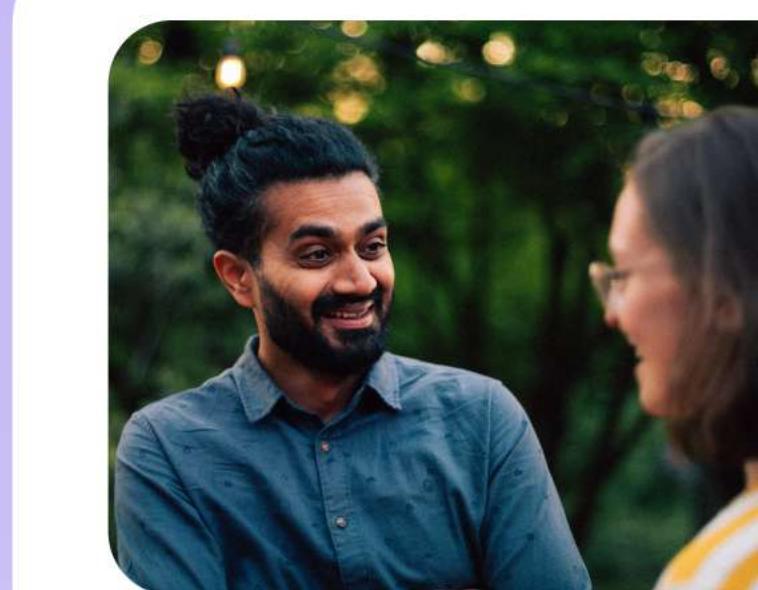
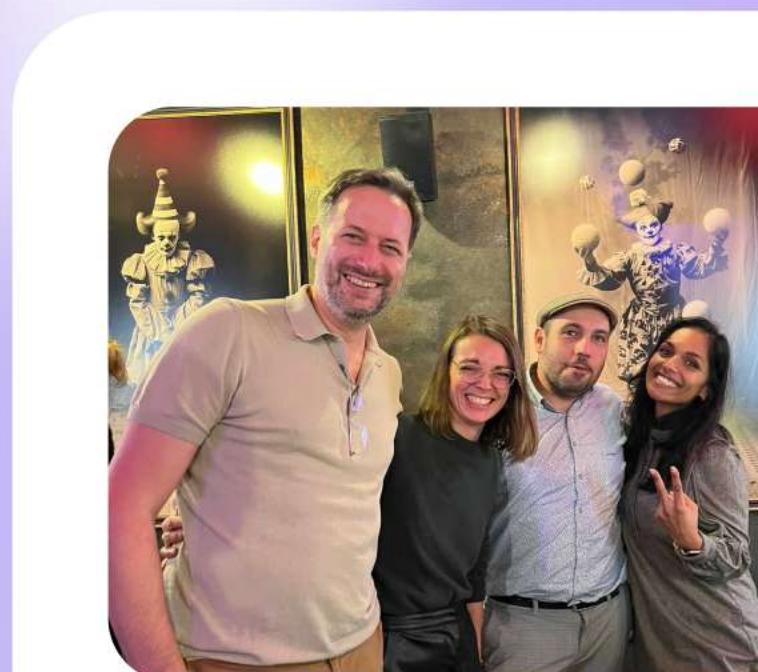
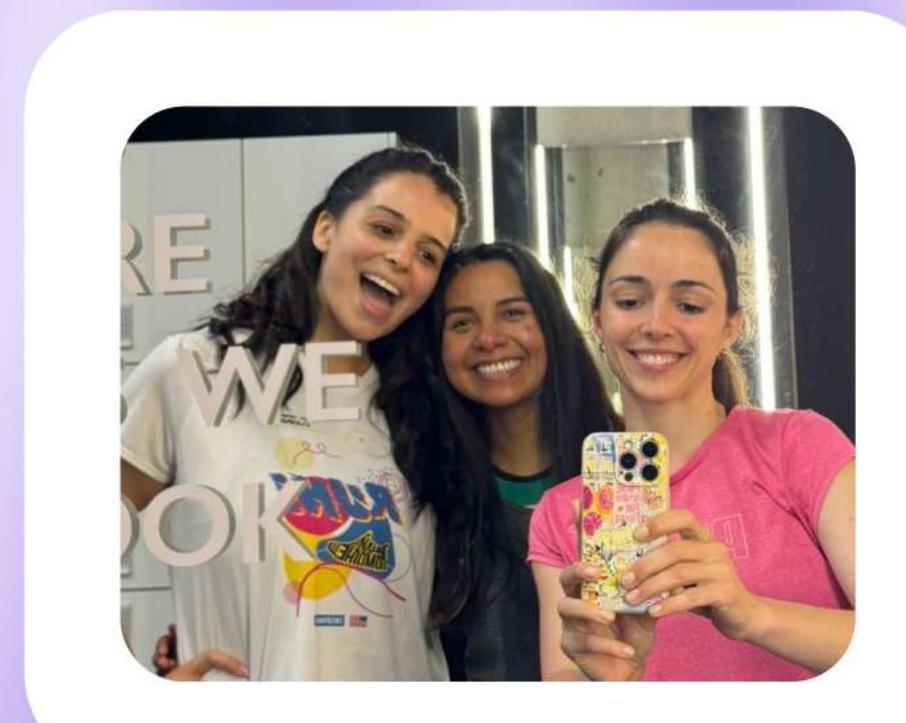
