APP LOVER

Full-Stack Digital Agency

Culture Book

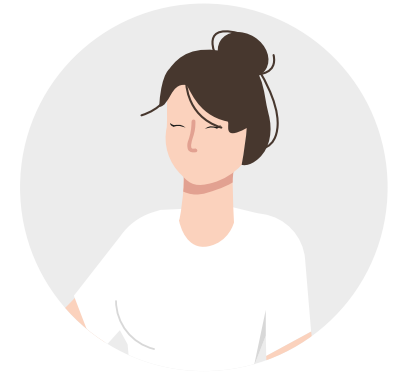# Hello at Applover!
Nice to meet You!

When we hire someone new, people often say that we have a unique atmosphere. But it's always been difficult to describe it. To change that and to define the unnamed, we've come up with this Culture Book. It catches the essence of Applover and our organizational culture. Since 2016, we've grown from a small group of technology enthusiasts to over a hundred top tech experts that like working with each other and are proud to call each other friends. We don't just make software, but we also make our history. Collaboration is the keyword. Together, we're a group of people who care about growth. And it wouldn't be successful without the daily contributions of each person.

We'd like you to learn more about us as well! We've collected in one place what's important to us – the culture. You'll find here what our core values are, what motivates us, what initiatives we take part in, but also how we work, what we work on, or what we do after work :) We don't want this to be another corpo-text because we aren't one. That's what we value a lot.

Come and meet us any time!

Piotr Sędzik
CEO

Magdalena Błaszczak
COO

Piotr Sobusiak
CTO

Jan Kamiński
CSO

First things first
Who are We?

Applover is a Full-Stack Digital Agency from Wrocław, the city of hundred bridges. Founded by 4 friends in 2016. Now we are a team of over 120 top tech experts who have developed over 200 projects. Our DNA is working on technologies for **the most dynamic and recognizable start-ups on the worldwide market.** To know us deeper, keep scrolling through Culture Book!

#WeAre**Applover**

50 | Technology **Fast 50**
2021 CE **LAUREATE**
Deloitte.

ABSL
DIAMONDS
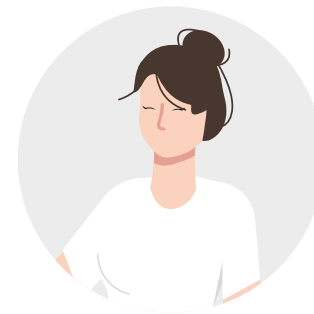
Forbes

Get to know helpful people
Our Team & Leaders

Meet our department leaders! These are the people who are always ready to help – **good communication, feedback, and availability** are very important to us. That's why we have to highlight this: there's no bureaucracy preventing anyone from leading the organization in the direction of new chances.

Leaders are the first point of contact – they provide support in daily organizational matters, mentee development (help in choosing a development path, setting growth goals), and evaluation (collecting feedback, choosing personal goals, 1:1 meetings).

Meet Our **Team Leaders!**

Magdalena Błaszczak
HR

Jan Kamiński
Sales

Natalia Kamecka
Marketing

Sandra Skutecka
Administration

Renata Hara
IT Team Manager

Michał Kukuł
PM

Tech leadership

Applover's Tech Lead is responsible for overseeing and supporting the entire software development process in the project – starting with doing the necessary research, assisting with pricing, advising the client and the team on technical issues of designing solutions in the workshop phase, and identifying potential problems and critical points of the system.

With this role comes wider responsibility as well as extra pay. In every project, there can be several tech leaders – one per technology, e.g.Ruby on Rails or Flutter. We believe that this role is essential in every project, so everyone can always have a person to turn to when a new challenge comes and support is needed.

Our Values

Support

We support each other, employees, and clients at every moment and in every aspect. Regardless of whether you need to help someone in the project or support the client in the concept of the product – we are ready. We **support each other in various situations** so all hands on deck are obvious to us when there's someone in need.

