

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 pillows and a white crocheted blanket. 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

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:

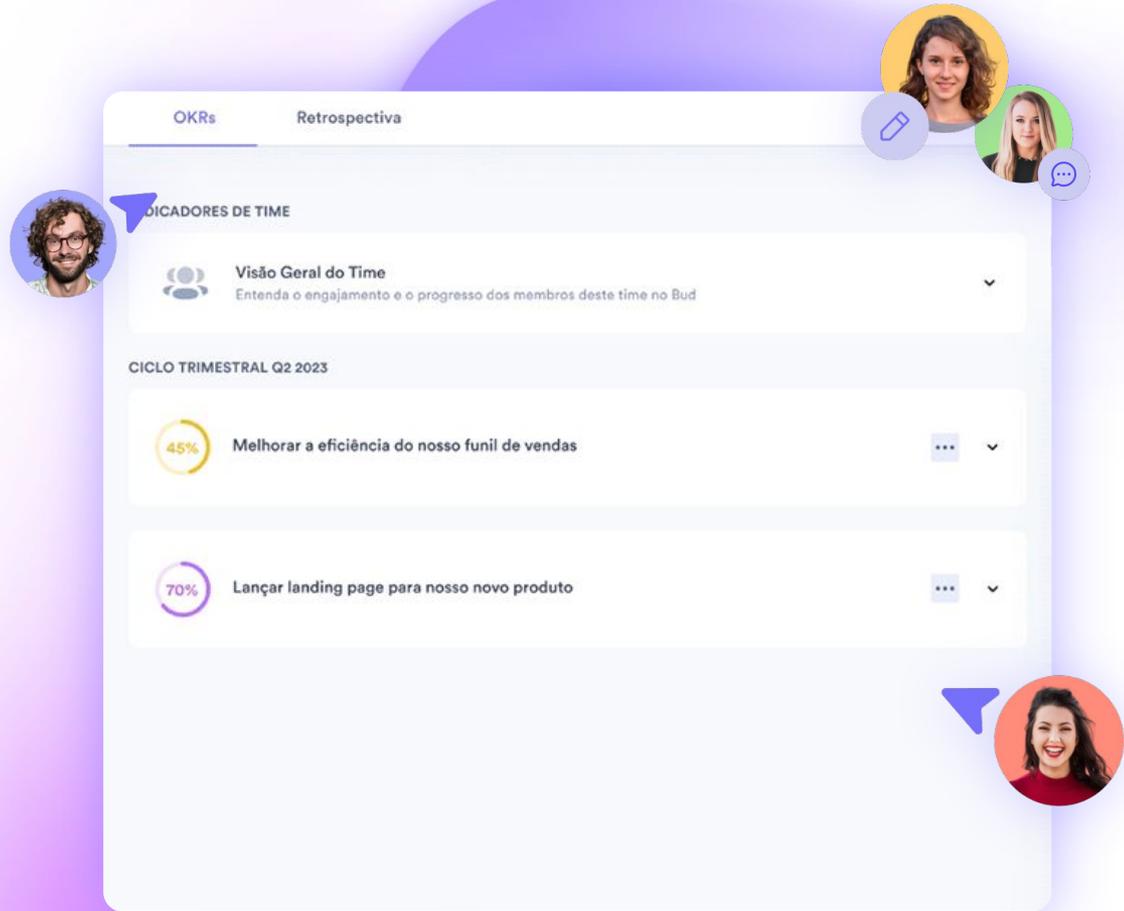
A Supportive Framework for holistic Success

We help leaders:

