# Executive Summary

In 2015, we want to continue to provide

# Mission Statement

Founded in 2015, Empower’s mission is to encourage people to cooperate to make each other better by offering a set of tools to provide instant, anytime, continuous feedback.

# What problem are we solving?

The current talent management problem suffers from a disdain in performance appraisals from both the owners of the process and those who are being rated. Current systems do not assess actual performance and lack frequent feedback. They also tend to be based on very little data and lack any tracking of effectiveness metrics. However, companies like Yelp, Airbnb, Uber, TripAdvisor have demonstrated that when you empower your customers to rate the service of a business, a host, a hotel, restaurant or a driver leads to building trust amongst both service providers and consumers. Empower is looking to take that same concept of enabling trust amongst service providers and consumers to rate the service or effectiveness of an employee with a simple, intuitive and easy-to-use tool.

# Use Cases

Working backwards from our customers, Empower will answer the following questions upon a successful launch:

1. Better talent management: make performance appraisal continuous and data enabled.
2. Transparent recruitment: make recruitment more transparent and cost effective.
3. Continuous improvement: empower people to help each by providing positive, continuous, anonymous and anytime feedback.

# FAQs

Working