



bud

Well-being through work

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

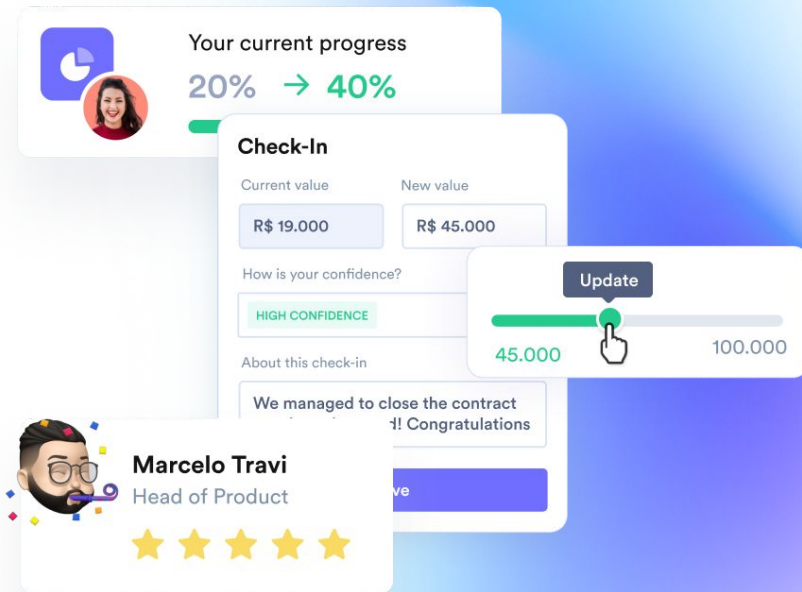
Individual
Development
Strategy

Week
planning

Task
management

OKR

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



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:

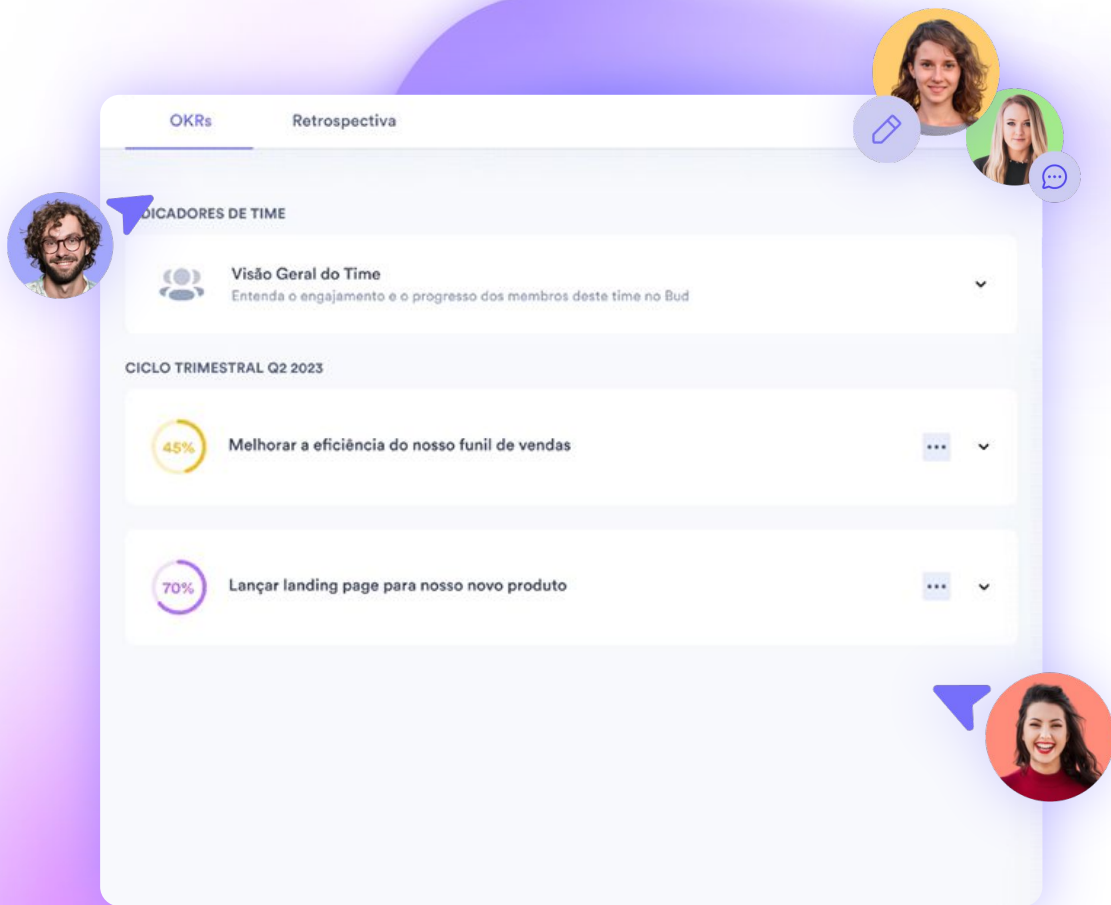
A Supportive
Framework for
holistic Success

