

 **Owner**

Culture Deck



Small businesses matter. They're the foundation of our economy and the backbone of our communities. There are 30 million of them in the U.S.

Things have gotten harder for local businesses in the last 5 years.

That's because brick-and-mortar success now depends on having a great online experience.



Mom-and-pop business owners are struggling to adapt.



OUR MISSION

**Build the platform
local business owners use
to succeed online,
starting with restaurants.**

**Major chains =
55% of restaurants**

**Mom-and-pops =
45% of restaurants**



Without them, our neighborhoods would be gloomy. But corporate chains are beating mom and pops—because of their technology.



Domino's and Sweetgreen have great sites, and apps that everyone uses.



We give every mom and pop those same superpowers.

In just 3 years, we've served **2,000** restaurants
and **3,000,000** of their customers.

**Owner has been
rated #1 in
restaurant tech:**



Marketing automation



Website builder



CRM



Online ordering



App

**Long term, our vision goes
beyond restaurants...**



Owner will become the generational company that every local business owner knows, trusts, and relies on as their superpower.



To achieve our vision, we need an exceptional team.



A strong culture helps us build that exceptional team. It's the values, beliefs, and behaviors we share. And it's not for everyone!

Owner

**It makes Owner the best place
for a certain type of person.
But not for most people.**

We're intense. We're extreme. We understand that not everyone will align with our approach. We're open about how we work, and the expectations we have of each other. We welcome people to decide for themselves whether we're a fit.

If not, that's okay – no judgment!

**We have 5
company values.**

They describe **who
we aspire to be.**



Obsess over customers



Move fast



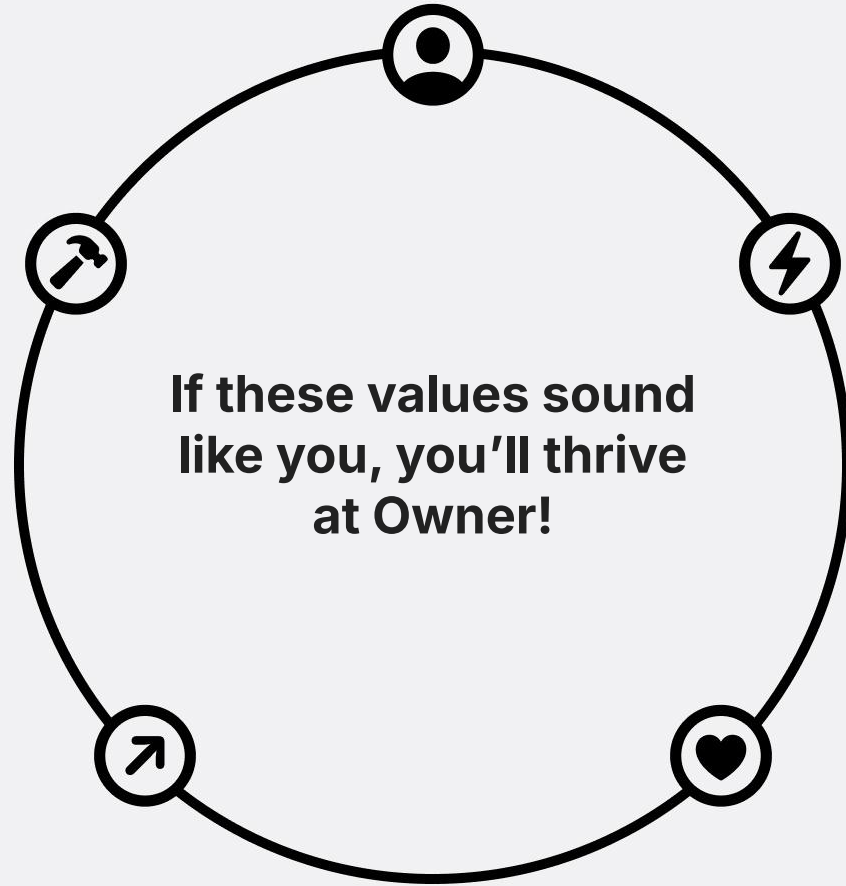
Bring good energy



Scale yourself



Build as an Owner



**If these values sound
like you, you'll thrive
at Owner!**



Obsess Over Customers



**What do we mean
by "obsess"?**

**Hundreds of customers
have our CEO's personal
cell number.**

**Our CTO speaks to more
than 10 customers a week.**

**No matter their title,
nobody at Owner is above
our customers!**

We prioritize customer success.

