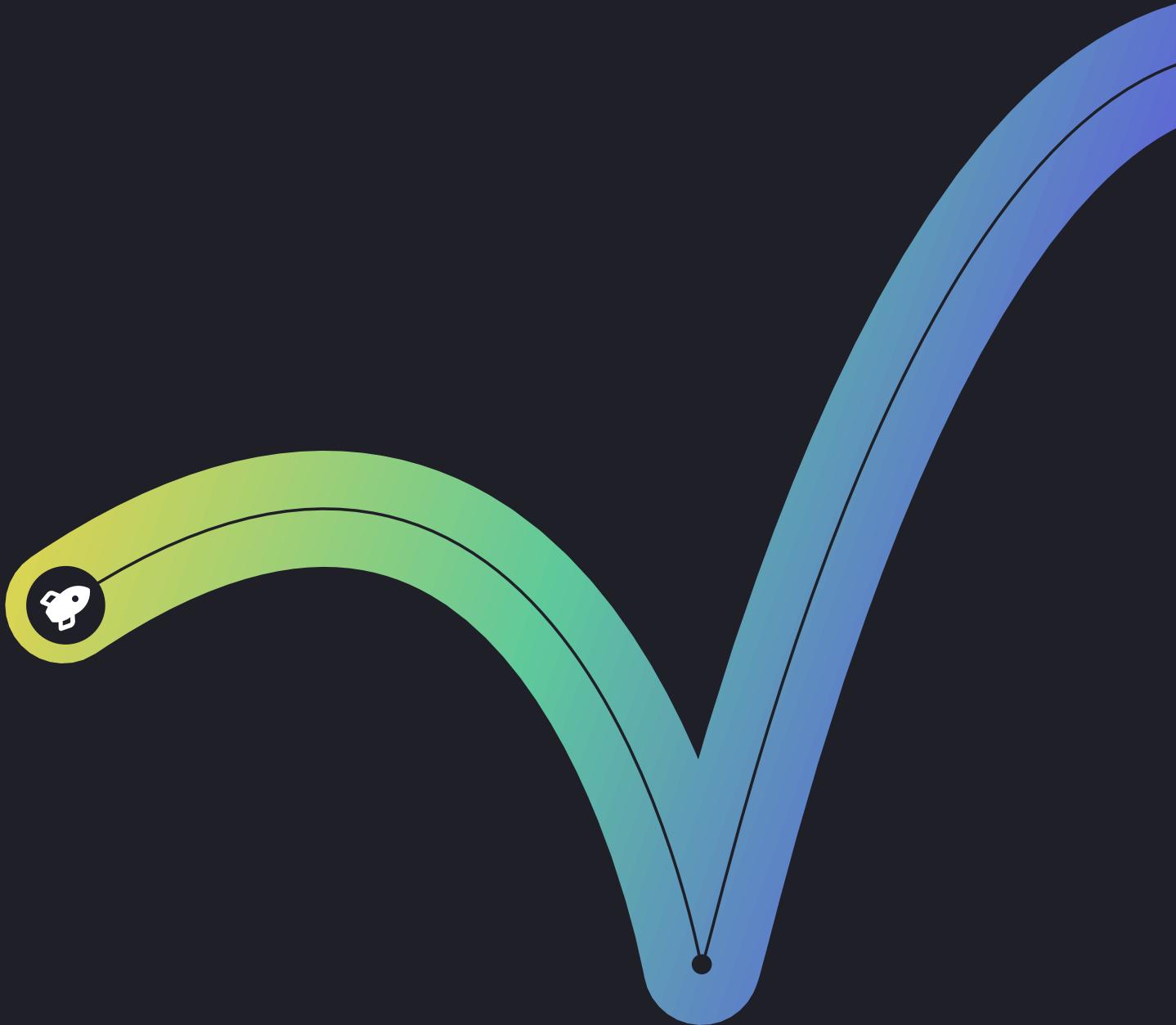


# The Ultimate Culture Book



A culture of collaboration  
and innovation

**Ultimate.**

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# The Ultimate journey

## The Ultimate origin story

Jaakko Pasanen, Reetu Kainulainen, and Markus Rautio meet at Tampere University, Finland. They found a food delivery startup, Culinar Oy, and fail.

