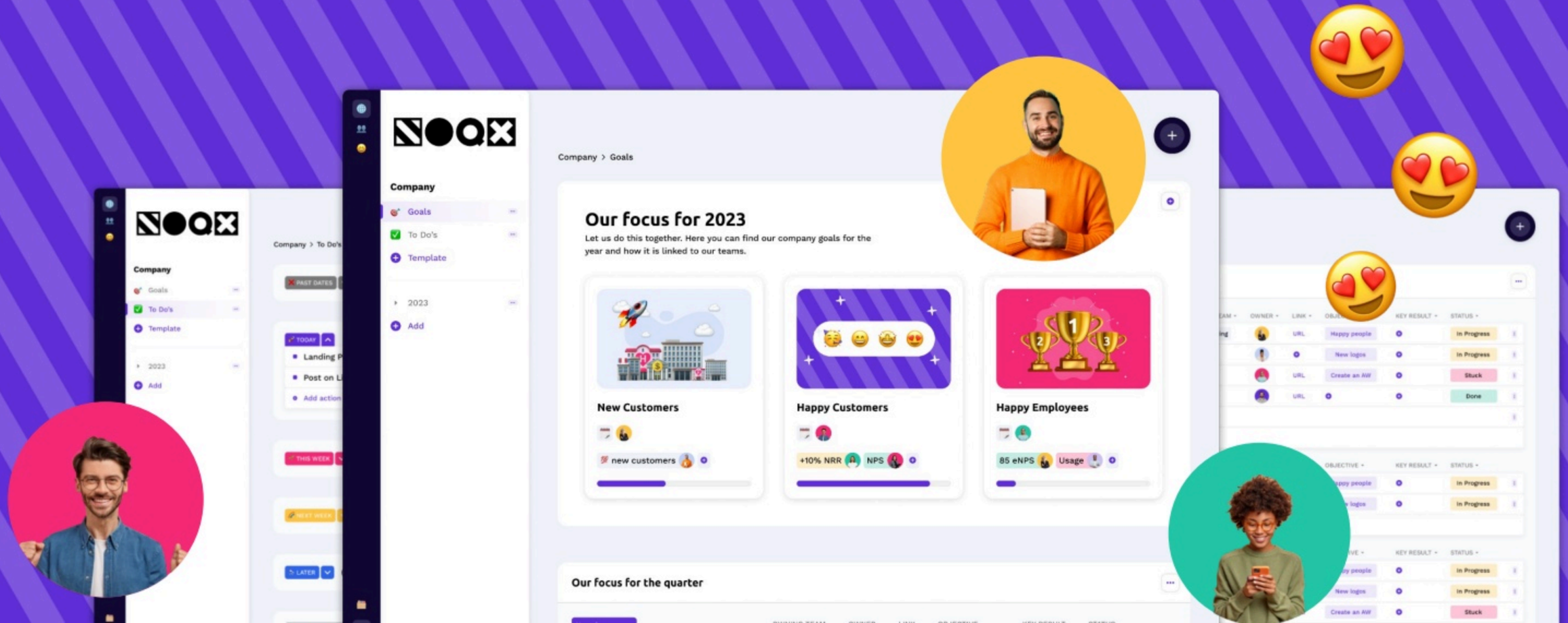
We help companies crush their goals



THE PROBLEM

70% of companies are failing to achieve their goals

❌ 33% of companies are achieving less than half of their targeted improvements.

❌ 90% of organizations fail to execute their strategies.

❌ Companies have disconnected initiatives without ownership and coordination.

