

manifesto

NOT ANOTHER ONE ...



no one reads
corporate value statements



EXCEPT MAYBE
BEFORE THEY JOIN.
IRONIC, HUH?

PROMOTE? INVEST? HIRE?
DECISION #168 DECISION #27? INVEST MORE? HIRE AGAIN?

these slides are about our values

values are what we worked on first, before we hired our team and even before finding a name for the company

values matter because being a leader means making 20 decisions a day about things you don't know

values are what help us make decisions fast and what keep us sane

SAY NO? DOWNSIZE? DON'T CARE ?? CARE A LOT? SPEND MONEY?

PROMOTE? INVEST? HIRE?
AND SO ON AND SO FORTH.

Our values:

trust simple

TRANSPARENT AND ACCOUNTABLE
IN EVERYTHING WE DO

BUILDING POWERFUL CONNECTIONS
THROUGH INTUITIVE DESIGN

beyond

A COLLECTIVE JOURNEY,
BOLDLY DRIVEN
BY FEARLESSNESS

simple

for restaurants,
it's about saving time to reinvest
into what matters - having customers
come back time and time again

what sunday
is trying
to achieve
is very **simple**

for diners,
it's about making the most of eating
out - enjoying the amazing food,
the space and great company
(MOST OF TIME)

simple also applies to our team



everyone has an ego.

everyone has emotions.

everyone has feelings.