We help leaders:

Bring everyone together
around the same goals

Foster **autonomy** and
clarity to the priorities

Stimulate **collaboration** and
dialogue around goals

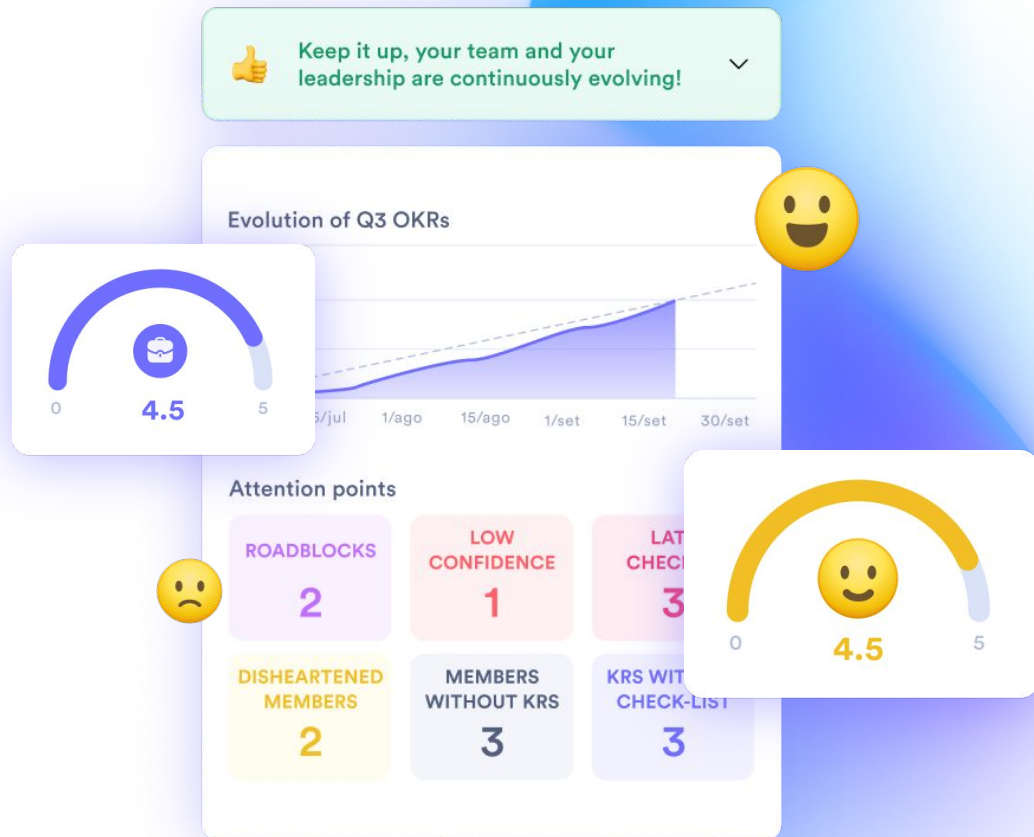


We help leaders:

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.

