



# WONDERFLOW

## OUR CREDO

*September 28th 2015, Amsterdam*

Wonderflow aims to change how enterprises design their products, helping them move from product-centric to consumer-centric innovation.

1. **Win-win:** every deal we close with a customer must serve the interest of our customer as well as the interest of Wonderflow. The same holds for partners and suppliers
2. **Ethic:** we cannot put business over ethic. Being fair and honest is our first rule and our best way to create a better working world.
3. **Perfection:** we must chase perfection in every work we do. We cannot work to deliver a good result, we must work to deliver perfection. Building something better than anyone else is the only way to achieve success, for now and for the future.
4. **Help:** we must be willing to help our colleagues if they're in the need. No one is left alone. We must listen to others with a positive attitude and treat everyone with respect.
5. **Responsibility:** we are responsible for the success of our company. No one else is, so we must give our best to it. We will strive to help our clients profit grow by contributing to their product innovation and increasing their customer satisfaction.
6. **Efficiency:** we must work towards productivity and aim to produce valuable results while minimizing expenditures of time and money.
7. **Balance:** everyone working in our company must balance working hours with free time. We don't build our company for the short term, we build it to last. Balance is key for long lasting relationships.
8. **Personal Growth:** we should always address part of our time to learn something new. We should also foster our colleagues to do so.
9. **Focus:** we shouldn't work on projects that take us away from our focus. We might get many "yes" if sometimes we say "no".
10. **Uniqueness:** we can build many products and features, however we will always need at least one feature to be unique in the market.