



Case Study.

FOUNDER INSTITUTE
& ITS EMPLOYEES

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Summary

The purpose of this case study is to showcase the quantitative and qualitative results leveraged through InvolveSoft's robust corporate employee engagement platform.



Increased Employee Participation,
Engagement, & Retention



Enhanced Team Building Skills



Brand Reputation



EXECUTIVE SUMMARY

Founder Institute is one of the top startup incubator programs for entrepreneurs to find the right mentorship to create a successful business. From idea generation to perfecting the pitch, from building an advisory board to recruiting co-founders, and more.

With InvolveSoft, Founder Institute has been able to participate in engaging team development activities while giving back to the community in a meaningful way.

Understanding Founder Institute

Defining Value

Founder Institute has evolved rapidly with over 2,000 companies graduating since its inception back in 2009, specifically prioritizing on launching enduring and meaningful companies worldwide. In order to ensure graduates comply with today's standard of corporate philanthropic transparency, they want to see employees who are passionate about giving back to the community.

Rippling Brand Reputation

Brand reputation ripples beyond VCs and advisors, investors must monitor their very own portfolio to make sure it aligns with their philanthropic goals. Startup incubators, accelerators, and launch programs must sustain an impeccable reputation in order to attract the most talented entrepreneurs and founders. Today's investors tend to be very particular in regards to the type of company in which they invest and participate. During the past decade, we have seen a dramatic rise in the number of Social Venture Capital Firms and the Social Enterprises created.

Key Players

Founder Institute took action and proactively partnered with InvolveSoft to instill a culture of engagement within their organization, their mentors, and advisors. Rachel, their internal champion took the lead to revolutionize the way event participation is executed internally, setting the foundation for one of InvolveSoft's most engaged partners. The goal was to make sure that incoming entrepreneurs and founders prioritize how their business goal aligns with those of their community. They want a central hub to quantify all their team-building efforts across all their locations.

Strategy Execution

Attracting and maintaining a social reputation that aligns with shifting philanthropic skills requires strong managerial skills, especially in cases where there are numerous advisors and individuals with different schedules.

Many Founder Institute employees were previous entrepreneurs. Beyond their daily dedication towards helping other entrepreneurs start successful businesses, the objective was also to have a hands on experience by helping those in need. With a better understanding of their surroundings, the capable Founder Institute team intends to better align their efforts with those of their community.

For remote employees, InvolveSoft has an easy and quick solution that increases engagement. Users are granted the option to sign-up for event opportunities via text, email, and popular chat tools such as Slack and Microsoft Teams.

The importance of understanding the employee's community objectives is fundamental. During the InvolveSoft onboarding process each employee was asked to pinpoint the type of causes in which they were interested. For example: hunger, community and youth, human rights, arts and culture, homelessness, housing, etc.

Once the onboarding was completed, the admin was able to oversee which causes their workforce truly valued, and adapt to company community goals to increase employee engagement.

Internal & External Recognition

In addition to leveraging internal recognition among employees and departments, individuals feel an even stronger bond when they receive recognition from their external peers. This includes an outward effort of engagement by employees. While most possess a computer and phone, external engagement is encouraged, in order for employees to feel a sense of value and belonging.

Onboarding

Building a strong corporate culture through event participation requires the collaboration and coordination of employees across multiple levels of the organization.



InvolveSoft has helped Founder Institute champion full participation in the program by booking events according to company community objectives.

Founder Institute took advantage of InvolveSoft's RSVP Reminders, which allowed them to easily spread awareness of upcoming opportunities. In turn, this allows for a paperless invitation with just a simple click.



For Example

Let's take a closer look at the one example where Founder Institute simplified the process and event administration.



Habitat for Humanity - Palo Alto, CA

Founder institute aligned their culture and engagement program with those of their new target audience. With InvolveSoft they managed to connect with Habitat Humanity to book one of the most popular non-profits in circulation, getting every participant hands on in the construction of a home for individuals in need.



Date of event:
July 14, 2017

| Results



“ Quantitative Analysis

Rachel, Founder Institute admin for philanthropical and marketing activities, took the lead in managing the event with Founder Institute and Habitat for Humanity - Palo Alto, CA.

Through InvolveSoft's seamless one-click invitations, Rachel was able to effortlessly leverage the following participation:

25

People were
Invited

18

RSVP'd

14

Employee Attendance

Quantitative Results (cont'd)



25
Hours
Spent



150
Paint Cans



50
Broken Items
for Recycling



60
Furniture
Items



“OUR TEAM LOVES USING INVOLVESOFT

AND I HIGHLY RECOMMEND IT TO

ANY BUSINESS LOOKING TO INCREASE

EMPLOYEE ENGAGEMENT AND

MAKE AN IMPACT IN THEIR LOCAL

COMMUNITY.”

