KAPX



Our Culture Code

2023
EDT.

Primer 3

Entrepreneurs Work Here 4

The Adventure Studio 5

Vision 20/23 6

Smells Like Team Spirit 7

Come As You Are* 8

Values 9

Better Than Yesterday 10

Day 000001 11





Hello!

If you're reading this, you must be new to KAPX, or interested in learning more about our culture. Either way, welcome! 👋
This document will outline our core beliefs, motivators and the principles we live by. We believe that illuminating the why's will help you understand the how's; our decision-making, our approach to work, and our fierce dedication to protecting the amazing collective DNA 🧬 we are building.

While reading this document, keep in mind that it is not a doctrine or manifesto set in stone. Rather, it is an evolving code, in subtle flux, informed by our learnings and influenced by the people, partners, clients that we are exposed to. As such, it is a document that gets reviewed and updated yearly.

Let this be a guiding beacon to new friends, and a reminder to ourselves – this is what KAPX stands for.



Entrepreneurs Work Here

Entrepreneurship can be a lonely and daunting road if walked alone. Let's change that. At KAPX, we want to enable the next generation of business leaders through our provision of frameworks and opportunities allowing anyone to step up; and be empowered to drive their own equity within the group's ventures, or even to bootstrap bold new ideas. So, entrepreneurs, please work here. because you'd work here.

THE ADVENTURE STUDIO

When someone asks what you do;
tell them you work in an adventure studio.

AD STUDIO

Represents the agency and marketing expertise of the group, fronted by Gloo, WizardGeekNinja and Tolong[2].

VENTURE STUDIO

Represents our accelerator companies where we reinvest agency-driven profits and funnel in-house marketing expertise.



Smells like team spirit

At KAPX, our team spirit is the backbone of our success. As a team, we uphold autonomy, transparency, collaboration, and accountability, steeped with empathy and respect. We embrace diversity and foster an inclusive environment where every voice is valued. This collective spirit propels us to achieve great things collectively, creating a professional but dynamic atmosphere of inspiration and support for every individual's success.

This is how we practice what we preach.

Daily huddles

We speak as a team daily, and discuss blockers, wins and news, and to stay accountable to our own tasks.

Quarterly goals

Aligned shared and individual goals to ensure everyone is working towards our collective vision

Group NPS scores

We keep ears to the ground with satisfaction surveys that anonymously score the group's performance.

Learning & upgrading

Extensive list of learning resources and platforms that can be utilised – simply block out time to upskill.

Weekly check-ins

Mentors guide team members through their goals, check in on mental well-being and give feedback.

Open projects

All projects are visible, discussed openly with little secrecy or walling unless absolutely required.

Town halls

Candid, honest updates that openly detail group performance, and provides a discussion agora.

Tech empowerment

We maintain a list of tech tools, and encourage the exploration of new ones that enable smarter work.

Work from anywhere

We believe that work can be done anywhere as long as you stay accountable and responsive. Completing a first year in KAPX unlocks this benefit*.

Friday check outs

We go round robin and share what we will be doing on weekends, to mark the end of the work week and respect people's non-working time..

*Guidelines and limits apply, in accordance to the KAPX Employee HB



2023 Vision.

In 2022, we proved the business model worked. We successfully segmented the agency businesses into 3 distinct specialist operations, and ventured into the Web3 and pet-tech space with our accelerator arm.

Our efforts culminated in becoming officially GST-registered in our first full year of operations, with the group generating almost seven figures in revenue in our first full year of operations.

In 2023, we want to go beyond proofing, we want to expand. For our key venture efforts in the Web3 and pet wearable space to launch, and provide a hero product; and for the proven agency arm to make a splash and achieve heightened industry visibility and recognition, and win new anchor clients.

Come as you are

Our strength is in our diversity.
Bring your own KAPX Factor.

If you are in the KAPX Group, then you probably display or demonstrated specific traits that got you here. These traits are what we call the non-negotiables when we hire for any role across any KAPX Group's companies. You can expect this of your colleagues, and they will expect it from you.

- → Clear communicator
- → Positive disposition
- → Approachable demeanour
- → Respectful
- → Logical and analytical
- → Creative problem solver

Our differences are our strength.
We believe diversity gives us fresh and important perspectives that carefully and thoroughly considers cultural and social nuances in the work we do.

Equal opportunity employer.
We do not discriminate against employees based on race, colour, religion, gender, nationality or age. We hire the right people for the right job; nothing more or less.

Attitude over aptitude.
The digital world moves faster than we can keep up with; subject experts lie in the hands of the ones who can keep up. This is why we value tenacity and grit over paper qualifications. While education and experience are important, a candidate with the right attitude towards positive problem solving will have an edge in applying to KAPX.

Passion makes anything possible.
We hire people with something to prove, not people who feel like they've proven it. Passion for the things you do and a core belief the services and products you will have a hand in creating and selling, will be key to succeeding within KAPX.

Our Values

These are the values you should strive to uphold, and will be expected to demonstrate. Come "PACKED" with the right values.

P

PROBLEM SOLVER

Our very existence stems from our business model, which is rooted in creating solutions to the problems our clients and our companies face.

A

AMBITIOUS

The sky is the limit to achieve our individual aspirations collectively. Stay hungry enough to reach for the stars.

C

CURIOUS

In our line of work, subject experts are ones who learn and understand trends. Learning should never end.

K

KIND

Behind every teammate is a person deserving empathy and respect. Have each other's backs, and remember to be kind to yourself too.

E

ENTREPRENEURIAL

Hustle, take (calculated) risks, explore crazy big moonshot ideas; entrepreneurial spirit is something we always encourage.

D

DEPENDABLE

In order the keep the trust-based culture we have, everyone needs to do what you say you will, and in the time you committed to.

Better than yesterday

Above everything else, this is the most important value that underpins everything we do; the constant strive, hustle and determination for continuous improvement, so that we start every new day better than the last.

- → Move fast, break things, rebuild better
- → Collaborate and learn from team members
- → Share your learnings to efficiently disseminate what you know
- → Take inspiration from wins; from your peers, the industry
- → Challenge the status quo
- → Always look at things with an analytical lens; ask “why”
- → If you’re unsure, ask the right person “how”
- → Document everything that is repeatable; make it accessible to the team.
- → Seek to look back at every quarter and be able to outline a list of new things you know or can do, that you could not before.

Remember; incremental, consistent habitual learning will help you grasp ideas, understand concepts and theories, and nail processes better than force-learning things in one sitting.

This is D-DAY

This is the first day of your new professional life.
We're glad you're here. Now, let's get started.

Let (bad) old habits die.

Leave behind the bad habits, perspectives and biases. We do it differently at KAPX, and we welcome you to join us.

Our adventure is your adventure.

Our culture is informed by the people with us. Let your voice be heard and be part of the culture evolution we're on. Be the voice of change you want to see in the Group.



KAPX

THE ADVENTURE STUDIO

kapx.co
instagram.com/kapx.co
linkedin.com/company/kapxgroup