



# Aspire Culture Manifesto



JULY 2023

# Why Culture?

- We believe that to build great things we need great talent come together
- AND...talent wants to be in a special place.



# Why Culture Manifesto?

- We intentionally cultivate our company culture, rather than allowing it to evolve passively.
- Our culture is dynamic, just like our software, so we are committed to continuous refinement.



# Aspire's Success Formula



Alignment

+

Talents

+

Values



# Focused Alignment

# We run with **Context**, not **Control**

## CONTEXT



- **Transparency**

Information shared openly so that everyone understands big picture.

- **Empowerment**

Employees are trusted to make decisions based on context understanding.

- **Feedback**

Open & honest feedback is given & received frequently for better alignment.

VS

## CONTROL



- **Secrecy**

Information hoarded by few. Employees are told & ordered without knowing why.

- **Bureaucracy**

Unnecessary approvals, reportings, & committees for command & control.

- **Enforcement**

Lack of feedback. Communications are one-way and not focused on growth.



## **Vision** where we are going

**Become the operating system of  
all modern businesses**

The world is constantly changing and innovating. We see a future where Aspire sets the standard for managing business finance.



## **Mission** why we are here

**Reinvent business finance to  
empower companies changing  
the world**

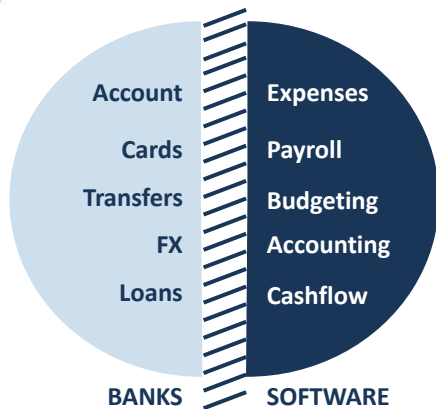
We believe that great companies change the world for the better. We want to empower every company to be great.

# We help Entrepreneurs to Change The World

by providing an all-in-one finance stack



Businesses are using  
scattered finance tools



All-in-one Finance  
Operating System





# Serving a New Generation of Entrepreneurs



and many more



Amazing Talent

# Why Talent?

We believe that **A-players are 10x more effective than the average**, particularly in dynamic environments like ours.



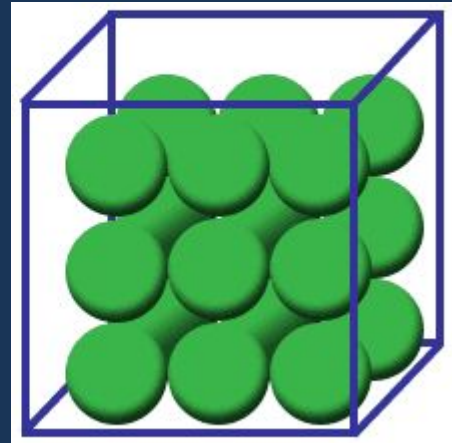
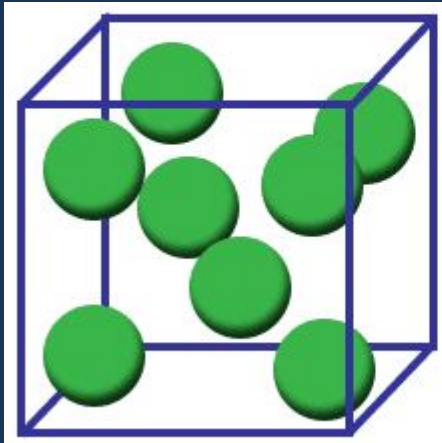
*We **nurture and reward talent and results**, not politics.*

# How we define Talent



# Talent Density

*The concentration of A-players who are intelligent, competent, and values-aligned, accelerating Aspire's success and innovation*





## Aspire Values

# Core Values & What It Means

**Purposeful  
Excellence**

*Striving for top quality, not settling for mediocrity*

**Radical  
Ownership**

*Getting things done and always taking responsibility*

**Authentic  
Belonging**

*Connect and inspire trust by being yourself*

# Core Values & Key Desired Behaviors

**Purposeful  
Excellence**

1 Push for Greatness

2 Dare to Dream

3 Dive Deep

**Radical  
Ownership**

4 Deliver Results

5 Default to Action

6 Above and Beyond

**Authentic  
Belonging**

7 Speak your Mind

8 Help Out

9 Stay Humble, Be Kind

**We take a stand  
on values.**

**We choose in  
order to be  
chosen.**



# Purposeful Excellence

## 1 Push for Greatness



We strive to deliver our best possible work, continuously reflecting on areas for improvement and valuing feedback as a gift to unlock our full potential.

## 2 Dare to Dream



We embrace ambitious ideas and innovation, aspire to solve difficult problems and not shy away from challenges.

## 3 Dive Deep



We seek to understand things fully, delve into the root of every topic, and challenge each other's thoughts for greater clarity.

## Radical Ownership

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### Deliver Results



### What it means?

We set clear goals with a focus on achieving end results, and avoid excuses by taking responsibility when circumstances don't unfold as anticipated.

5

### Default to Action



We hold ourselves accountable by setting clear next steps, aligning on delivery dates, and taking a proactive approach to updates and ship dates.

6

### Above and Beyond



We maintain a customer-first mindset, aiming to deliver a wow experience by empathising and actively listening to understand client needs.