2014

## The Ultimate idea

Bored on a Sunday, the trio takes part in a Helsinki Hackathon. Reetu sees the event support staff struggling. On a whim, he creates a demo for a support chatbot that ends up winning first place. Ultimate is born.

2016



## The Ultimate dream team

Ultimate is recommended by SAP for the Techstars program in Berlin, where they end up in Finance Associate [Sarah Al-Hussaini](#)'s portfolio. Deeply impressed by the product and ready for a new challenge, Sarah becomes Ultimate's COO.

2017

## What's in a name?

“We originally named ourselves ultimate.ai. Finns can be incredibly humble and self deprecating — in other words, terrible at marketing themselves.

That’s why we thought calling ourselves ultimate.ai was a hilarious twist: Our name would do all the showing off, so we could focus on the product. Looking back on it, I’m just glad I didn’t get my way and name us botfactory.fi.”

- Reetu Kainulainen, CEO and Co-founder



## Wowing investors

Series A: Ultimate raises \$20M, with investments by OMERS Ventures, Felicis Ventures, HV Capital, and Maki.vc.

2020

## Wowing our customers

Ultimate is a leader in the Intelligent Virtual Assistant category on G2, the top tech review platform where verified users share feedback on software solutions. Our customer base continues to grow to include global industry leaders like Vodafone, Finnair, and Zalando.

From 2023 onwards



## Wowing the world

Almost a decade later, we've created a solution that our customers trust to deliver on their automation goals, our people are genuinely proud to build, and our investors believe in. The next step in our journey? [Building LLMs](#) – the tech behind ChatGPT – into our product.

**150**

employees

**45**

nationalities

**36%**

identify as female

# The Ultimate mission and vision

Finland is known as the happiest country in the world – and we guess that's why it inspired us to dream of a world where customer service creates joy, and to write it into our vision statement that guides us daily:

**Our vision is a world  
where customer service  
is a joy for everyone.**

Customer expectations have never been higher when it comes to support, yet 68% of agents report feeling **overwhelmed**. We believe 0% should be stuck doing mundane work in high-stress working environments. Our AI-powered customer support (CS) automation helps free all agents from repetitive tasks.

At the same time, automation saves our customers time and money, allowing them to scale successfully while staying in full control of their customer experiences (CX).

So how do we bring the joy to everyone? By building the most powerful virtual agent platform in the world.



## We're the customer support platform you won't outgrow.

G2 leader



Languages supported

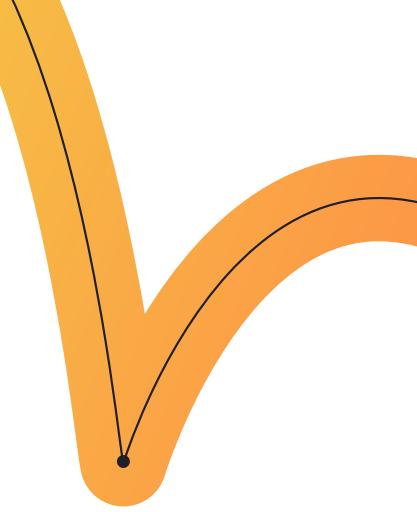
109

Potential automation rate

60%

# The Ultimate values

Honesty, transparency, and a no-ego approach to leadership have helped our team form an incredibly strong bond while building an industry-leading product. And it looks like our reviewers on [Glassdoor](#) agree! Learn more about the values that have shaped our working culture.



## Trust

We lead through context, not control, and we trust you to take ownership of and accountability for your work. When it comes to working with our customers, we are open and transparent about what our product can do, and strive to demystify and humanize AI to earn their trust.

## Impact

We empower employees to drive real impact from day one. Our product helps our customers work smart, not hard, and the same is true for our team. We prioritize those projects and metrics that matter most.

## Customer Success

Every team member contributes to our customer-first mindset through a deep understanding of our product, industry, and vision. We prioritize our customers' experience and values above all else and measure our success in terms of theirs.

## Ethics

At Ultimate, we put our teams' needs before our own and are always ready to support each other. But we also believe in using our platform to show how tech can be a positive force for people and planet. Our core mission has been and will always be a human one: to improve the lives of millions of people worldwide, from workers to customers.



