

Ideal Customer Profile (ICP): The Company

- **Industry:** Tech (primarily SaaS, AI, Fintech, Deep Tech, HealthTech).
- **Location:** San Francisco / Bay Area.
- **Size:** 50 - 500 employees.
 - scaling rapidly,
 - formalizing their culture,
 - have the budget for premium benefits (already provide premium benefits, eg free lunch, snacks, gym pass, wellness stipends, etc)
 - aren't yet a large enterprise (shorter decision-making process).
- **Funding Stage:** Recently funded (Series A, B, or C)
- **Work Model:** In-office or a hybrid model (the office is positioned as a central hub)
 - DNC: 100% remote company
- **Company Culture Identifiers:**
 - "people-first" and having a "high-performance culture."
 - Their career page and job descriptions heavily emphasize company culture, growth opportunities, and taking care of their team.
 - They are actively competing with larger tech companies for top talent and use their unique culture and benefits as a key differentiator.

Phase 1 Outreach Persona: The Founder

The Initial strategy of reaching out to founders for their opinion (Patka's LinkedIn).

- **Job Titles:** Founder, Co-Founder, CEO (Chief Executive Officer), COO
- **What They Care About:**
 - **Performance & Output:** Are we shipping product fast enough? Is my team as productive as they can be? I suppose the value "unlocking the potential you already hired" will resonate with them.
 - **Talent Retention:** Losing an A-player is incredibly expensive and disruptive. They are constantly thinking about how to keep their best people engaged and happy.
 - **Competitive Edge:** How can we be smarter, faster, and more attractive than our competitors? This applies to both product and talent.
 - **ROI:** Every dollar spent must have a return. They will immediately fall in love with a 5-8% productivity boost.
- **Key Goals**
 - **Help the team perform at its best** and achieve goals faster.
 - **Hire and keep the best people** in the industry (A-players).
 - **Build a strong culture** that can handle the pressure of fast growth
- **Pain Points**
 - **When a top employee leaves, it's a huge problem** for the company's plans.

- **They spend money on "culture"** but don't see how it helps the business make money.
 - **They worry about their team burning out** but don't know how to help in a way that also helps the business.
 - **How MOD Health Solves Their Problems**
 - The <5-8%> productivity boost directly helps them reach their number one goal.
 - It's a special benefit that helps keep A-players who care about their performance.
 - It's a benefit that connects "caring for people" with "getting business results."
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Phase 2 Outreach Personas: The Buyers & Influencers

1. The People / HR Leader

Our primary buyer. They are the strategic owner of the employee lifecycle, from hiring to retention.

- **Job Titles examples:**
 - Chief People Officer / CHRO / Chief Human Resources Officer
 - VP of People / VP of Human Resources
 - Head of People / Head of People Operations
 - Director of People / Director of HR
 - Senior People Operations Manager
 - Human Resources Manager
 - Chief Performance Officer
 - Wellbeing Manager/Happiness Officer (and similar)
- **LinkedIn Keywords & Phrases:**
 - Employee Experience, Company Culture, Employee Benefits, People-First, Talent Retention, Employee Well-being, High-Performance Teams, Scaling Culture, Future of Work, DEI&B (Diversity, Equity, Inclusion & Belonging); People & Culture; People & Talent; talent acquisition; Performance Management, Return to office (RTO), Corporate Wellness, Mental Health / Mental Well-being, Resilience, Stress Management, Burnout Prevention, Mindfulness, Health Benefits, Preventive Health, Holistic Wellness, Employee Assistance Program (EAP)
- **Understanding This Persona:**
 - **Their Goal:** To build a workplace where top talent wants to come and, more importantly, *stay*.
 - **Stop key people (A-players) from leaving.**
 - **Win the fight for the best talent** and make the company a top choice for candidates.
 - **Keep employees happy, motivated, and engaged** in their work.
 - **Stop burnout** before it becomes a big problem for the team.
 - **Show the CEO** that the People team helps the business succeed.

- **Their Pain Points:** High employee burnout, losing candidates to bigger companies with modern perks. They struggle to find benefits that are both popular and have a measurable impact.
 - **"Perk Fatigue":** Employees are tired of the same old benefits; they are no longer exciting.
 - **Losing good candidates** to competitors who offer better or more modern perks.
 - **Employees are visibly stressed**, tired, and overworked.
 - **It's hard to prove** that their work brings real financial value (ROI) to the company. leadership wants measurable outcomes, not just more line items.
 - **Their team is too busy.** A new, complicated benefit is a nightmare they want to avoid.
 - **Pati Comments:**
 - *Making the office more attractive for people to come*
 - *Rising healthcare costs — especially when employers cover 100% of family premiums.*
 - *Low adoption of perks — too many programs that employees ignore or underuse.*
 - *Pressure to personalize — benefits must feel tailored without creating overwhelm.*
 - *Creating a benefit that meets employees where they are - simple enough to scale across the workforce, but flexible enough to support individual needs*
- **What motivates them?:** They believe in the power of a great culture. They are looking for modern, innovative benefits that show the company genuinely cares.
- **How MOD Health Solves Their Problems**
 - It's a **new and exciting benefit** that people will actually talk about.
 - It gives them a **strong advantage when hiring** new people.
 - It directly helps with the **root causes of burnout**, like stress and poor sleep.
 - The **5-8% productivity boost** is a clear number they can show to the CEO.
 - It's a "**zero-admin" system**. We do all the work, which is a huge help for them.

2. The Workplace / Real Estate Leader

Responsible for the physical office environment and the experience employees have within it.

- **Potential Job Titles:**
 - Head of Workplace / Head of Real Estate
 - Executive assistants
 - Director of Workplace Experience

- Workplace Experience Manager
- Office Manager (in smaller startups, this title carries a lot of weight)
- **LinkedIn Keywords & Phrases:**
 - Workplace Experience, Employee Experience, Future of Work, Hybrid Work, Office Culture, Employee Amenities, Community & Culture.
- **Understanding This Persona:**
 - **Their Goal:**
 - **Get more people to come into the office** regularly.
 - **Make the office a destination**—a place that is better than working from home.
 - **Build a stronger community** and help people connect at work.
 - **Their Pain Points:**
 - **The office is often empty**, which is a waste of money.
 - **Free lunch is no longer enough** to get people to come in.
 - **Their budget is always being questioned**, so they need to justify every expense.
 - **What Motivates Them:** They love creating vibrant, welcoming spaces. A visually appealing, high-end perk like MOD Health is a perfect fit. It's a tangible, daily reminder of the value of being in the office and a sign of a premium work environment.
 - **How MOD Health Solves Their Problems**
 - It gives employees a **new, daily reason to come to the office**.
 - It **makes the office feel more premium** and special.
 - It **brings people together** and starts conversations