

BMF

# BeMyFreelancer

CULTURE DECK

“

*“Feeling good has never  
been simpler.”*

# CONTENTS

Message from the founder -----	04
About us -----	05
Mission statement -----	06
<b>Culture</b> -----	<b>07</b>
Core culture -----	08
<b>Values</b> -----	<b>09</b>
Core values -----	10
<b>Principles</b> -----	<b>11</b>
Core principles -----	12
Vision statement -----	13
Inspirational quote -----	14
Information page -----	15

# MESSAGE FROM THE FOUNDER

*Hi, my name is Bhawna Singh and I am a founder of BeMyFreelancer.*

*This pack aims to give you a small insight on who we are, the personality of our company, our fundamental beliefs on relationships with our members and how our organisation empowers our employees through collaboration and innovation.*

*Each member of our team is highly skilled, driven, inspired and passionate. We work hard, have great fun doing it and share our success.*

*We are a growing company and aspire to be a global leader in the beauty, health & wellness industries.*

# ABOUT US

**BeMyFreelancer** is an online service that connects talented freelancers with customers for a wide range of beauty, health and wellness requests.

Our **Customers** range from people who want to feel their best every day to special occasions/events. No job is too big or too small.

Our **Freelancers** operate their own businesses and are their own bosses; working when they want, how they want and for the right price.

As a **Business**, we strive to offer our users a secure, trusted and modern platform focusing on design, connectivity and customer service.

## MISSION STATEMENT



Our mission is to provide freelancers in the beauty, health and wellness industries an opportunity to deliver their services directly to customers.

*Creativity, passion, talent and community, combined.*

# CULTURE

*Building inspired, passionate and trustworthy foundations for success.*

# CULTURE

## **BMF THE BRAND**

Everything we do, our branding and logo, must be synonymous with our core culture, values and principles. We aspire to be global leaders.

## **INGENUITY**

Our platform is designed to offer a convenient, modern and sleek solution. We will continue to improve and develop through simplification, inventiveness and imagination.

## **PURPOSE**

We are determined to make a significant commitment and contribution to our industry. Driven by creativity, direction and efficiency.

## **TRANSFORMATION**

We are strategically building towards offering more services for individuals and businesses, streamlining our ecosystem and most importantly, giving back to our community. We dare to dream big.

## **TRANSPARENCY**

All actions and decisions are made openly, honestly and quantifiably. We embrace a sharing philosophy.

## **SUCCESS**

Measured and humble, inspiration and motivation, high performance and data driven. Our success is ultimately achieved by attaining recognition by our users.



# VALUES

*Building user orientated, engaging and reliable ecosystems for our members.*

# VALUES

## **MEMBERS FIRST**

We are focused on creating the best user experience for our members and offering genuine value to our community.

## **PASSION**

Led by example, we create a dynamic, trustworthy and fun environment for all users to express their true talent and skills.

## **COMMUNICATION**

Building open, sincere and constructive relationships with our users through purposeful engagement, feedback and suggestions.

## **GROWTH**

We aim to deliver the highest quality performance to enable our users to develop, innovate and appreciate their experience.

## **INTEGRITY**

Consistency, truth and honesty. Our actions will uphold the highest standards as we always seek to do the right thing.

## **DIVERSITY**

We seek to build authentic social value, inclusivity and operate without prejudice. We respect our community.

# PRINCIPLES

*Building co-operative, contemporary and  
empowering work practices for our employees.*

# PRINCIPLES

## RESPONSIBILITY

We are accountable for our own actions and must take ownership of our efforts, mistakes and performance.

## INNOVATION

We aim to simplify our internal practices, be adaptive to new business conditions and improve our commitment to the workplace.

## EMPOWERMENT

Titles are obsolete. We seek to hire smart and committed people who aspire to be active leaders and pursue growth, earning and excellence.

## METRICS

We support our users and organisation by understanding our customers, measuring our platform and performance and prioritising the decisions we make.

## TEAMWORK

We believe collaboration, unity and sharing is key to generating solutions to problems. No employee is without a voice or support.

## RESULTS

Our team and its operations are ultimately assessed by our platform offerings, security, scalability, sustainability and cost-efficiency. We aspire to achieve top marks.

## VISION STATEMENT



Our vision is to revolutionise the beauty, health and wellness industries to one online platform.

*More services, better business and unparalleled experience for everyone.*

***"Alone we can do so little,  
together we can do so much."***

***Helen Keller***

BMF

Thank You

**#BeMyFreelancer**

bemyfreelancer.com

contact@bemyfreelancer.com

*Created by:*

*Bhawna Singh – Founder*

*Thivanka Galagedera – Founder*