# Authentic Belonging

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## Speak Your Mind



### What it means?

We advocate the honest expression of opinions, questions, and concerns, and believe that debates should be won with better insights and facts, not bigger job titles.

8

## Help Out



We emphasise genuine care and teamwork to foster an inclusive work environment by understanding and respecting others, even when we challenge each other to forward the mission.

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## Stay Humble, Be Kind

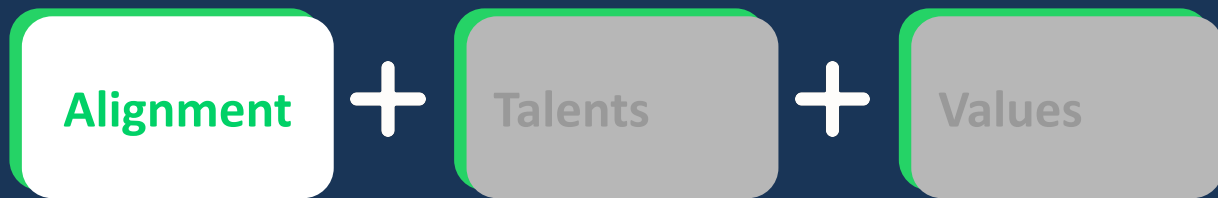


We uphold integrity and humility by building trust-based relationships with colleagues, and openly admit when we lack knowledge.

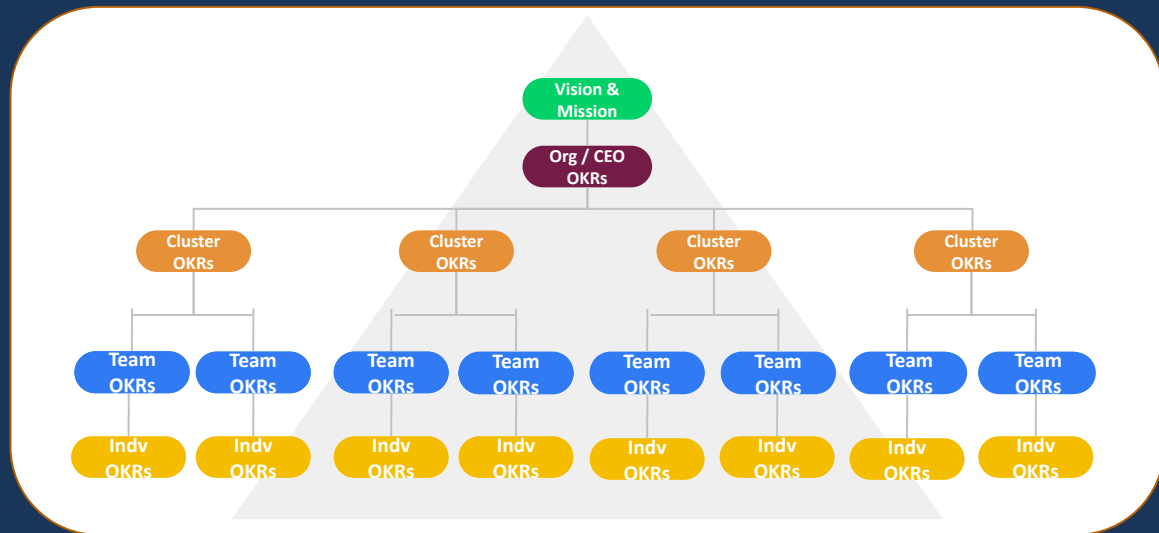


## Aspire **Way of Working**

(Our success formula in Action)



➡ **Goal Setting & Quarterly OKRs**



**Our OKRs are transparent:**

- Full visibility into Aspire's overall direction
- Encourages learning from each other
- You have continuous dialogue and feedback



We are dedicated to recruiting, onboarding and retaining **A players**.

*Emphasizing on **Quality over Quantity**.*



**How we select A Players:**

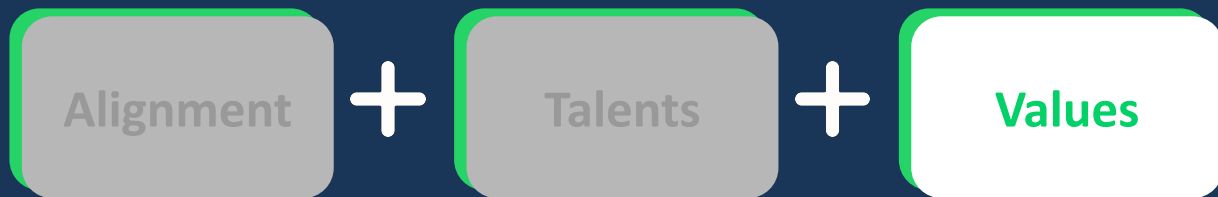
SHL Psychometric  
Cognitive Tests



Bar Raiser  
Interviews



Structured tools  
(case study, questionnaires)



**Benefits purposely designed to embody our values**

**Purposeful Excellence**

**Training Subsidy**

**Intellect App Access**

**Determined Ownership**

**Uncapped Flexible Leave**

**Flexible Workplace**

**Authentic Belonging**

**Team Bonding Sessions**

**Location Offsite Events**



**Most popular among our employees! 🏆**

Alignment

+

Talents

+

Values



Our manifesto is not just a set of words;  
It is a **living commitment defining our actions**,  
guiding our hiring, training, promotions,  
and other people's decisions.



Thank you!

Wishing you a  
rewarding journey  
ahead!

