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THE NEW STARTUP MANIFESTO

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FIRST EDITION

## OUR MANIFESTO

A Contify book

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Distributed by the Internet (one of the most ambitious projects  
taken up by mankind)

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People . Values . Culture

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## HEY THERE!

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We're Contify. We're not your usual startup. We're not funded. But we're not bootstrapped either. We always wanted to be a product company. But we never wanted to build using investor money. That money is always well placed for scaling. So we went ahead and built a solid services business first. That business gives us steady cash flows. And this cash flow has given us enough runway to take our product off the ground.

And that's why we are an unusual startup. We move fast like startups do. But we also provide the stability of a company that has scaled. This doesn't mean that you get to relax. What this does mean is that you get to take bigger and bolder risks, think about doing the best you can for our community, and improve the working lives of your customers one user at a time without having to worry about the usual resource constraints that are commonplace at most startups.

## OUR 4 COMMANDMENTS

1. Hire humans, not resources
2. Talk like humans, not robots
3. Say no to individual heroism
4. Ship amazing products

## SO WHO ARE WE ?

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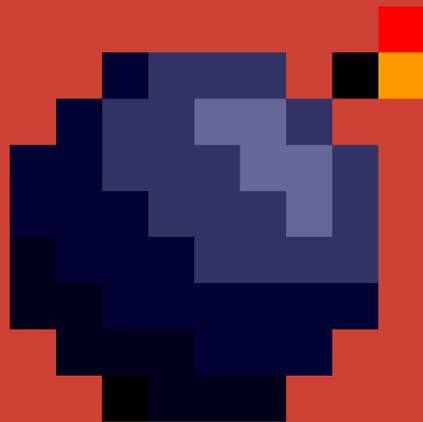
We are a product company headquartered in New Delhi.

Our flagship product is an enterprise grade market intelligence platform that enables our customers to monitor their competitors, customers, suppliers, and the remainder of the market variables that impact their business everyday.

Because Contify exists, some of the most forward thinking companies in the world have a supercharged market and competitive intelligence department. And because they have said supercharged departments, they are able to out-think and out-maneuver competitors, reduce cost of sales, and improve win rates.

We don't just build products that are better, we build products that make a difference.





## WE'RE DIFFERENT

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We're proud of how we've leveraged technology to build our product. But we wanted to give our customers the best. So instead of completely relying on technology to deliver the intelligence that helps our customers move the needle, we added a layer of curation to our product DNA.

What this really means is that once our machine learning and artificial intelligence algorithms are done with their job, information in Contify is curated by a real human so that what our customers get is not information but real intelligence.

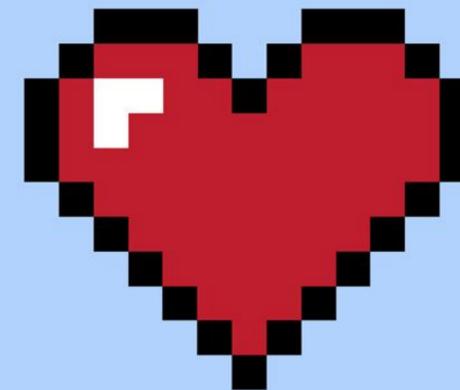
Old fashioned you say? Forward thinking we say. We just do what's best for our customers. That's why we're different. We are Contify.

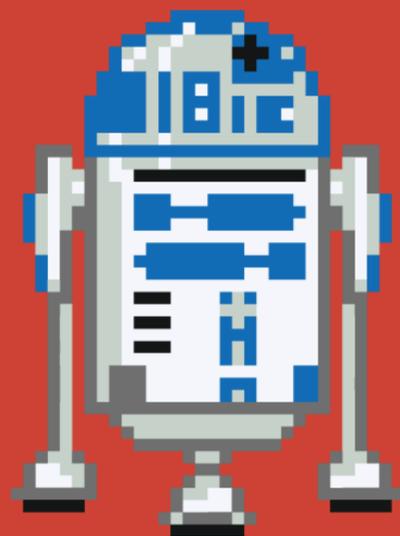
## HIRE HUMANS, NOT RESOURCES

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The entire idea of humans as resources sounds inhuman to us. We don't look at employees as titles that can be renamed, swapped, or replaced. And that is why we don't have an assembly line like approach to hiring. We choose our people more carefully. We take our own sweet time to evaluate because we don't hire for job-role fit, we hire for culture fit. So once you're in, you're in for the long haul.

We're not looking for rocket scientists. Sure it helps if you're great at what you do. But we work with people who are good at rewiring their own brains because startups are constantly changing. We need people who see things nobody else does, to make the connections nobody else would, so that we can accomplish for our customers what no one else could.





## TALK LIKE HUMANS, NOT ROBOTS

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Robot speak is an epidemic that has engulfed the startup community. Thankfully at Contify, we have a strong immune system. Here's our prescription:

1. Think you're talking to your mom: You'll have to collaborate with people working on different things. All of them won't understand what you're talking about if you throw around industry jargon. So instead of saying "I'm responsible for UX" just say "I am responsible for making sure that the product is not confusing." That's what you'd say to your mom. Trust us. We've been there.
2. Ask questions: Questioning is an art which we're forced to forego at a very young age. At Contify, we take you back to Kindergarten. So if you have a question, just ask. Because if you don't, you'll end up solving all the wrong problems.

## SAY NO TO INDIVIDUAL HEROISM

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We all love heroes. Heroes are great. But here's the thing about heroes; they live in their own Metropolis or Gotham city, fight their own nemeses and hang their capes in their own backyards. When it comes to fending off an alien attack or fighting a threat against humanity, they almost always fail on their own. When you're solving bigger problems, you need the Avengers or Justice League to get the job done.

And that's why we say no to individual heroism. You can excel at what you do on your own, move the needle on important things once, twice, or thrice, but when it comes shipping a product that is going to make a difference and create real value for real customers, it's team work that will count. We know this by experience, you should too.





## SHIP AMAZING PRODUCTS

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Contify is made up of five core disciplines:

1. Strategy
2. Technology
3. Curation
4. Design
5. Customer Development

The overarching manifestation of these diverse disciplines is the product. Everything that we do has to result in a world class product. That is why at Contify, the product is everybody's job. You can put these disciplines into a slot and try defining each one. What you'll end up with would be features and specifications. But when you put them together like we do, amazing things happen. Contify happens.

MADE WITH  IN NEW DELHI