We make decisions by asking, "What's best for our customer?"

Then we work backward from there. What the customer needs is more important than what we prefer, personally or even as a team.

Customer



Team



Me



"I would've never been able to make it without Owner."

Timirie Shibley, Doo-Dah Diner

Our work matters because people's livelihoods are at stake. Family legacies. We each have a part to play in protecting them.





Move fast

**Because every day matters
to our customers.**

**Like Yuliana, who came to
Owner as her last resort—
after nearly closing her
doors.**

**Now, thanks to our
platform, she's opening her
second location.**



**And we believe startups live or die by
their rate of execution.**

Bureaucratic corporations

Owner



Speed is our advantage.

**We set aggressive timelines that the
world tells us are impossible.**



**We don't let external folks set our timelines —
whether they're vendors, restaurant partners,
or even other teams.**

**We set our own timelines and find a way
to make them happen.**

We default to thinking in hours and days — not weeks and months.

**Whenever we hear that “end of week”
phrase, we ask ourselves:**

**Why Not End Of Day?
TODAY**

Just asking that question helps us get things done faster.



"9 to 5" suggests we don't trust you to manage your time or your impact.

Seeking "balance" suggests work doesn't energize us.

We believe making a difference through our work is a limitless energy source.

We work super hard while also taking care of our health, loved ones, and minds.

The next few slides describe how this philosophy is built in.



Nutrition




Sleep



Health



Exercise

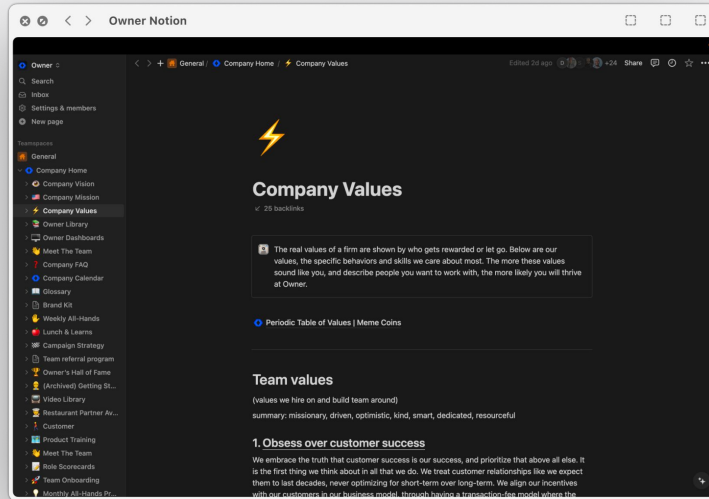


**100% remote team - no
commute required. We believe
world-class talent is distributed
around the world.**

Owner Workspace

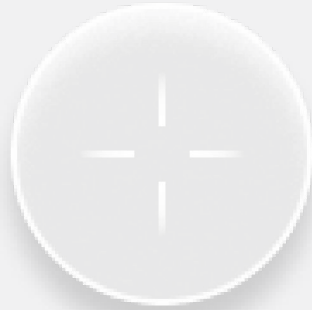
🕒	MON	TUE	WED	THU	FRI	SAT	SUN
09	Stand up				Eng Sync		
10							
11		Focus block			Focus block		
12							
13				1:1 Matt			
14				1:1 Rob			
15							

**Low-meeting culture,
with emphasis on
time for deep work.**



Async communication, documenting context behind everything. To maximize transparency and clarity of decisions.

Control over your schedule.

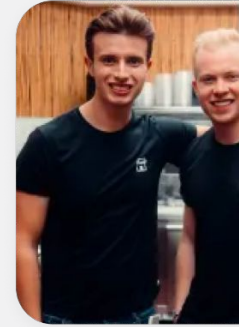
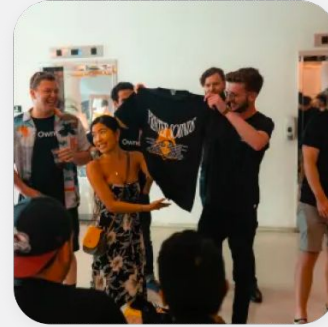


Work when and how you want.