Bring everyone together
around the same goals

Foster **autonomy** and
clarity to the priorities

Stimulate **collaboration** and
dialogue around goals

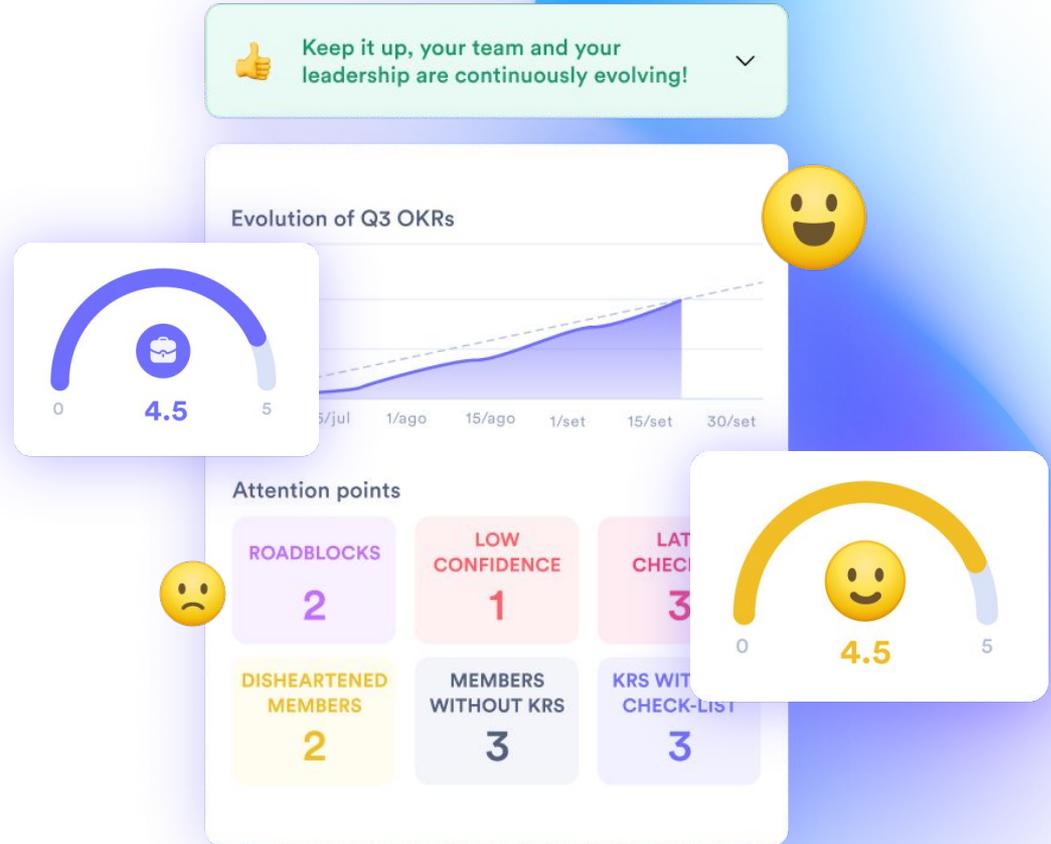


We help leaders:

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 :)

