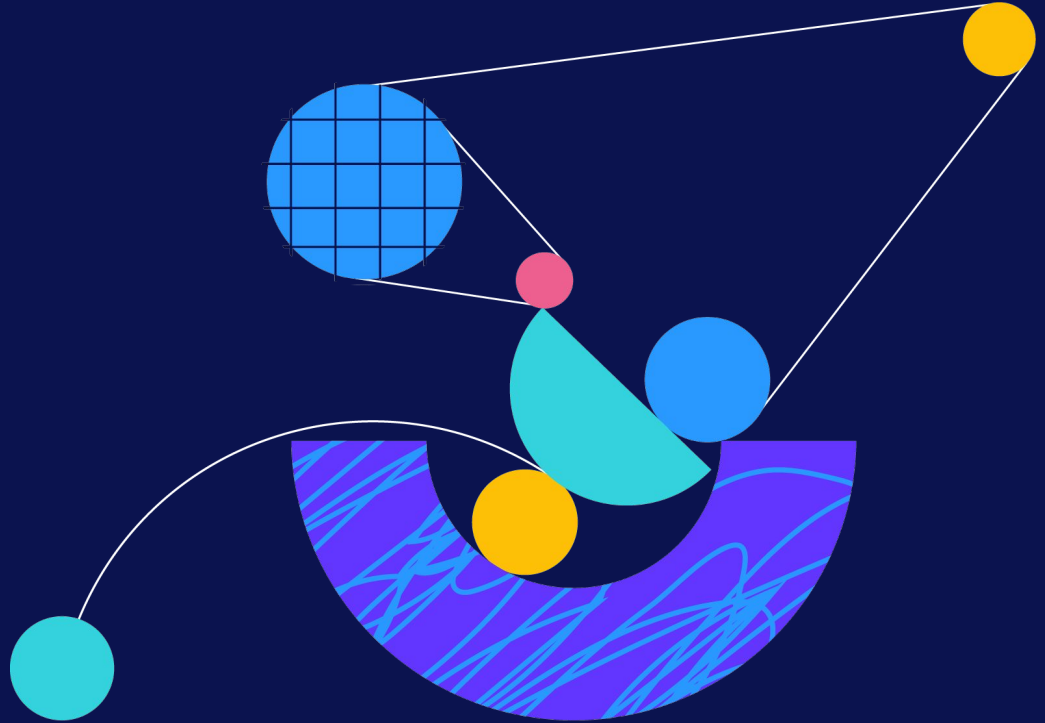


# Media Kit 2022



# Table of Contents

## 1 | **Understanding Connecteam**

- What is Connecteam?
- Target Audience
- Promise, Mission and Vision
- Connecteam by the Numbers
- The Connecteam Story

## 2 | **Product Overview**

- The Connecteam Product
- The Operations Hub
- The Communication Hub
- The HR & People Management Hub

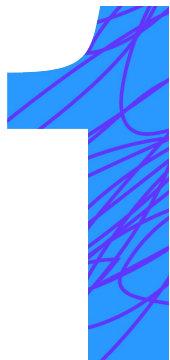
## 3 | **Customers and Third Party Recognition**

- Our Customers
- Third Party Recognition
- What Our Customers are Saying

## 4 | **Investors**

## 5 | **Resources**

- The Dekless Market
- Testimonials and Third Party recognition
- Media Resources

