

Human Connectivity Platform

Deepening the bonds between colleagues through spontaneous face-to-face social connections that bring culture and innovation to life.



LET'S GO

Human **Connectivity** Platform

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Overview

As the **workplace continues to evolve**, **employees** are increasingly vocal about their **desire for flexibility**.

In fact, nearly three-fourths strongly favor hybrid working environments as noted by Accenture in their 2021 Future of Work study of 9000 participants and over two-thirds have declared they'd consider leaving a job that didn't offer this option!

As workplace dynamics shift to hybrid models as noted by a survey conducted by PwC in 2021, 55% of US executives said they plan to have a hybrid work model in place after the pandemic, and 68% of Canadian executives said the same. This suggests that a significant number of enterprises in both countries are considering or implementing a hybrid work model.

HR professionals and leaders are left with the challenge of connecting their employees amidst a charged disconnect. Organizations must prioritize building relationships between workers in order for these teams to thrive – an essential component if companies want success amid this crisis of connection.

The power of connectivity is undeniable;

- 76% want technologies to facilitate social connections (Microsoft New Future of Work Study 2022)
- Gen Z, Who Use Their Devices Constantly, Crave Face To Face Human Connection More Than Ever – According To Cigna's Study, An Astounding 79% Of People Aged 18–24 Report Feeling Lonely! Nearly Half In That Age Group Report "Always Feeling Left Out".



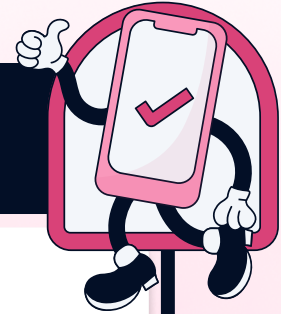
✦ OOt Features ✦

- ✓ Build spontaneous new in-person connections
- ✓ Spot connections based on shared interests percentage
- ✓ Gain autonomy with choice of connections, when and where
- ✓ Avoid sting of rejection with double-opt-in
- ✓ Optimize coffee breaks and lunches
- ✓ Access notifications via Slack/Email
- ✓ Access single-sign-on with MSFT/Google/Apple
- ✓ Develop deeper and more genuine relationships



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OOT's Human Connectivity



How it Works

1. **Private Enterprise Community Promo Code**
2. **Signs-up with Promo Code / with company email - SSO**
3. **Select communities of Interest**
(including automatically a part of Enterprise Community)
4. **Enter grid view of members to connect to with % match score**
5. **Send invites to those you want to connect with at the premises**
6. **Receive notifications of matches on Slack and Email**
7. **Double-opt-in allows matches to take place instantly and arrange a time to meet with each scheduling connected to email client**

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Competitive Matrix

	Oot	10KC	Qooper	Empuls	Slack	MSFT Teams	Workday Connections
	Human Connectivity Platform	Engagement Platform	Engagement Platform	Engagement Platform	Collaboration Platform	Collaboration Platform	Collaboration Platform
F2F Double opt-in	✓						
Virtual Connections	✓	✓	✓	✓	✓	✓	✓
Private Community	✓				✓	✓	✓
Threads, Reactions and Channels	✓				✓	✓	✓
Percentage Match	✓	✓	✓	✓			
Spontaneous In-person Connections	✓						
SSO	✓	✓	✓	✓	✓	✓	✓
2FA	✓	✓	✓	✓	✓	✓	✓
Web Browser	✓	✓	✓	✓	✓	✓	✓
Mobile App (AppStore + Playstore)	✓				✓	✓	✓
Integration	✓	✓	✓	✓	✓	✓	✓

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Research

U.S. Surgeon General Vivek Murthy declared a workplace Loneliness Epidemic in 2017.

Loneliness is estimated to be extremely costly to economies around the world (e.g., US: \$406B/year) (CIGNA, 2020; Peytrignet et al. 2020).

Small talk enhances positive social emotions at work, translating into heightened organizational citizenship behaviors (OCB) and end of the workday

(Methot et al. 2021).

Remote work is often lonely. A 2021 study found that almost 2/3rds of people working from home feel isolated or lonely at least sometimes and 17% do all the time

(American Psychiatric Association, 2021).

59% of hybrid employees and 56% of remote employees report having fewer work "friendships" since going hybrid or remote

(Microsoft WTI 2022).



Social work relationships, and social job support in particular, promote satisfaction, organizational commitment, and the success of remote work (Charalampous et al. 2019).