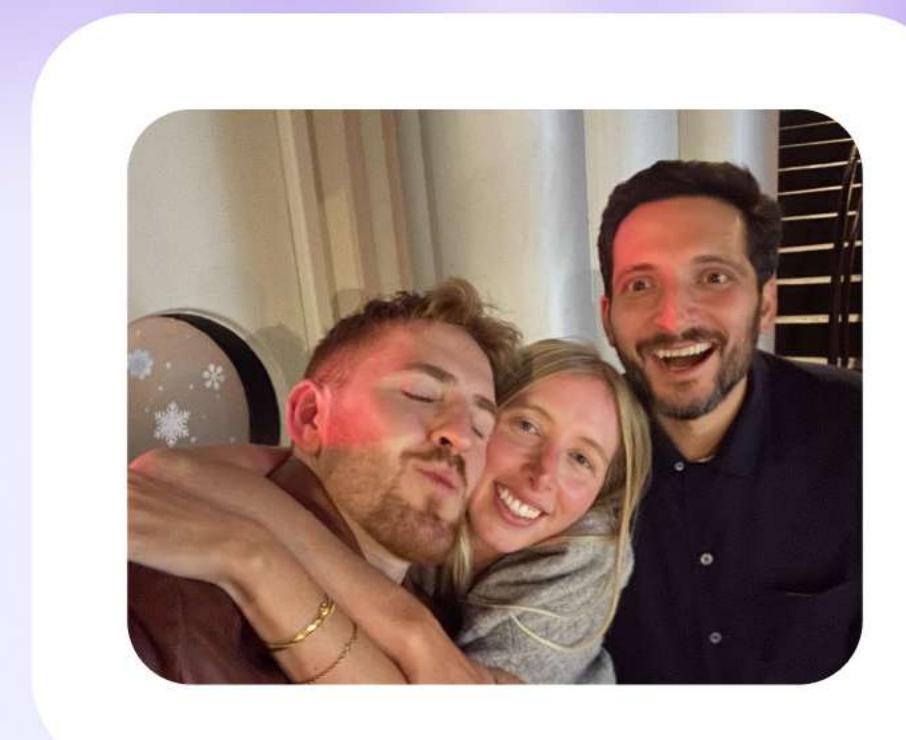
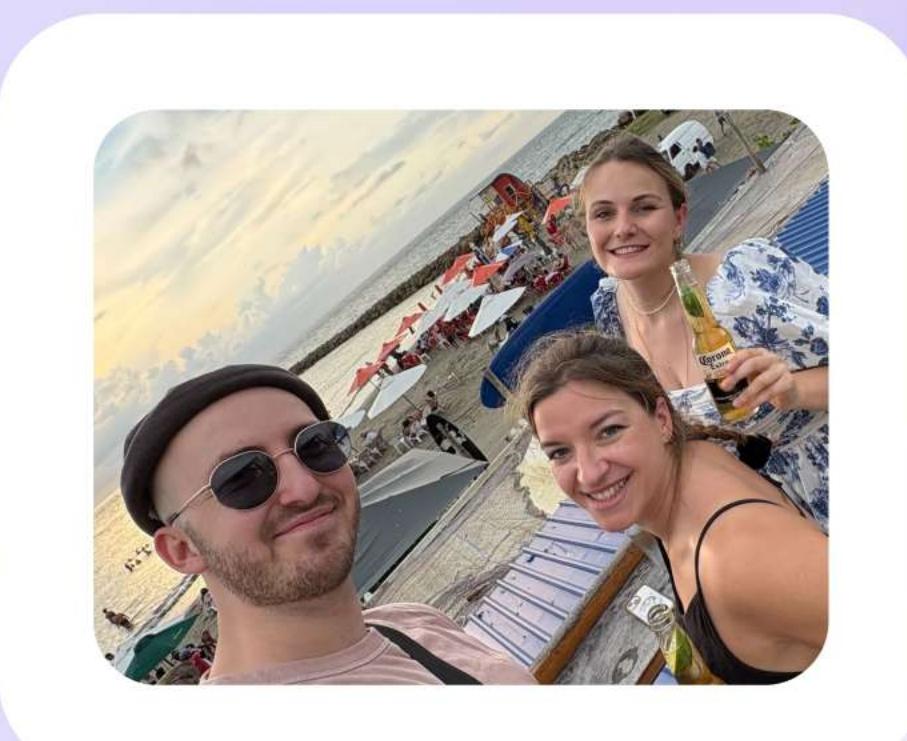