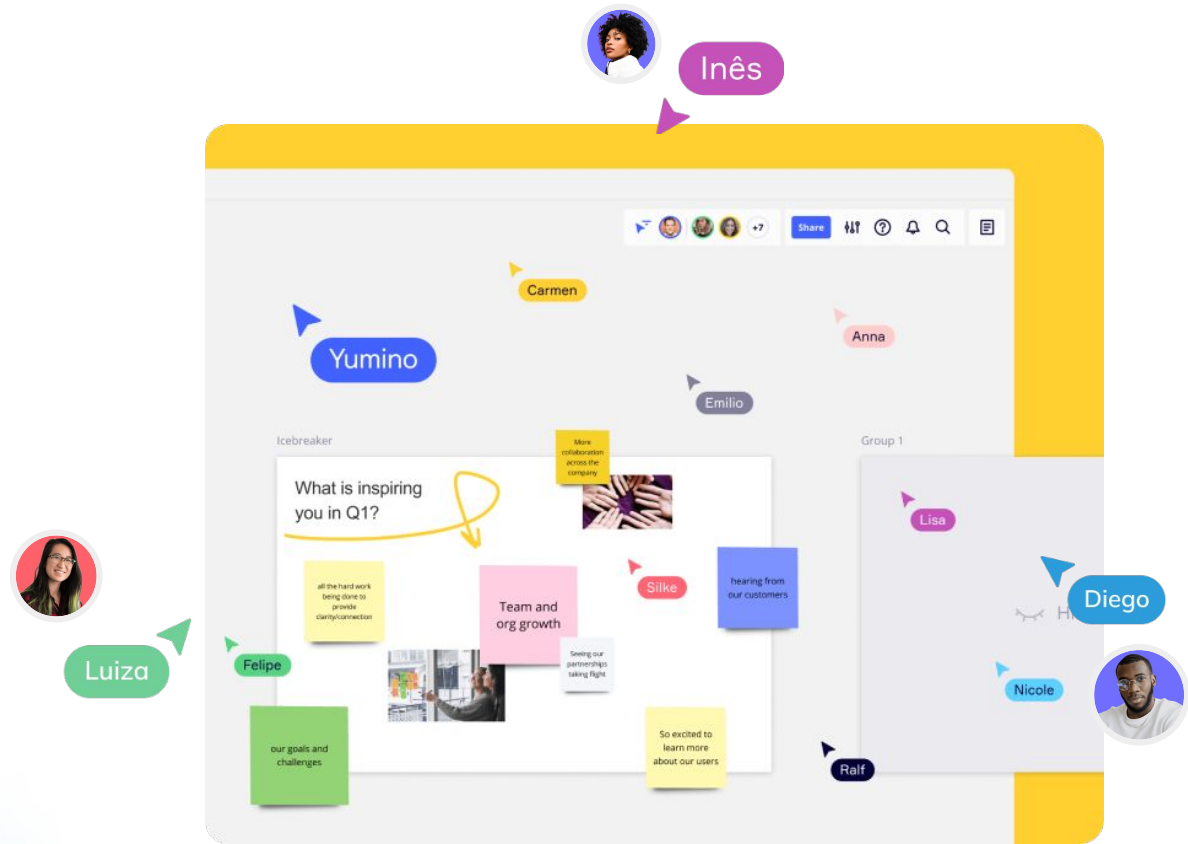
Workshops that train the team and promote:

