



## **About Kudos Inc. (Kudos)**

Kudos is the easy to use recognition and communication system that takes employee engagement to a new level. In its simplest form, Kudos is a secure Corporate Social Network that has a recognition platform at its core. Kudos enhances individual and company performance by allowing team members, managers and leadership to connect, communicate and collaborate. Kudos supports and reinforces corporate goals and values by allowing the entire team to recognize one another for the great things they do each day.

Kudos has many features that can improve communication and collaboration including individual profiles that help build personal connections and provide management motivational insights, to availability and personal status updates that improve communication and operational efficiency. Kudos can help organizations integrate a new team member, help motivate and mentor individuals with timely recognition, and help foster organizational engagement.

Kudos is extremely customizable so that every organization and individual has the ability to adjust site functionality and privacy. The Kudos platform provides numerous social network features such as a Kudos Team Wall, where members can view posts by their colleagues and leadership can communicate key messages; company news and accomplishments; and a stage to highlight the organization's visions and objectives. Kudos is designed to be the central communication hub and soul of the company or team.

The heart of Kudos is the recognition platform. The system allows any member of the team to publically recognize another individual for a job well done. Team members can give meaningful recognition and feedback for a simple gesture to a significant accomplishment. Each Kudos message is associated with 'smart' characteristics and an escalating recognition system. The Kudos characteristics help create a profile of an individual and reinforce corporate values, as well as identify an individual's core talents and skills. The Kudos universal point system helps guide the user in selecting an appropriate level of recognition. The points can also be used to support any reward program or bonus plan.

Kudos makes it easy for organizations to communicate with their team, and individuals to communicate with one another. Kudos is an effective peer-to-peer recognition and communication system that can be employed by any size organization as a foundation and holistic approach to employee engagement. By connecting employees to the organization's cultural brand and showing them that they are indeed appreciated, individuals stay engaged and happier. Thank Different™ and start giving some Kudos!



## Fact Sheet

- Kudos is a secure social network for enterprise.
- Kudos allows users to create customized team or organizational accounts.
- The Kudos system is flexible so organizations can allow team members to display the business basics or share a deeper personal profile that will help connect them with their peers.
- The Kudos team directory allows team members to access member contact information, biographies, organizational roles, and statuses.
- Kudos allows team members to quickly and easily let everyone know if they are available, in meetings or away for an extend time through their availability status, as well as update them on any relevant project or personal information.
- Kudos allows anyone to recognize a job well done by any team member. In just a few clicks, team members can give meaningful recognition and feedback for a simple gesture to a significant accomplishment.
- Kudos has a metrics based recognition point system that allows for easy categorization and management of recognition, rewards, and bonuses.
- Kudos helps to connect personal characteristics and skills to make the recognition more meaningful.
- Kudos provides dynamic coaching with 'Constructive Kudos' to help mentor team members.
- Kudos offers numerous social network features such as news and status updates and a team wall.
- The Kudos team wall is where people can post public Kudos to recognize their peers, so the whole team can see and share in the great things individuals are doing. The wall acts as a team's bulletin board, where people connect with one another, comment on Kudos, share thoughts and give feedback.
- Paid account users can add a company or team logo, match corporate colors, create a custom title, select a custom URL and sign- in page, as well as create customized Avatars.
- The Kudos administrator can run detailed reports at any time or get a high-level overview based on top Kudos point receivers or senders. The reporting feature is only visible to administrators. They can search by reporting period, locations, and departments or by individuals.
- Kudos offers a free account with a maximum of five users (including an administrator) or a paid account which is \$49.00 for the first five users (including an administrator) and \$1.00 for any additional user thereafter.



## Executive Biographies



### **Muni Boga**

**Co-CEO + Founder**

**Product Vision, Development & Branding**

Muni Boga is co-founder and drives the vision of the interactive recognition engine, Kudos.