ADEO RESSI

CEO of Founder Institute

| Results

“ Qualitative Analysis

In addition to having full commitment amongst their employees, team-building events are a powerful way to leverage qualitative data in regards to how employees perceive the Founder Institute.



“Helping beyond the typical office setting definitely refreshed the mood at the office.” - Employee



“Had the chance to meet for the first time and collaborate with other colleagues in the organization. Beautiful and fun experience” - Employee



“First time participating, and it will not be the last” - Employee

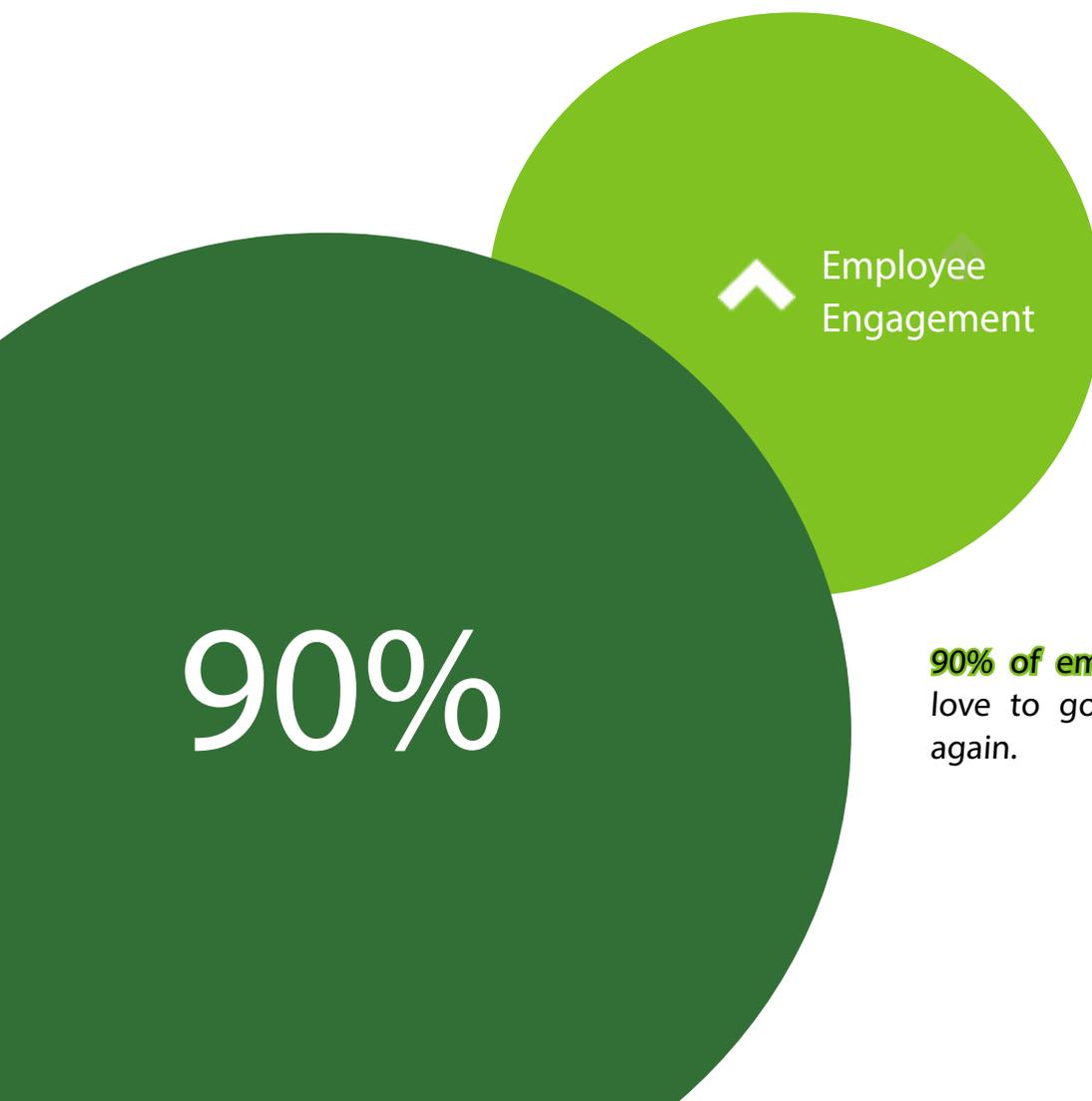


*“There was a greater sense of collaboration at the office. Overall great results, with half the effort”
- Admin/Manager*