"What surprised me the most is how much support I get from my team. I can always count on someone's help while working on a project, so it's not like I'm left out in the cold with a problem. Quite the contrary. Together, we create a work environment where we support each other and feel comfortable." - **Agata, Front-end Developer**
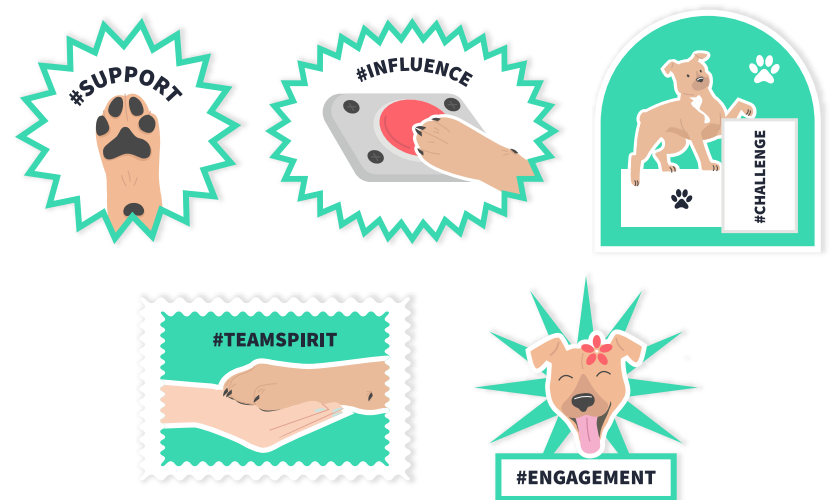
Influence

We shape and improve our organization together. Each of us can impact ongoing processes and create new ones when we feel that something can be done better. We **trust everyone to take responsibility for their actions, challenge the status quo** and shape Applover. Everyone can take initiative. And if you do, magic can happen!

"What I love about Applover is the fact that for any initiative there is a very short path from a raw idea to a ready to put in place the solution. Doesn't matter whether we want to improve an internal process or solve a complex problem in a project. I always feel that every single person in the team can have a considerable impact on the whole organization." - **Zuzia, Back-end Developer**

Openness to new challenges

Challenge is our middle name. Often you have to go into a completely new project, learn about new technology, and face a task that you haven't performed before. **We aren't afraid to try new approaches and paths**, we embrace the unknown and we are eager to test, learn from our mistakes, and introduce new things.

"We wouldn't have been where we are if it weren't for stepping into the unknown. That's what we do to this day – go beyond the comfort zone and try new things. When someone wants to change technology or try their hand at a more complex project, there'll be space for that." - **Piotr, CEO**

Team Spirit

We are a team, **we work toward the same goal and we have a common vibe**. We like each other and we like to spend time together. When you are having dinner in the kitchen, someone will join you for a laugh together. This is just who we are.

"If you are looking for a non-corporate approach, Applover is the place for you. We don't have any complicated structures or hierarchies here. We have our own unique atmosphere that we all create together. Even despite the pandemic and remote working, I still feel it." - **Julia, UX/UI Designer**

Engagement

We feel committed to what we do because we know Applover is us and we create it together. That it's also partly our company. We want the projects we take part in to be simply done well. Our commitment isn't only about projects, it also includes **the willingness to constantly develop** and do more.

"You will rarely be told what to do exactly. There aren't perfectly laid out tasks with checkboxes to check off. But if you see something you can improve – do it! Every initiative, idea, and solution, is welcome from day one." - **Magda, COO**

Initiatives We are involved in

Our Actions

Whenever we can, we give back, and we do it pretty often! In 2020 when the global pandemic outburst, we joined **The Tech to The Rescue initiative** and helped several NGOs.

From time to time, we help one of the local **Foundation "Miej Więcej"** – we helped them buy face masks for medical staff when they were the most needed or we chipped in to help Santa deliver gifts to children who cannot always count on that.

Our CIO co-organized workshops for children from orphanages with the Wrocław University of Science to **teach kids about IT**, show them how to program the most simple things, and interest them in coding.

What's more, since 2021 we support **Polish Cadet Judo Champion, Kinga Klimczak** who trains in the Praesidium Wrocław club in Wrocław. We want to support women not only in IT but also in sports!

As Applover, we often organize various initiatives that our team suggests, like clothes swaps and donations for the ones in need. That's who we are and what we care about.