cappinio heartbeat

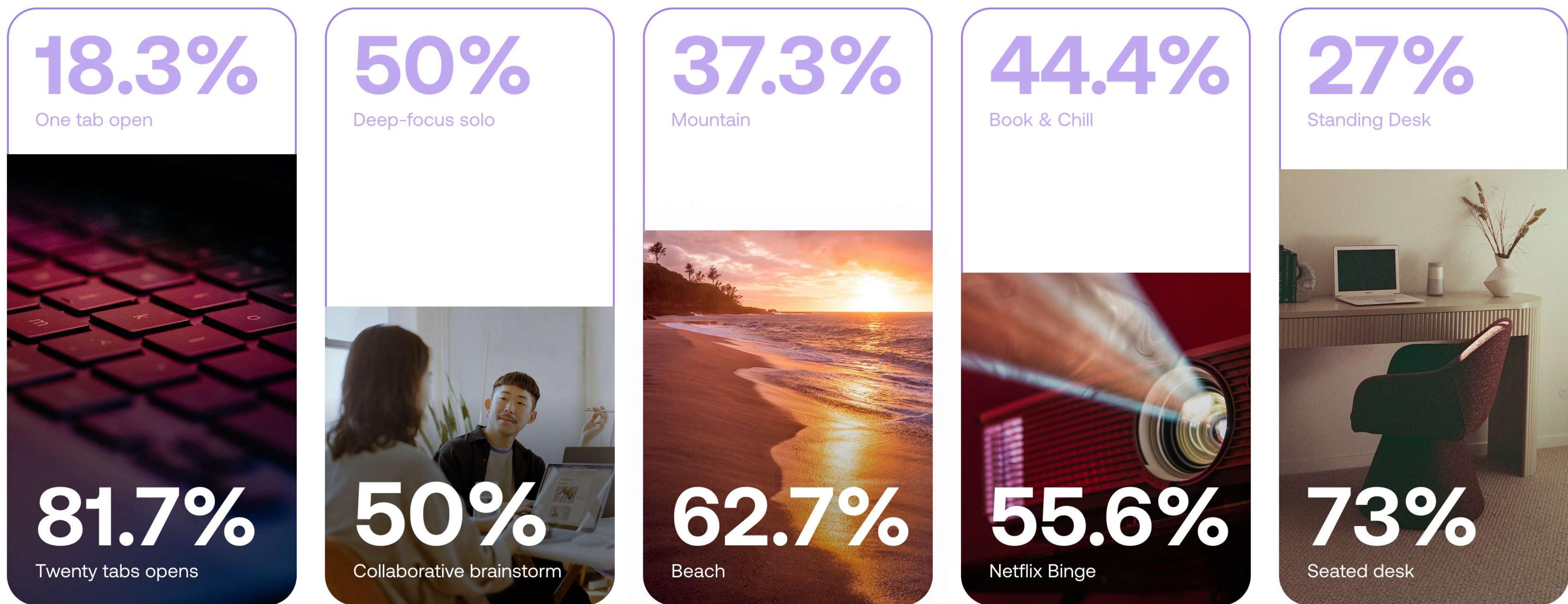
Our Heartbeat

A snapshot of who we are, how we work, and what we care about.



appinio heartbeat

This or that - what would you choose?



All time faves

The Appinioneers have spoken - here's what stole our hearts! ❤️

All time favourite music artist

Top 3 results

1 Taylor Swift

2 Coldplay

3 Queen

All time favourite movie

Top 3 results

1 Harry Potter

2 Interstellar

3 Lord of the rings

3 Gladiator

All time favourite food

Top 3 results

1 Pasta (~20+ mentions)

+ Carbonara + Lasagne + Penne arrabbiata
+ Vongole + Truffle pasta + Anything pasta

2 Pizza

3 Sushi

Advice that stuck

Tiny pieces of wisdom, big impact on our journeys.

“You are different and that’s good”

“Be more confident”

“You can be most successful when you’re being your authentic self”

“Enjoy being in the process of becoming”

“Trust yourself”

“Love and accept yourself”

“Fake it till you make it”

“Stop worrying about what others think”

“Speak up sooner”

“Believe in what you do”

“Market yourself”

“Stop apologizing”

“Trust your ideas / your gut”

Best piece of growth feedback you have received?

♥ Core insight

“Growth happens fastest when
you stop performing and start
trusting who you already are.”

If you could...

Hobbies, travel, and achievements we hope to tick off

What is your current or dream hobby?

 Cooking and baking

 Yoga

 Painting

 Knitting

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What's your dream Workation location?

 Thailand

 Japan

 Bali

 Hawaii

 Spain

What's one thing you'd love to say you've done one day?

Top 3 results

 **1 Travel & explore the world**

+ Traveled all continents + 75+ countries + Japan + Bhutan
+ 100+ countries + World tour + Climb mountains + Volcanoes

 **2 Write / publish a book**

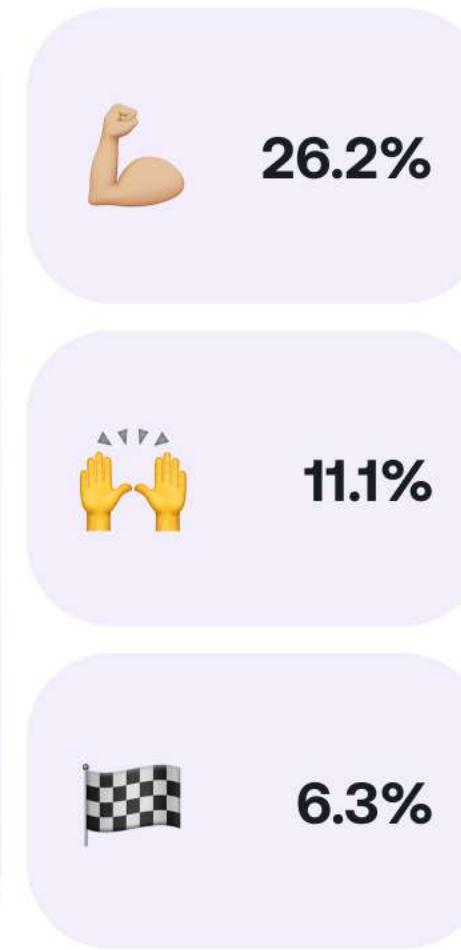
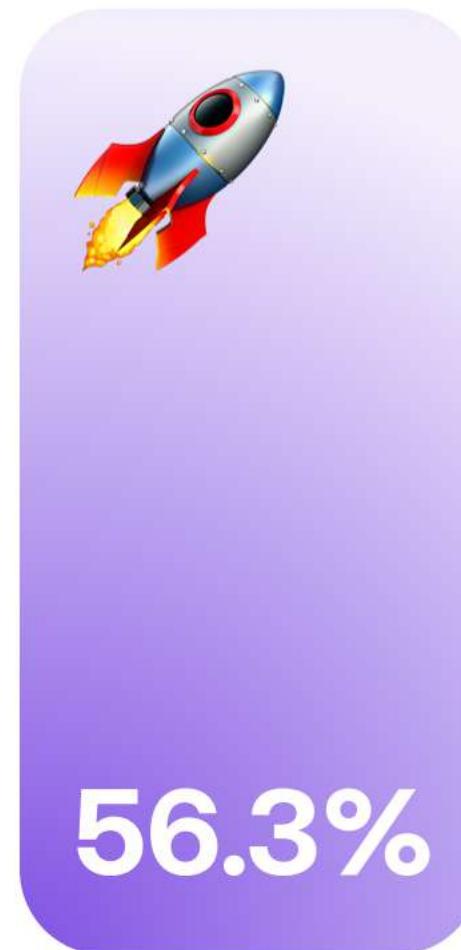
 **3 Help others / make a positive impact**