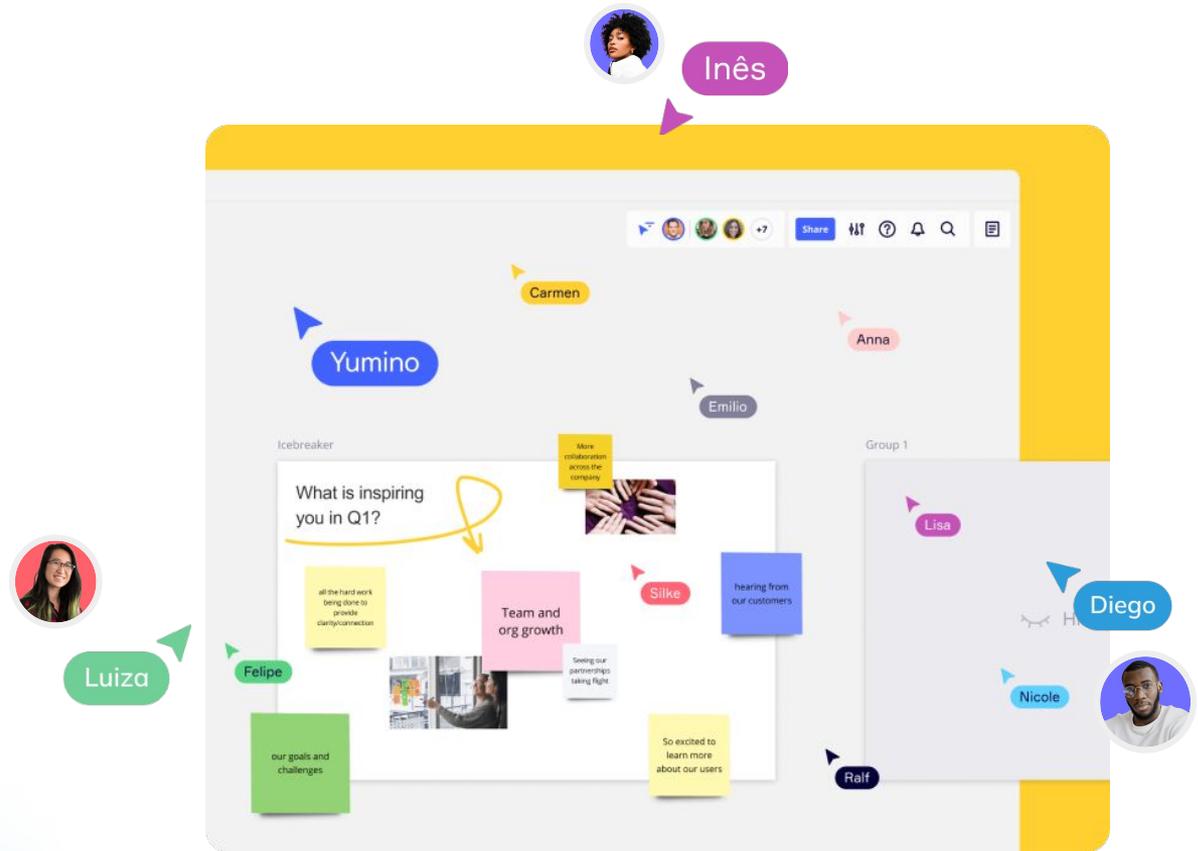


:D

bud

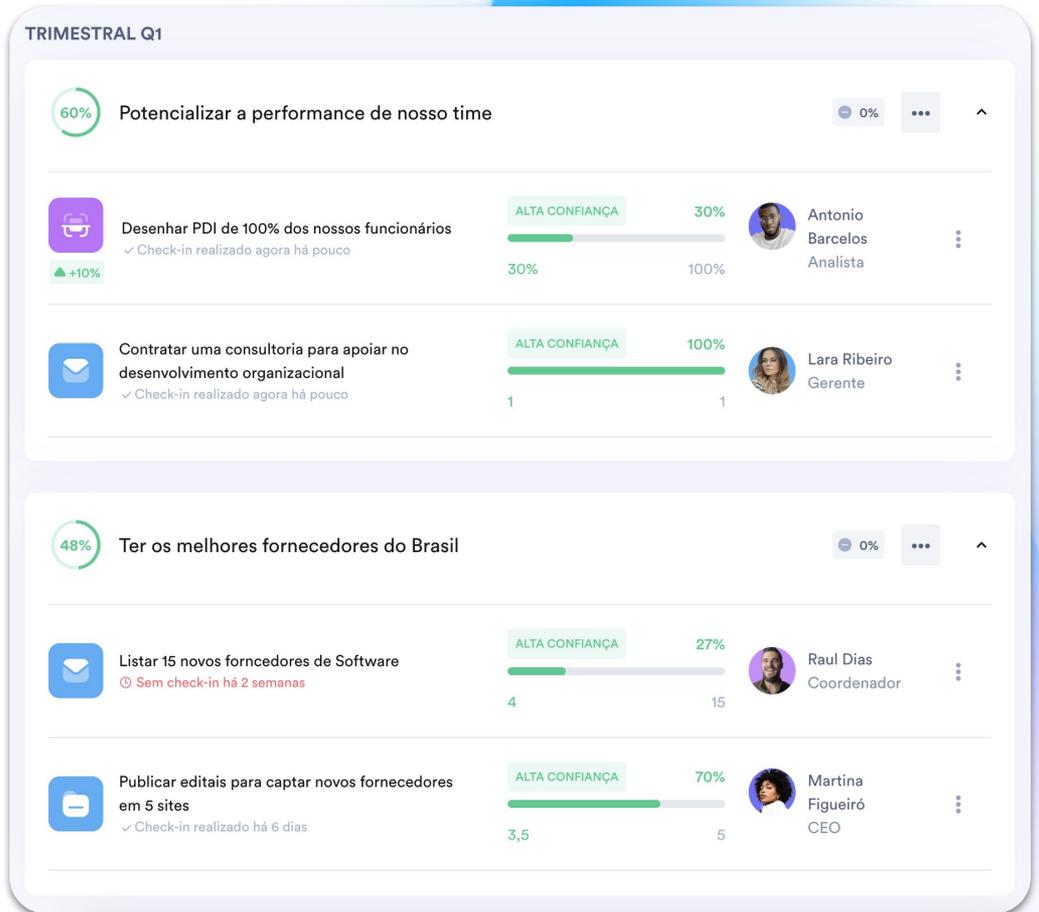
Define the strategy, around the same goals.