Source: Deloitte 2023 MarginPLUS survey, IntelliBridge 2022

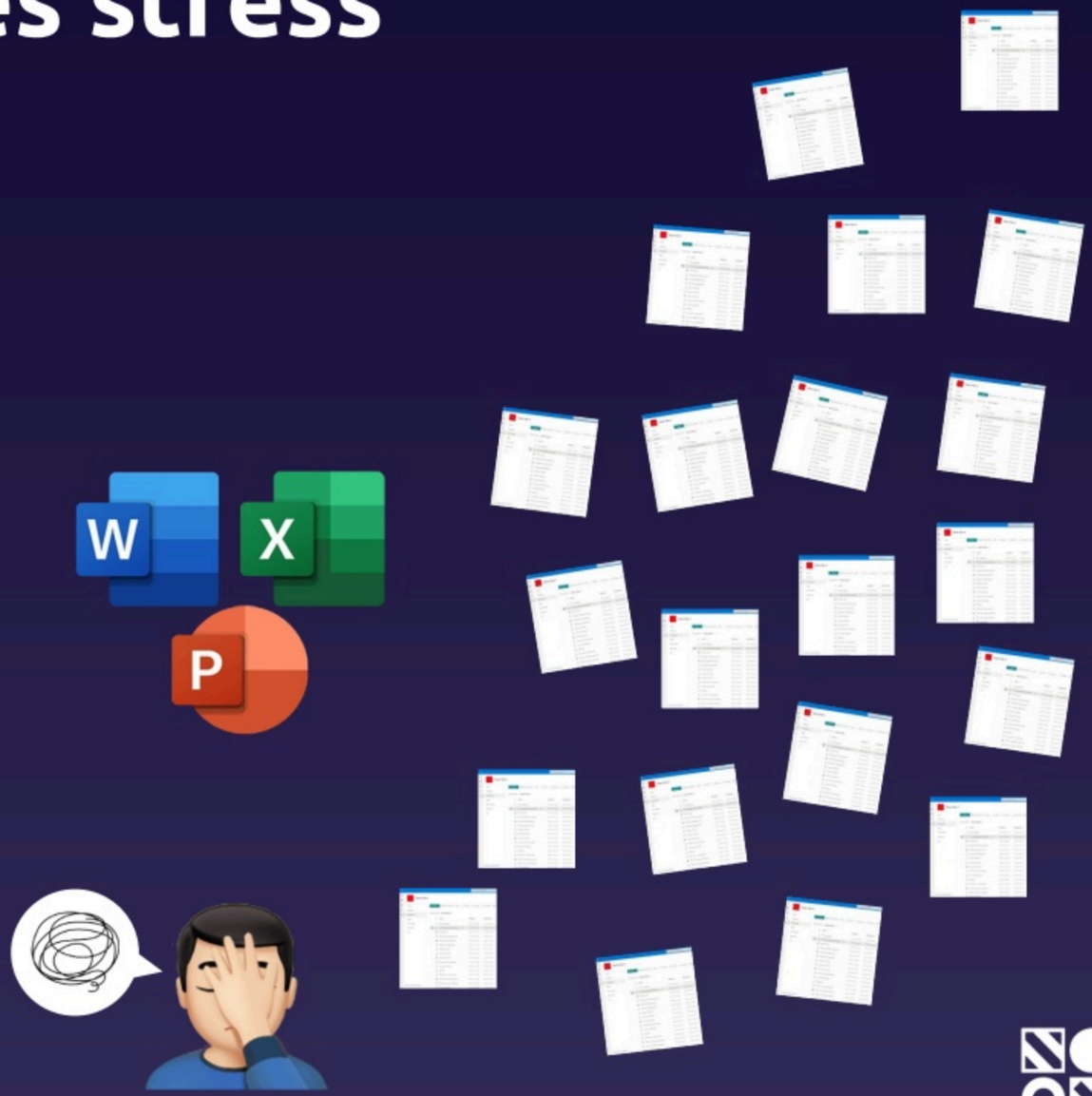
THE PROBLEM

Information chaos creates stress

❌ Goals & strategies are documented in spreadsheets and slide decks that are stored in various digital locations and presented in different meetings.

❌ Too much information is harmful for performance and create cognitive overload for employees.

