SeatED
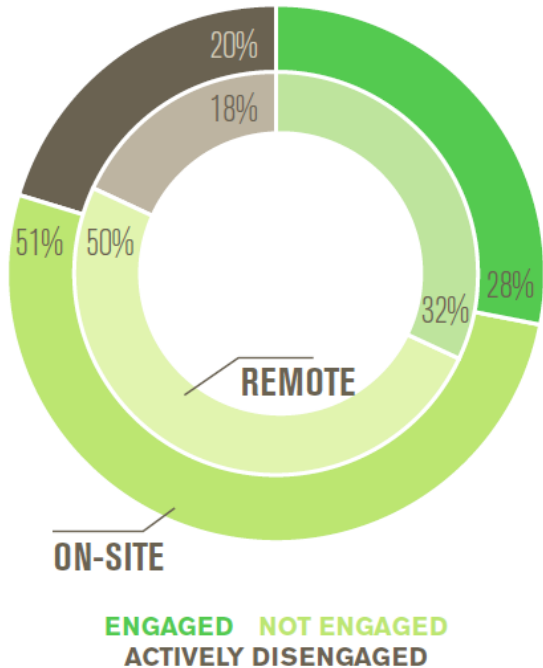
Created by Liza Keller
from the Noun Project

Increasing productivity and happiness in the workplace

70%

of US workers are not engaged at work

ENGAGED **NOT ENGAGED**
ACTIVELY DISENGAGED

Onsite workers not as engaged

Business Opportunity

9.3

Organizations with an average of 9.3 engaged employees for every actively disengaged employee experienced 147% higher earnings per share (EPS) compared with their competition

SeatED uses employee data and company specific goals to assigns seats in service based workplaces resulting in stronger company culture, collaboration and inclusiveness to boost engagement and productivity

Product

Seamless integration with existing onboarding platforms

Currently onboarding programs such as ExactHire and Workday collect extensive data about individuals including past work history, recommendations from previous employers, evaluations etc. SeatED can take any information from existing softwares and use them to assign seats to new hires or change seats for existing employees.
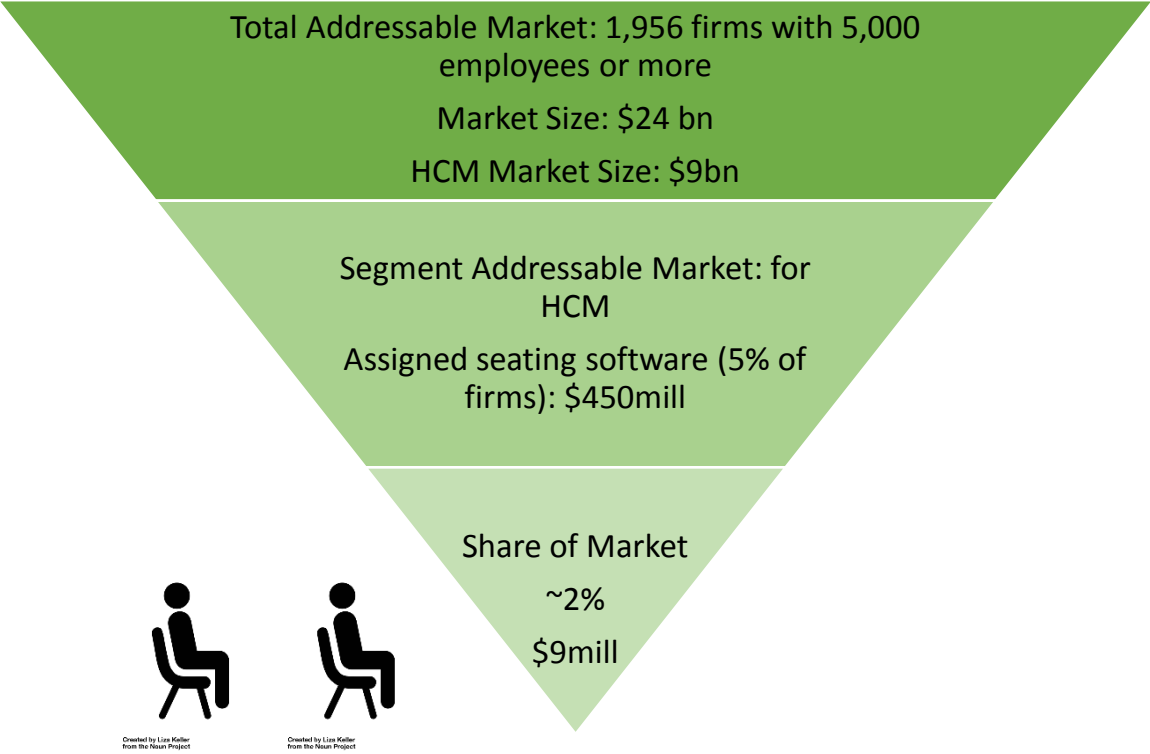
Uses already existing employee data to assign seats