+ Children's hospitals + Old age homes + Empowering businesses
+ Animal welfare + Building schools + Making people happy

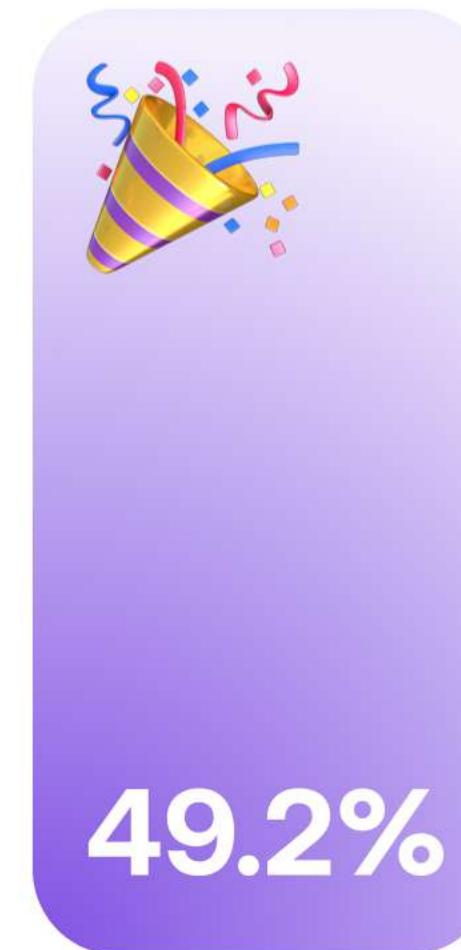
Slack in action

Promotions, launches, ideas, wins - emojis speak louder than words at Appnio

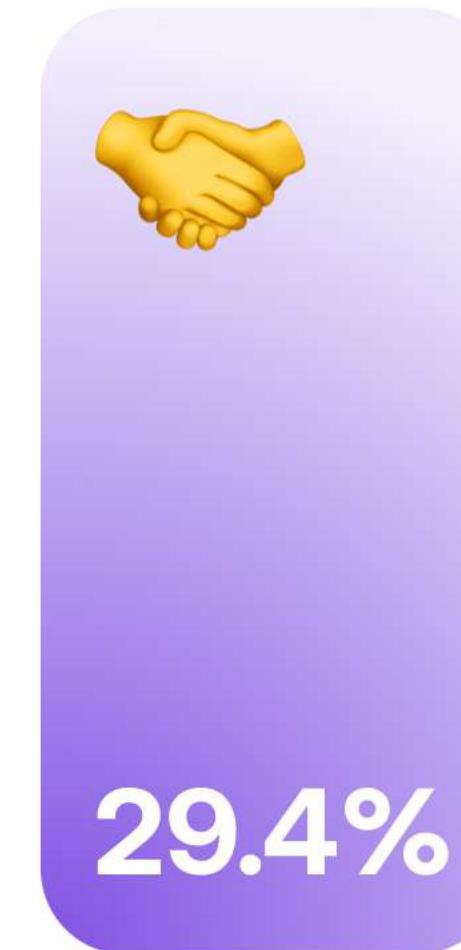
Finished a big feature:



