

A woman with dark curly hair, wearing a grey sweater and blue jeans, is sitting on a brown leather sofa. She is wearing large black headphones and looking at a laptop screen. The sofa has yellow and white patterned pillows. In the background, there is a window with greenery outside, a metal plant stand with various plants, and a white shelving unit with books and decorative items.

bud

Well-being through work

[getbud.co](https://getbud.co)

**Depression and anxiety** cost an estimated **\$1 trillion** per year in lost productivity to the global economy

Leaders struggle to get important things done  
without **sacrificing mental health**



Even though there are many modern methods and practices, they are **challenging to adopt.**

Retrospective

Individual  
Development  
Strategy

Week  
planning

Task  
management

OKR

Bud is the  
AI-powered **team  
management software**  
that assists leaders in  
embracing **healthier**  
management practices

The screenshot displays the Bud software interface with several overlapping panels:

- Progress Panel:** Shows "Your current progress" with a pie chart icon and a progress bar. The progress is updated from 20% to 40%.
- Check-In Panel:** Contains a table for tracking values and confidence levels.

Current value	New value
R\$ 19.000	R\$ 45.000

How is your confidence?

HIGH CONFIDENCE

About this check-in

We managed to close the contract  
! Congratulations
- Update Slider:** A horizontal slider with a green bar and a hand icon. The value is set to 45.000 out of 100.000. An "Update" button is positioned above the slider.
- User Profile Panel:** Features a profile for "Marcelo Travi", Head of Product, with a 5-star rating and a celebratory confetti graphic.

# Bud is unique because

## **Streamline and Support:**

Facilitating the Adoption of New Methods and Practices

## **Data-Driven Leadership:**

Empowering Decision-Makers to Drive Action

## **Empowering Autonomy and Collaboration:**

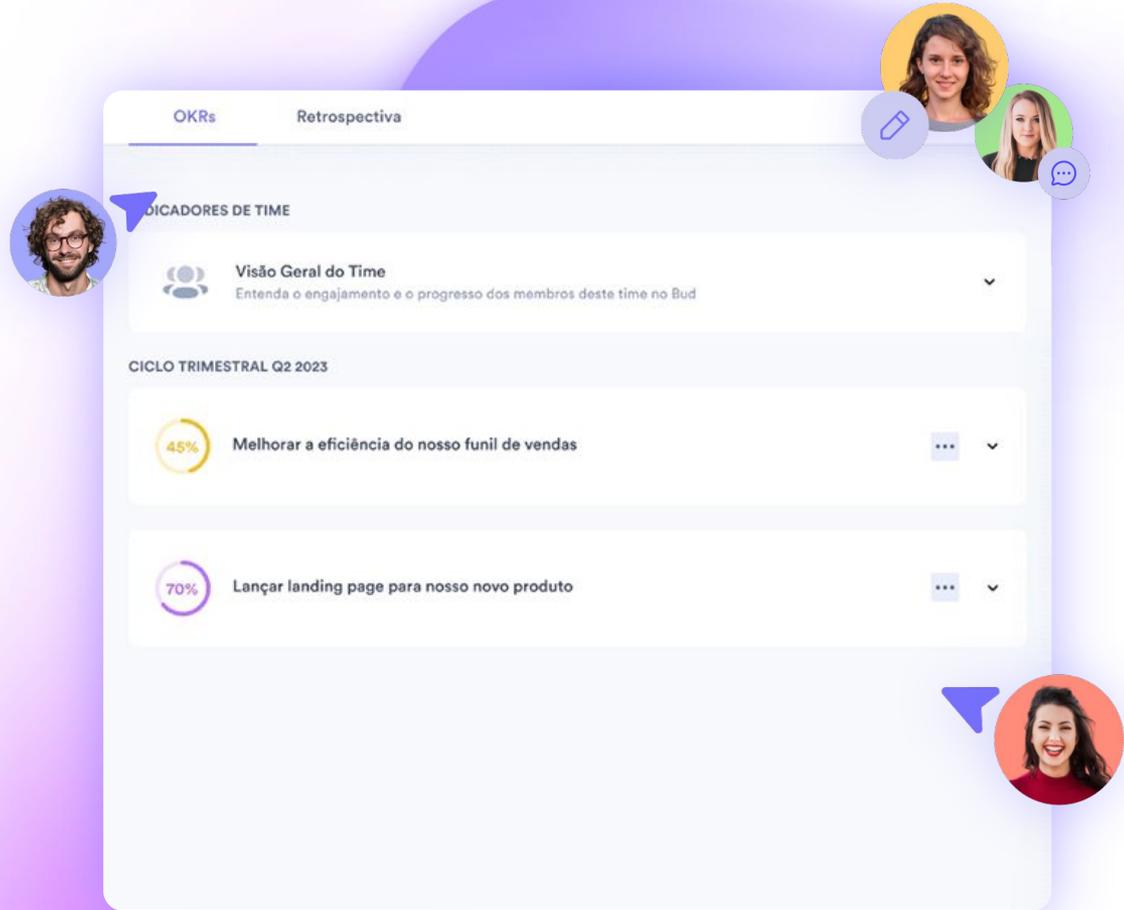
A Supportive Framework for holistic Success