# The Ultimate product

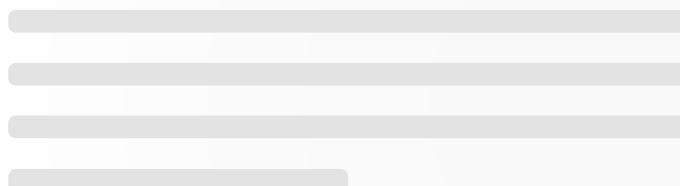
We offer automated customer support for leading brands across all their digital support channels. In other words, we help customer support teams build anything from automated email triage to customer self-service options and 24/7 chat support.

Our AI is industry-leading, our platform is no-code, and our team is constantly on call to guide our customers through

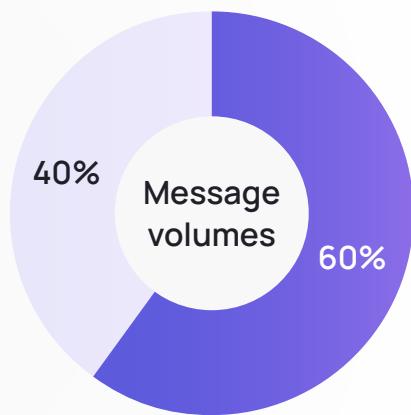
the world of conversational AI to a successful launch in under 3 weeks.

For our customers, this means building deeper connections with their customers. Automating repetitive requests not only saves businesses time and money, but frees up their human agents to focus on more complex interactions that require empathy and a human touch.

## 60% Automation Potential



Agents      AI Impact



## Who we work with

**FINNAIR**

**zalando**

**vodafone**

**TRADE REPUBLIC**

**transferGo**

**GET YOUR GUIDE**

**STITCH FIX**

**moonpig**

**LUSH**

# The Ultimate life

## Becoming an UltiMATE

Your life as an UltiMATE begins the moment you sign your contract. We'll be on hand to answer any questions you may have prior to your first official day. Whether said first day is in the office, or you're dialing in from home, your welcome hamper awaits, with custom swag, your hardware, and some treats to get you through your first few days! We also offer a generous home office budget, no matter if you're fully remote or more of an office animal. Speaking of which – dogs are absolutely welcome here, and we have a dedicated Slack channel to prove it!



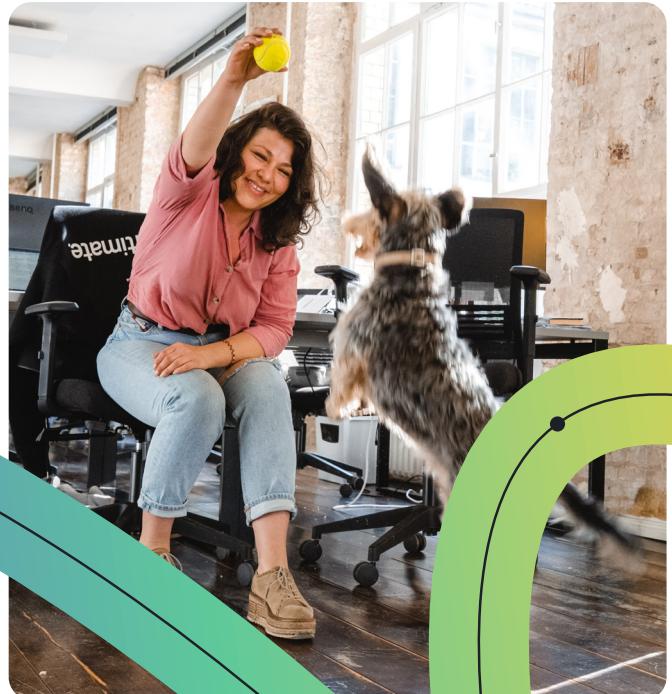
We know starting a new job can be scary, we'll assign you a buddy to help you navigate it, and even throw in a lunch on us to get to know one another! As well as opportunities to get to know your fellow UltiMATEs either virtually or IRL.

