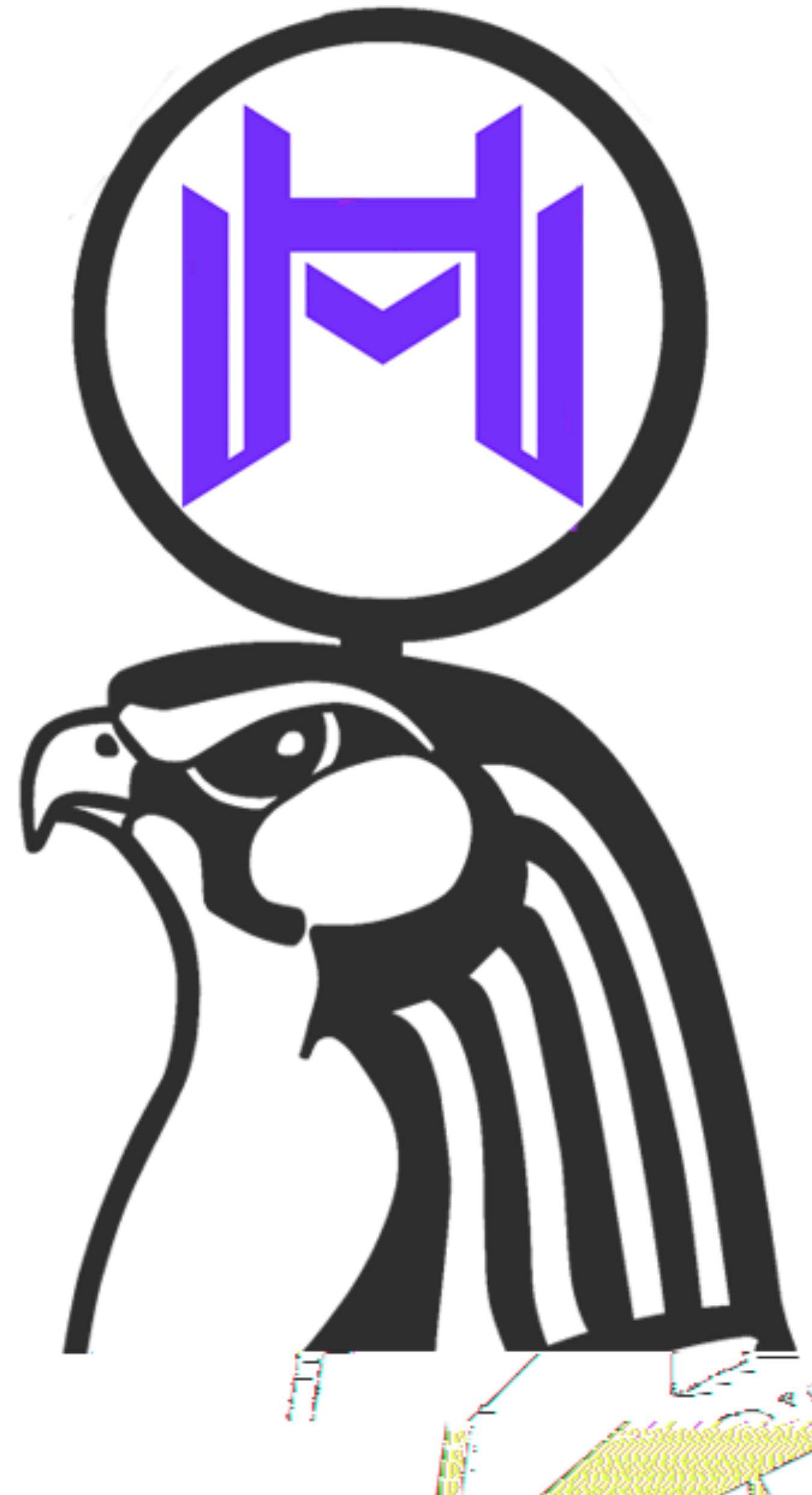


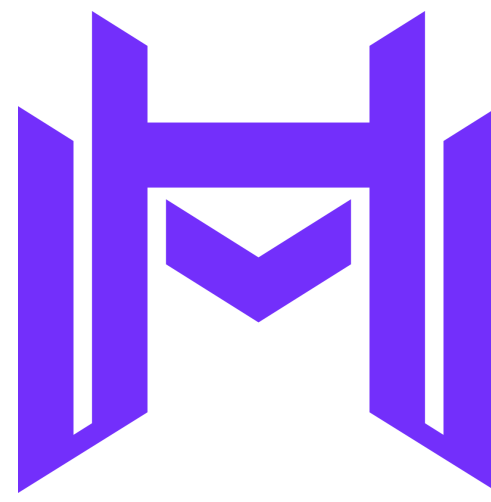
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Culture Deck

Reference Guide To Our TRUTH Based Culture





It is tough for digital businesses to get accurate sales data on their business to act upon.