everyone has a life

people with a simple mindset understand this. they make it work

“having no ego” is b.s.
it is like carbless pizza.
it does not exist



CAULIFLOWER
DOES NOT COUNT

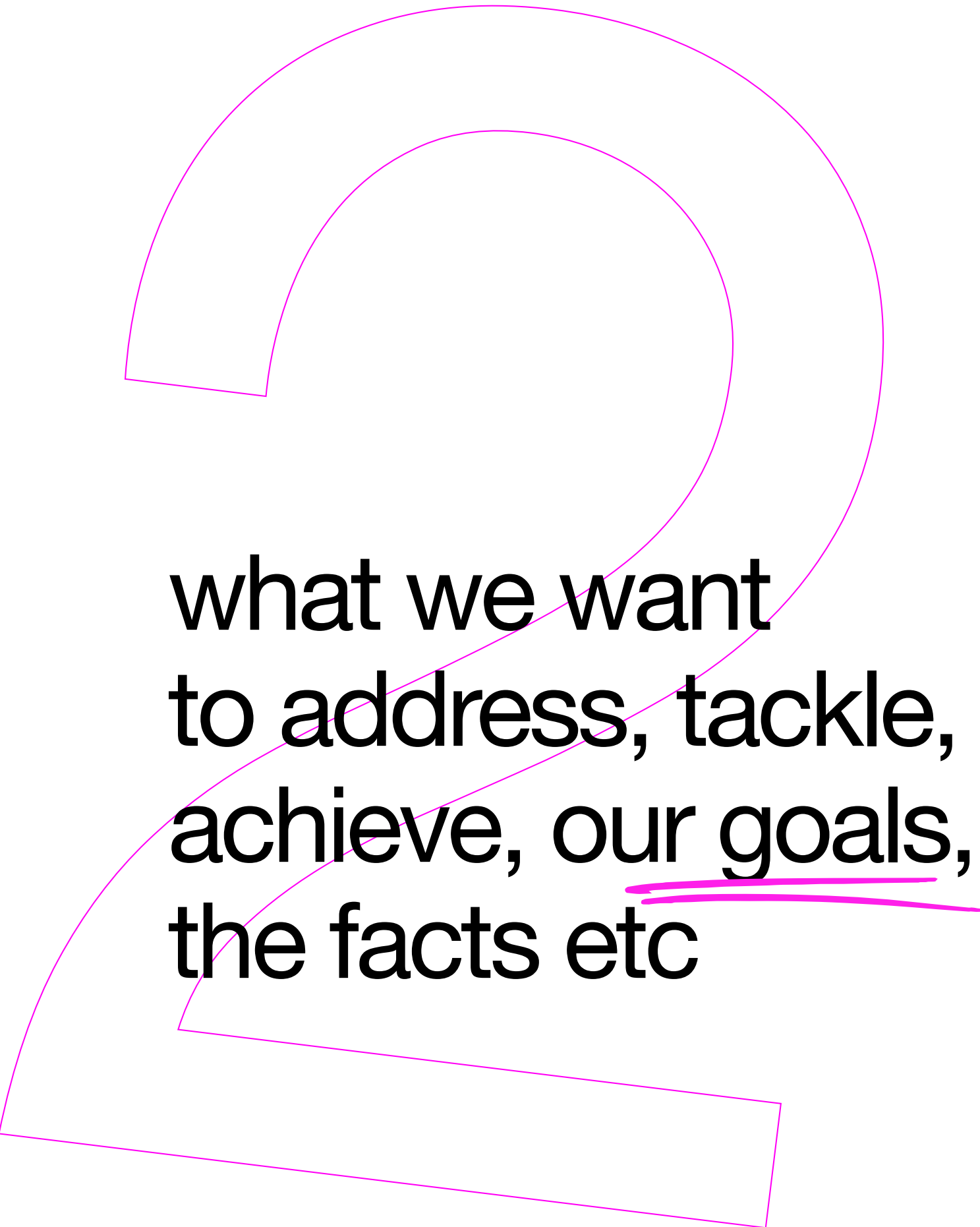


our emotions,
ego, and feelings



TALK CALMLY
AND SEPARATELY
ABOUT 1 AND 2

SIMPLE



what we want
to address, tackle,
achieve, our goals,
the facts etc

“do better”, “improve”, “achieve”

“it’s impossible”

“I did this but actually had some technical issues and maybe it's good, but maybe it’s not. I’ll figure it out, maybe tomorrow or today. not too sure”

5+ people in a meeting, 1 hour default

spend 2 hours getting to work

different rules

NOT SIMPLE

set an objective with a date + a figure

“it would take A, B, C... to...”

“can you help me”

2 people in a meeting, 15 min default

work when you want, where you want

same rules for all

SIMPLE



in a world where things are increasingly complicated, simple stands out

trust

the reason we launched sunday
is that it is a great

BIG adventure

you need a whole lot of trust
to go on a big adventure



our families trusted us to take risks,
same with our friends,
same with our investors,
same with our first clients,
same with our first team members



we didn't build trust in ourselves. trust was given to us

YOU CANNOT ACHIEVE
ANYTHING WITHOUT HAVING
TRUST IN YOURSELF

and you won't trust yourself if others don't



so start by giving trust



we're all the same. **most of us like:**

- challenge
- small victories
- being their own boss
- the ability to fail
- owning their agenda
- being in charge
- struggling a little
so victory feels better
- being looked up at
- being trusted
- not being treated
like children

if you are not 100% sure that someone
can do something but you ask them to do
it anyway, it is a sign you are trusting them.
in other cases, you are just delegating





trust is what connects
us to our colleagues,
allows our juniors to learn
and what will make sunday
the future payment partner
everyone turns to



beyond

just so we are clear, we are competitors

and it so happens that we compete in the toughest
kind of competition: one against oneself

BIAS, OUR EGOS,
PRECONCEIVED IDEAS, ETC.

AGAINST OUR FEARS, OUR BLIND SPOTS, OUR BIAS, OUR EGOS,
OUR LIMITS, OUR MISPLACED EMOTIONS, OUR PRECONCEIVED IDEAS, ETC.

AGAINST OUR
OUR LIMITS, OUR



we allow people
to pay in restaurants

→ IN 2 CLICKS
AND IN UNDER
10 SECONDS

- we give millions of people back their time for the things that matter
 - an extra 15 minutes a day can go a long way

we built sunday on the backbone
of a successful restaurant brand,
doubling in size yearly

we raised the largest
seed round in Europe
- ever

we launched in 5 countries
and across 2 continents
from the get go

we went from 4 to 100
team members in 59 days

we aim to be B-corp
in 365 days



NO ONE SAID IT WAS EASY

we had a few f**k ups along the way.