We help leaders:

Bring everyone together  
**around the same goals**

Foster **autonomy** and  
**clarity** to the priorities

Stimulate **collaboration** and  
dialogue around goals

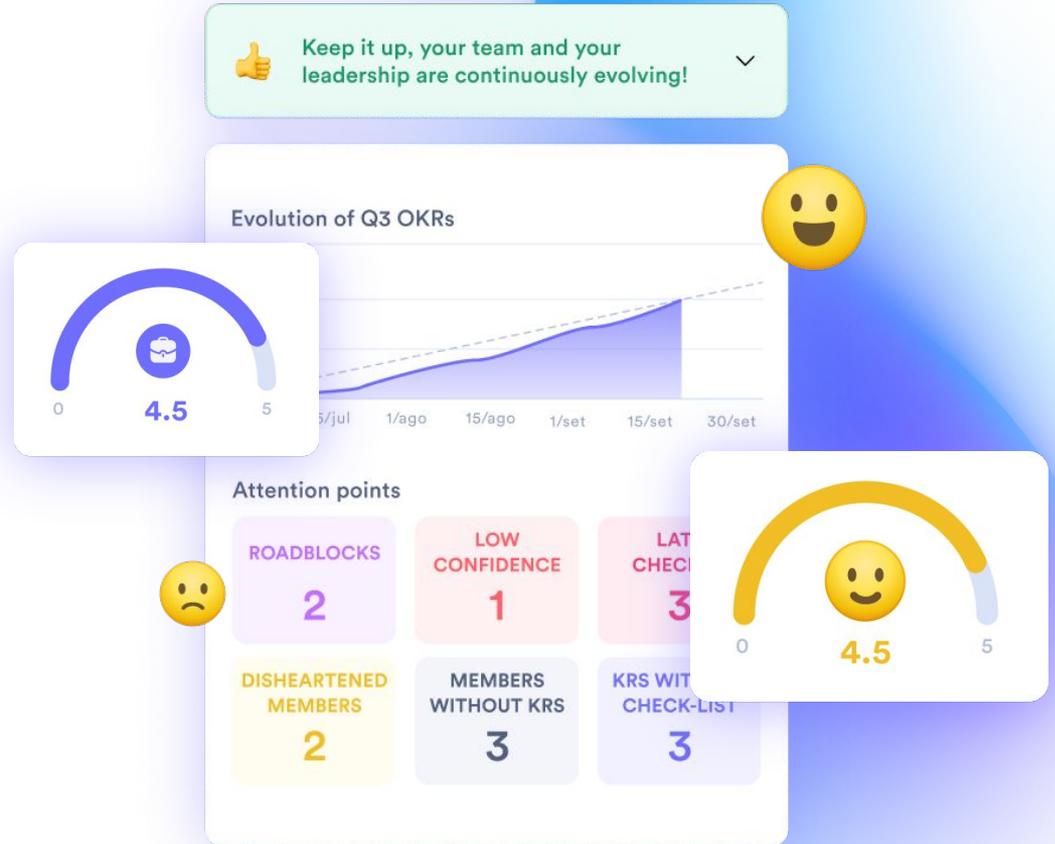


# We help leaders:

Contribute where **people need it most**

Encourage **recognition** around teams achievements

Create a climate of **care, trust** and **support**



BUD  
BUSINESS DESIGN

OKR  
OBJECTIVES

OKR  
KEY RESULTS

# How it works

The bud way of doing it :)

