

## **Press release**

Zurich-based HR tech startup atwork secures CHF 3.3 million seed funding

### **Short-Facts**

CHF 3.3 million funding for Zurich-based HR tech startup atwork: Swiss entrepreneur and tech investor and ex-Straumann CEO Marco Gadola as key investors

- Zurich-based HR tech startup atwork raises CHF 3.3 million in a seed financing round
- atwork reaches this milestone just under a year after launching its new business model
- The funding round is led by a leading Swiss entrepreneur and tech investor and Marco Gadola
- The funding is made up of equity and venture debt
- atwork's HR business intelligence platform combines HR data and analytics with measures to improve business metrics. Executives and HR managers can make targeted business decisions easier and faster.

*Zurich, September 2021:* "atwork", the Zurich-based HR tech startup has closed its seed funding round of CHF 3.3 million. This is led by a major Swiss entrepreneur and tech investor. Former Straumann Group CEO Marco Gadola is also participating and sees founder Marco Meister's young company as a strategic partner for his recently founded cultural consulting firm CJG Consulting.

### **"From people insights to business impact"**

With its specially developed software suite, atwork aims to make corporate success plannable through targeted HR measures, data-driven, scientifically sound and field-tested. HR professionals, managers and employees can use the atwork suite to actively measure and improve HR topics such as Employee Engagement, Employee

Experience, Diversity & Inclusion and Culture. Insights gained are linked to existing company data to derive success-critical correlations that are translated into automated action measures.

With this seed funding round, an important milestone has been reached: "The support of our investors shows that we are hitting a nerve with our vision of making success more predictable through targeted improvement of HR KPIs, and are on the right track," says Marco Meister, founder and CEO of atwork. "We are convinced that organizations will only remain successful in the future if they specifically understand the needs of the employees and align the needs of the employees with those of the company."

## **HR is the key role in companies**

The changes in the labor market are apparent - led by Millennials and Generation Z as a new group of employees with specific demands on employers, to the new normal of combining home office with office workspace.

"Certain HR metrics correlate so strongly with business metrics that strategic HR will increasingly play a key role in companies' business success," says startup founder Marco Meister: "If HR and managers have enough tools and data at their disposal, they can turn challenges directly into opportunities."

Confirmed by studies and by market observation, atwork launched its new business model about a year ago. At its core is the HR analytics platform "atwork suite".

## **Platform combines latest technologies with science**

The SaaS solution from atwork is based on the latest technologies paired with science and builds on the holistic atwork system "Measure-Act-Impact". In concrete terms, this means that the atwork suite translates findings on HR topics, obtained from anonymized pulse surveys, into action plans, shows results in real time and generates impact analyses - thus making success plannable.

Currently, the Zurich-based startup is focusing on the topics of employee engagement, employee experience, diversity & inclusion, and corporate culture. "For each topic, there is a scientifically based methodology, question and action catalogs, and reporting dashboards - all ready to hand in our atwork suite," explains Meister, "We always develop the individual elements for the HR topics together with experts - from behavioral psychologists and HR experts to experienced consultants."

The partners who provide professional support to the 30-strong atwork team include the Zurich University of Applied Sciences and Innosuisse, the Swiss agency for innovation promotion.

### **Additional expertise and experience on the Board of Directors**

In addition to Stefan Meister, new members of the Board of Directors include Frederic Wohlwend, Managing Partner of Forestay Capital, as well as Walter Meister, a specialist in the establishment and expansion of innovative software companies, who, among other things, sold his own company, hmi informatik, as a leading online banking provider, to the listed CREALOGIX Group in 2007.

Thus, atwork complements its Board of Directors with a lot of experience in venture capital and growth of startups as well as with entrepreneurial experience and profound IT know-how.