More engaged people and teams

Collaboration

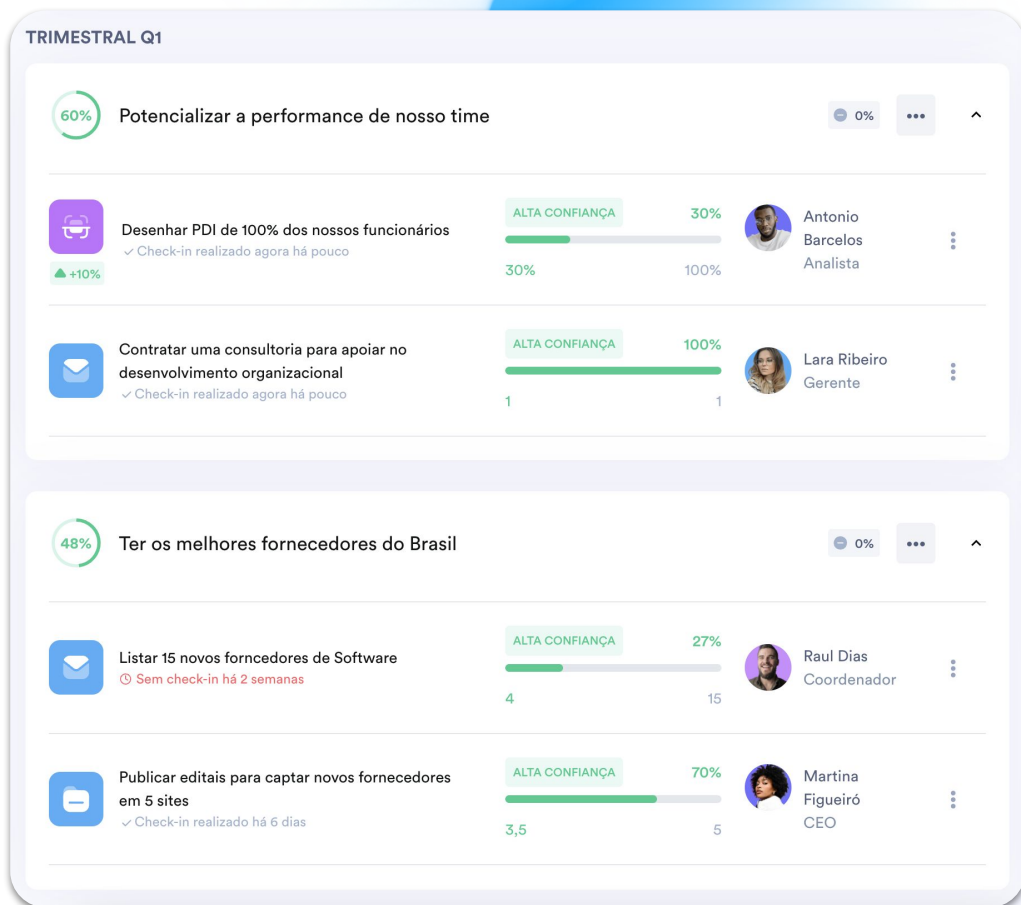
Autonomy and sense of ownership

Prioritizing what really matters



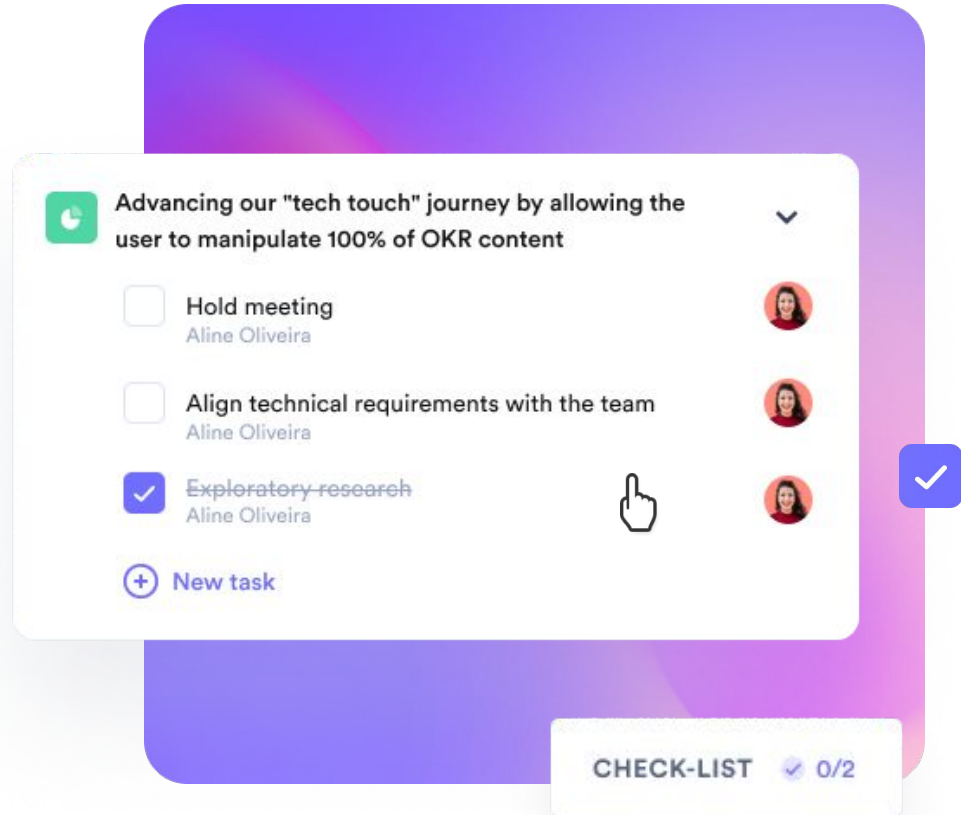
Make it happen, with a tool that simplifies the execution