#TacoApproves
W🐾🐾F

OPOLE

#Applover**Support**

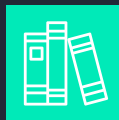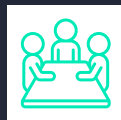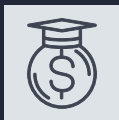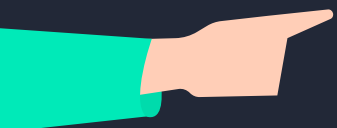Ways We learn new skills

Our Growth

Growth is an important part of Applover. In fact, the entire company has been evolving since its beginning – employees, management, the office! We're getting bigger, we're coming up with new ideas and we are testing them. That's also why **we offer a space to encourage growth within the company.**

Edu meetings

Every team at Applover organizes so-called EDU sessions once a week or two. During an hour-long meeting, we share the knowledge on topics that might be useful for you or your team. It could be technological innovations or problems in the project which may be difficult for you. But when your whole department looks at it, you can always manage to find a new solution.

English lessons

Most of our clients are from abroad, although internally we communicate in Polish, when it comes to projects – it's mostly in English. We support employees who need to improve their language skills and we subsidize classes with our teachers.

Books

As one of our benefits, we offer our employees a book budget. Our libraries are bursting at the seams, but every month you can order an interesting position just for yourself.

Education fund

If you need it, we support you so that you can do your best work. If that requires purchasing an extra course or spending a few hours learning about an additional tool, there is space and budget for that at Applover.

PGF's

Personal Growth Framework is our answer to the question "What can I do to work better?". We have mapped out growth paths for each of the technologies we work in and the positions we have in our departments. If you want to change technology or jump to the "next level" of your knowledge, PGFs are a roadmap of what to do. Everything is clear and straightforward.

Mentoring

At Applover, in the technical departments, apart from the Technical Leader who takes care of the processes, you will also meet the IT Team Manager. This is a person whose main task is to take care of your development, write down your goals and find the best solution to help you grow. Together with your assigned mentor, they will support you in your daily work.
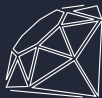
Technologies We got covered
Our Tech Stack