Invent technology to make it simple for digital businesses to gather their true sales data and act upon it.

1.

We win the battle for our customers by protecting/taking care of each other.

2.

We are our customers biggest fans and advocates.

3.

Feelings, rank, politics NEVER have priority over truth and what's right.

4.

When we hit problems we do not put our hands up, we find a solution.

5.

We keep the main thing the main thing.

▪

Close enough is NOT even close. Make it exact.

▪

▪

While we work loosely together, we have a same goal - customer success.

▪

If it is being done in 5 steps but can be done in 3 we try to make it 2.

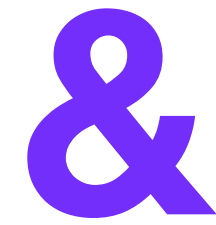
▪

We always work on what's 5 years from now and plan for 10.

10.

When a customer see's profitable results we grow.

The Best Way For Hyros To Thrive



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- ✓ Our “Why”
- ✓ Excessive importance on our values
- ✓ Extremely accurate A player performance
- ✓ Constant LIMITED High Impact systemization
- ✓ Responsible intelligent “free to improve” systemization
- ✓ Top down autonomy based on context
- ✓ Top down serving
- ✓ Promotions and development



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Our Why:



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Our Why:

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Our Why:

-
- ✓ Confidently build their dreams
 - ✓ Grow to provide more jobs and hire more people
 - ✓ Share their values/message with the world without fear
 - ✓ Stop struggling and start growing



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The Best Way For Hyros To Thrive



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Many companies talk about values and post what they care about all over the site and brand...And then do not follow them at all.

For example in the gaming industry many large companies state their values are creativity, pioneering and passion for gamers.



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Yet these companies consistently release un-creative money grabs that anger customers. They are known for ruining game franchises due to going for money instead of passion. They do not pioneering and they repeat the same mistake over and over and over while forcing developers to make bad money grab games....



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Showing they value one thing. Profit before all else.

We cannot have this hypocrisy at Hyros.



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By how the company and its employees makes decisions. It is shown by their choices with their products. It is shown by who is rewarded and promoted.



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We want teammates who embody these values.



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It is tough for digital marketers to get accurate sales data on their business to act upon.

Invent technology to make it simple for digital marketers to see the correct data behind a business and perform data-driven changes to reach their conversion goals.

1.
We win the battle for our customers by protecting/taking care of each other.

2.
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When a customer see's profitable results we grow.

At Hyros, we are a remote-friendly company. This means that our team members are trusted to work without supervision and with minimal communication.

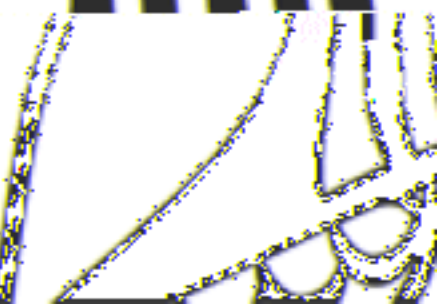
This leaves us very open to abuse of remote working and/or minimal work requirement which pushes problems to others.

This CANNOT happen as it ruins the experience for others. We must trust that each team member can count on another team member no matter what.

We are a team and we fail or succeed together. Just like the Spartan in the movie 300, each player must cover the other player's backs, or our entire system falls apart.



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- ✓ Spotting an alerting team member of non-obvious problems.
- ✓ Grabbing someone's work or fixing a problem without being asked because it helps them.
- ✓ Making sure your work has no errors before being passed to your team.
- ✓ Working together to make a customer happy and ensuring the entire communication process (engineer to support) is correct.
- ✓ Proactively working outside
- ✓ Not blaming systems or issues of surface level problems



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When dealing with our customers or each other, we must make an extra effort to be positive and warm.