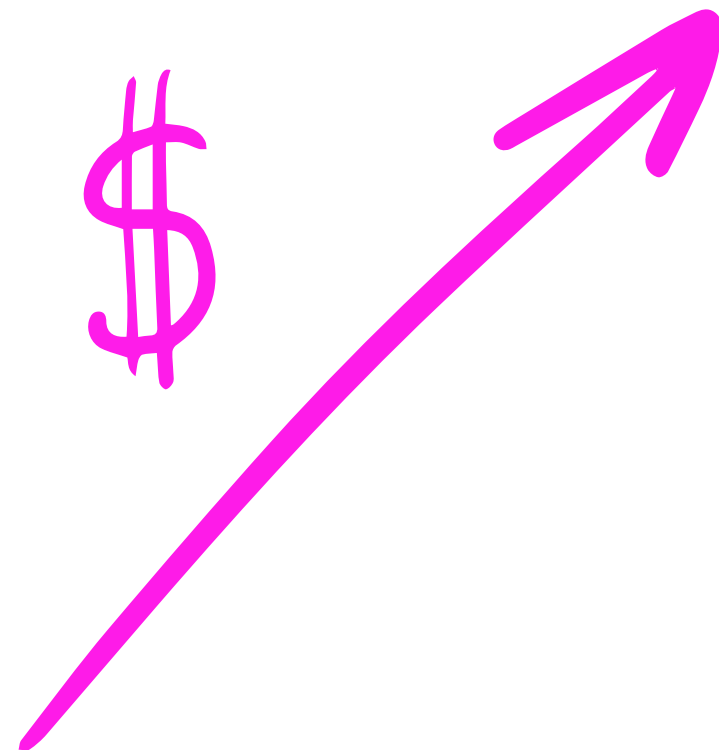
what did you expect?

The background of the slide is decorated with several thick, hand-drawn pink wavy lines that sweep across the frame from the bottom-left towards the top-right. In the upper-middle section, a pink arrow is drawn, pointing downwards and slightly to the left towards the text.

