

Co-Star Astrology Society Playbook

Welcome to Co-Star! In here, you'll find all the information needed to thrive at the company.

About Co-Star

How do we talk about Co-Star?

Co-Star is the hyper-personalized, social astrology experience.

Meaningful Social Connection Co-Star provides a language that allows and encourages people to have emotionally intimate moments with their friends, creating deeper, more meaningful relationships. In the wake of big social media, rising depression and anxiety, and growing personal isolation, this is more important than ever.

Tools for Real Reflection The AI-powered app provides real insights needed to reflect on your life and the world around you – inspired by real-life, group texts, and how friends actually talk to each other.

Hyper-Personalized Horoscopes Co-Star uses NASA data and proprietary technology to generate hyper-personalized horoscopes. By building a complete map of the sky at the moment you were born, always knowing exactly where the stars are and updating in real-time, Co-Star gives you the tools needed to understand yourself, your friends, and the world around you.

Who works at Co-Star?

- Banu Guler, CEO
- Tim Adams, CTO
- Cerelle Centeno, Sr Director, Ops/Product
- Julie Halpin, Communications, Brand & Ops Consultant

Content Team

- Hanna Hurr, Head of Content
- Stone Parkway, Writer
- New hire TBD, Writer
- Paris Parker-Loan, Community Lead
- Sphinx Cloud, Community Ambassador

Engineering/Product Team

- Andrew Lu, Design/Product
- Calvin Hu - Android Engineer
- Kelly Wang - iOS Engineer
- Dawid Skiba - iOS Engineer

- Pavan Rikhi - Engineer
- Sam Zweig - DevOps
- Mitchell Bohman - Data Scientist

How is Co-Star funded?

Co-Star is venture-backed. To date, Co-Star has raised \$5.95 million from Female Founders Fund, Maveron, Aspect, and 14w.

About the office

Office Hours

Hours are 10:30-6:30.

Office Address

[401 Broadway #610, New York, NY 10013](#)

Holidays Office Closures

Co-Star is closed the following holidays each year:

- New Year's Day
- MLK Day
- Presidents' Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving
- Day after Thanksgiving
- One full week around New Year's, including bank holidays

Because the holidays fall on different days each year, there will be additional office closures depending on the calendar. For 2020, the office will be closed:

- New Year's Day, 1/1/21
- MLK Day, 1/18/21
- Presidents' Day, 2/15/21
- Memorial Day, 5/31/21
- Independence Day, 7/4/21
- Labor Day, 9/6/21
- Thanksgiving, 11/25/21 & 11/26/21
- Winter holidays, 12/24/21-1/1/22

Kitchen

We all use the kitchen, so it's important to keep it clean and neat. We also have team members who are vegan, have allergies, or food restrictions. Please be respectful of that.

- The office snack order gets placed each weekend and arrives on Monday morning. This [form](#) contains a list of what's consistently stocked, plus a place to submit special requests.
- We only purchase vegan food, but you can bring anything you'd like from home and store it in the fridge/pantries.
- Use the colorful knives + cutting board for non-vegan food and the black set for everything else.
- All company-purchased food/snacks/bevs are communal. If you bought something and don't want people to eat it, put your name on it.
- Be throw out any old food so our fridge remains clean and smell-free.

Cleaning

While we have a cleaning service, we share a small office and it's all of our responsibility to keep our space clean.

- Please only throw food waste away in the kitchen.
- Do not eat on the couches.
- Clean up after yourself when you prepare food in the kitchen.
- You don't have to wash dishes (but you can!). If you don't, please hide them in the drawer under the sink.
- There's a broom and dustpan next to the fridge. Clorox wipes are in the bottom cabinets.
- The cleaning services comes Tuesday/Thursday evenings and over the weekend.

Keys & Locks

- Bathroom keys live next to the front door, and both keys work for both bathrooms (as well as bathrooms on the other floors of the building). The men's room is always unlocked.
- The office manager will provide you with an office key and building ID on your first day. If you're here alone and need to step out, bring your key or be careful not to let the door lock behind you!
 - Lost your building ID? Fill out [this form](#), email it to Sphinx, and attach a pic of your state ID
 - Lost your key? There are spares in the cabinet next to the front door.

Opening/Closing Office

- If you're the first one in the office in the morning, turn on the ACs.
- If you're the last one out, make sure the ACs are off & all the lights are down (the ones under the kitchen cabinets are controlled with the circle button hanging off the microwave).
- MAKE SURE the door is actually shut behind you after you lock it!!!
- You're technically not supposed to use the stairwell after 8pm.

Office Supplies

- Spare office supplies (pens, pencils, Sharpies, highlighters, spiral notebooks, post-it notes, scissors, etc.) live under the printer and on most of the tables.
- We keep tissues, Ibuprofen, Naproxen, tampons, Emergen-C, hand sanitizer, and a first-aid kit in the right-most cabinets below the bookshelf.
- If something's low, ping the office manager.

