



## ABOUT PRODUCTIVITY

Often people think about productivity as how much time was spent on a task, instead of how much value was generated from their work. Someone who spends some more minutes in the office is perceived from society as more productive than others. In reality, what matters are just the results.

We believe (and studies have shown it), that working in the office implies many distractions and interruptions from colleagues, managers, and so on. Therefore, it is not a healthy environment for productivity. Maximum productivity can be reached by following some simple principles, like for example working in the right place and at the right time.

To apply these principles (see more: <https://flashbeing.com/manifesto/>) many different tools are generally used. There are tools to communicate, tools to share files, tools to set events, etc. But most of the time people get even less productive than they would be in the office. The reason for that is, that people don't have a single point of focus to organize their day, but they need to switch from one app to the other, in order to access a file, create a kanban board or communicate with their teammates. In addition, different teams usually use different tools, which implies having to learn each one of them and having (and paying) dozens of different apps that do the exact same things.

## THE FLASHBEING PLATFORM

As promoters of the next-gen work culture, we created FlashBeing. We provide a personal all-in-one tool that allows agile workers to organize their projects digitally, all from one place and which connects different teams and companies.

Projects can be private, i.e. for personal organization, for the team or with the client. Each project contains a structured conversation channel, where each topic is published as a different post and discussed in a comment section. For projects that include clients, there are two different channels, one that is specifically for the communication with the client, the other one is for the team and is of course hidden to the customer.

Members that were included in the FlashBeing project but are not subscribed to it are notified by email. They can simply reply to the message and the response gets integrated automatically in the discussion. Plus, they can access the project through a link and have full functionality, without the need of being subscribed, downloading an app or installing a software.

Projects contain also an archive to upload and share files, a calendar to organize meetings, events and set deadlines for tasks. One aspect that is crucial for great work organization is indeed breaking down the goals into tasks. Each FlashBeing Task includes a time-tracking feature as well; this is also very important. It makes workers conscious about the time that is being spent for each activity. Studies have actually shown that humans are very bad at making time predictions but also very bad at guessing how much time they spent on something.

Data resulting from time tracking is shown in an Analytics section. From there, the total working time, working time by week, month or year is displayed, divided by task, member and type of activity. This not only helps to make people conscious about time, but also to calibrate future predictions and automatically calculate costs of execution.

You can imagine that for companies and managers it is very difficult and time consuming to track all projects. Therefore, we introduced Organisations, where projects can be grouped together. Analytics, statistics and calendars are reported in a single place. Of course, this feature is not limited to managers but is available for everybody.

But all gets started on the personal Dashboard: each user has a recap of the upcoming events and of the active and expiring tasks that have been assigned to it. Additionally, there are visualizations of work load and personal analytics for work time and earnings.

## WHAT ABOUT THE OTHER TOOLS?

As already mentioned above, tools that are currently on the market are often counterproductive. Each tool focuses on solving one particular problem, which leads to a poor organizational flow and the total absence of a point of focus, because of the need to switch from one tool to the other. And because those tools create separate networks, usually limited to a company or team, it becomes necessary to continuously switch between them and learn each one. It becomes clear that costs rise dramatically and productivity sinks.

At a significantly lower price, compared to other services, we provide an all-in-one solution which does not need any extra integration. A FlashBeing account is FREE. Our users will just pay for the projects they need, starting from €1/project/month and, once they are finished, they can archive them and pay even less.

Compared to other services, the big difference is that people will pay just when they are really making profit. The price is automatically fitted to the user, based on the type, the size and the number of projects it works on. In addition, because the platform already includes all the necessary features for agile workers, the distractions of switching apps are removed and it becomes easier and faster to reach incredible levels of productivity.

Apart from that, we all know the biggest pain in business: managing clients. And especially the frequently changing requests of the clients. The main problem is that they usually do not want to subscribe to new services or install new apps and softwares. Therefore, it is usually nearly impossible to integrate client management into the work pipeline. FlashBeing does that.

The client gets integrated directly into the workflow without the need to subscribe. FlashBeing becomes simply a professional portal for the client, where he can follow the status of its project and communicate with the team. Either through the link or replying to the automatic emails.

## MISSION NEXTWORKERS

FlashBeing has the mission to change the way people work and how they organize themselves in their business life, which has also an enormous impact on their personal life. FlashBeing's users acquire an organization/agile working platform that will be with them for their entire life. They will be able to join different work environments dynamically, while keeping everything summarized on their personal dashboard.

A person who joins the next-workers' culture(1) invests in its future, learning and embracing a tool that will be there for its entire life, helping it to be more productive, more happy and more satisfied with his life.

Agile workers will be more efficient, autonomous, responsible, goal oriented and in general more happy. They will indeed have shorter transfer times and decreased costs to reach the office(2). Their work-life balance will be improved, increasing motivation and satisfaction levels of their lives.

This culture will not impact just agile workers themselves but entire companies. They will indeed experience an overall increase of productivity; it is said to be increased between 15% and 10X, just by implementing agile working, agile working or whatever it should be called. In addition, reduction of property costs will have a significant impact on the business.

The gains for the environment are also huge: CO2 emissions are reduced dramatically(3), together with traffic. Additionally, people will be less stressed and public transport will be used better. To conclude, being able to work from home, for example when pregnant, will finally solve gender wage inequalities? Hopefully.

(1) See the manifesto for the next-workers: <https://flashbeing.com/manifesto>

(2) On average, people spend 31 entire days traveling to work during a year.

(3) Emission savings per person of 135 kg CO2 per year could be achieved.

Source: Smart Working Observatory - Politecnico di Milano / Research 2019