

MISSION

To make storing data astonishingly easy and low-cost.



VALUES

1

FAIR AND GOOD

"Be Good"

Build a good product, charge fairly, and be honest and upfront about what we can and cannot do. Be fair with each other, our customers, and others with whom we interact. Welcome family and well-behaved pets in the office. Treat outgoing employees as respected alumni. Be nice to each other, accessible, open to feedback, and accepting of mistakes. Collaborate with each other, don't compete. Create a joyful place to work.

2

SUSTAINABLE BUSINESS

Build for Long-term Success

Be rationally frugal, spending money for what's important and investing in the future but being responsible and efficient with it. Keep profitability in mind, aim for paying customers, not eyeballs or other vanity metrics. Build a business that does not require ongoing outside funding. Do not take on company-betting risks. Build a sustainable work pace that pushes forward but does not burn people out.

3

FOCUS ON EASY

Think Hard How to Make Things Easy

Streamlining processes, providing clear next steps, and reducing friction both for customers and internally is critical, worth taking extra time to achieve and continually iterating to improve.

4

OPEN COMMUNICATION

Default to Sharing

Default to sharing information both internally and externally, unless there is a strong reason not to. Sharing and transparency helps others, builds trust, and establishes leadership and awareness. Strong reasons not to share would include giving competitors an unfair advantage or violating employee or customer privacy.

5

CLEVERLY UNCONVENTIONAL

Refuse to Take History or Habit to Mean Something is "Right"

We are not lemmings. Sometimes 'conventional wisdom' is right. Sometimes it is wrong. Sometimes it is simply wrong in our case. Don't be limited by conventional wisdom. Consider out-of-the-box solutions and understand the reasons for doing what you do.

