

NovaMente Soluções Cognitivas

Document 01 — Mission, Vision & Values

Version 1.0 · January 2025 · HR & Culture Department

Introduction

This document establishes the foundational pillars of NovaMente Soluções Cognitivas — our Mission, Vision, and Values. These are not decorative statements; they are the strategic and cultural compass that guides every decision we make, from how we build our product to how we treat one another on a difficult day.

Founded in 2019 in Florianópolis, Brazil, NovaMente was built around a simple but urgent observation: organizations invest heavily in performance and productivity, yet routinely overlook the psychological health of the people who make all of that possible. We created MindFlow, our B2B SaaS platform, to close that gap. Everything in this document reflects why we exist and where we are going.

All employees, contractors, and leadership are expected to be familiar with this document. It serves as the anchor for our culture, our hiring decisions, our product direction, and our accountability framework.

Our Mission

"To humanize the corporate environment by making mental health support accessible, intelligent, and embedded into the daily rhythm of work — so that people can bring their whole selves to what they do."

What This Means in Practice

Our mission is not an aspiration for the distant future — it is the operating principle for today. Every feature we ship, every client we onboard, and every internal policy we write must be evaluated against this statement. If a decision does not contribute to humanizing the workplace or expanding access to mental health resources, we need a very compelling reason to pursue it.

The word "intelligent" in our mission is deliberate. We believe technology, when thoughtfully applied, can amplify human connection rather than replace it. Our AI models do not diagnose or prescribe — they surface patterns, reduce friction, and help HR leaders make more empathetic decisions with better information.

The phrase "bring their whole selves" reflects our commitment to psychological safety. People perform best when they are not carrying the weight of concealing anxiety, burnout, or emotional exhaustion. NovaMente exists to create the conditions where that concealment is unnecessary.

Our Vision

"By 2030, to be Latin America's leading platform for corporate mental health — recognized not only for the technology we build, but for the cultural change we inspire."

Unpacking the Vision

Our vision has a time horizon, a geographic scope, and a dual measure of success. We are not chasing market share alone. We want to be known for something harder to replicate than software: the cultural movement we helped build.

Latin America's Leading Platform. We are starting from Brazil, but the problem we are solving is universal across the region. Our roadmap includes Spanish-language support, regulatory compliance for markets such as Mexico, Colombia, and Argentina, and partnerships with regional HR associations. Leadership is defined by depth of impact, not just revenue.

Recognized for Technology. Our MindFlow platform must remain at the technical frontier — predictive analytics, privacy-preserving AI, and seamless integrations with existing HRIS tools. We invest consistently in our engineering and data science teams because the product is the promise.

Recognized for Cultural Change. We want NovaMente's name to be synonymous with the movement that changed how Latin American companies think about employee wellbeing. We publish research, host events, and measure our success partly by how many organizations permanently change their internal culture after working with us.

Our Core Values

Values are behavioral contracts. They describe how we act when it is difficult, not just when it is convenient. The five values below were defined collaboratively with the founding team and validated in our first all-hands in 2020. They are reviewed annually.

1. Empathy First

We lead every interaction — with colleagues, clients, and users — by genuinely trying to understand the other person's perspective before offering a solution. Empathy is not a soft skill at NovaMente; it is a professional requirement. In product decisions, it means we talk to users before building. In team dynamics, it means we create space for people to express difficulty without judgment.

2. Radical Transparency

We share information openly, including the uncomfortable kind. Financial results, strategic pivots, and organizational challenges are not reserved for leadership. Transparency builds trust, and trust is the foundation of every high-performing team. We are open about the 'why' behind every significant decision, even when that decision is difficult to communicate.

3. Intentional Autonomy

We hire capable adults and trust them to manage their work, their time, and their methods. Micromanagement is incompatible with our culture. Autonomy comes with accountability: each person is expected to communicate proactively, meet commitments, and ask for help before a problem becomes a crisis. Freedom and responsibility are inseparable at NovaMente.

4. Real Impact Over Vanity Metrics

We measure success by the tangible difference we make in people's lives — reduced burnout rates, earlier mental health intervention, more humane workplaces. Internally, this means we prioritize meaningful work over busywork, and we regularly ask: 'Is this actually moving the needle for someone?' If the answer is no, we stop.

5. Sustainable Excellence

We pursue high performance in a way that is sustainable for our people. We do not glorify overwork. Excellence at NovaMente means delivering outstanding results consistently over time — which requires rest, boundaries, and a structure that supports longevity rather than burning through talent. We practice what we sell.

How We Live These Values

Declaring values is easy. The harder work is making them observable in everyday behavior. Below are concrete mechanisms NovaMente uses to ensure these values remain active rather than decorative.

Hiring and Onboarding

Every interview process includes a structured values-alignment conversation. We evaluate how candidates have demonstrated these behaviors in past roles. During onboarding, new hires spend dedicated time with each department leader to understand how values translate into decisions specific to their area.

Performance Reviews

Our semi-annual review cycle evaluates employees on both results and how those results were achieved. A person who delivers outcomes by violating team trust or undermining psychological safety is not considered a high performer at NovaMente, regardless of output metrics.

Annual Values Audit

Once a year, the HR and Culture team facilitates an anonymous all-company survey asking employees to rate how consistently each value is practiced — by leadership, by teams, and across the organization. Results are shared transparently in an all-hands meeting, and concrete action plans are published within 30 days.

Leadership Modeling

We hold our C-level and department heads to a higher standard of values adherence, not a lower one. Leadership behavior is the single most powerful signal about what is truly valued in an organization. We discuss this explicitly in leadership development sessions and in board-level conversations about company culture.

A Note from Leadership

"We built NovaMente because we believe the future of work is more human, not less. Every line of code we write, every partnership we form, and every policy in this handbook is an attempt to live that belief out loud. We do not always get it right — but our values give us something to return to when we drift. A shared language for accountability and a shared commitment to doing better. Welcome to NovaMente."

— The NovaMente Founding Team, Florianópolis, 2025