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



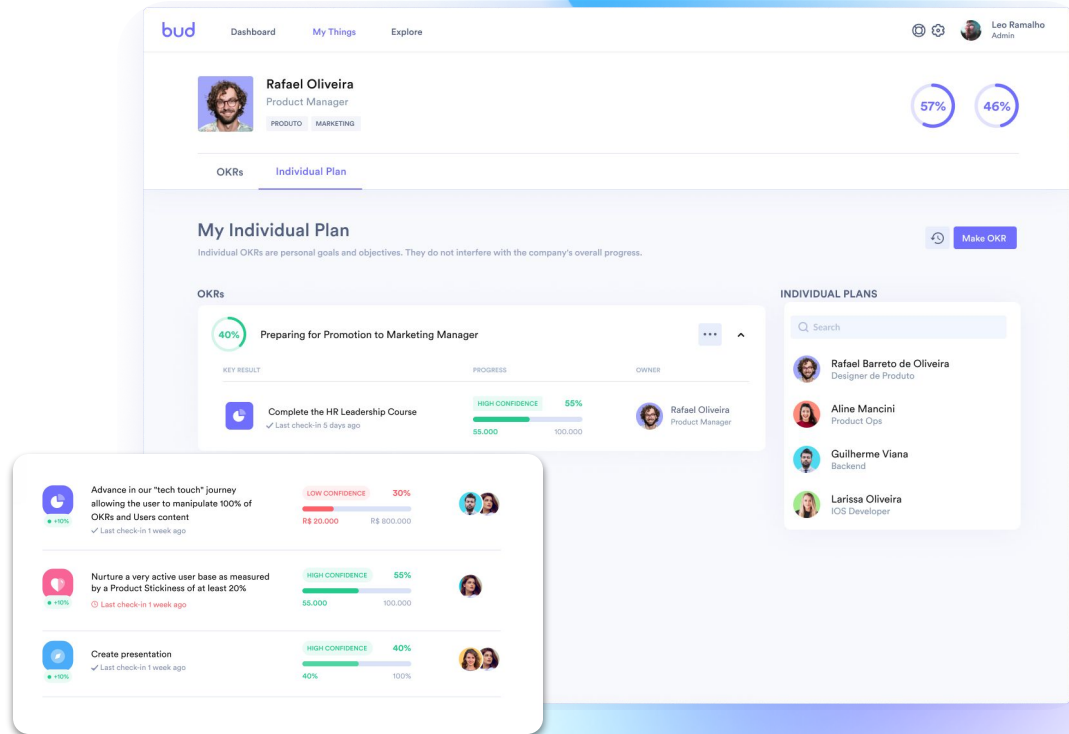
Organize your tasks and follow the strategy closely.

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



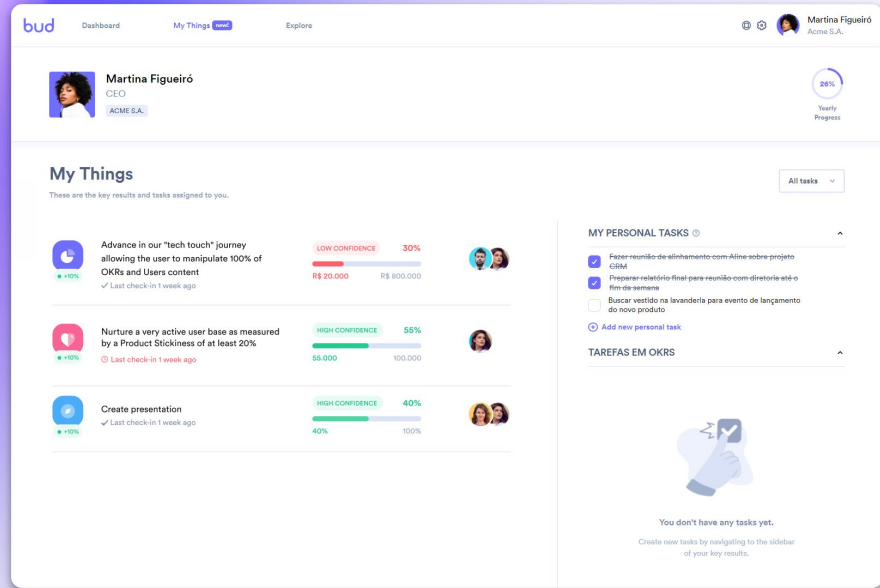
Contribute to your team's Individual Development Plan

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.