Results

Human Resources - Employee Engagement

To measure the impact of the InvolveSoft platform during the last 6 months, Founder Institute accounted results for three key performance indicators (KPI) in their Human Resources Department. Their research surfaced the following results:

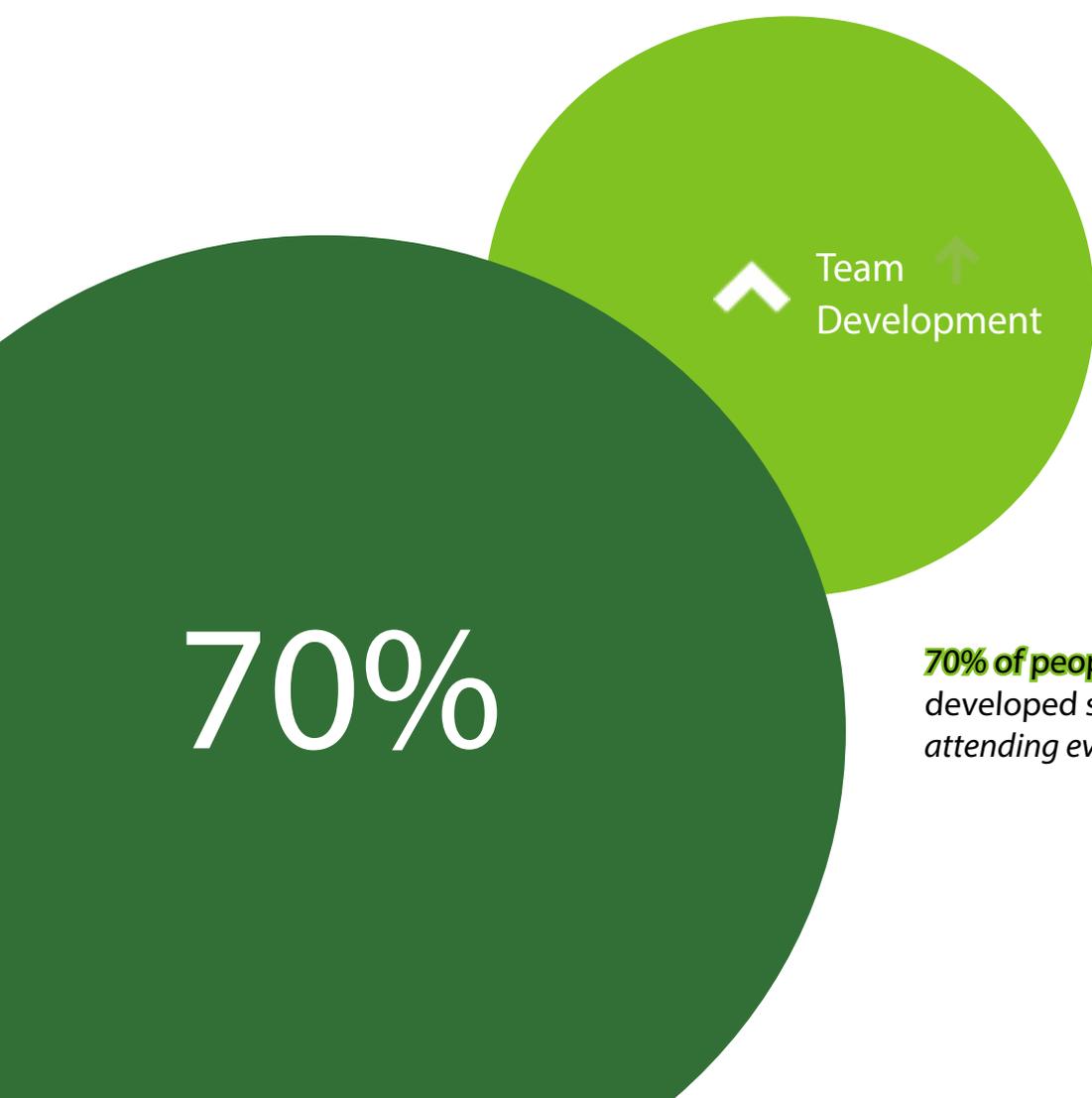


90% of employees said they would love to go to similar opportunities again.

