



“Within two weeks of using Bunch we significantly improved engagement across teams & productivity across departments”

- Christopher Grätz, CEO



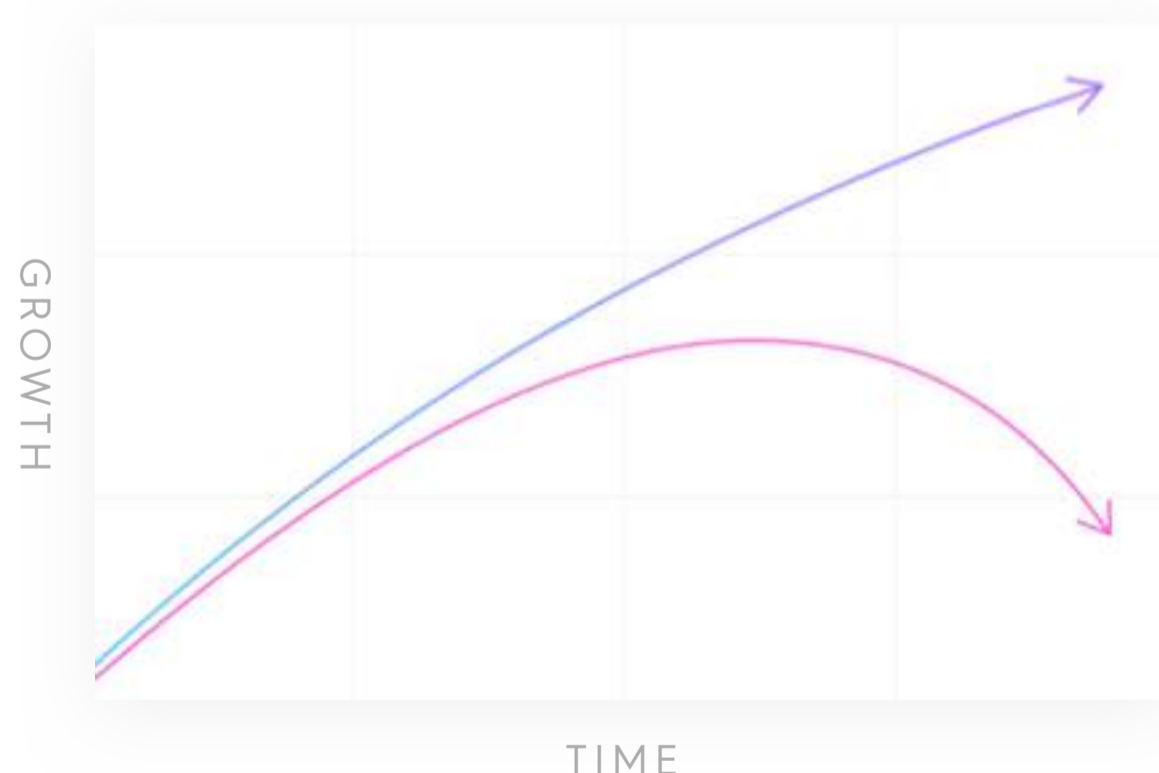
About Kapilendo

Kapilendo is a Berlin-based funding marketplace founded in 2014 that allows entrepreneurs looking for funding to meet investors in search of an investment opportunity. The company itself is run by Christopher Gantz & Ralph Pieper and manages over 12 million euro of investments total.

www.kapilendo.de

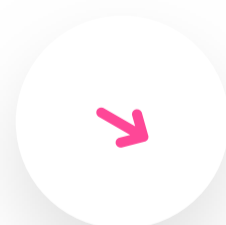
The problem

Before the company started to scale recently, the founders could be in close contact with almost every employee, have a good feel for team health across multiple departments, and closely participate in hiring new talent.



Strong culture with Bunch

Strong culture boosts your growth and increases revenue.



Weak culture

If culture is neglected, growth is stunted.

As Kapilendo entered the rapid growth phase, their management team wanted to make sure to maintain a healthy culture and keep the core values they introduced when the company was founded. They also wanted to have a timely way to discover the “red flags” related to team alignment in order to prevent performance issues and keep the growth consistent. All the while they needed to ensure that the new hires were a good cultural fit for the team they were going to work with.

The solution

Kapilendo's CEO Christopher Grätz and CFO Ralph Piper created an initiative to better understand current culture and existing red flags. Kapilendo partnered with Bunch and ran a company-wide cultural assessment requiring each employee to invest just 5 minutes of their time. Bunch then mapped the culture profile of every employee, team, and the company as a whole.

"Bunch gave us the insights we need to develop our shared identity in a conscious and active way"

- *Ralph Pieper, CFO at Kapilendo*

After this they restructured parts of the company, enabled team leaders to engage with their teams through culture alignment workshops, and integrated the Bunch assessment into their hiring process to make sure that all new hires are objectively a great culture fit.

The results

The culture initiative started by Kapilendo and supported by Bunch gave the management high clarity on current culture, defined a culture roadmap, as well as cultural targets and helped resolve a burning conflict in one team. It also led to restructuring in one department, which resulted in higher productivity, less friction, and a significant jump in team engagement.

"I chose to join the team at Kapilendo after taking the Bunch assessment, because it showed me I could really contribute not just my energy and my time to this job, but my values to this team. It felt like the confirmation I needed that this was the environment for me."

- *Gina Göring, Account Manager @ Kapilendo*

In regards to hiring, Kapilendo is now consistently using Bunch to help hiring managers better prepare for interviews and make conscious hiring decisions. Since the start of the project, Kapilendo has hired 2 key new team members who easily integrated and showed high performance early on, thanks to their strong culture match.

