Team fit is now measurable
Bunch launches the Google Analytics for company culture

Berlin, 29th of August 2017 - Bunch (www.bunch.ai), the Google Analytics for company culture, launches its service today. A candidate's hard skills are measurable and rather easy to evaluate, but his or her cultural alignment with an existing team is nearly impossible to work out - even after multiple time-consuming interview rounds. The Berlin-based company tackles this problem by revealing a company's own culture baseline and measuring every candidate's cultural alignment, allowing them to quickly hire the best candidates and significantly increase the company's revenue.

Darja Gutnick, founder and CEO of Bunch: "During my time as a researcher as well as a consultant and coach for many high-growth startups, I realized that a strong company culture is at the core of every successful team. Creating one starts with hiring the right people, but it is a challenge for many companies to figure out who really is a fit for their team. So far, hiring managers have been forced to evaluate new candidates only based on a CV and numerous rounds of interviews. With Bunch we are shifting the focus away from a candidate's professional past and towards his present state of mind, team fit and work attitudes that impact present and future performance. Team diversity in background, education and demographics is helpful and necessary, but when it comes to beliefs and attitudes, alignment is a key success factor resulting in 5x more annual revenue as opposed to companies that are not aligned. By measuring cultural alignment utilizing multiple machine learning components, Bunch provides a solution that helps companies select candidates that fit the team, shape their culture early on when hiring and drive its success."

With a shift from talent to people management, culture and team alignment are increasingly becoming an important topic in Human Ressources. As shown in a study by BCG, it is work- and team-culture related aspects, not money, that rank amongst the top four factors for happiness on the job. Knowing that culture has a major impact not only on employees' satisfaction, but also on performance and revenues, companies have started to recognise the importance of cultural alignment. In fact, 92% of companies want to adapt to that trend by redesigning their culture—but only 14% are sure they know how to do it. Bunch provides a simple solution that addresses this broad issue.

This is how Bunch works:
Once a company decides to integrate Bunch in their hiring process, their team takes a 5-minute culture assessment based on the *organizational culture diagnosis model developed* by Charles O'Reilly from the Graduate School of Business at Stanford University. Bunch then automatically creates a culture profile for the company and each of its teams, mapped into 6 key dimensions: Results-orientation, Adaptability, Collaborative, Detail-orientation, Principles and Customer-orientation. After the resume screening, every new applicant takes an automated culture quiz that Bunch checks against the team and company profile. The hiring manager then receives a comprehensive candidate profile detailing the candidate's behavioral tendencies as well as his/

her fit into the organization. This shortens the time spent on interviews, eases the decision process and helps create high-performance teams that are engaged and aligned.

About Bunch:
Bunch is a team success platform to build, measure and scale organizational culture that helps companies hire culturally-aligned employees. Developed with machine learning and psychological expertise on team performance and dynamics, Bunch aims to increase business impact by providing data to build and grow high performance teams. The Berlin-based company was founded by Darja Gutnick (MSc. in Psychology) and launched its service in 2017. Bunch is backed by Atlantic Labs, MAKERS and Hyperion Invest.

You can find further information on www.bunch.ai

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