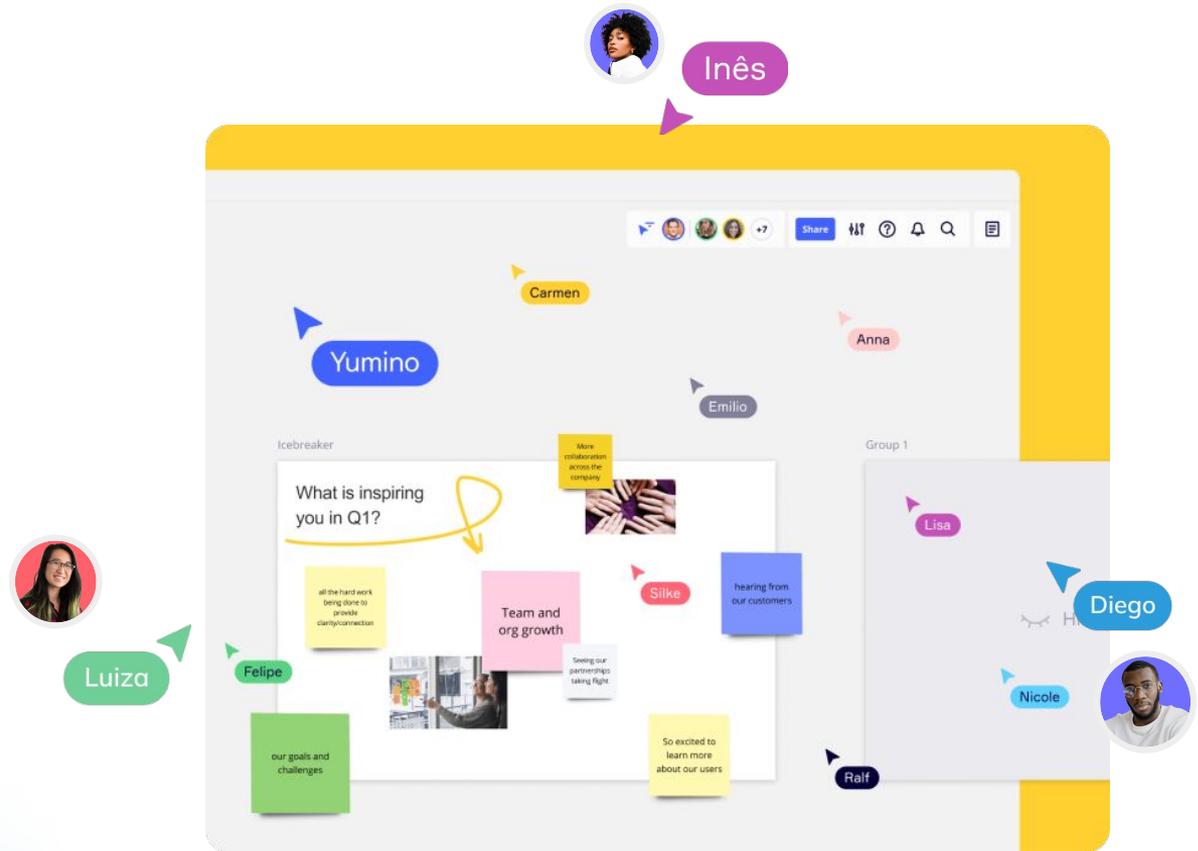


:D

bud

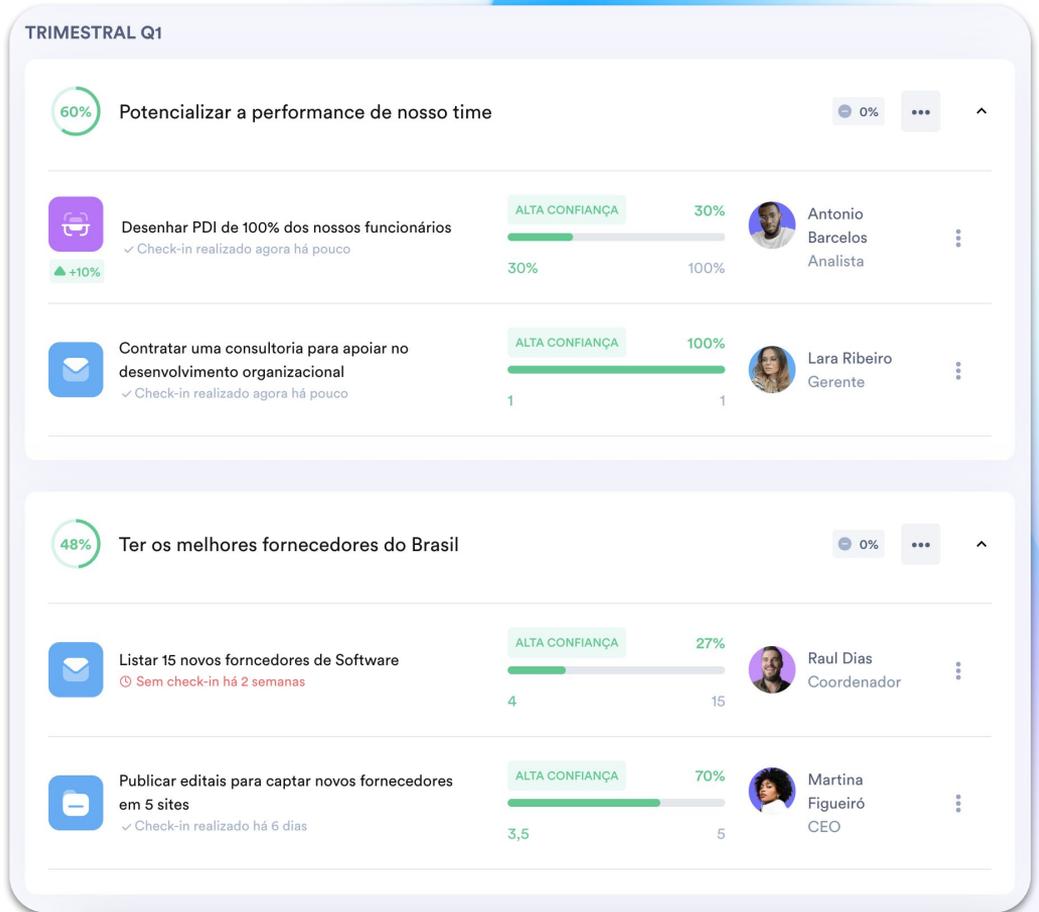
# Define the strategy, around the same goals.

Workshops that train the team and promote:  
More engaged people and teams  
Collaboration  
Autonomy and sense of ownership  
Prioritizing what really matters



# Make it happen, with a tool that simplifies the execution

Asynchronous alignment, report  
your progress in less than 1 minute  
with our check-in.



# Organize your tasks and follow the strategy closely.

Break your key result into initiatives and ensure they are followed up in your routine.

Advancing our "tech touch" journey by allowing the user to manipulate 100% of OKR content

- Hold meeting  
Aline Oliveira
- Align technical requirements with the team  
Aline Oliveira
- Exploratory research  
Aline Oliveira

+ New task

CHECK-LIST  0/2

# Contribute to your team's Individual Development Plan

Contribute to people's development journey by facilitating the construction of goal-oriented **individual plans**, real-time feedback and **inspire** them with dialogue and recognition around their achievements.