This does not mean sugar coat and BS people. This means that we communicate with the others well being in mind.

Taking a moment to add a smiley face to a message, compliment a team-member/customer, or thank a team member, can make all the difference.

In fact studies show that 2.79 compliments per week increase work by over 50%.



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At Hyros, we must always have the best feedback, idea, and TRUTH.

We want teammates who will speak up when they see a problem and let us know when we are failing to meet the values we have set forth.

We want to always express the truth with each other, even if it is ugly. Because if we operate without truth, our actions will not lead to the best results or down paths that hurt us.



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One of our most valued traits in a teammate is doing things without being told, and proactively spotting problems before they happen and preventing them.

Extreme proactiveness also means we value teams who are willing to step outside their job role and alert the team when they see a problem that hurts our goals and/or ways place to improve.

There is no kicking the can down the line at Hyros. Like a professional athlete, every team member must be thinking of ways for the whole team to succeed and not just their success.



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Remember the “Eye of Sauron” that relentlessly watched Frodo in “Lord of the Rings”?

At Hyros we operate the exact same way. Once we set our goals we do not focus on anything else. We remove distractions and say no to anything that does not relate to these goals.

We also prioritize our tasks as a team and focus on the most impactful tasks one at a time. We keep our focus on our “main thing” and we do not take it off.



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At Hyros, we aim to offer the most in-depth and accurate tracking system on the market. Our customers failure and success in delivery also can ride on a sway of less than 1%.

In an average surgery room, there is an error in 1 of every 132 actions without proper checklists. 30% of surgery death are from this less than 1% error ratio.

We strive for surgical precision with our customers, so our company highly values teammates who are extreme detail-attentive and find ways to lowers mistakes through systems that grow this attention to detail.



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Many companies and employees are not willing to take ownership.

At Hyros, we value teammates who take pride and ownership in their sector of work and view their performance as a reflection of themselves.

Due to we are a remote-friendly company, we CANNOT have people who push blame or responsibility down the line.

We are all here together around a single goal: Deliver results for our customers. Every action affects that goal, and we must take ownership of our actions because it affects that goal.



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At Hyros, our goal is to make complex things, like conversion tracking and email marketing, simple. This extends outside our platform.

Our goal with every system we use, communication, and work habit is to find ways to make it as simple as possible. We hate complex and systems just for the sake of systems.

If we can take something that has 5 steps and reduce it to 3 we are matching this vision.



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Technology companies that look to the present and try to make money as fast as possible almost always fail.

It took Amazon 30 years to become a near trillion dollar company. This would of never happened if they focused on short term goals and thought only 1 to 2 years in advance.

We must always do the same in our decision making.



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Our customers are the life-blood of our company and our best friends in our endeavor to provide truth and accuracy to entrepreneurs.

We value teammates who thrive on helping customers get results and feel good when they are a part of our company.

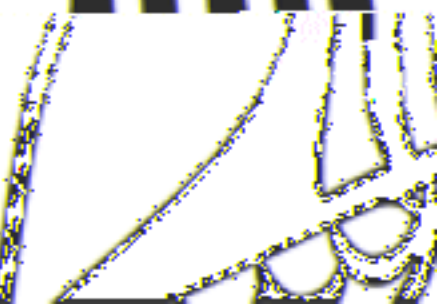
We don't just want teammates who want to fill a quota for customers; we want teammates who LOVE and ENJOY making customers delighted.

When a customer gets results their staff, family, and life gets better. We are DIRECTLY connected to their well being.

Each customer is like a patient trusting us with their health. We MUST convey that we care/appreciate them and be serious/passionate about getting them best results.



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- 1) Taking a moment to understand a customers business (what they sell) and providing insights on how they could sell more.
- 2) Spotting an issue with a customers delivery that is hurting their ROI by 20%.
- 3) Delivering the best tracking system on earth so that they can mathematically see how to grow and scale their business.



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Our Value Exist To



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When In Doubt

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These values will be reflected

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#1

Our CEO, Alex Becker, announces a new feature.

You notice there could be a few ways to reduce the steps and/or there is an error in the thinking, that could hurt customers data accuracy

You contact Alex to point this out.

