manifesto

NOT ANOTHER ONE ...
no one reads corporate value statements
values matter because being a leader means making 20 decisions a day about things you don’t know
values are what we worked on first, before we hired our team and even before finding a name for the company
values are what help us make decisions fast and what keep us sane
these slides are about our values
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
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 the time).
simple also applies to our team
everyone has feelings.
everyone has emotions.
everyone has an ego.

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
our emotions, ego, and feelings
talk calmly and separately about 1 and 2
1
2
what we want to address, tackle, achieve, our goals, the facts etc
simple
<table>
<thead>
<tr>
<th>5+ people in a meeting, 1 hour default</th>
<th>2 people in a meeting, 15 min default</th>
</tr>
</thead>
<tbody>
<tr>
<td>spend 2 hours getting to work</td>
<td>work when you want, where you want</td>
</tr>
<tr>
<td>different rules</td>
<td>same rules for all</td>
</tr>
<tr>
<td><strong>NOT SIMPLE</strong></td>
<td><strong>SIMPLE</strong></td>
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“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”  

set an objective with a date + a figure  
“it would take A, B, C… to…”  
“can you help me”
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.
we didn’t build trust in ourselves. trust was given to us.

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

YOU CANNOT ACHIEVE ANYTHING WITHOUT HAVING TRUST IN YOURSELF
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
we allow people to pay in restaurants
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 went from 4 to 100 team members in 59 days

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.
we had a few f**k ups along the way. what did you expect?

NO ONE SAID IT WAS EASY
actually, it gets even harder
easy competition

hard competition

$
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
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
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
we make life simple for our clients and our people
we trust ourselves and others
we go beyond the expected

sunday
simple
trust
beyond