Back-end

RUBY ON RAILS

RUBY

PYTHON

DJANGO

.NET

SYMFONY

FAST API

SCALA

NODE JS

PHP

LARAVEL

ELIXIR

JAVA

Front-end

JAVASCRIPT

VUE.JS

REACT

WORDPRESS

TYPESCRIPT

ANGULAR

Mobile

FLUTTER

JAVA

SWIFT

KOTLIN

REACT NATIVE

We have common Vibe
Our Communication

Known for a flat structure

You won't encounter here saying "Mr"/"Ms" or using "Sir"/"Ma'am" – even to your bosses and leaders. **We all call each other by our first names**, and some of us have nicknames too! We know that communication should be natural. As long as we don't offend someone, there's no problem to curse. All in good taste!
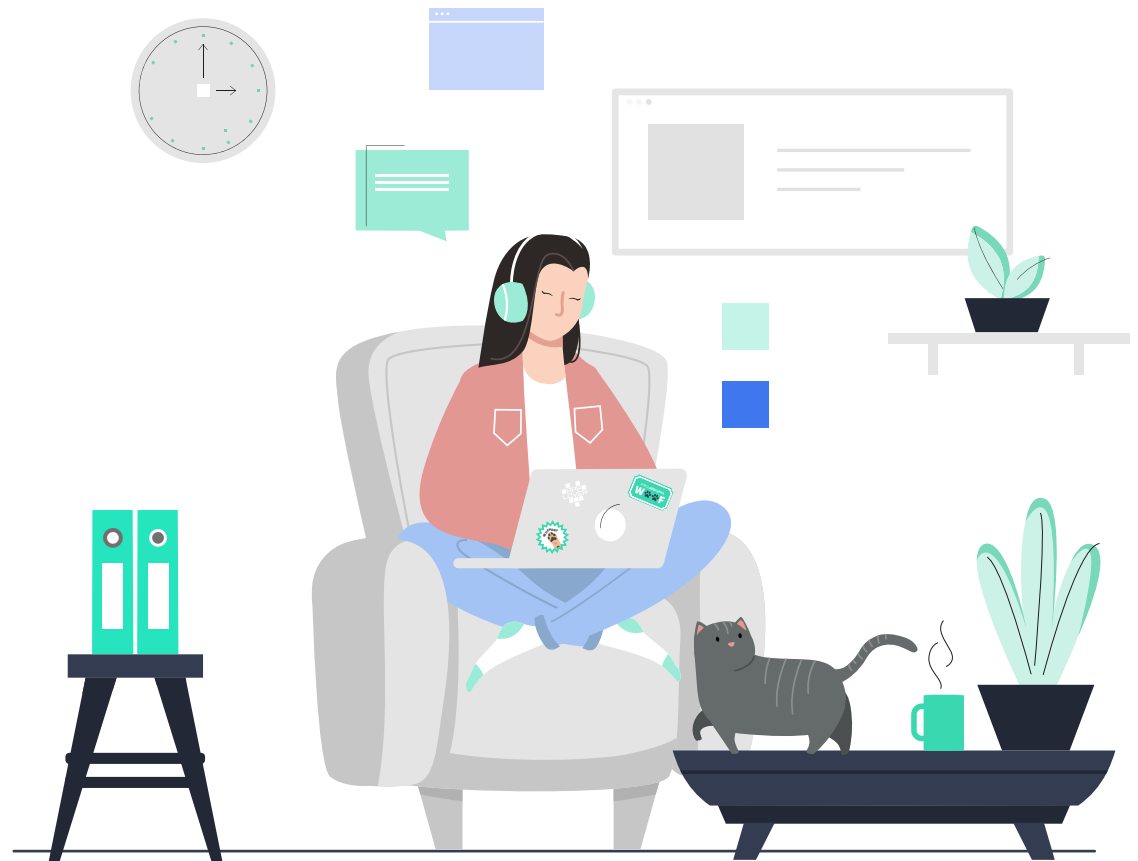
Applover's Corner

Our event takes place once a month (or more often) during which we discuss the most important topics in the company. We want to have **the best possible flow of information** so that everyone knows what's going on at the Applover. Thanks to that, we can keep the transparency of communication.

Some examples of our Applover's Corner:

- **Piotr, our CEO**, talked about the plans and objectives or the next quarter;

- **Michał, one of the project managers**, presented the changes we are making to the projects;

- **Magda, COO** at Applover, discussed how the HR department makes our lives better!

Coffee with the CEO

Each week, there's a slot to **talk with our CEO during coffee breaks.** These meetings are 1:1 and can be about anything you want – the company, current projects, ideas, or issues, but they can also be about sports or TV shows. You decide! Anything you contribute to make Applover the best company in the world is welcome. Different perspectives on various topics are important and this is one of the ways to discuss them.

We like each other
Our Way of Work

Our people work from:

Suwałki

Szczecin

Poznań

Białystok

Warszawa

Łódź

Wrocław

Lublin

Chorzów   Katowice

Kraków   Rzeszów

Tools we use

- **Slack** for communication
- **Confluence** for sharing knowledge,
- **Hubstaff** for tracking work time
- **Passbolt** for managing passwords
- **Trello** for the project management board
- **Jira** for programmer and project manager work (much more powerful than Trello)
- **G-Suite** for various Google tools such as Calendar, Gmail, and Drive.

Applover's Afterhours

At Applover, we like each other and we enjoy spending time together. That's why **we often organize spontaneous meetings after work** to play games, billard, or to be together and have a beer.

We have recently started a chess league as several people play chess together. We pay a lot of attention to bottom-up initiatives. **If only someone has an idea for spending time together – we're in!** But this doesn't mean that we don't embrace other forms of integration organized by the HR department.