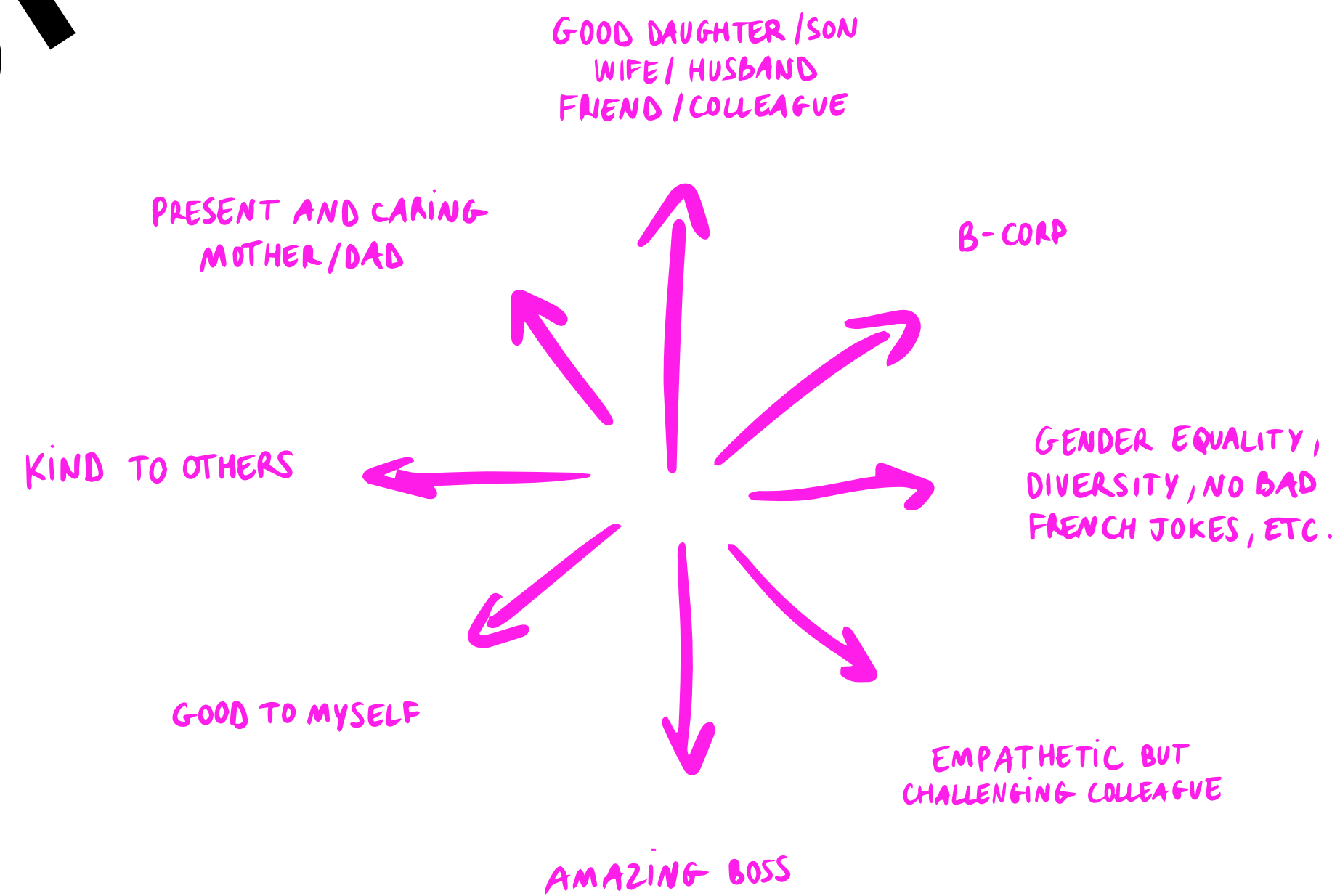
actually, it gets even harder

easy competition

\$



hard competition

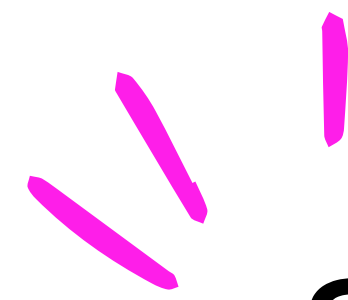


we aim to go beyond ourselves

it's damn difficult and not everyone wants that, at least not all the time

having this as a value helps us differentiate between the great people who want to challenge themselves and the great people who don't.
and it is perfectly ok not to want this