The screenshot displays the 'bud' platform interface for Rafael Oliveira, a Product Manager. The main view is titled 'My Individual Plan' and shows a progress bar for 'Preparing for Promotion to Marketing Manager' at 40%. Below this, three key results are listed:

- Advance in our "tech touch" journey** allowing the user to manipulate 100% of OKRs and Users content. Status: **LOW CONFIDENCE 30%**. Progress: R\$ 20,000 / R\$ 800,000. Last check-in: 1 week ago.
- Nurture a very active user base** as measured by a Product Stickiness of at least 20%. Status: **HIGH CONFIDENCE 55%**. Progress: R\$ 0,000 / 100,000. Last check-in: 1 week ago.
- Create presentation**. Status: **HIGH CONFIDENCE 40%**. Progress: 40% / 100%. Last check-in: 1 week ago.

On the right, a sidebar titled 'INDIVIDUAL PLANS' lists other team members:

- Rafael Barreto de Oliveira (Designer de Produto)
- Aline Mancini (Product Ops)
- Guilherme Viana (Backend)
- Larissa Oliveira (iOS Developer)

The top navigation bar includes 'bud', 'Dashboard', 'My Things', 'Explore', and a user profile for Leo Ramalho (Admin) with 57% and 46% progress indicators.

# Access all your priorities gathered in one place

Always keep in mind what needs to be done on the My Things screen, your OKRs and your tasks organized for a quick view of what you need to focus on.

The screenshot displays the 'bud' dashboard for user Martina Figueiró, CEO of ACME S.A. The interface includes a navigation bar with 'Dashboard', 'My Things', and 'Explore'. A 'Yearly Progress' indicator shows 88% completion. The 'My Things' section, titled 'These are the key results and tasks assigned to you.', contains three OKR cards:

- Advance in our "tech touch" journey** (allowing the user to manipulate 100% of OKRs and Users content): LOW CONFIDENCE, 30% progress, R\$ 20,000 / R\$ 800,000.
- Nurture a very active user base as measured by a Product Stickiness of at least 20%**: HIGH CONFIDENCE, 55% progress, \$5,000 / 100,000.
- Create presentation**: HIGH CONFIDENCE, 40% progress, 40% / 100%.

The 'MY PERSONAL TASKS' section includes a checklist:

- Fazer reunião de alinhamento com Aline sobre projeto CRM
- Preparar relatório final para reunião com diretoria até o fim da semana
- Buscar vestido na lavanderia para evento de lançamento do novo produto

Below the tasks, a message states: "You don't have any tasks yet. Create new tasks by navigating to the sidebar of your key results."