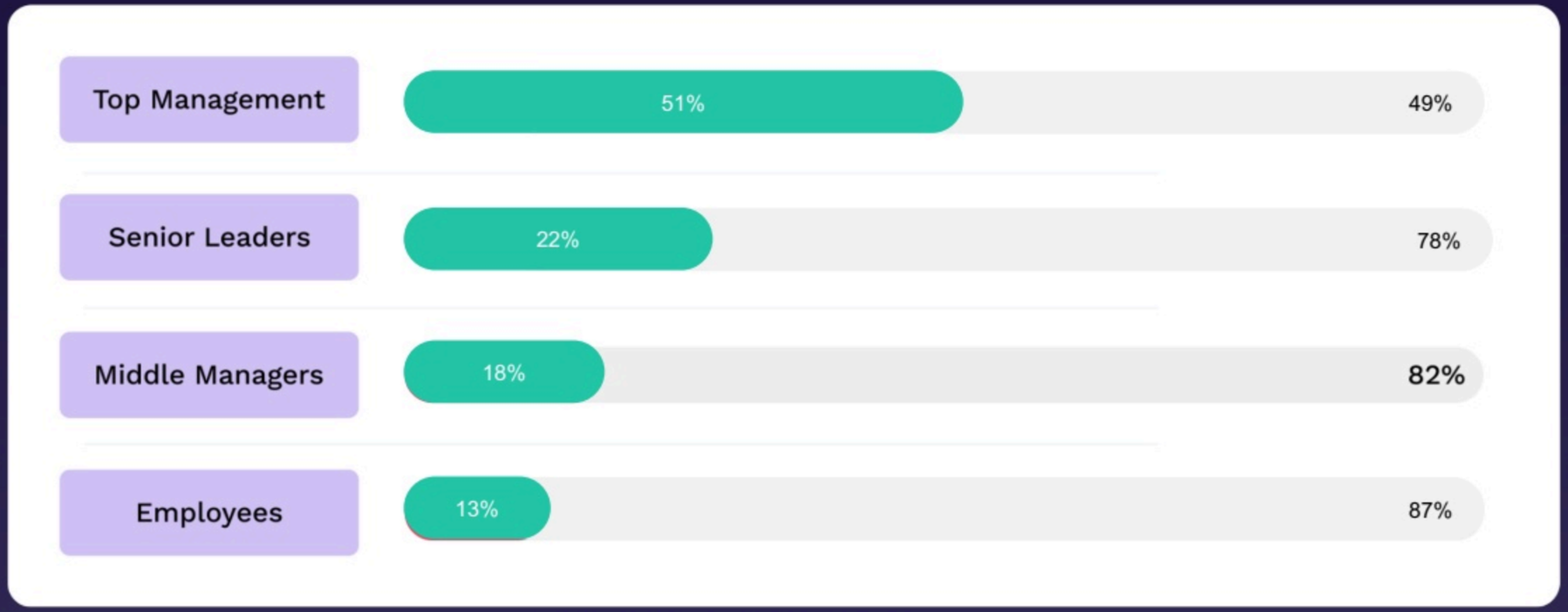
❌ 33% of companies experience inability to enable digital infrastructure. 34% lack of flexibility in existing assets and infrastructure and 31% have challenges with technology infrastructure.



Source: Deloitte 2023 MarginPLUS survey, Joseph Freed, Forbes, 2020

THE PROBLEM

Half of top management cannot mention the goals 🤔



% that can list top 3 priorities for the company.