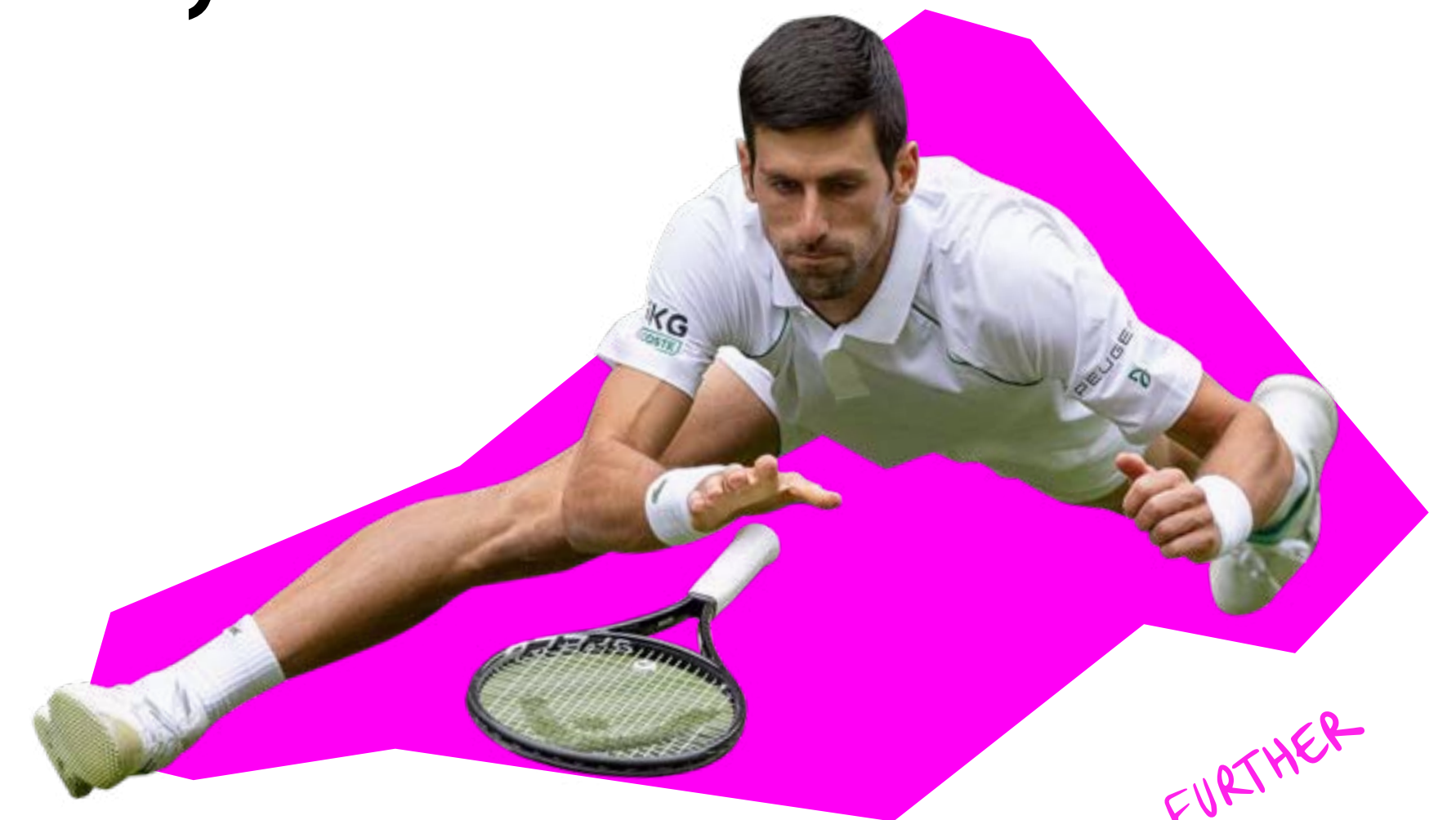
(I'M NOT SURE IT'S FOR YOU)



some would say:
recruit people better than you
WHAT DOES BETTER EVEN MEAN?

instead focus on
recruiting outliers -
people with great stories,
a unique point of view

those that are memorable and that will bring a fresh
perspective to what we do at sunday



PEOPLE WHO STRETCH THEMSELVES TO GO FURTHER

some would also say:

99%

of success comes
from hard work

THIS WE BELIEVE A LITTLE MORE...

hard work
comes from
passion



passion doesn't come from experience.

if someone has all the skills and experience to do their job,
we have a problem. it's called comfort zone.

competitors who finds themselves within this comfort zone
get bored / lose passion / lose focus / lack ownership

we hire those with...

- years of experience
- 0 experience
- in-your-face personalities
- less “big” personalities

← DOES NOT
MEAN BORING

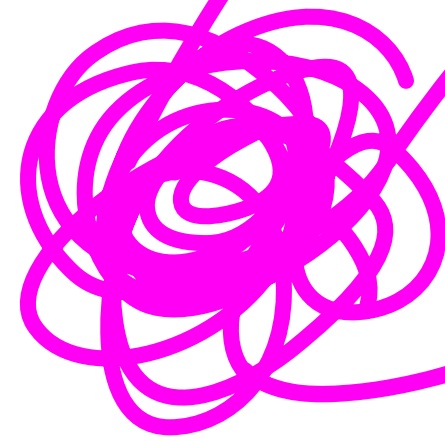
all of whom are passionate, hungry, up for a challenge,
open to failure, and true to themselves



these are the people who will change
the course of the company we're building
because of who they are and who
go beyond what's expected

at
sunday

sunday




we make life simple for our
clients and our people

we trust ourselves
and others

we go beyond
the expected

simple
trust
beyond

A pink heart outline is drawn over the word "trust". The heart is hand-drawn in style, with a thick pink line. It starts at the bottom right, goes up and around the right side of "trust", then curves around the left side, and finally goes down to the bottom left, ending near the word "beyond".