# Keep ongoing conversations about learning and roadblocks

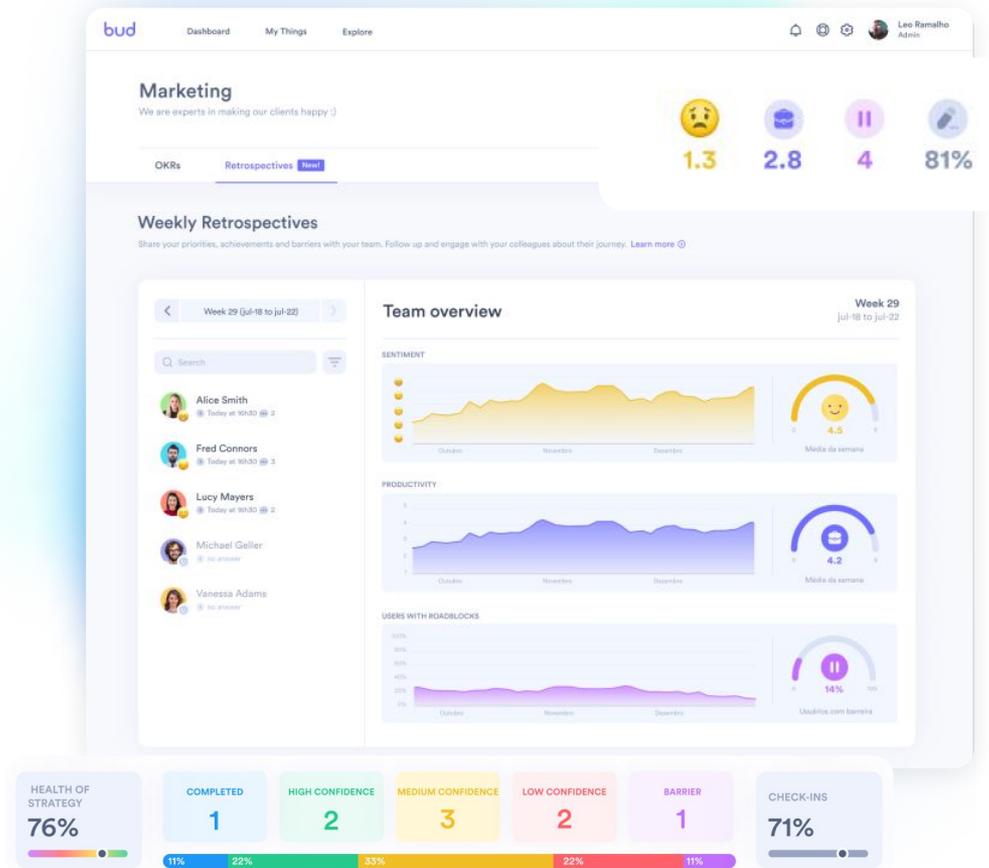
Encourage the habit of learning, reflection and continuous development through structured retrospectives for goal setting, dialogue, career discussions, well-being and performance.

The screenshot displays the bud app interface for a 'Marketing' team retrospective. The top navigation bar includes 'bud', 'Dashboard', 'My Things', 'Explore', and a user profile for 'Leo Ramalho Admin'. The main content area is titled 'Marketing' with the subtitle 'We are experts in understanding and surpassing our clients' needs and wants :)' and tabs for 'OKRs', 'Retrospectives', and 'New'. Below this is the 'Weekly Retrospectives' section, which includes a search bar and a list of team members: Ana Fonseca (2 answers), Lucas Vilela (3 answers), Aline Amaral (2 answers), Rafael Oliveira (no answer), and Camila Alves (no answer). A detailed view for Ana Fonseca is shown, featuring a 'How did you feel this week?' gauge (4.6), a 'How productive would you say was your week?' gauge (4), and a 'What are the most important things you did this week?' section with three bullet points. A 'Roadblock' section shows a progress bar for 'Is something blocking or worrying you?' and a notification that Ana reported a new roadblock. The interface is clean and modern with a purple and white color scheme.

# Transform your leadership with data

Have data and insights in your hands to be a more modern and active leader.

Contribute where people need it most and create a climate of care, trust and support even in a remote or hybrid work model.



## Results that impact the numbers and people

**+51%**

Average increase on the clarity of the company's strategy

**+38%**

Average increase in agreement with the path taken

**+32%**

Average increase in people's motivation

# Leaders and teams around the world use Bud to transform management



# Pricing

## Basics

Ideal for small teams and organizations new to or transitioning from manual OKRs

**€ 5/user**

(billed annually)

✓Basic features included

## Lite

For companies that need mentorship and guidance to start using OKRs

**€ 400/month**

(billed annually)

✓Basics support and consultancy  
✓All platform resources up to 70 users

\*additional user \$6

## Pro

For companies that are looking for closer monitoring and support while defining OKRs

**€ 950/month**

(billed annually)

✓Support and consultancy  
✓All platform resources up to 200 users

\*additional user \$5

## Master

Ideal for business that want a specialist guiding the OKRs journey

**€ 1,900/month**

(billed annually)

✓Full support and consultancy  
✓All platform resources up to 500 users

\*additional user \$4

## Enterprise

Designed for companies that demand complex OKR models for a high number of people.