MIT Sloan School of Management

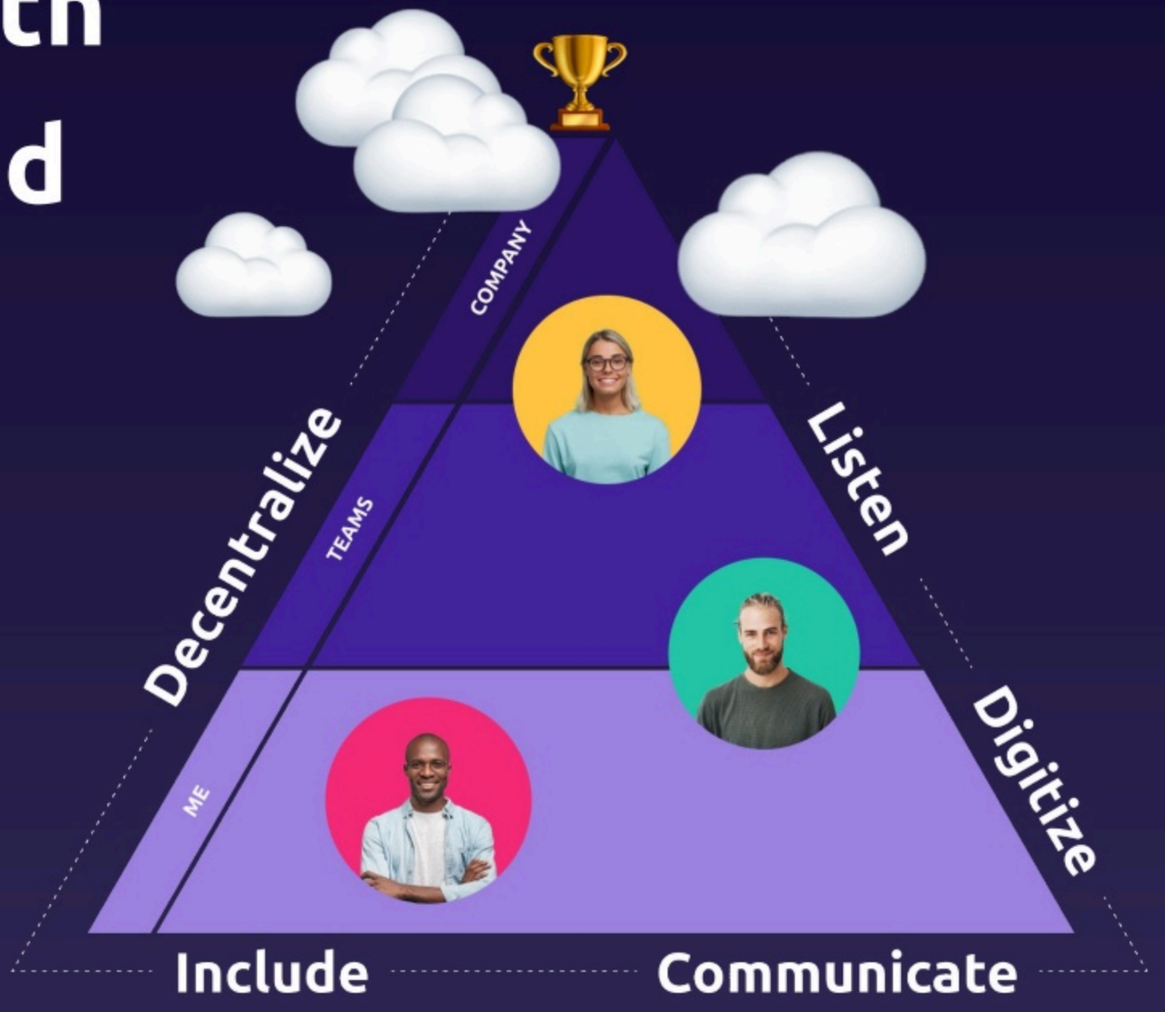
THE SOLUTION

Fixing what's broken with clarity, transparency and simplicity

🎯 Simplify Goals: Embrace simplicity by minimizing the number of goals and decrease complexity.

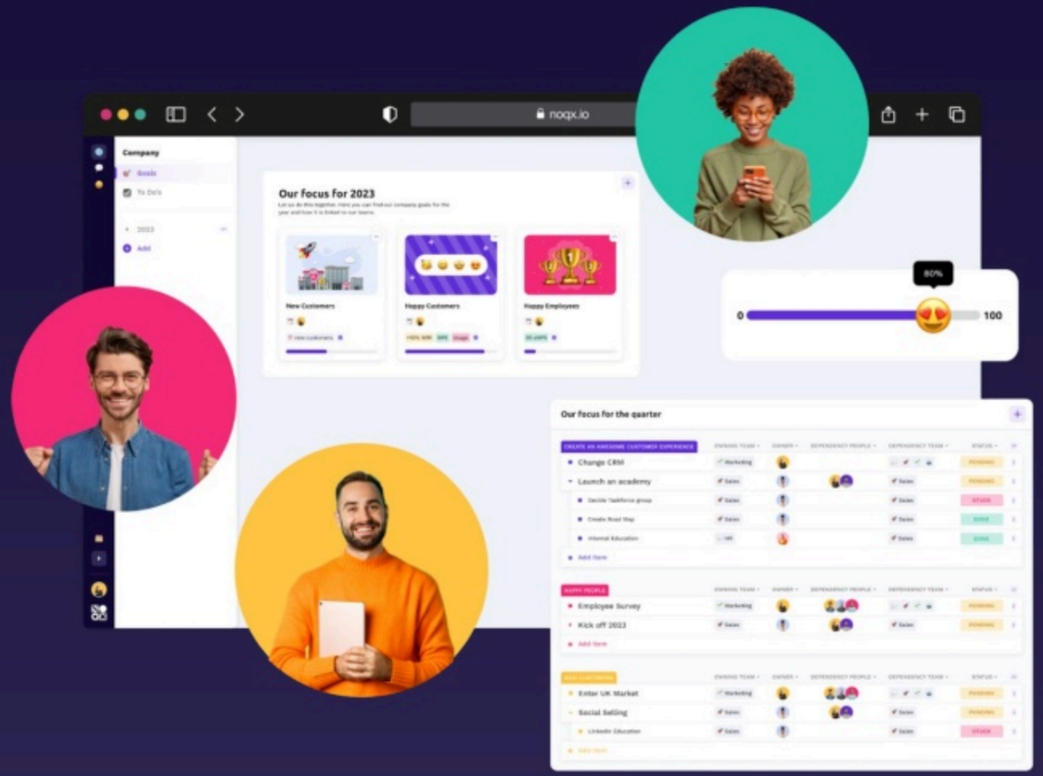
🎯 Blend Governance and Inclusivity: Establish a robust governance framework while fostering inclusion by actively involving employees in the process.