Muni has specialized in product development, creative direction, branding and professional photography for over 10 years. Since his move from architecture to marketing in 1999, Muni has positioned himself as an industry leader lending his expertise to various areas including technology, architecture, health, and not-for-profit. Prior to Kudos, Muni was the CEO and Creative Director of BOGA, a marketing and design agency that presented itself throughout Canada, United States, United Kingdom, Japan, Taiwan, Singapore and Mexico.

At Kudos, Muni oversees all innovation, technology, and brand initiatives. His sound expertise and innovative thinking has allowed him to help develop a product that not only fosters a culture of global recognition but ensures acknowledgement is communicated.

Muni's academic background comes from both Urban Studies and Architecture, however his passion lies in creative concepts, and understanding global and cultural interactions . He is the recipient of various awards in marketing and communications including the highly coveted Anvil Award, which celebrates creative excellence. Muni is a global citizen and has visited or resided in over 27 countries and actively pursues his passions of writing, photography, painting, downhill biking, rock climbing, and cooking.



## **Tom Short**

**Co-CEO + Founder**

**Operations, Client Care & Marketing**

Tom Short is a serial entrepreneur and co-founder of the innovative recognition product, Kudos.

Over the years, Tom has had the pleasure of working with many different entrepreneurs and organizations, helping them focus their strategies and solve their business, branding and marketing challenges. Tom has founded numerous, highly successful, companies including Bright Ideas and Idea Machine – which was recognized as one of the top ten interactive agencies in Canada. In 2003, Tom merged Idea Machine with Rare Method, an integrated marketing agency, to create the largest independent interactive agency in Western Canada. Rare Method was ranked amongst some of the best organizations in the country as one of Alberta Venture Magazine's Fast 50 and Profit Magazine's Profit 100 for several years running.

Tom's career path has taken a natural evolution from developing his own products and marketing programs to leveraging the most accountable and targeted marketing strategies. At Kudos, Tom oversees operations, customer service, sales and marketing.

Active in the community, Tom works with numerous charitable organizations and currently serves on the boards of the Calgary Marathon Association, Calgary Science School and Bocuse d'Or Canada. Married for 22 years to his wife Carol, Tom and his family are actively involved in youth sports with their son Ryan. Some of Tom's passions include coaching football with the Calgary Falcons bantam football organization.



## Kudos Advisors



**Todd Simpson**  
**CIO, Mozilla Corporation**

As Chief of Innovation at Mozilla, Mr. Simpson leads the Mozilla community to keep the Web open and accessible. Mr. Simpson's prestigious career has been an entrepreneurial journey driven by his love of technology. With a Ph.D. in Computer Science and author of numerous patents and papers, Mr. Simpson joins the board with more than 20 years of invaluable business and technology expertise.



**Farid Kassam**  
**Founder & CEO, Akeele Inc.**

Spanning a 23 year technology career in Health, Financial Services, Telecommunications, Aerospace and Military Systems, Mr. Kassam joins the board bringing valuable entrepreneurial experience in fundraising, business planning and product management. Mr. Kassam's deep passion for innovation extends from his early days in building mission critical software for Boeing and the NASA International Space Station program, to his experience with various tech start-ups, and his current focus in the field of Big Data.



**Jim Gibson**  
**COO, Chaordix**

As Chief Operating Officer of Chaordix, a Calgary, London and New York based crowdsourcing platform company, Mr. Gibson joins the team with 28 years of capital, technical and executive experience with various technology firms throughout Canada. Recently, he was founder and CEO of PURUS Technologies Inc., the pioneer in Collaborative Decision Management platforms.



**Dr. Paul Marciano**  
**Author of Carrots and Sticks Don't Work**

Earning his Ph.D. in Clinical Psychology from Yale University, Dr. Marciano is an internationally acclaimed author and leading authority on employee engagement and behavioral change. With more than 25 years of experience in Organizational Development he is also President of the human relations consulting firm, Whiteboard LLC.