[Talk to us](#)

Resources	Basics	Lite	Pro	Master
Goal setting with OKR	✓	✓	✓	✓
Team and sub-teams directory	✓	✓	✓	✓
Multiple KR's	✓	✓	✓	✓
Goal weekly check-in	✓	✓	✓	✓
Confidence levels	✓	✓	✓	✓
Tasks (checklists)	✓	✓	✓	✓
Comments	✓	✓	✓	✓
Notification center	✓	✓	✓	✓
Strategy overview	✓	✓	✓	✓
My things (individual organization)	✓	✓	✓	✓
Individual weekly retrospective	✓	✓	✓	✓
Individual profile	✓	✓	✓	✓
Team member dashboard (user engagement, feeling and progress)	-	✓	✓	✓
Data download	-	✓	✓	✓
Highlights	-	✓	✓	✓
Individual plan	-	-	✓	✓
OKR Draft	-	-	✓	✓
AI Assistance	-	-	✓	✓
Mission control - Track da rotina de execução da estratégia	-	-	✓	✓
Standard e-mail support	-	-	✓	✓
Expert onboarding	-	-	✓	✓
Quarterly support	-	-	✓	✓
Account manager and services	-	-	-	✓

Consulting and Support Detail	OKR Lite	OKR Pro	OKR Master
Expert Onboarding and training	✓	✓	✓
Support in forming and supporting an internal strategy squad	✓	✓	✓
Senior OKR Mentoring per Quarter	<b>NA</b>	<b>8h</b>	<b>20h</b>
Performance and Engagement Reporting	<b>monthly</b>	<b>biweekly</b>	<b>biweekly</b>
Annual Business OKR Building	-	✓	✓
Quarterly Business Direction	-	✓	✓
Quarterly OKR Cascading for Teams and Routine Design	-	-	✓
Support for Quarterly Review Analysis	-	-	✓

\*Not available for Basics plan

"The bud has been amazing.  
The platform is very intuitive  
which changes the user  
experience around OKRs."

**Alline Ramos, PO Cesullab**



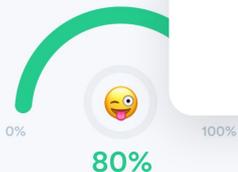
Seu progresso atual

20% → 40%



"Amazing tool to integrate the  
team around business  
priorities in an easy way."

**Thales Zutin, Innovation Manager Nivea**



**Nível: Alto Nível de Confiança**

Write an amazing description in this  
dedicated card section. Each word counts.

[See more](#)



**Marcelo Travi**  
Head of Product



# Let's transform work together?

I'll be happy to answer your questions :)

bud



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[www.getbud.co](http://www.getbud.co)



The screenshot shows the Bud app interface. At the top, there's a navigation bar with 'bud', 'Dashboard', 'My Things', and 'Explore'. Below this is a user profile for Laura Moody, CEO, with a list of categories: COMPANY, HUMAN RESOURCES, SALES, PRODUCT, MARKETING, and INNOVATION. The main section is titled 'Company's OKRs' and includes a sub-section for 'ANNUAL 2023'. It lists two OKRs with progress bars and confidence levels. The first OKR is 'Map our employees main pain points and expectations through at least 20 interviews by October 10th' with a 43% progress bar and 'HIGH CONFIDENCE' label. The second OKR is 'Talk to at least 3 members of each area to map out their pain points and the main efficiencies in their processes' with a 26% progress bar and 'HIGH CONFIDENCE' label. On the right side, there's a 'MY PERSONAL TASKS' section with a list of tasks, some of which are checked or have a plus icon to add them.

OKR Description	Progress	Confidence
Map our employees main pain points and expectations through at least 20 interviews by October 10th	43%	HIGH CONFIDENCE
Talk to at least 3 members of each area to map out their pain points and the main efficiencies in their processes	26%	HIGH CONFIDENCE

A close-up portrait of a young woman with long, wavy, light brown hair blowing in the wind. She is smiling broadly, showing her teeth, and has her eyes closed. She is wearing a white turtleneck under a pink puffer jacket. The background is a blurred landscape of rolling hills or mountains under a bright, hazy sky. The word "bud" is overlaid in white lowercase letters on her face.

bud