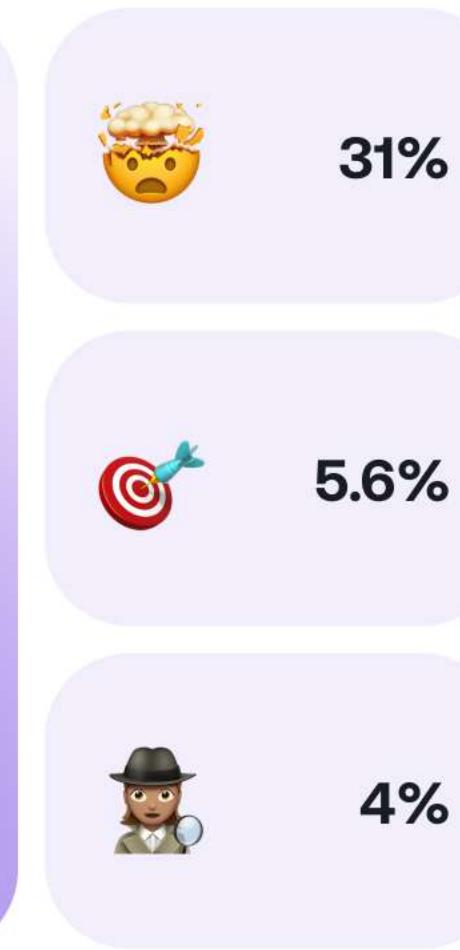
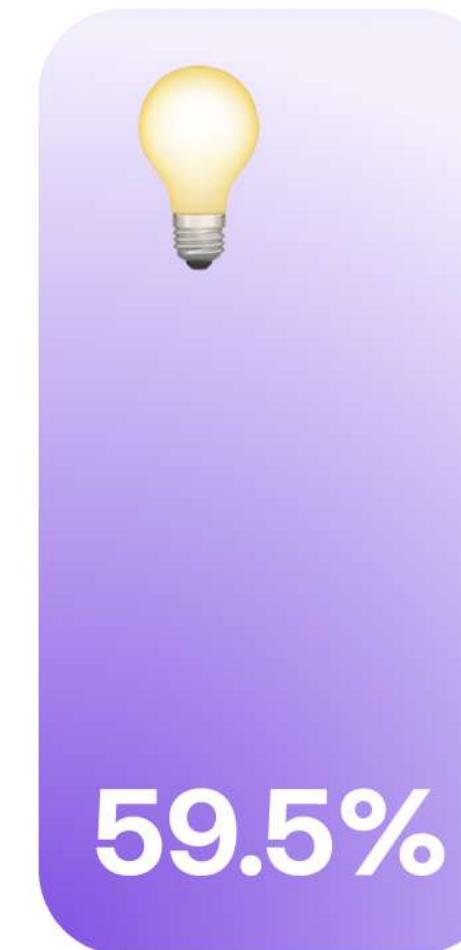
When a teammate receives a promotion:



Celebrating a team win:



Brilliant idea in a meeting:



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Heart of Appnio

Appnio values and culture, chosen by the people who live it

What is your favourite part of Appnio's culture?

Top 3 results

 1 The people

 2 Support, kindness & caring for each other

 3 Team collaboration

If you had to decide, what is your favourite Appnio value?

 1 “Show that you care” 