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 section is titled 'My Individual Plan' and shows a key result: 'Preparing for Promotion to Marketing Manager' with a 40% completion rate. Below this, a specific OKR is detailed: 'Complete the HR Leadership Course' with a 'HIGH CONFIDENCE' level and 55% progress. A progress bar shows 55% completion, with a target of 100,000 and a current value of 55,000. The interface also includes a sidebar with 'INDIVIDUAL PLANS' for other team members: Rafael Barreto de Oliveira (Designer de Produto), Aline Mancini (Product Ops), Guilherme Viana (Backend), and Larissa Oliveira (iOS Developer).

bud Dashboard My Things Explore

Rafael Oliveira
Product Manager
PRODUCT | MARKETING

57% 46%

OKRs Individual Plan

My Individual Plan
Individual OKRs are personal goals and objectives. They do not interfere with the company's overall progress.

OKRs

40% Preparing for Promotion to Marketing Manager

KEY RESULT PROGRESS OWNER

Complete the HR Leadership Course
✓ Last check-in 5 days ago

HIGH CONFIDENCE 55%
R\$ 55.000 100.000

Rafael Oliveira
Product Manager

INDIVIDUAL PLANS

Rafael Barreto de Oliveira
Designer de Produto

Aline Mancini
Product Ops

Guilherme Viana
Backend

Larissa Oliveira
iOS Developer

Advance in our "tech touch" journey allowing the user to manipulate 100% of OKRs and Users content
✓ Last check-in 1 week ago

LOW CONFIDENCE 30%
R\$ 20.000 R\$ 800.000

Nurture a very active user base as measured by a Product Stickiness of at least 20%
⚠ Last check-in 1 week ago