🎯 Embrace Digital Transformation: Drive change by digitizing, modernizing, and upgrading work methodologies to stay at the forefront of innovation.



THE SOLUTION

A goal tool marrying a collaboration tool



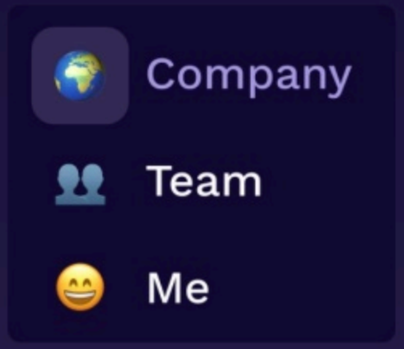
🎯 Creates Clarity and Alignment on all levels, between Departments and People.

🚀 A One-Stop-Shop for Goal Setting, Collaboration & To Do's.

🏅A Platform where Companies High Level Goals meet the Employees Every Day To Do's.

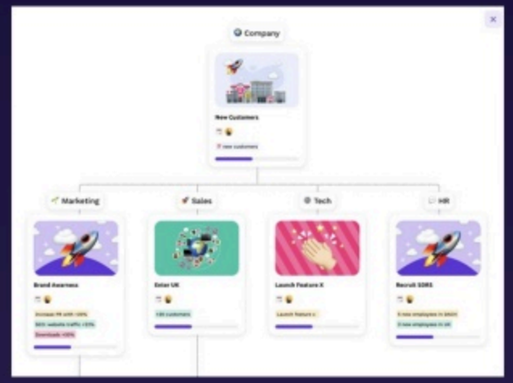
THE SOLUTION

Our awesome platform 🏆



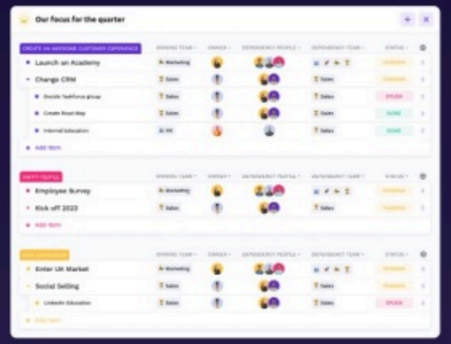
Clarity

💎 It is now crystal clear where to find Company Goals, Team Goals and Me Goals and the progress towards these.



Transparency

🤩 Gain a comprehensive view of how your Goals are linked to the overall Company Goals and get full transparency what everyone else is working on.



Impact everyday

💪 Finally, a tool where Employees Daily To Do's meets the Company High Level Goals.

Collaborate

🏎️ NOQX is a Goal Tool that is Marrying a Collaboration Tool, in a UX the World never experienced before.

ONBOARDING

Timeline to success 🏅

- ✅ 125% Lower Burnout
- ✅ 35% more committed to the organization
- ✅ 21% More effective leaders
- ✅ 46% Higher job satisfaction
- ✅ 16% Better Employee Performance

Harvard Business Review

WEEK 1
Start up meeting
Desired outcomes and expectations. **(60 minutes)**

WEEK 2
Welcome Email
A welcome email that includes an introduction to the platform and its key features.