Algorithm based on key words and values of each employee to further specific company goals. Qualitative data on values, skills, personality and existing connections in the firm can be pulled from resume and cover letter information

Inputs goals and company culture to customize work environments

HR enters "culture parameters". To promote a culture of mentorship, seat assignments could have analysts, associates sitting together. If the goal is to create camaraderie among new hires, seating would optimize assignments among new analysts. Goals different groups such as minorities and women feel more comfortable in previously hostile or less inclusive work environments would be more systematic and easily implementable.

Market

Total Addressable Market: 1,956 firms with 5,000 employees or more

Market Size: $24 bn

HCM Market Size: $9bn

Segment Addressable Market: for HCM

Assigned seating software (5% of firms): $450mill

Share of Market

~2%

$9mill

Competitors	Differentiating Attributes
Sociometric Solutions: social sensing platform. Using a variety of sensors, the Sociometric® Badge is capable of capturing face-to-face interactions, extracting social signals from speech and body movement, and measuring the proximity and relative location of users.	SeatED is a low cost, preventative solution. While Sociometric measures body language and movement and provides recommendations on how "complex work gets done in an organization," SeatED believes that rearranging seating assignments can further company specific goals
Rifiniti: workplace planning, used by Microsoft to monitor 150 locations, real time data	SeatED is more focused on actively implementing solutions and the software would go beyond passive monitoring by providing carefully optimized seating charts ready for use
Agilquest: Suite of products to maximize workplace productivity; business intelligence platform for workplace real estate decision making and office space planning	SeatED focuses not on real estate optimization, but more so on employee optimization. Agilquest has a BI platform that collects employee data but SeatED uses the data differently

Market Characteristics

1. Large established firms looking to improve productivity under limited budget
2. Have already implemented other Human Capital Management (HCM) solutions and have onboarding procedures for new employees
3. Clients with more open workspace layouts where most employees do not sit in individual cubicles or mainly have offices

Timeline and Costs

Months 1-3:

Recruit technical co-founder to create MVP for the software

Costs: $1000-1200 (including R&D, additional research to build out algorithm)

Months 4-5: Concept Testing, build network of clients

Month 6: Marketing to potential clients

Potential Product Pricing Models

1. Freemium model- can input up to 10 employees for free and additional employees will cost ~$50 extra per head

2. Flat licensing fee to use software, limited support (~$5000-8000)

3. Personalized recommendations for management on which goals to optimize through seating, how often to change seats etc. 24/7 support

Between ($10,000-15,000)

Team

Senior in Wharton studying Finance and Healthcare Management. Has worked in challenging workplace environments (investment banking) and at a large pharmaceutical company that faced challenges with productivity and human resource management. Interested in entrepreneurship and social impact and has founded a nonprofit fashion and custom apparel line, Hope Line Fashions which she has been running for the last 4 years. Will be starting as an Investment Analyst at Bessemer Venture Partners this July.

Looking to add additional members to help design and write the software