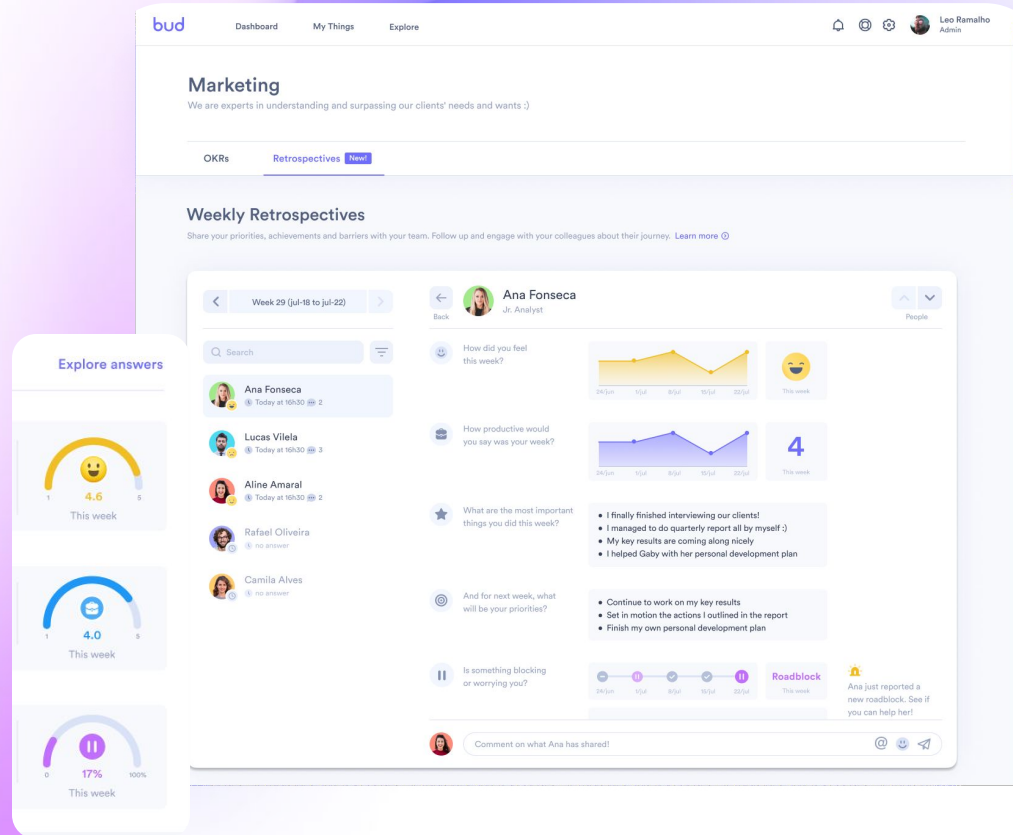
Access all your priorities gathered in one place

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.



Keep ongoing conversations about learning and roadblocks

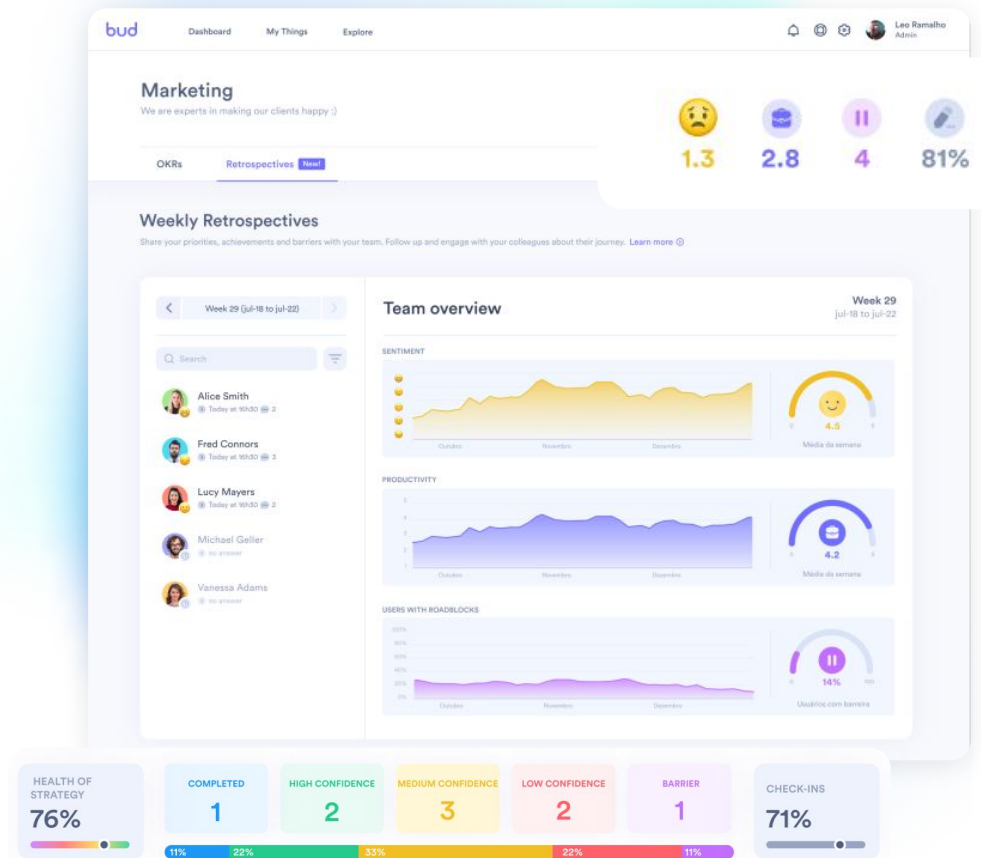
Encourage the habit of learning, reflection and continuous development through structured retrospectives for goal setting, dialogue, career discussions, well-being and performance.