Neighborhood Spots

- Duane Reade at [Broadway and Grand](#)
- UPS Store at [Canal and West Broadway](#)
- Printing shop: Shield Press on Lispenard and West Broadway
- Coffee: Blue Bottle across the street, Starbucks right next door
- Best lunch meeting spots: Belle Reve, The Roxy lobby, The Blond
- Best quick lunch: Gourmet Garage, Spring Cafe, Canal Street Market

Office Tech

- Your workstation starter kit will include this [standing desk](#), [Aeron chair](#), [13-inch MacBook Pro](#), [curved monitor](#), wireless Apple [keyboard](#) with number pad, wireless Apple [mouse](#), 3-drawer [file cabinet](#), and a docking station. We are happy to accommodate any additional or alternative preferences (esp. headphones, chargers, dongles, ergonomic mice/keyboards, laptop cases, standing desk mats, etc). Just send specs to the office manager.
 - *Desks, chairs, monitors and file cabinets are generally provided to those who are coming into the NYC office on a regular basis. Due to the COVID-19 pandemic, most of us have switched to remote work for an indefinite time period. If you began working at the company any time after April 1, 2020, you have only been working remotely. We will make sure you have a computer/laptop and related tech equipment. Desks, chairs and file cabinets are more difficult to ship and will therefore be considered ad-hoc.*
- WiFi: Co-Star Astrology Society, PW: thisemptinessisnormal
- Printer: to set it up on your laptop, go to [this website](#) and type "HP OfficeJet Pro 8035 All-in-One". The printer will also show up as an option on your iPhone as long as you're on the Co-Star Wifi. To print from Android, you need to use [this plugin](#).
- Phone booths: first-come first-serve, but priority goes to remote meetings and phone interviews. Shut the door and turn off the light when you're done using.
- Full-time employees are eligible to upgrade their laptop or stack every three years. Management will consider a shorter time period, but only for people with clear needs, e.g. heavy Google Sheets, backend engineering, or video production.
- If Co-Star pays for your equipment, we own it. You have to return it to the company when you leave.
- When you start working at Co-Star, we give you a company email account. Use this to create Apple and Google accounts for all work-related purposes. *You should not be using your personal accounts for work.*

How we communicate

Be direct, be open and be communicative. The software we use to communicate as a company is no substitute for an in-person conversation, but should be leveraged when needed. Internally, we primarily use Slack to communicate with each other about tasks and projects, to share files, etc. When communicating with partners, vendors and candidates, we tend to use email and video calls. We have a G-Suite account, so Hangouts is our option for video calls.

Slack

- @mentioning people on Slack is not the way to alert them to something urgent – calling them or tapping them on the shoulder is.
- Some essential channels: join #lunch to get in on food orders, #office for logistical stuff about the space and #general for updates about all things Co-Star.
- Some less self-explanatory channels: join #press to see articles written about us and #push-notifications to share Co-Star-esque content you come up with or encounter in the wild. #ideation is a good place to dump feature ideas.
- Feel free to mute things and join or leave whatever channels interest you.

Google Calendars

- Subscribe to the team [calendar](#) to stay in the loop about office-wide events.
- [Mercury](#) is the conference room calendar. Invite it to any meeting that you plan on having in the conference room, otherwise you might not get the conference room.
- Keep the office (Co-Star) calendar updated with any dates you will be out of the office.
- Your work calendar is public and searchable to anyone with a @costarastrology.com email. Use this feature to find good times to meet with other people, but don't put any personal stuff on there that you're not comfortable with everyone seeing.

Clubhouse

Each team at Co-Star uses Clubhouse differently. Your manager will walk you through when you begin.

In-Person Conversations

Do not be afraid to chat with your coworkers if you have questions or areas of discussion. Live communication is always more effective than digital.

How we meet

Co-Star has two types of all-hands meetings. Be there (or call in on the Meet link in #standup on Slack).

Retro

- Who: Everyone
- When: 3-4 on Fridays on the big couch

- What: Give props to team members then share 'lightning demos' (2-minutes, max) of what you've been working on that week.

Quarterly Planning Meeting

- Who: Everyone
- When: Once each quarter
- What: A big picture look at company performance, the quarter ahead and a brainstorm about company initiatives.

How we track performance

Company Performance

Co-Star's North Star metric is monthly active users (MAU).

At the beginning of each year, a roadmap is outlined by the executive team. It's revisited at the management level each quarter. Banu and management agree on OKRs at the start of each quarter and then the teams manage the work of the content, engineering and customer service teams monthly from our project management software, Clubhouse.