Results

Leadership - Team Development

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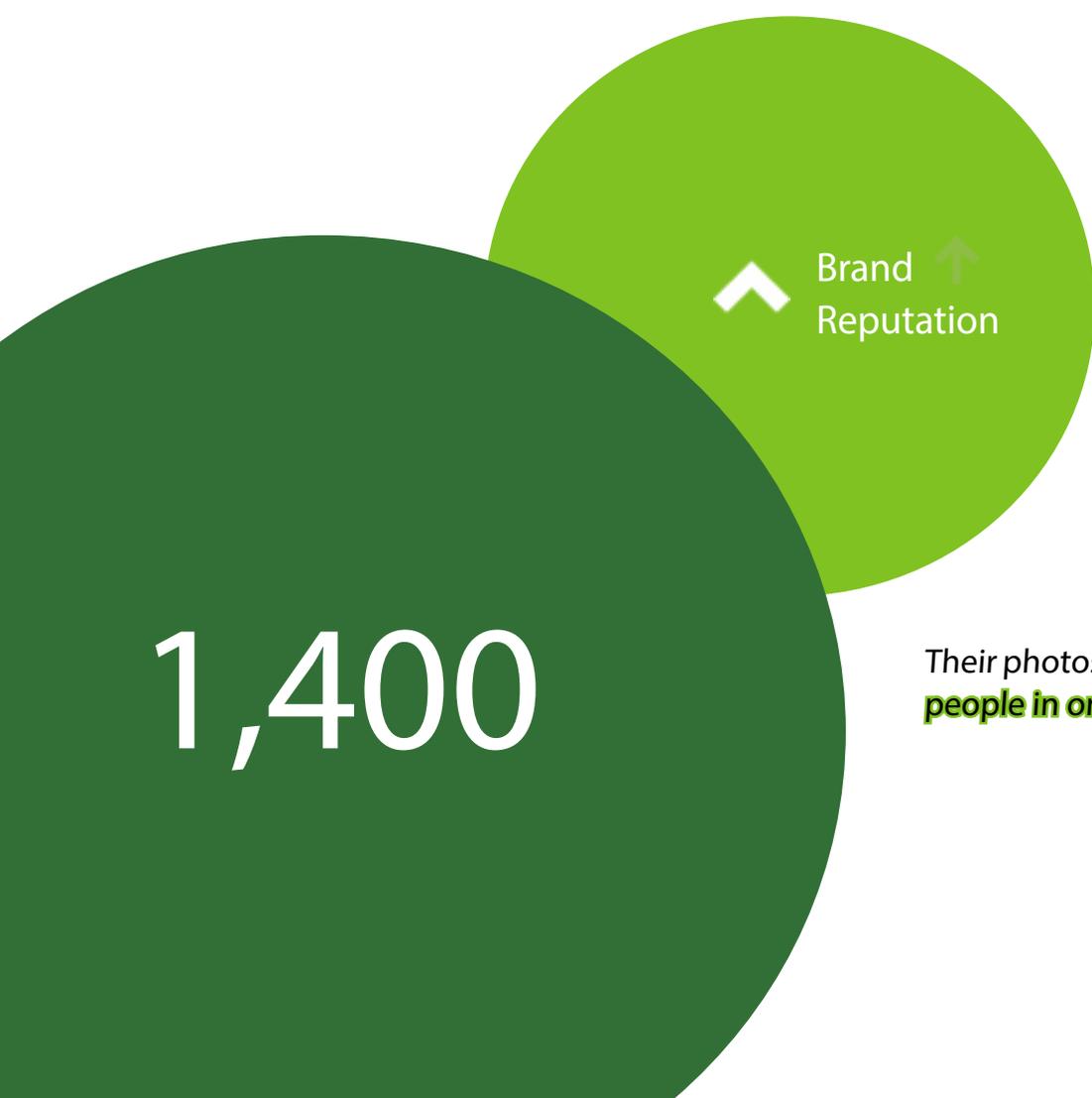
70%

70% of people agree that they developed stronger bonds while attending events together.

Results

Marketing - Brand Reputation

To measure the impact of the InvolveSoft platform during the last 6 months, Founder Institute accounted results for three key performance indicators (KPI) in their Human Resources Department. Their research surfaced the following results:



Brand Reputation

1,400

Their photos and videos reached **1,400 people in one day.**

I Conclusion

MAKE THE CHOICE FOR YOUR BUSINESS

Founder Institute stands as an example of a company that has already taken steps to improve their philanthropic initiatives through InvolveSoft's robust communication platform.

From the Founder Institute and InvolveSoft partnership, note the following highlights.

1

Team building beyond the corporate structure

Many employees share the same community objectives without ever working together on an opportunity to give back.

2

Event participation for adaptable engagement goals

Understanding the community goals of the organization and those of its employees establishes a common ground that encourages high participation in the culture and engagement program.

3

Showcasing program success with feedback beyond the charts

Showcasing participation with actual group pictures and smiles, while also reaching quantitative goals is what makes InvolveSoft the "go-to" solution to tackle employee engagement.

involve

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