**We trust your
judgment about when
to take time off.**



We dedicate resources to supporting our team's fitness, wellness, learning and mental health.



Book club, team retreats, gratitude practices.



Bring good energy

**We believe in good vibes. It's easier to
critique than it is to create.**

We anchor our culture around:



building



fixing



collaborating with positivity

**Good energy doesn't mean
being happy and smiley all the
time or ignoring problems.**

**Good energy means giving and
receiving feedback openly,
because feedback in good faith
is a sign of caring and optimism.**

Bringing good vibes is an intentional practice



**We leave
divisive stuff
at home**



**We actively
discourage
gossip**



**We focus on
solutions**



**We value and
listen to all
voices, not
just the
loudest ones**

One of our most important traditions is our weekly gratitude exercise.



It's both a written (in Slack) and spoken (at All-Hands) tradition that everyone participates in.

**And it's not just a
feel-good thing — it's
backed by science.**

**Gratitude exercises
re-shape brain patterns,
leading to improved
focus and emotional
well-being.**





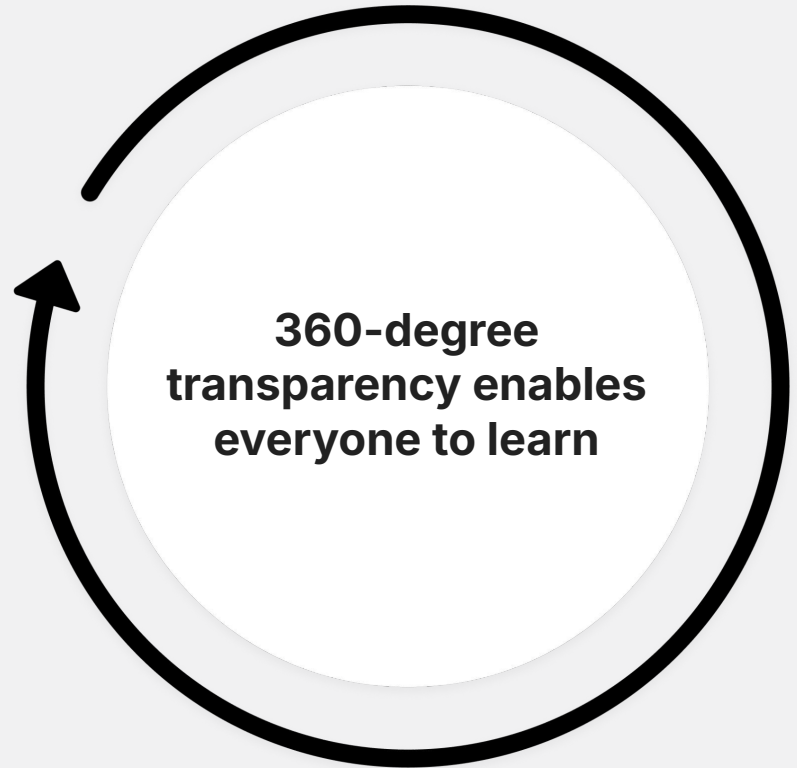
Scale yourself

**We share almost everything,
even things that could call into
question our own decisions.**

**As the company grows, we
learn from mistakes—others',
and our own.**

**That's a big part of what it
means to scale yourself.**

**We make information available
to everyone in the
company—and, often, beyond.**