Charities supported in 2023, 2024 and 2025

44 14,000 EUR in 2023 

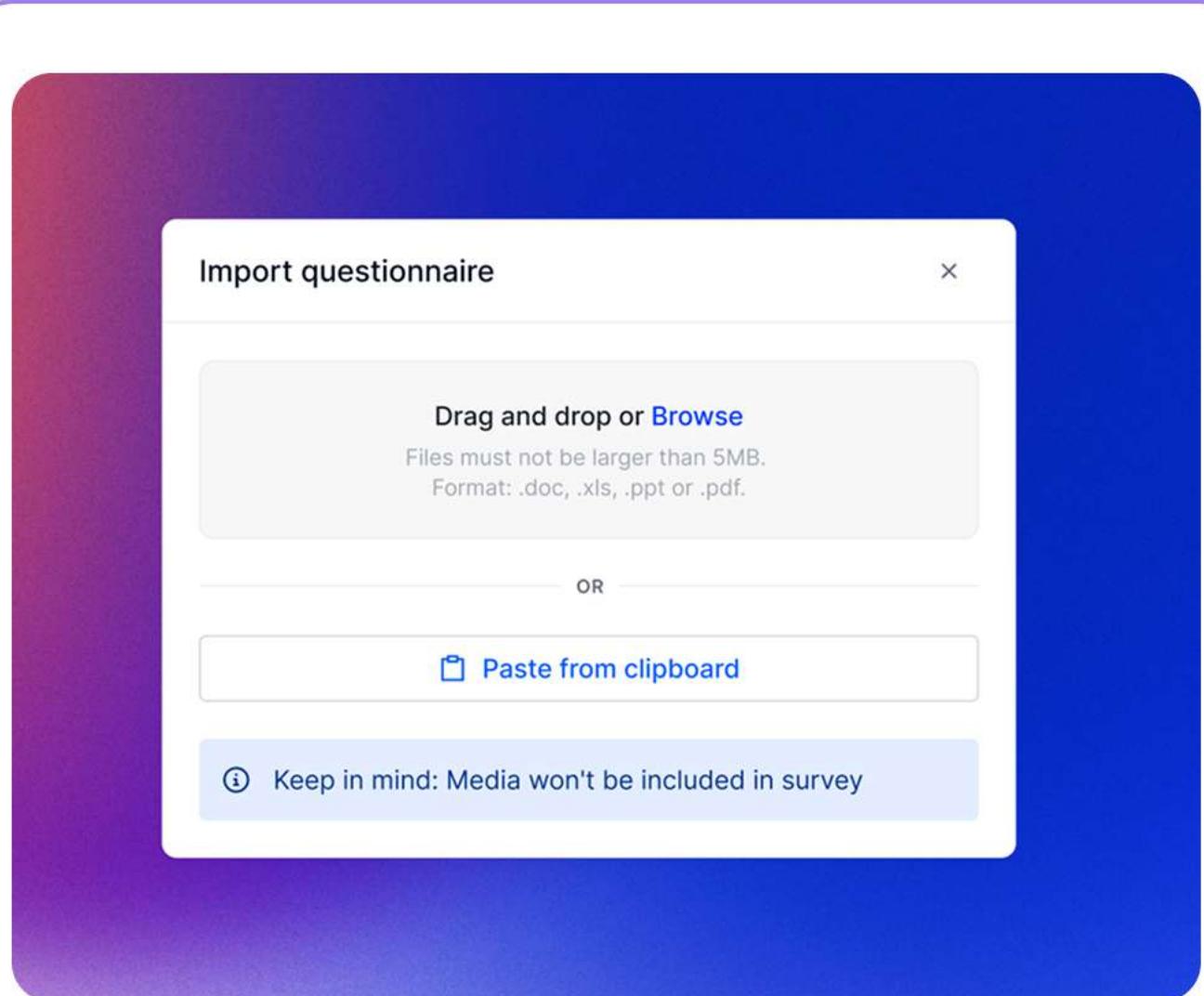
66 22,570 EUR in 2024 

40 15,044 EUR in 2025 

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Favourite feature

From surveys to insights, see which parts of the platform win our hearts



Import questionnaire

Drag and drop or **Browse**
Files must not be larger than 5MB.
Format: .doc, .xls, .ppt or .pdf.

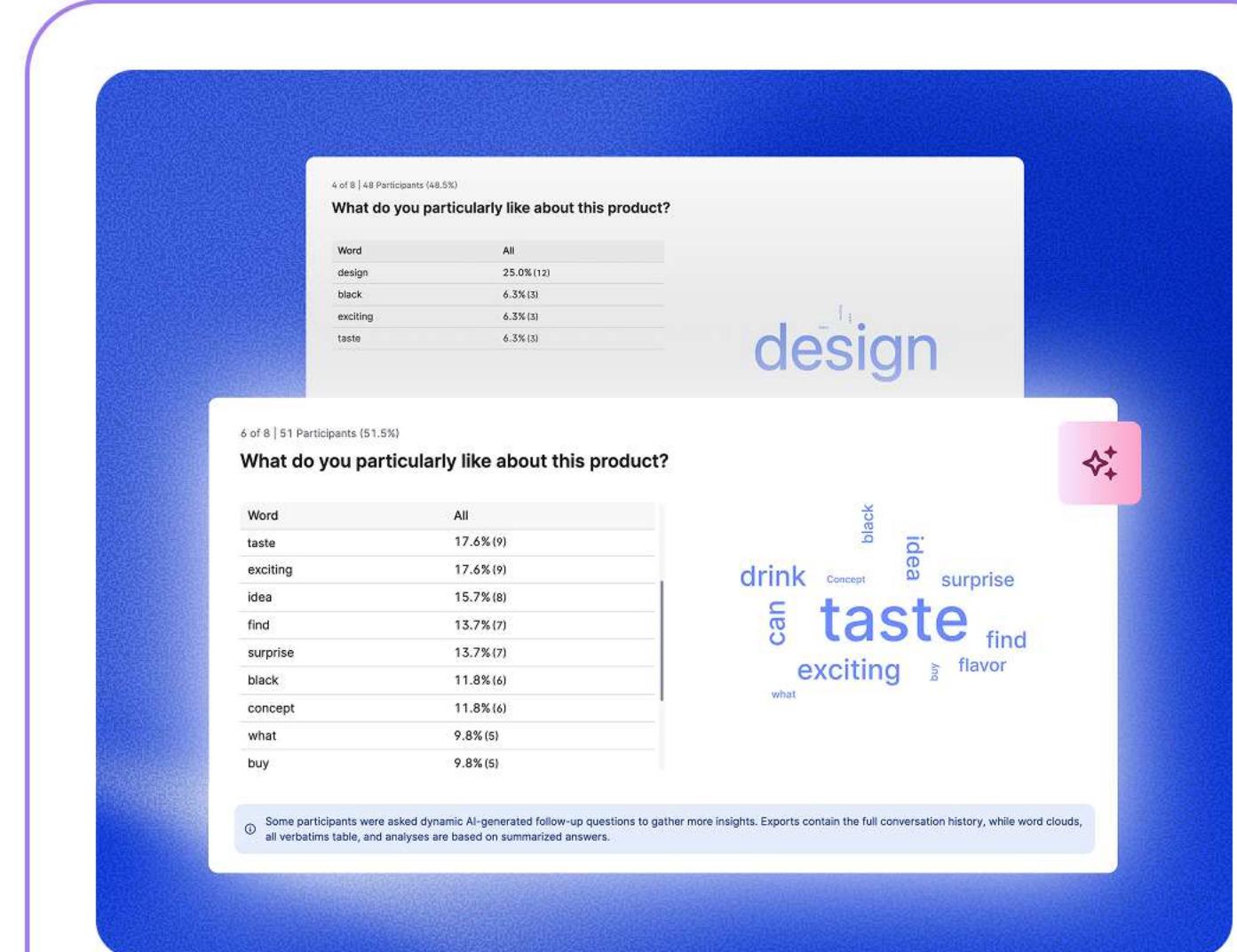
OR

Paste from clipboard

① Keep in mind: Media won't be included in survey



AI Survey importer



4 of 8 | 48 Participants (48.5%)

What do you particularly like about this product?