Then, it's on to 2 weeks of hands-on onboarding sessions, where you'll get to know each department

and even end up building your own bot. (No worries here, non-techies, our platform is entirely no-code!) From then on, no matter where you're based, you'll always be in the loop of what's going on in the company, and have the opportunity to shape the business and your career. From Town Halls, All-hands, and team events, to company-wide off-sites, you'll never miss a beat.

# Where we work

Our 150 UltiMATES are welcome to work from one of our 3 hubs, with flexible hybrid and remote working models available depending on your role. Led by our core value of trust, we care about output, not hours, and though we specialize in building virtual agents, we care about having fully-formed humans on our team.



# How we work

We've been dedicated to employee flexibility pre-pandemic, and we double down on that philosophy today. We're a social bunch, however. With hubs in some of the world's coolest cities, we also love to get together from time to time for backyard BBQs, Halloween parties, and company-wide offsites. Follow us on [LinkedIn](#) for a sneak peek.

## You know what else we love? Sustainability.



Our data center uses recycled water to cool its servers. This is highly energy-efficient as it eliminates the need for refrigerated cooling



We separate waste in the office and educate our employees to follow suit



Food leftovers from any of our social events are always donated to a local food sharing organization



We don't just do Weißwurst: At Ultimate, we hold Earth Day just as dear to our hearts as after work drinks.



So, yes, at Ultimate, you can have it all: The best time in the world and an eye on what truly matters for our health and the planet's. And while it's not news that a team that plays together stays together, we're not expecting you to trade in your work-life balance for a ping-pong table (though we do have one, obviously.)

We want you to flourish outside of work, too. Which is why every UltiMATE receives a yearly €/£/\$1,000 personal growth allowance to help you reach new heights and explore new hobbies, or whatever else to accelerate your personal growth.

You also have 28 days of paid annual leave to take longer periods of time to rest and recuperate outside of work.

We are committed to providing compensation that will attract top talent, and retain and reward our high-performing employees at all levels.

We are also committed to pay equity that puts the employee first. Providing each UltiMATE with stock options is another way in which we live our value of ethics: As we succeed, we want everyone to share in the spoils.



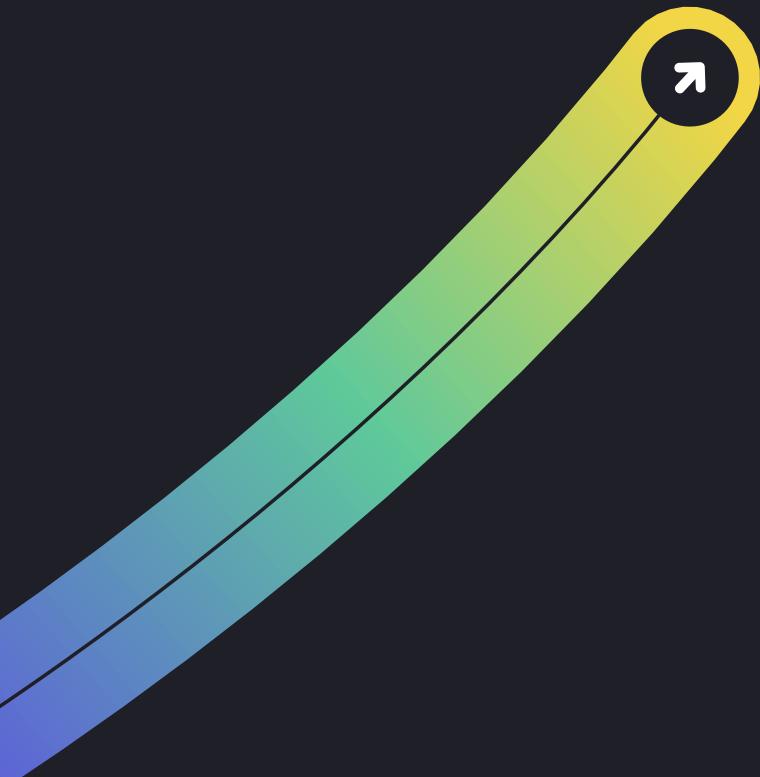
**“We understand that humans just want to connect with other humans who empathize with them and their problems. This is what drives us to create and innovate.”**

- Reetu Kainulainen, CEO and Co-founder



# Are you our next UltiMATE?

Learn more about us



Learning together,  
building together

Ultimate.