Gig or freelance workers report significantly higher loneliness rates than those working for a private company (e.g., 82% vs. 61%) (Glavin et al. 2021; CIGNA 2020).

CIGNA (2020) estimated that 62% of U.S. workers were lonely in 2019. Worker loneliness is associated with debilitating health problems and work problems (e.g., lowered performance, creativity, and decision-making).

55% of hybrid employees and 50% of remote employees feel lonelier at work than before going hybrid or remote (Microsoft WTI, 2022).



Research

The Accenture Future of Work Study 2021 explored what people need to be healthy and productive as we enter a new era of work with 83% out of 9000 workers around the globe prefer a hybrid work model.

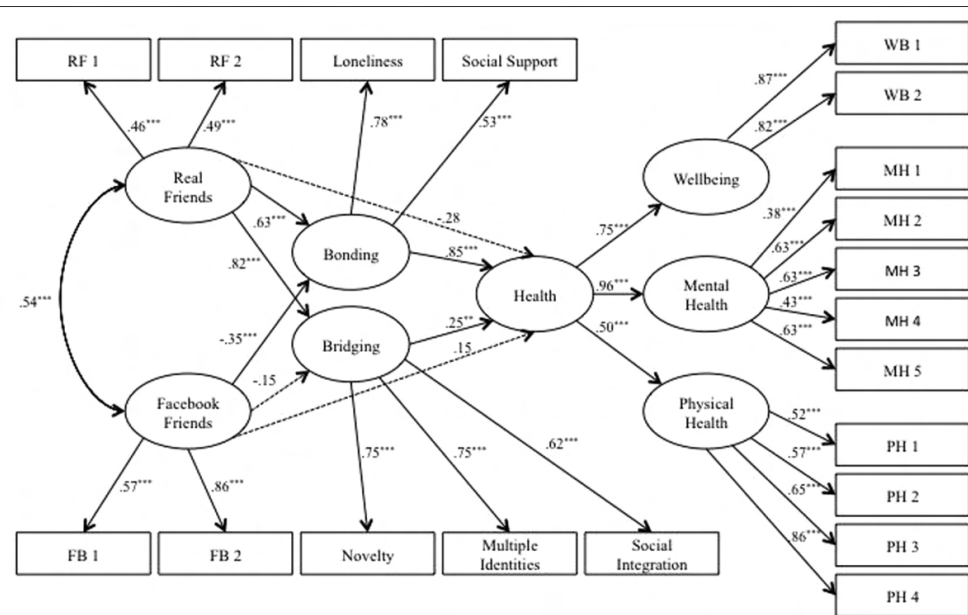
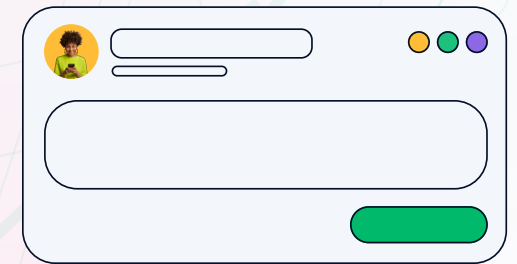
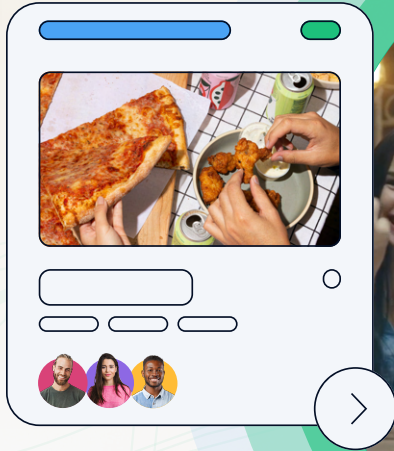


FIGURE 2 | Structural model of mediation of bonding and bridging between type of friendship and health.

Face-to-face connections have an important effect on individuals' social capital levels, with important and positive effects on health. As expected, and in accordance with the pattern found regarding other variables (e.g., loneliness), we showed that face-to-face connections may have a significant impact on health both by creating more meaningful and supportive links through bonding, and also by giving access to new information and promoting social integration by increasing bridging. More specifically, and in line with previous studies, we showed that the effects of face-to-face connections on health occurs especially via bonding effects (Beaudoin, 2009; Gilbert et al., 2013). Lima ML, Marques S, Muiños G and Camilo C (2017) All You Need Is Facebook Friends? Associations between Online and Face-to-Face Friendships and Health. Published by Front. Psychol. 8:68.doi: 10.3389/fpsyg.2017.00068



Making Social Social Again