HIGH CONFIDENCE 55%
R\$ 55.000 100.000

Create presentation
✓ Last check-in 1 week ago

HIGH CONFIDENCE 40%
40% 100%

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

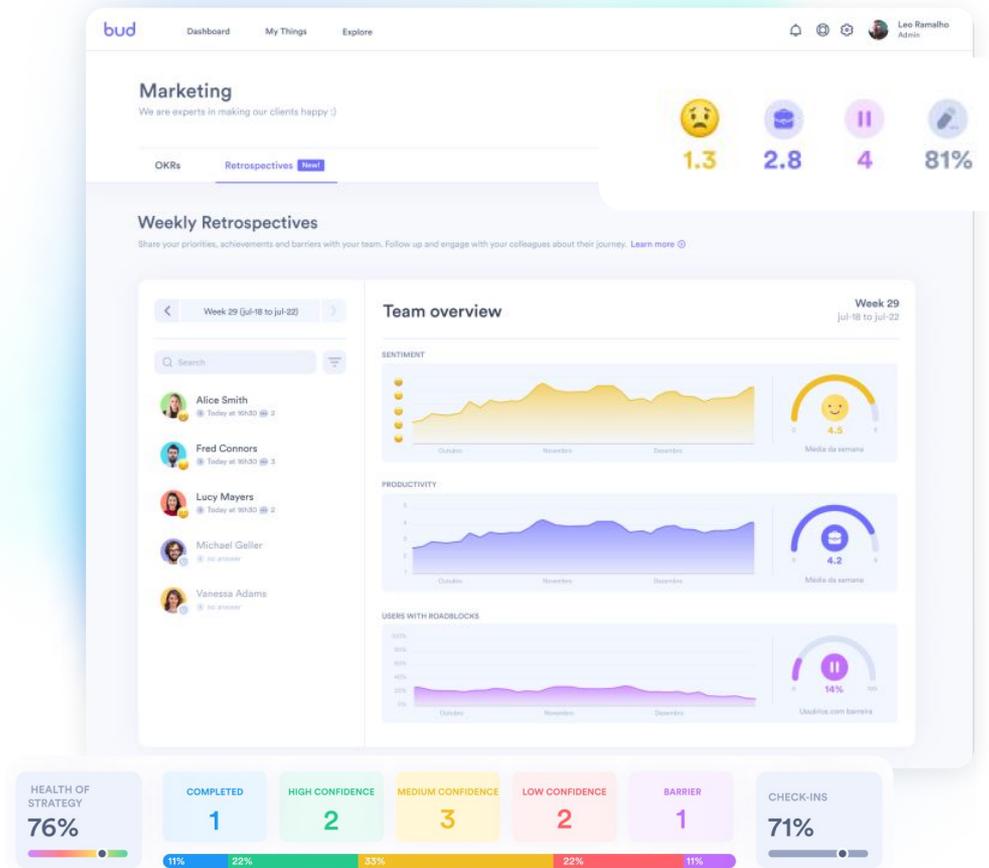
Encourage the habit of learning, reflection and continuous development through structured retrospectives for goal setting, dialogue, career discussions, well-being and performance.

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 heading is 'Marketing' with a subtext: 'We are experts in understanding and surpassing our clients' needs and wants :)'. Below this are tabs for 'OKRs', 'Retrospectives', and 'New'. The 'Weekly Retrospectives' section is active, with a subtext: 'Share your priorities, achievements and barriers with your team. Follow up and engage with your colleagues about their journey. Learn more'. A specific retrospective for 'Week 29 (jul-18 to jul-22)' is shown, featuring 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). The main content area for Ana Fonseca's retrospective includes three questions: 'How did you feel this week?' (score 4.6), 'How productive would you say was your week?' (score 4), and 'What are the most important things you did this week?' (bullet points: 'I finally finished interviewing our clients!', 'I managed to do quarterly report all by myself :)', 'My key results are coming along nicely', 'I helped Gaby with her personal development plan'). Below these are sections for 'And for next week, what will be your priorities?' (bullet points: 'Continue to work on my key results', 'Set in motion the actions I outlined in the report', 'Finish my own personal development plan') and 'Is something blocking or worrying you?' (a 'Roadblock' section with a timeline and a notification: 'Ana just reported a new roadblock. See if you can help her!'). A comment input field at the bottom says 'Comment on what Ana has shared!'.

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	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



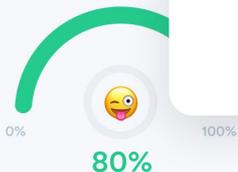
Seu progresso atual

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 :)



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www.getbud.co



bud

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 unchecked.

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



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