WEEK 2
Invite users
We'll provide a video guide for the initial login process and a brief introduction to the platform.

WEEK 3
Training
Company-wide Training and Q&A Session **(60 minutes)**.

MONTH 1-2
Follow ups
Individual follow ups with internal stakeholders.

MONTH 3
Satisfaction Survey
Satisfaction survey sent to account owners.

MONTH 6
Business Review
Review usage, adoption, and outline next steps.

MONTH 6-9
Follow ups
Individual follow ups with internal stakeholders.

MONTH 9
Renewal

START ----------▶ RENEWAL

LANDSCAPE

Goal-oriented tools are commonly procured by HR departments. These platforms are often branded as Performance or HR platforms. However, their usage tends to result in sporadic logins by employees. User engagement primarily stems from essential updates prompted by managerial reminders.

Goal platforms

Complexity

Simplicity

We recognize knowledge tools and knowledge sharing platforms as competitors in the market. These platforms prioritize enabling seamless knowledge exchange and efficient note-taking. Often engineered by skilled professionals, they may entail substantial setup efforts to optimize their functionality and usability.

NOQX operates in a competitive landscape, bridging three distinct platform categories:.

At NOQX, we fusion these three categories. Our primary objective is to infuse the process of setting and pursuing goals with enthusiasm and engagement for employees. We aim to make the journey of defining and achieving strategic objectives both effortless and enjoyable. Currently, we don't see any tool in the market that truly embodies this unique combination of user-friendly functionality, strategic alignment, and sheer fun in goal-setting. In essence, NOQX strives to be the perfect blend of these three worlds, ushering in a new era where setting and achieving goals becomes not only efficient but also a source of inspiration and satisfaction for all users.

Users of collaboration tools genuinely enjoy their experience. However, they often encounter a critical void in terms of strategic goal alignment and visualization.

Collaboration platforms

THIS MAKES US UNIQUE

A goal tool marrying a collaboration tool
Imagine a Goal Tool and Collaboration Tool coming together in a user experience the world never experienced before.

Catapulted into the future by AI
With just one click, grasp your goal progress and access executive summaries effortlessly. AI is incorporated throughout the platform.

Company vision meets employee daily execution
Employees used to find the company's vision and goals hard to understand, but now they can easily connect their daily tasks to the big company goals and see the relationship.

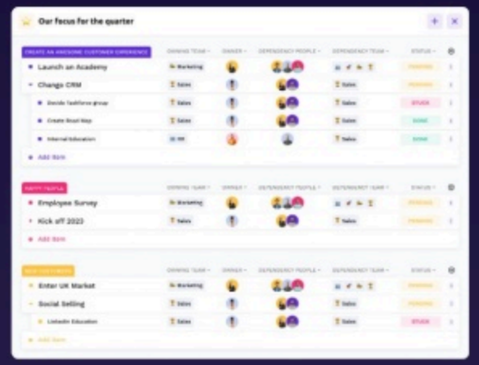
A new way of working
When everyone is working from anywhere you can still govern your company and make sure you are streamlined.

We make strategy and goal setting fun
Making strategy understandable and enjoyable empowers employees with a clear path, helping them better align with company goals.

A UX the world never experienced before
We make sure the user have an unforgettable experience using our platform.