Brutal Truth - Spartan Wall - Extreme Detail - More Is Less - Ownership Autonomy



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#2

You notice a customer is struggling with a feature or integration due to a small surface level glitch that has a work around. They are also in a market where you know the best time to send emails, by looking at Hyros's data.

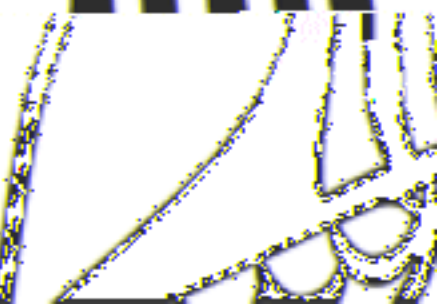
However, your job is simply to provide support at 3am, not technical help or marketing guidance. You could push this to a developer and take the easy road.

You go out of your way to log into to their tools and connect the integration, you then notice their business and share some cool insights on how to get better open rates.

Ownership Autonomy - Spartan Wall - Customer Result Obsessed



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#3

You notice a staff member is struggling with hitting his goals

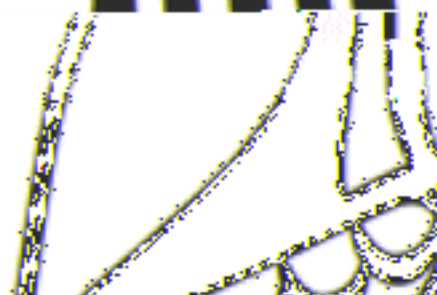
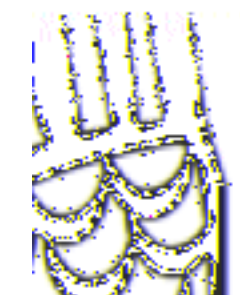
However, your position doesn't require you to help.

You go out your way to be honest
with the staff member and coach him to better performance.

Ownership Autonomy - Spartan Wall - Customer Result Obsessed



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#4

You notice an error in data that no one else is seeing in a customers account. This error only affects 1% of customers.

This could likely go unnoticed by most of our customers and staff.

You go out your way to fix the issue in the customers account with them then speak up to our team about the problem and make a card.

Ownership Autonomy - Spartan Wall - Extreme Attention



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At Hyros, we thrive by being flexible and lean team that can hire talent from anywhere in the world.

Because of this, it is beyond important that

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At Hyros because of the freedom and from home opportunities we give to our staff, we can only work with A players.

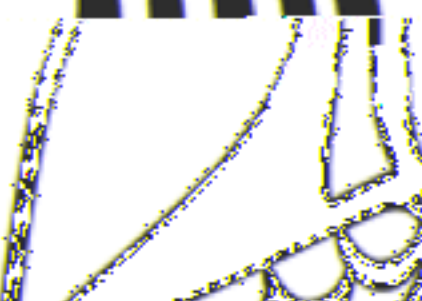
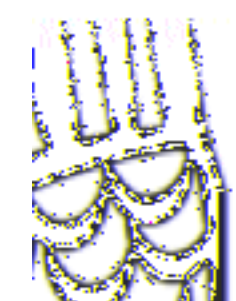
B and C players are people that take advantage of freedom, push off work to others, and do as much work as they are “required” to do or as little as possible.

There is NO single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players.

This is especially true in our virtual office. Every person must be hold themselves to A level performance because we do not have time to monitor or motivate B & C players.



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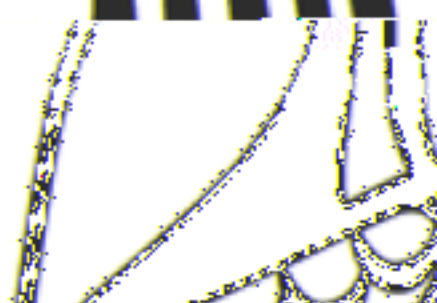
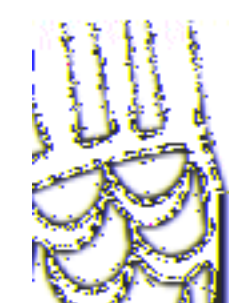
An A player is not only a person who delivers high quality work, but does it quickly and without supervision.

An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be a part of solutions at the company, not just keep meet their quotas.



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Being an A player is not enough though. For example, Babe Ruth had the most home runs of all time but also the most strike outs.

n so we cannot have “cowboys”/players who are reckless or turn in 98% done work.