While most of our user data (think: usernames, birthdays, friends, whether a user receives PNs) in our PostgreSQL database. This data is used to generate horoscopes across our apps.

Firebase is the software we use to track front-end, in-app usage across both iOS and Android. Firebase also enables us to AB test new products and features before they are deployed live to all users. We review basic engagement and conversion events in Firebase. For instance: how many people viewed their updates today, or how many people took a screenshot in the past 6 months.

Big Query, by default, captures all Firebase data. We use it as a data warehouse by importing some of our Postgres tables, which allows us to query across sources to paint a more comprehensive picture of how our users engage with Co-Star. For example, what's the average age of someone who took a screenshot last month.

Individual Performance

We work hard to ensure all employees understand how they are performing in their roles and what growth looks like.

- Annual Performance Reviews: A 360° look at your performance for the year, along with a conversation about growth and goals.
- Quarterly Check-Ins: A scheduled check-in with your manager to track performance against your annual goals.

About our benefits

Co-Star uses Trinet to manage our benefits. Because we do not have an in-house human resources staffer, we rely on them to work with our team to answer questions and walk you through the benefits process. You do not ever have to worry about accessing them too much or asking too many questions.

Do not hesitate to call them directly if you want to figure something out: 800.638.0461 Monday- Friday, 3:00 a.m. - 9:00 p.m. PT. Their help desk is actually helpful! If you run into a wall or are confused, please speak to us and we'll do our best to help.

Via Trinet, all Co-Star employees can:

- Research, compare plans and enroll in medical, dental, vision
 - Health insurance is VERY confusing in the United States. Speak to Trinet to get all of your questions answered. And get as informed as possible, they are there to help you.
- Set up your 401k
- Transit benefits for pre-tax metrocards

About our policies

Harassment & Discrimination

We prohibit any form of discrimination and harassment in the workplace, including harassment based on sex or any other personal characteristic protected under federal, state or local law, along with any other kind of rude or bullying behavior based on people's identities (and zodiac signs). We are committed to taking all reasonable steps to prevent and address such behavior. Our commitment extends to all persons involved in our operations and prohibits unlawful discrimination and harassment by and against employees, interns, job applicants, contingent workers, vendors, others providing services in the workplace pursuant to a contract, clients, volunteers or visitors.

If you have further questions, you can read more here: [Harassment & Discrimination Policy](#)

Social media

Whether you like it or not, your personal voice represents Co-Star. If you say something racist, make fun of Co-Star users, or do anything else that the company can get in trouble for, we will take immediate action.

Vacation

We currently offer unlimited PTO in order for our team to enjoy work/life balance. And we encourage all employees to take vacation.

In order to ensure not too many employees are out at a given time, we ask that you request your time off at least two weeks prior if it is two days or less, and at least four weeks prior if it is more than two days. Co-Star reserves the right to say no to a vacation request if it takes place during a period when too many employees are already off or during a key business moment.

Work from Home

Employees can work from home as needed. However, work from home is not the same as vacation or sick time. You must adhere to office hours, be available, and working as you would if you were in the office.

Sick

If you are sick, stay home! We do not want sick employees in the office. If a team member is out sick very frequently or for a long period of time, we may ask for a doctor's note.

Pronouns

We do not require consistency with names, genders or pronouns. We prioritize employee autonomy in those subjects. We follow the lead of our employees and encourage everyone to do the same. Our goal is to make sure all of our employees feel safe and fairly represented, both internally and externally.

- We use the gender neutral ["they"/"them"](#) pronouns for nonbinary people. In the gender neutral sense, 'they' refers to just one person. [Merriam Webster](#) is with the program.
- It doesn't matter if you get it or care about it, just think of it as another component of a person's name. When you misgender someone, it's like just mispronouncing their name – the first time.
- Don't call someone who's non-binary a boy/girl/man/lady/mailman/etc. Just say human and find something more interesting to talk about.
- How to correct & be corrected: "She did this stupid thing" – "they" – "oops, they did this stupid thing." It's not a big deal, so don't make it a big deal.

Finance

Expenses

The only rule is: do what's best for Co-Star. It's in our interest that you find new ways to learn and expand your understanding of the world.

You can expense:

- Books (they need to end up on the bookshelf once finished)
- Office supplies
- Team-building outings
- Networking
- Industry events
- Educational programming
- Conferences
- Courses

If the expense is more than \$200, please get prior approval from your manager.

How do you go about expensing things?

- Option A (preferred, by a lot – reimbursements are a pain for our bookkeepers): Ask a member of the executive team for access to their company credit card.
- Option B: keep your receipt and submit it to your manager along with an explanation of the expense.
 - Take a photo of your receipt
 - Attach it to an email
 - Add a description of the expense to the body of the email
 - Email it to your manager and cc: finance@costarastrology.com