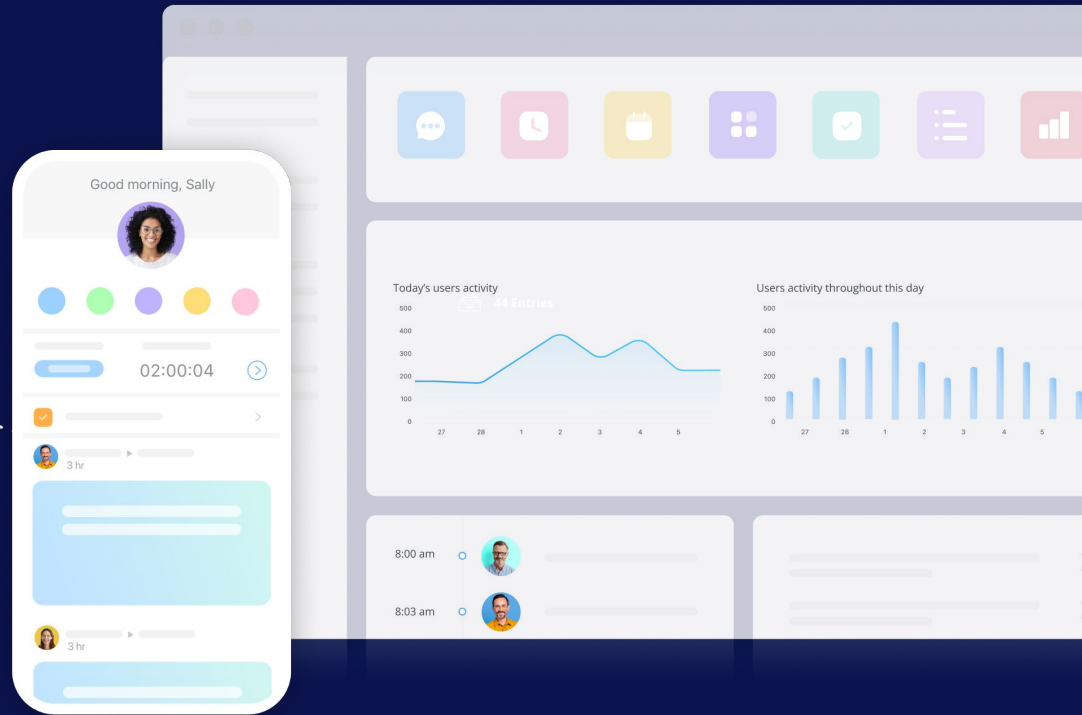


# Understanding Connecteam

# What is Connecteam?

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

A simple 'All-in-One' employee app to fully manage deskless teams: communicate, engage, operate, and train the deskless workforce.



# Target Audience



Companies eager to reduce turnover and increase engagement and productivity among deskless workers— employees without regular access to a PC or corporate email.

Companies that experience high turnover rates and employ less technically inclined employees.



### **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 deskless employees and managers with the tools and technology that gets the job done, removes daily hassles, and nurtures connection and belonging.



### **Our Vision**

To make people happy at work.

# Connecteam by the Numbers

241

Employees (as of Feb. 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, then MobiLesson, 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 deskless industry leaders and thousands of hours of research, Connecteam came to be.

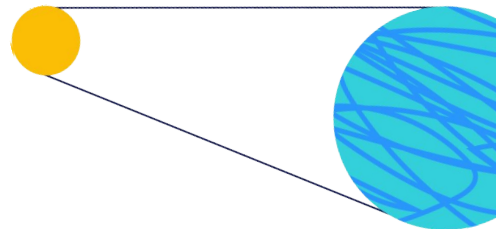
Today, Connecteam is the only all-in-one employee management app that was built from the ground up to address the needs and price points of deskless industries, big or small.

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

As a product company, Connecteam takes great pride in the simplicity of our product and its flexibility, serving over 20,000 companies with teams of 5 to 25,000 employees in over 80 countries.

With a 400% YoY growth in customers and 400% YoY growth in revenue, we have raised \$160 million, out of which \$157 million was raised in the last 12 months alone.

We are bullish on the future of the deskless market. We strongly believe that 5-10 years from now, every deskless company will have its own employee app to manage their team.



connecteam



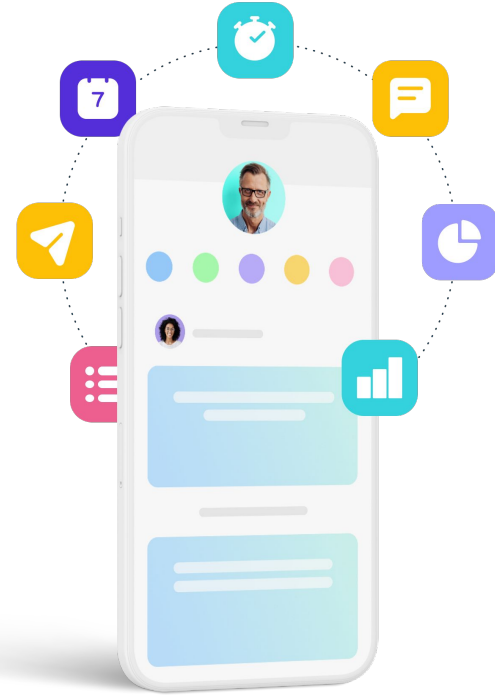


# Product Overview

# 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

Deskless companies rely on their teams to get the job done. Efficient daily operations are essential to the success of the business.

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

- Job scheduling

- Task management

- Forms and checklists



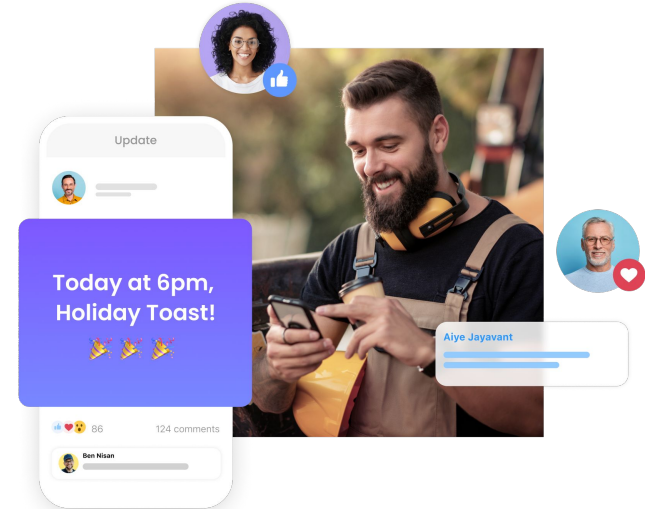
# The Communication Hub

Unlike desk-based industries that rely on email and tech solutions, communication with frontline teams are complex and old fashioned. They rely mostly on phone calls and face-to-face meetings.