Word	All
design	25.0% (12)
black	6.3% (3)
exciting	6.3% (3)
taste	6.3% (3)

6 of 8 | 51 Participants (51.5%)

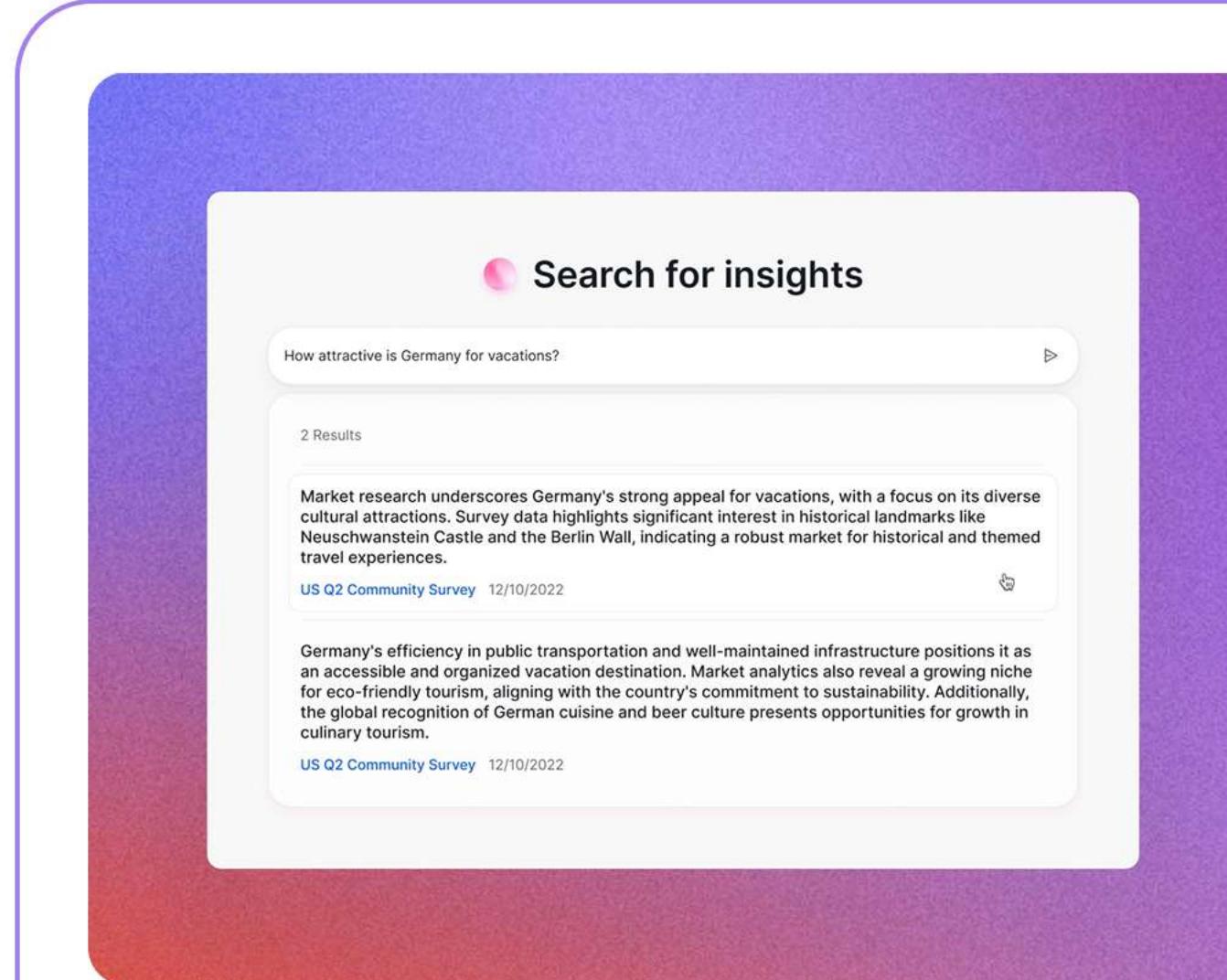
What do you particularly like about this product?

Word	All
taste	17.6% (9)
exciting	17.6% (9)
idea	15.7% (8)
find	13.7% (7)
surprise	13.7% (7)
black	11.8% (6)
concept	11.8% (6)
what	9.8% (5)
buy	9.8% (5)

Some participants were asked dynamic AI-generated follow-up questions to gather more insights. Exports contain the full conversation history, while word clouds, all verbatims table, and analyses are based on summarized answers.



Probing questions



Search for insights

How attractive is Germany for vacations?

2 Results

Market research underscores Germany's strong appeal for vacations, with a focus on its diverse cultural attractions. Survey data highlights significant interest in historical landmarks like Neuschwanstein Castle and the Berlin Wall, indicating a robust market for historical and themed travel experiences.

US Q2 Community Survey 12/10/2022

Germany's efficiency in public transportation and well-maintained infrastructure positions it as an accessible and organized vacation destination. Market analytics also reveal a growing niche for eco-friendly tourism, aligning with the country's commitment to sustainability. Additionally, the global recognition of German cuisine and beer culture presents opportunities for growth in culinary tourism.