Some time ago we were on an integration trip in Świeradów Zdrój. During such a trip we had a chance to go to the mountains, have a great party and take part in a workshop about improving the quality of communication. Not to mention the party organized on the **Applover's 5th birthday.** Then even Mezo was our guest! We rented for this occasion a club, a vintage tram and the party lasted until very late…
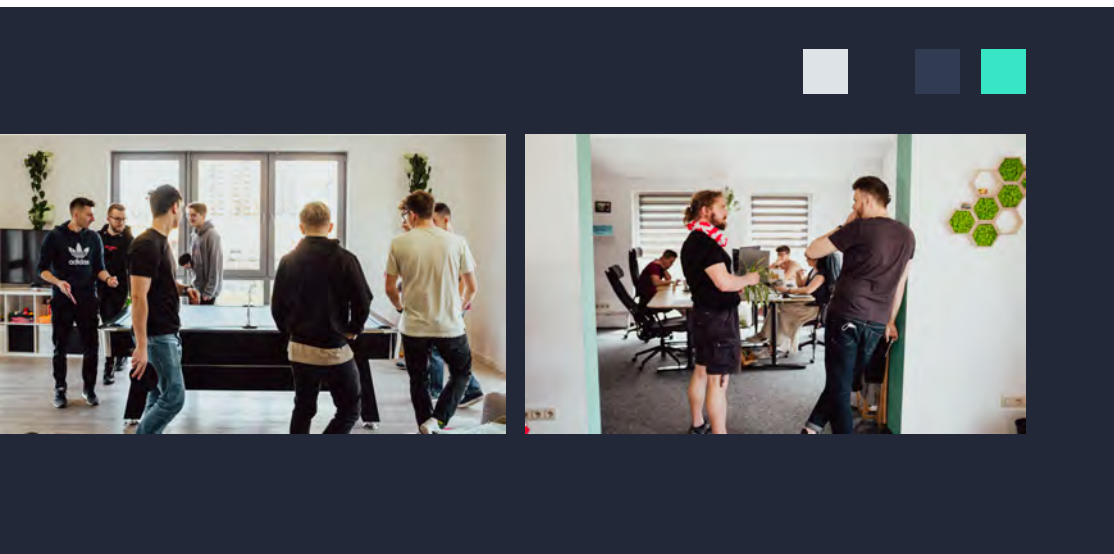
Our Office

When you say "office", you probably imagine it's a monitor, desk, and hub. But for us, it's more – there's the desk, Różana's restaurant, daily meeting, hacky-sack playing, retro meetings, billiards, code time, ping-pong time, and, of course, Taco time!

We have our office in Wrocław, the city of hundred bridges. We have 3 floors – each of them is unique in its own way and has its customs. The kitchen is our favorite place and at the same time, there's our most popular chill room. It's a well-known place for **eating meals together, fruit Wednesdays, Thursday bun days, Applover's breakfasts, or birthday cakes from our employees.** But there's more! The kitchen is also our chill room, where you can play a game of ping-pong or dart, and just sit on the sofa or poufs and chit-chat over our delicious coffee.

We strive to make it a wonderful place to work that we will associate not only with work but also with the pleasures. The spaces in our office are bright, comfortable, and full of greenery. Yet, an office without people and employee pets is just a building. With our regulars, it creates an atmosphere and community of people who just like each other ;)

Have we mentioned that **ping-pong** is our Applover's favorite type of break? No? Well... We even have our inimitable ping-pong rules, but to get to know them well, you have to visit our office and play with us! ;)

We are not afraid to use emojis
Our Emoji Glossary

Our daily communication takes place on Slack, to reflect who we are and how we work, we often use emojis. With our **829 custom emojis** (for May 2022, this number will definitely rise up in the future) it's worth showcasing the most common ones we use. They illustrate a bit better who we are as the Applover Team.

:basic: /ˈbeɪsɪk/ – Basic emoji is often used in regards to our CSO, Jan, and his actions, who can sell everything to everyone in a really basic manner.

:bulion-opieki: /ˈbʊliɔn ɔpɪɛki/ – this emoji means that our CTO, whose nickname is Bulion (which means a broth in Polish), looks after you. So it's often used when we are grateful to him or when he does something cool, which is often.

:bulion-think: /ˈbʊliɔn θɪŋk/ – this emoji showcases the thinking pose of our beloved CTO, we use it, when we see that he is considering options, or when we have to make a tough decision.

:asap:/ˈeɪsæp/ – ASAP means as soon as possible, but with the pretty face of our CTO, this emoji is often used to ask for something with a short deadline but nicely.

