**TEAMILY PRESS RELEASE ENGLISH**

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Media kit: www.teamily.com/press

**TEAMILY DISRUPTS TRADITIONAL PROJECT MANAGEMENT**

***A tool that ensures the best driver leads each stage and guides the team on what to do.***

**Amsterdam, February 16th 2016: today *Teamily* is introduced: a simple tool to help teams work better. Most projects fail or underperform. Teamily fixes this. It works like car navigation: instead of directing the car driver to its destination, Teamily provides the project team with step-by-step directions to achieve success. Teamily is unique because it combines project methodology with personality profiling to guide the team.**

**The Problem**

Everyone has experienced projects that fail or underperform. The reason that projects fail is the team. The team is not working effectively. New teams are formed all the time. These teams are joined by new members, who bring their own views and experiences to the project. This leads to unclear roles and rituals. Who should lead the team with the stage at hand? The loudest? The highest in rank? All these questions use necessary resources. Causing unnecessary problems. Teams are not using the right resources at the right time. Teamily fixes this.

**The Unique Model That Makes Teamily Work**

Teamily is based on the combination of personality profiling and project methodology. A lot of research went into decoding how change works, how projects happen and what patterns can be found in the different project stages. This was combined with research on what personality types map well with each stage of a project. The answers to these questions led to the model behind Teamily. A universal model for all projects which directs teams through a series of stages and challenges towards success.

**Have Best The Driver Lead Each Stage**

A key aspect is that with each stage and accompanying challenge the best possible driver is selected based on personality fit. Someone who is good at creating a vision of the solution may not be the one to create the concept of the product. Teamily shows the team who is best to lead the stage at hand and gives a score per team member based on fit. This is how Teamily disrupts the traditional project management function by treating project management as a role shared within the team.

**Easy Experience**

Teamily works in any browser and on mobile. The user experience is easy. A personal profile is made after answering 4 questions. This gives insight into how someone matches with the different project challenges. Once the team is on board the current stage with the challenge at hand is determined using questions about the project. Teamily helps the team tackle this challenge and ensures that the best driver to lead the team is selected with a click of the button. The tool now directs the team through the sequence of challenges on the way to success. In the project overview it is clearly stated what the challenge at hand is and who is driving it. Additionally, the list of team members and how they match with this challenge is shown. When the driver is done with the challenge the team can approve it and move to the next challenge. Try Teamily out at [www.teamily.com](http://www.teamily.com).

**Raimo van der Klein, CEO of Teamily**

*“Working in teams is part of the human DNA. We have done it for thousands of years. It is the most natural way for people to organize themselves. It is in teams that we create progress. We believe that teams are the key to solving our world’s largest challenges. Yet the tooling available for teams are limited to task management, communication and collaboration. What software is there to help you get the most out of your team? What tool provides the team with clarity and guidance on the challenge at hand or helps you make tough decisions. That is what we set out to do. Develop a tool for teams that recognizes both the individual team members and the project as two equally important components to achieve success. It resulted in Teamily, a completely unique way to help teams take steps towards success.”*

**Experienced Team, Helping As Many Teams As Possible**

The Teamily team is comprised of Raimo van der Klein, Maarten Lens-FitzGerald, Gawin Dapper and Matt Draijer. Raimo and Maarten previously founded the Augmented Reality platform Layar. Gawin was previously CTO at Phonebloks (now Google Project Ara) and Dutch Lego building champion in his teens. Matt previously founded several startups in viral marketing and referral sales.

They have been working on Teamily since the summer of 2015 under the codename CLOCK. The company is based in Amsterdam and closed an informal round this winter. The coming months will be about gaining traction and helping as many teams as possible.

**More Information**

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