US Q2 Community Survey 12/10/2022



AI Insights

Going the extra mile



5.8

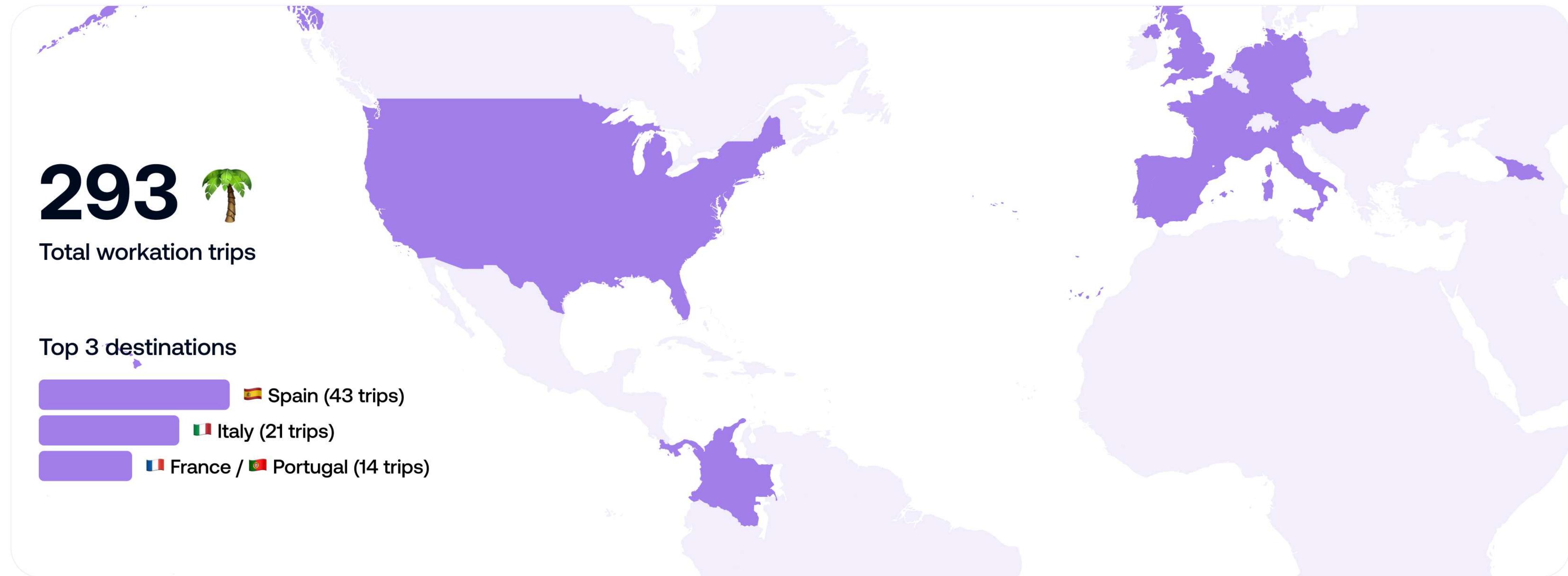
**Literally. The average
distance our team runs
in a week.**



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Appinio around the world

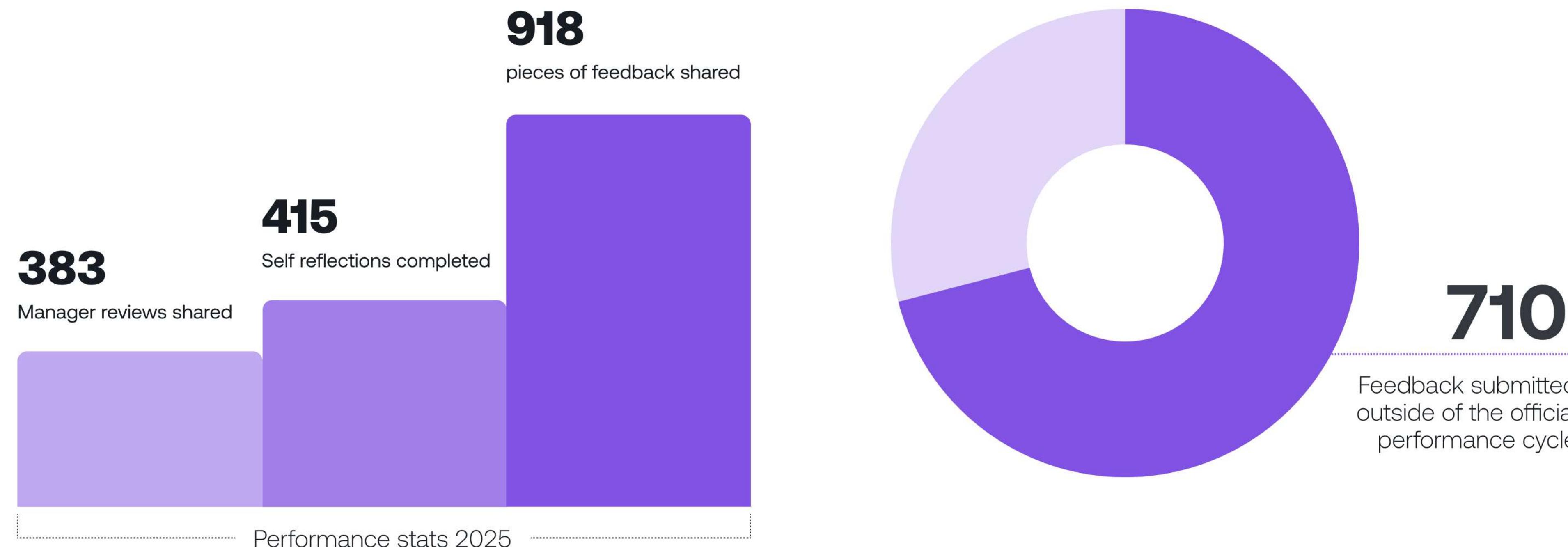
All the countries our Appinioneers call home in & the workation spots we explore together.



Appinio heartbeat

Feedback: The Appinio way

Radical candor at its finest - see how much we share, learn, and grow together.



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That's our heartbeat

Now you know what drives us...we'd love to see where you fit in.

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