:bulionpokoju: /ˈbʊliɔn pɔkɔjuː/ – as you can see our CTO is really emoji-friendly, this particular one is often used after the strong argumentation, to end the exchange of views, for a peaceful closure.

:everybreatheutake: /ˈevri breθ juː teɪk/ – do you remember the biggest music hit recorded by the Police? This is our CEO's face in the emoji, and he loves it! But even more than the song, he loves to be always up to date with everything going on at Applover. We use this emoji when we "feel his breath on our neck" when we know Piotr is "watching us", but in a good way. He's not a creep, no worries!

:howdy: /ˈhaʊdi/ – yes, our CIO often acts like a cowboy in the old days. Did we mention that our structure is pretty flat?

:kukusluzbowy: /ˈkʊkuː swuʒbovə/ – we use this seriously looking emoji when we see that Kukuł, our PM is looking for an order, making some changes in a work organization or when he is just getting more serious about his job than is necessary.

:kukuedukacji: /ˈkʊkuː edʊkatsji/ – so here is one of many emojis with our favorite Project Manager, who we call "Kukuł" (it is his last name, you can translate it to "cuckoo"). This is an emoji that we use when we learn something new, when something is really informative and useful in the end, for example when we learn about a new Jira feature that we can use in our projects.

:lecimy: /ˈlɛtɕmə/ – this is a perfect emoji to use when we begin a kick-off of a project, when we are ready to start a new task and we all know everything, so we can start the work itself with an optimistic attitude.

:looo: /ˌwuː/ – this emoji presents our Back-end Tech Leader, Zuzia who is expressing amazement and joy. It is just our way of saying "woo hoo" or expressing astonishment!

:sad_taco: /sæd tɑːkəʊ/ – this is one of the many emojis with our Happiness Developer, Taco, although this one expresses her being sad, so if you join us, try not to use it too often and don't force others to use it! The Happiness Developer cannot be sad!

:taco_pls: /ˈtɑːkəʊ pliːz/ – this emoji is often used when we want to ask for something and use one of the strongest armor in our arsenal - Taco. This is the strongest "pls" you can see on our Slack.

:taco_xd: /ˈtɑːkəʊ iks dɛ/ – this is an emoji we use when we want to say "XD" but with a dash of Taco's love.

:happy-taco: /ˈhæpi tɑːkəʊ/ – pretty self-explanatory, just a happy Taco.

:shock_taco: /ʃɑːk tɑːkəʊ/ – this one is also easy to get; we use it when something shocks us but we want to soften our message by using Taco's expression of it.

:teletaco: /ˌteli tɑːkəʊ/ – when to use this emoji? When you are remote: when you have a remote call, presentation, or anything off the office.

:bulion-odstrzalu: /ˈbʊliɔn ɔdstʐæwʊ/ – another emoji with our CTO aka Bulion. This one we use when he "kills" something, reduces something, or decreases the number of something. We try to not use it too often, but life can be brutal sometimes…

:buliondojazdu: /ˈbʊliɔn dɔjaːzdʊ/ – this emoji we can translate as "our CTO getting someone". We use it rarely, as he is a peaceful man but there were situations where he had to be more firm with something or someone and it was so memorable for us that we created this beautiful emoji.

:siwekjoker: /'ɕvek dʒəʊkər/ – this one expresses when our Front-end Dev, whose nickname is "Siwek" (also from the last name, we should be more creative about it...) makes a joke, which is quite often.

:skibox: /skibɑːks/ – this emoji represents one of our most hard-working developers, and is his nickname!

:skibox-wpierdolu: /skibɑːks vpɪrdəʊlʊ/ – so you met Skibox, our Back-end Developer, above, and this emoji represents him fighting and overcoming any obstacles that he may encounter. Motivational but in a funny way.

:januszcantbreath: /jɑːnuʂ kænt briːð/ – an emoji connecting the meme "can't breathe" with Janusz, our Android/Flutter Developer. It expresses laughing and being in good humor.

:chief-ethanol-officer: /tʃiːf 'eθənəʊl ɑːfɪsər/ – this pretty emoji presents our beloved CEO, with a well-deserved alcoholic drink after another challenging month at Applover. This emoji expresses not only his passion for fine drinking but also our admiration for him and his role at Applover.