We need A players who can not only get work done at a high level and quickly, but also cross their Ts and are attentive to small details that “cowboys” may miss.

We aim to do work once and only once as much as possible.



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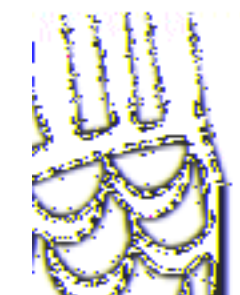
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At Hyros, we want to systemize everything with SOPs (Standard Operating Procedures) and checklists. This is the best way to avoid errors and make it easy for our staff to work quickly and introduce new members as fast as possible.

We will constantly be replicating services and processes for our customers and if these are not systemized, we will be constantly making the same errors, re-doing work, and hurting our customers. This will also make it extremely hard for new employees to join our team if they do not have systems and checklists to work on.



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McDonalds is one of the most successful businesses on earth because ANY person can buy a franchise, copy their existing systems and have a successful restaurant (McDonalds have less than a 2% failure rate).

This is because of the extremely detailed systems and checklists McDonalds provides its franchises.

We must do the EXACT same at Hyros...Except our product isn't greasy burgers...It's top of the line tracking and delivery.



Systems and checklists are our key to rapid growth without error.

However, NOTHING is less productive than making systems just for the sake of systems. On top of this, long complicated systems are hard to follow. Our goal at Hyros is to minimize steps and simplify procedures.

If one system can do the job of 5, we want to move to this better system.

We must keep improving our systems, but also focus on having as few as needed with as simple steps as needed.

This does not mean creating shortened over simplified systems. It means lowering them to their simplest form WHILE keeping the intended results.



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At Hyros, our systems are only as good as the people paying attention to them.

We want every team member always looking for ways to remove unnecessary systems OR fix problems proactively.



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Most companies work with every single decision needing to be approved by someone up the chain. This will KILL us.

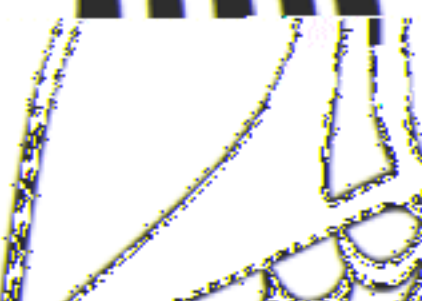
While some decision must be approved, such as approving a large payment to a contractor or legal decision, we want our team to be able to make decisions based on the context we provided.

Context: Does this action align with our mission and values? If yes, make the call. If not, prevent it. You are trusted to make the call.

All we ask is that calls are communicated.



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Most companies are made to serve the senior members and their actions rarely are focused on help their teammates in supporting roles.

This is NOT how we work.

The CEO works for the coaches and our coaches work for our players. This means it is our coaches job to make our players jobs easier and our CEOs job to make our coaches jobs easier.



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The system breaks if we optimize upward.

The owner gives the coaches the resources they need to coach the players to score points.

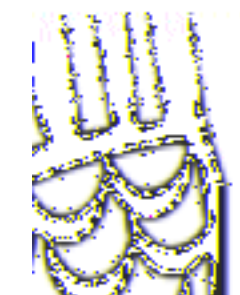
If our owners do not consider developers first, the code breaks and our support and sales fail.

If our coaches only serve themselves, our players on the ground are held back and cannot score points.

Players help score points, coaches help players score points, owners help coaches and players have all they need to be the best they can be.



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I, Alex Becker, was launching promotions without notifying our support team.

Our support team was constantly being caught off guard. This made their job harder and hurt their ability to help customers.

I created a calendar alerting our coaches and players when I will be doing promotions and make sure they can be prepared before I launch one.



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At Hyros, we aim to promote within first BASED on needs, skills and most importantly, the alignment with our values.

We would much rather have a person who matches our values and needs to be trained than a super genius lone wolf cowboy who plays only for himself.

We aim to hire people who fit our values first and skills second.