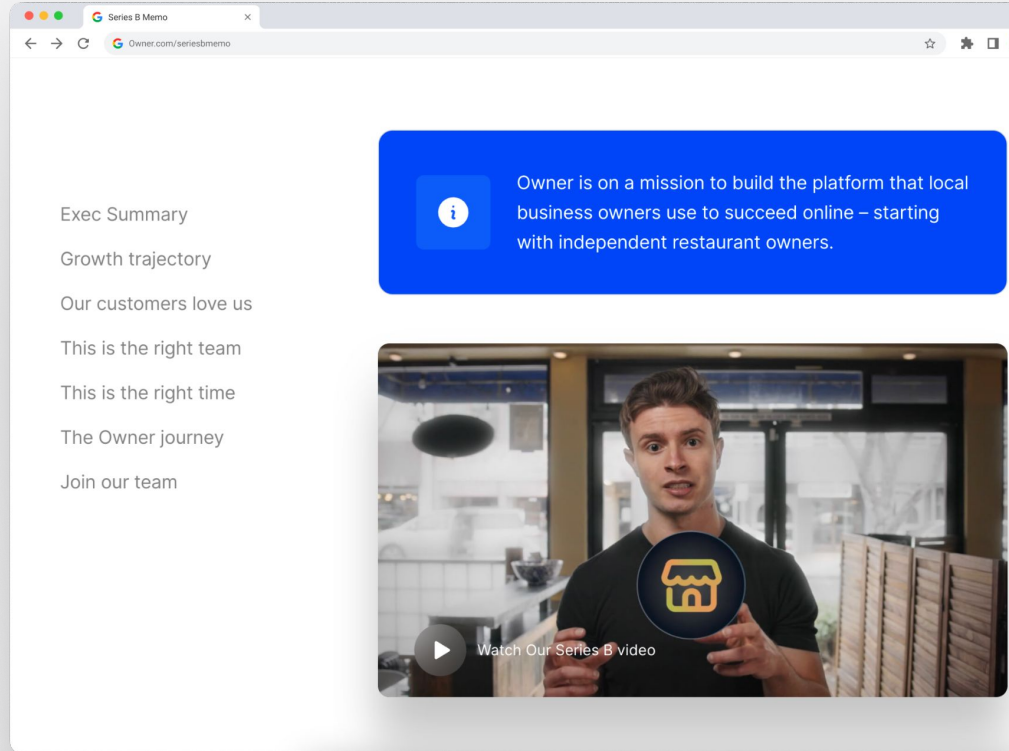


We're radically transparent. For example, we published our Series B memo, including:

- **Investor slides.**
- **Roadmap.**
- **Live walkthroughs of our financial model.**

Most startups would only share this information with a small group of investors.

If we're willing to share all that with 500,000 strangers, imagine what we share internally!



Series B Memo

Owner.com/seriesbmemo

Exec Summary

Growth trajectory

Our customers love us

This is the right team

This is the right time

The Owner journey

Join our team

Owner is on a mission to build the platform that local business owners use to succeed online – starting with independent restaurant owners.

Watch Our Series B video



Owner Employee
NDA

We protect information only when it is legally required, or private personal information.

Example: Information covered under a Non-Disclosure Agreement (NDA).

Example: Individual compensation data. It's not completely ours to share.



Learning & growing is another part of scaling yourself.

The first thing that we look for in new teammates is the ability to learn fast.



To us, reading represents a superpower: condensing years of hard-won lessons into a few hours.



We constantly seek out insights from people who know more than we do.



But we know not everyone is able to scale at the same velocity.

So like Netflix, we also believe...

"We're a team, not a family. We hire, develop and cut smartly so we have stars in every position."