:bandyckajazda: /bændətskaː jaːzdaː/ – we use it when something is on the edge of the law; when we feel like we are being robbed, and we have to use more serious measures and being polite is over.

:tell-me-more: /tel mi: mɔːr/ – here is an emoji with the baby's face of our UX/UI Designer, Grzegorz. His facial expression made us do this emoji that encourages others to share details.

:wonder: /'wʌndər/ – do you remember hundreds of memes with probosci's monkeys? We do! At Applover, we enjoyed them so much that we have added several emojis presenting them. We use this one when we are curious about something or considering the available options.

:julian_feel_good_inc: /julian fiːl gʊd ɪŋk/ – this emoji shows Julian, our Android Tech Leader, comforted that something cool has happened, kind of "Julian approves" quality mark.

:opaniejulianie: /oː paːɲɛ juliaːɲɛ/ – here again, you can see Julian, whose work standards are pretty high, so he often expresses the saying "oh my lord" in Polish. This one also rhymes with his name.

:opanie: /oː paːɲɛ/ – this is similar to the one above but without Julian to rhyme, just to express: "Who broke it so much for you?". We use it when something goes wrong, really wrong.

:mexican-laugh: /ˈmeksɪkən læf/ – again meme recreation on our Slack! We use it almost every day when we have a good laugh, meme-like.

:creampie: /kriːm paɪ/ – cream pie is one of the most traditional desserts in Poland. It's even called now a papal cream cake, as John Paul II loved it. This one shows that we are a Polish company. We use it when we want to express our love for our country, tradition, or religion.
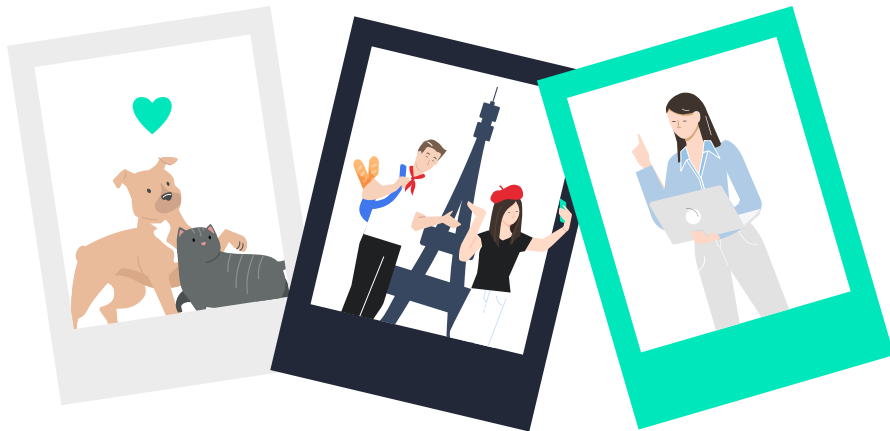
:praca: /ˈpratsa/ – this one is one of the best-liked by our CEO. It shows an orc from Warcraft 3 that says "orc orc". Some take these words as "work work". The Polish translation adopted the second version – this is the Applover hard work emoji.

JOKER

We are everywhere
Our Social Media

We love to share what we're up to and what we like without filters on it. There are some insights from Applover's experts, announcements of events, and news from our company. But that's not all. We **put photos from our daily work and integrations**, and once in a while, some team takes over our Instagram for a week – you can check there who's in the team and what their day looks like. On Wednesdays, we introduce our employees and their favorite applications as well as passions (one day this may be you!). And we have our own blog too.

Thank You For Reading
Join Applover Team!

This Culture Book is continually evolving like we are. Without a doubt, Applover will be a different company in a few years. But one thing we believe will stay the same forever – our unique atmosphere. We laid out the values that guide us. Thank you for joining us here, and if you feel like we can be the right fit for you to grow and develop, don't leave yet.

We're always **looking for amazing people** who are up for the challenge, so don't hesitate to send us your CV!

Our HR Team can't wait to hear from you!

Get in touch

people@applover.com

Applover
Full-stack digital agency

Applover HQ Poland
Świeradowska 77,
50-559 Wrocław
Poland