With Connecteam's Communication Hub, companies can, for the first time, reach their frontline teams without relying on email and/or outdated call trees.

## 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, makes it much more difficult for deskless companies to onboard, train, and retain their teams.

With Connectteam'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





# Customers and Third Party Recognition

**KETER**



ISROTEL

KING'S  
DAUGHTERS



MANGO

sodexo

sodastream®

Berry



ACE



PLASSON®



Foot Locker.

SAINT-GOBAIN

ZOKO  
זוקו שילובים

EY  
Building a better  
working world

yes.

Perrigo®

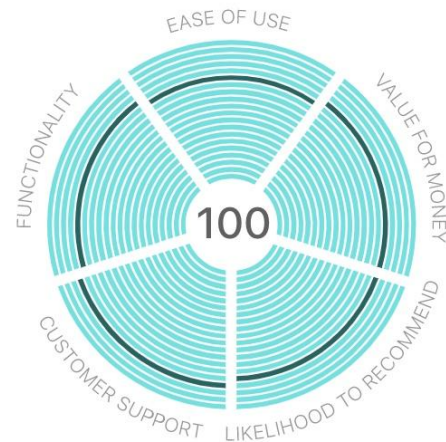


KPMG

# Third Party Recognition



## CATEGORY LEADERS 2021





# 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

Follower

## Qumra Capital

Follower

## O.G. Tech

Follower



# Resources

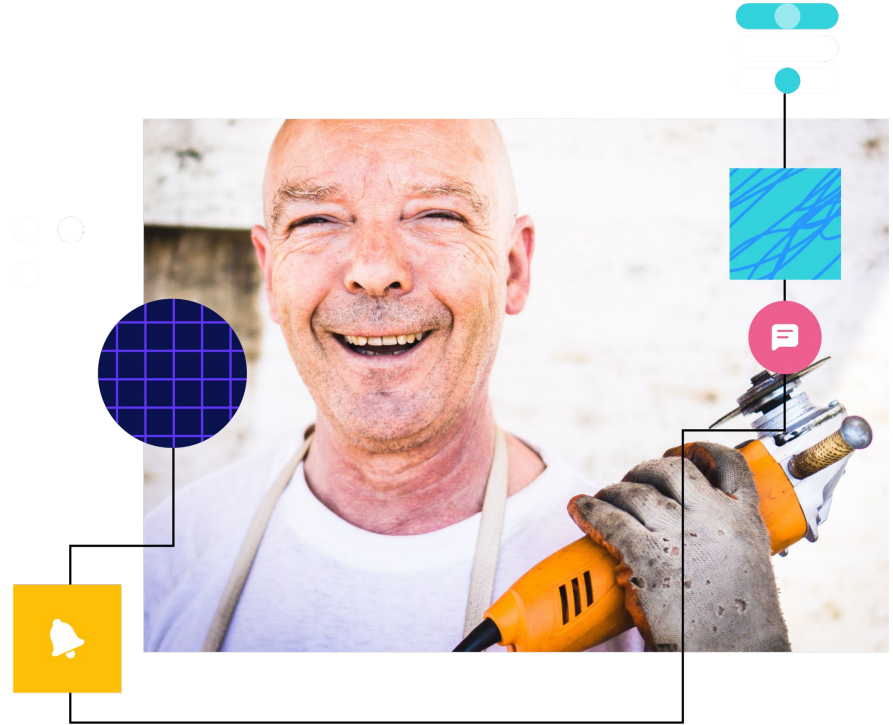
# The Deskless Market

80%

of the global workforce is deskless [source](#)

70%

want more technology [source](#)



# Testimonials and Third Party Recognition



Independent reviews [Source](#)



**Category leaders:**

Team Communication Category Leader [Source](#)

Employee Engagement Category Leader [Source](#)

Time Clock Category Leader [Source](#)

Employee Scheduling Category Leader [Source](#)

GPS-Tracking Category Leader [Source](#)

Dispatch software Category Leader [Source](#)

# Media Resources

| **Company logo**

[Download](#)

| **In the media**

[Link](#)

| **Company pictures**

[Download](#)

| **Company social channels**

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

| **Product photos**

[Download](#)

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

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



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