Build as an Owner

**We operate
like the
business
owners we
support**



**We know the
team's success
depends on every
one of us**



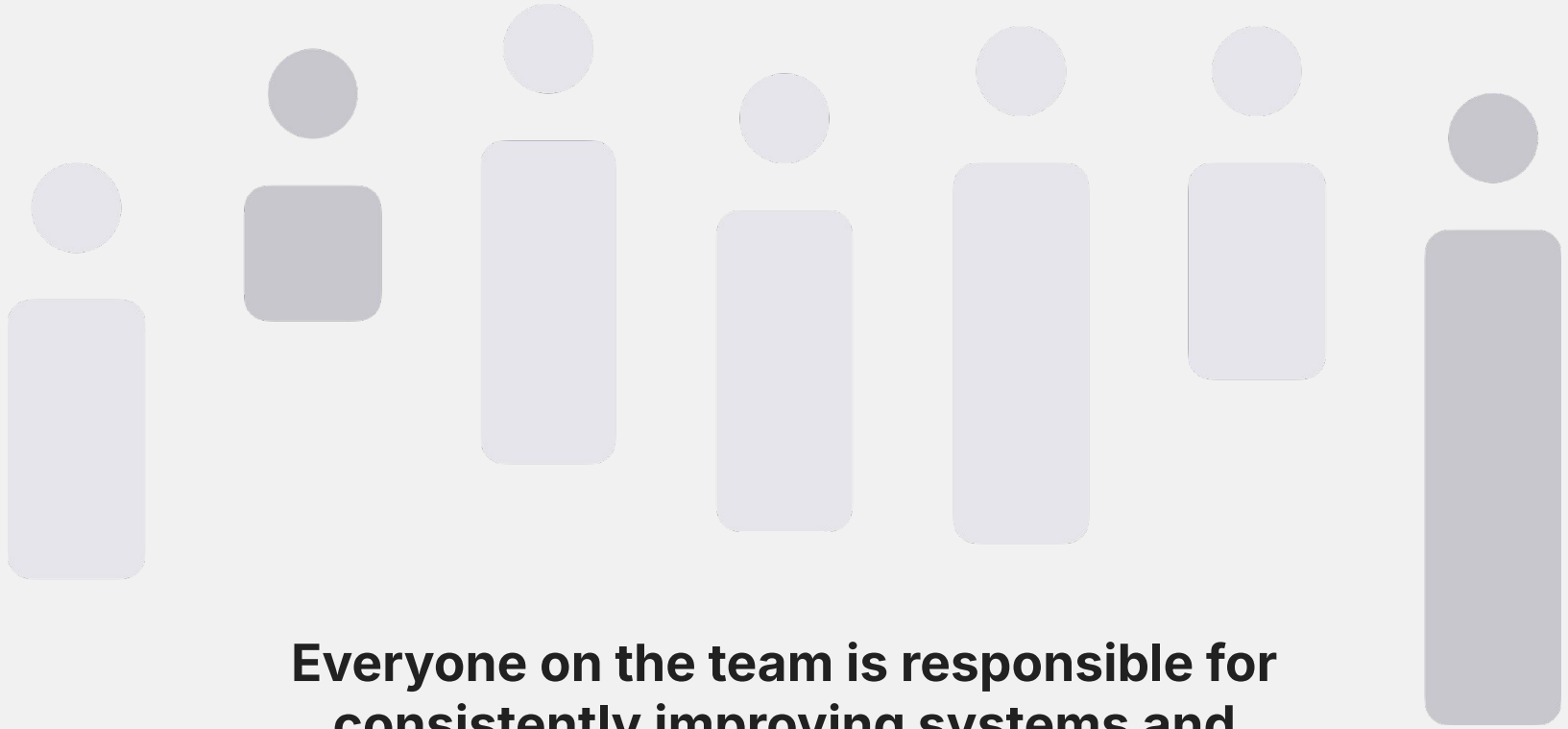
**We spend
company money
mindfully, like it's
our own**



**We build for the
long term**



**We never think or
say "that's not my
job"**



**Everyone on the team is responsible for
consistently improving systems and
improving the company by 1% every day.**

We trust people on our team to do what they think is best for Owner, giving them freedom and information to support their decisions.

freedom

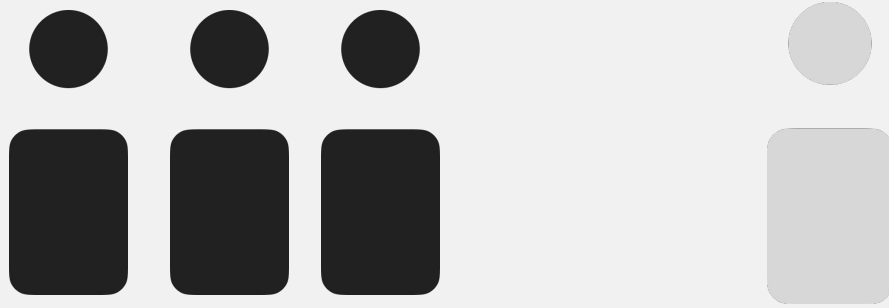


information

ownership

We feel ownership that pushes us to always go above and beyond to make our business better.

**WE DON'T PUNISH THE MANY FOR THE
MISTAKES OF THE FEW.**



Just because someone made a mistake years ago doesn't mean we need a policy. We only protect against really big stuff. We don't have pages of policies and procedures.

Owner Values



Obsess over customers



Move fast



Bring good energy



Scale yourself



Build as an Owner

**THANKS FOR READING!
WE WERE INSPIRED BY:**

The Netflix Culture Deck (McCord & Hastings), HubSpot's Culture Code, Google's People Ops Team, and countless others on the web.

Made by



DEAN / ADAM