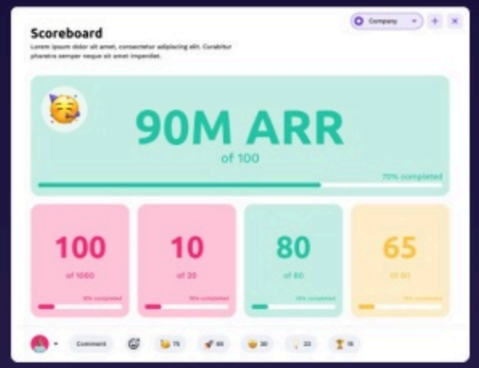
ROADMAP

We are just getting started 🚀



- ✅ OKR Framework
- ✅ Visualize Goals
- ✅ Link Goals Overview
- ✅ Collaboration

Q4 2023

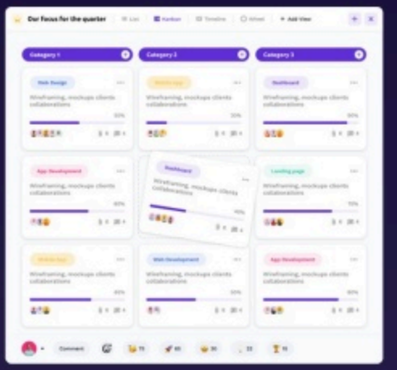


- ✅ AI-assistant
- ✅ Documents & Note taking
- ✅ Scoreboard
- ✅ Upload documents
- ✅ Multi Tenancy
- ✅ Billing in tool
- ✅ Notifications

Q1 2024

- ✅ Celebrate people
- ✅ Comments & Likes
- ✅ Archive
- ✅ Advanced edit
- ✅ Export
- ✅ Integrations

Q2 2024



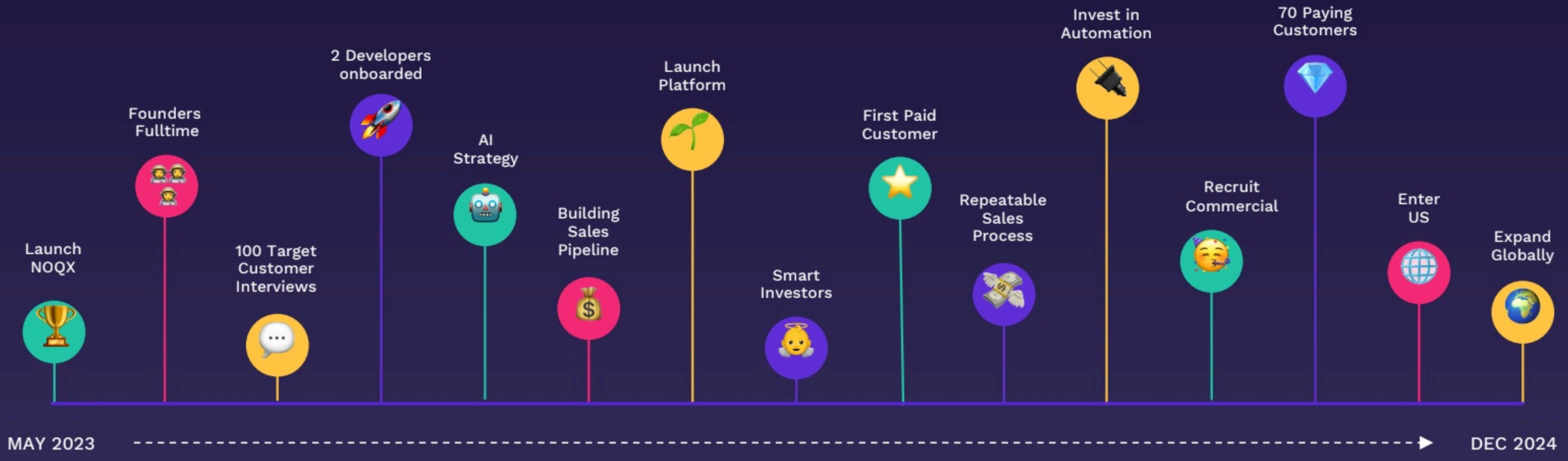
- ✅ Strategy Space
- ✅ Linking resources
- ✅ Celebrations board
- ✅ Kanban
- ✅ Wheel
- ✅ Timeline