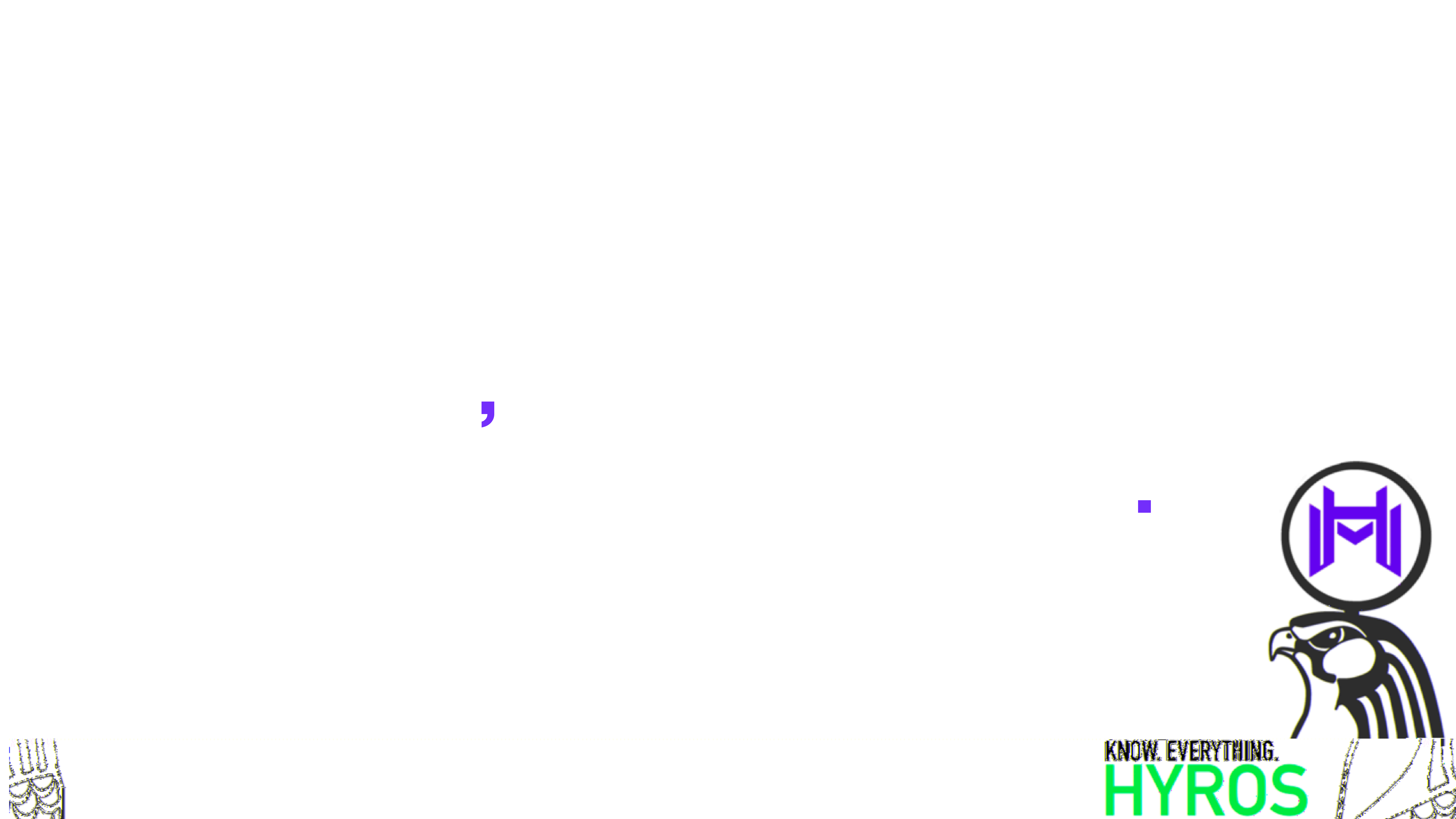
We aim to promote people who are excited about our mission, vision and personify our values.



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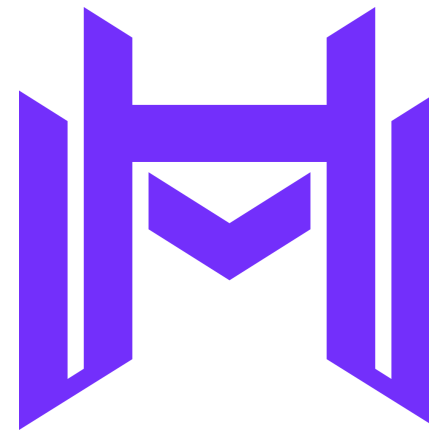
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