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 KRs	✓	✓	✓	✓
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	NA	8h	20h
Performance and Engagement Reporting	monthly	biweekly	biweekly
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



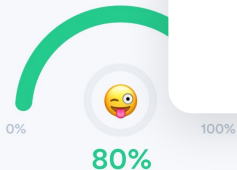
Seu progresso atual

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?

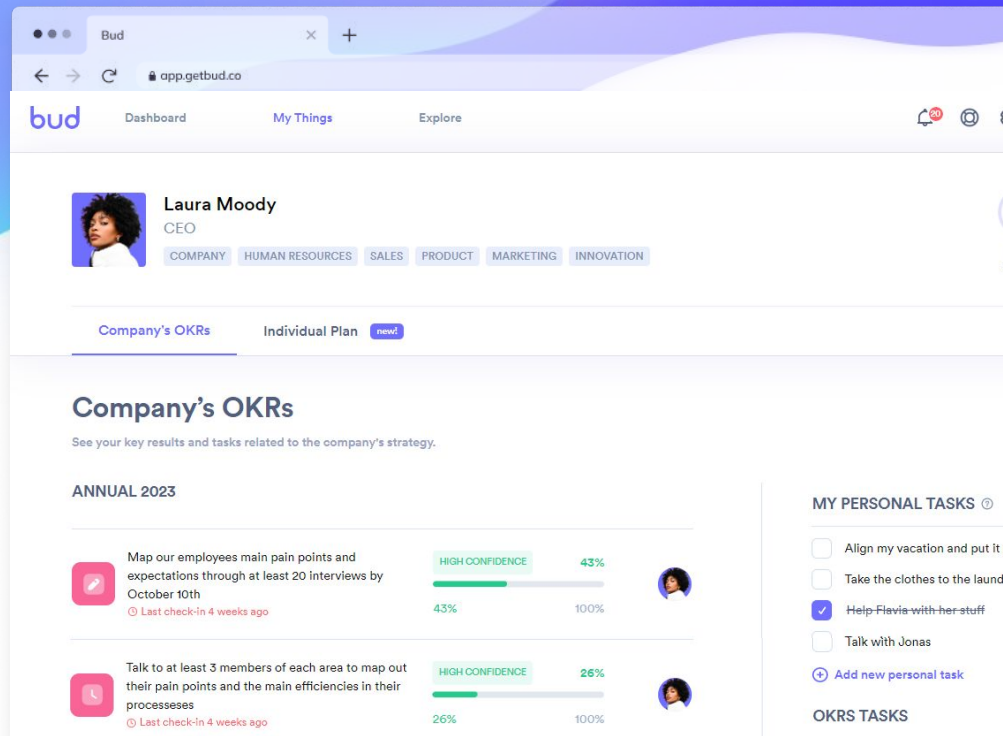
I'll be happy to answer your questions :)



mauricio.bueno@getbud.co
www.getbud.co



bud



A close-up portrait of a young woman with long, wavy blonde hair, smiling broadly with her eyes closed. She is wearing a red puffer jacket over a white turtleneck. The background is a blurred, hazy landscape with rolling hills under a soft, overcast sky. The word "bud" is overlaid in white lowercase letters on her face.

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