Q3 2024

TRACTION

Our demos show promising results ⚡

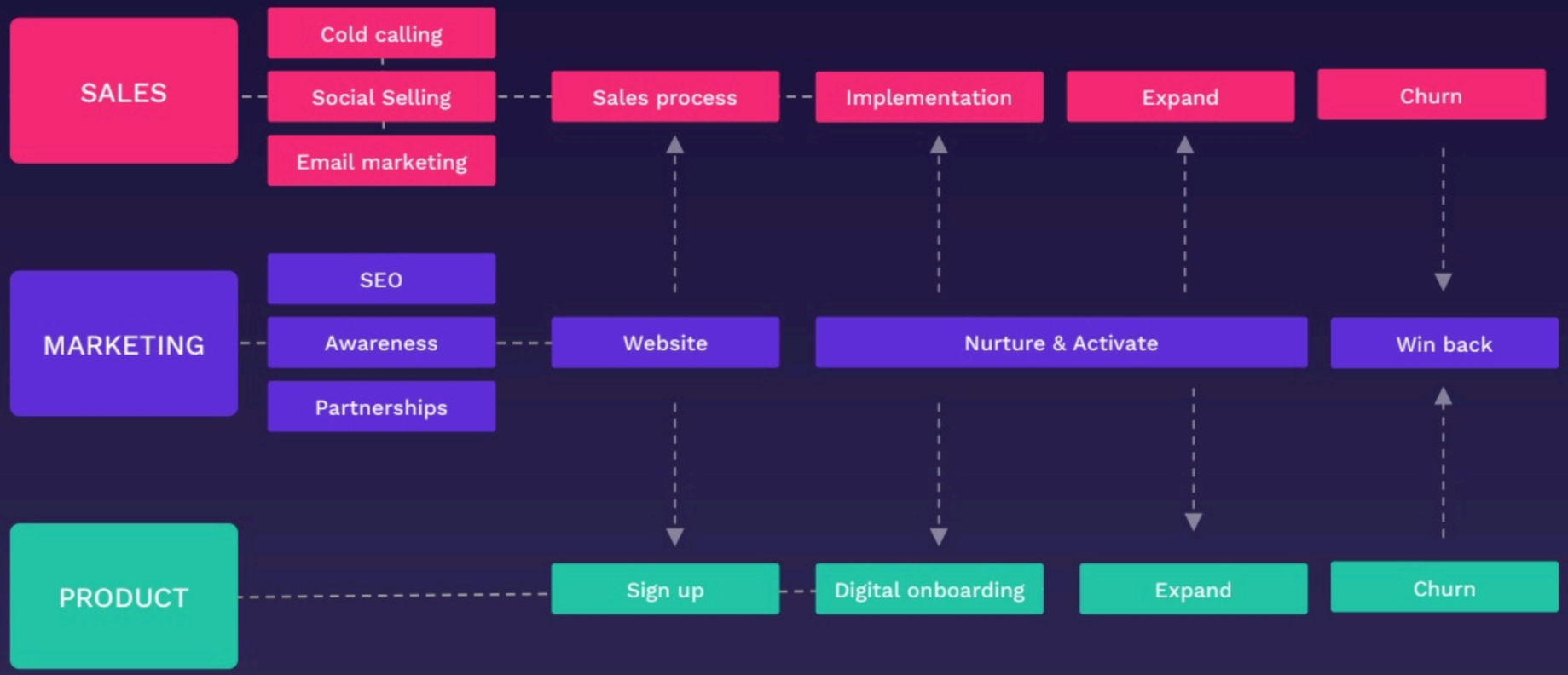
- ✅ A significant 95% of our target audience identifies goal-setting and visualizing strategy as a major challenge.
- ✅ The relentless pursuit of goals occupies the thoughts of 100% of CEOs on a daily basis; it's a constant focus for them.
- ✅ In the initial stages, leveraging OKRs through spreadsheets proves to be our sweet spot.



GO TO MARKET

Our commercial engine 🚂

OKR Software Market size was valued at USD 923.31 Million in 2022 and is projected to reach USD 2588.9 Million by 2030, growing at a CAGR of 13.76% from 2024 to 2030.



GO TO MARKET

Pricing 🤑

Core	Professional
$100 per user/year	**$150** per user/year
Limited number of Boards and Teams.	Unlimited.

GO TO MARKET

Persona & ideal customer profile

✅ Medium-sized business with 50-500 employees.

✅ We will start selling in the Nordics with the sight set on the US from the get-go.

✅ Ideally, the company we are selling to wants to digitize and is going through a lot of changes.

CEO Cecile

150 Employees

48 years old.
Have a Partner & teenage kids.

Cecile is the CEO of a company with 150 employees. The Company she is working for are undergoing a lot of change and she is experiencing that the Team have different ways of working that not always lead to the company goals.

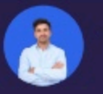
Influencers:

Chief People & Culture

Chief Operations Officer

Chief Strategy Officer

Champion:


The employee