

appinio heartbeat

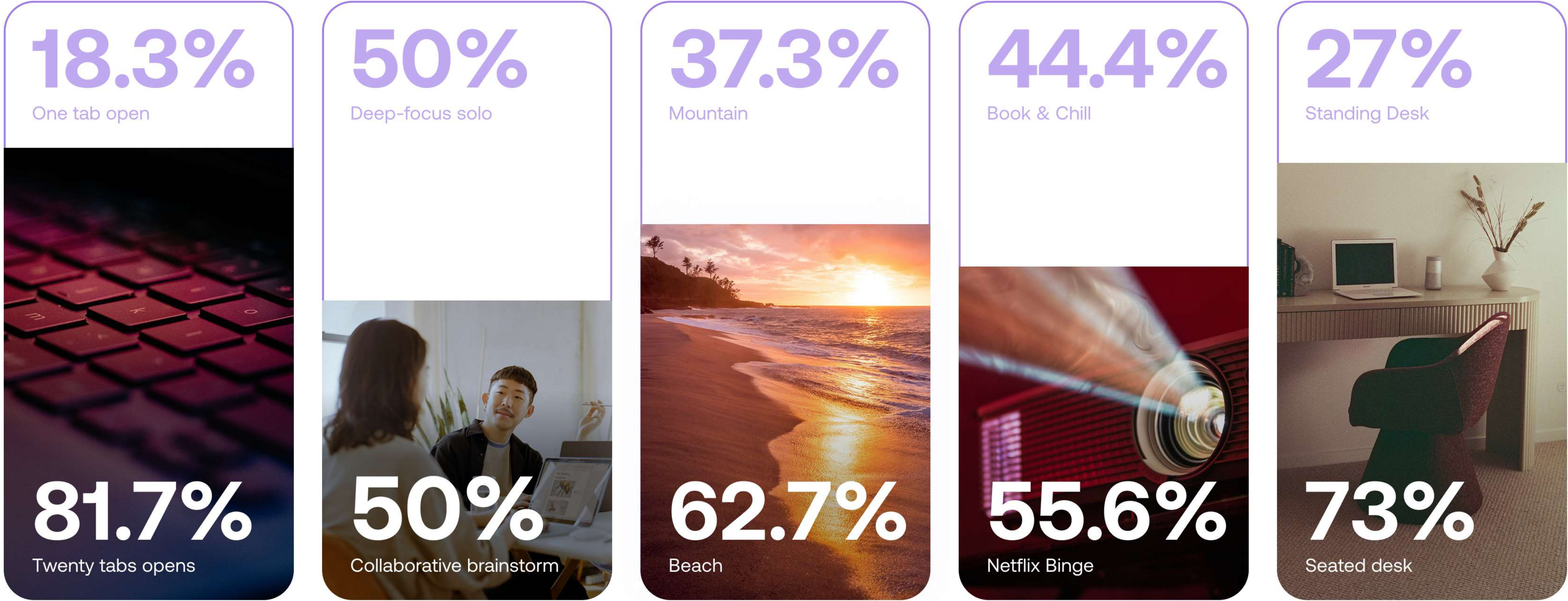
# Our Heartbeat

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



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# 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	All time favourite movie Top 3 results	All time favourite food Top 3 results
<div>🏆1Taylor Swift</div>	<div>🏆1Harry Potter</div>	<div>🏆1Pasta (~20+ mentions)</div> <div>+ Carbonara+ Lasagne+ Penne arrabbiata</div> <div>+ Vongole+ Truffle pasta+ Anything pasta</div>
<div>🥈2Coldplay</div>	<div>🥈2Interstellar</div>	
<div>🥉3Queen</div>	<div>🥉3Lord of the rings</div> <div>Tie</div>	<div>🥈2Pizza</div>
	<div>🥉3Gladiator</div> <div>Tie</div>	<div>🥉3Sushi</div>

# Advice that stuck

Tiny pieces of wisdom, big impact on our journeys.

“Fake it till you make it”

“Trust yourself”

“You are different  
and that’s good”

“Love and accept yourself”

“Stop worrying about  
what others think”

“Be more confident”

**“Be yourself”**

“Speak up sooner”

“Believe in what you do”

“Be more decisive”

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

“Market yourself”

“Stop apologizing”

“Enjoy being in the process of becoming”

“Trust your ideas / your gut”

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# 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

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



Travel & explore the world

+ Traveled all continents

+ 75+ countries

+ Japan

+ Bhutan

+ 100+ countries

+ World tour

+ Climb mountains

+ Volcanoes



Write / publish a book



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 Appinio

Finished a big feature:



When a teammate receives a promotion:



Celebrating a team win:



Brilliant idea in a meeting:



# Heart of Appinio

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

What is your favourite part of Appinio's culture?

Top 3 results



The people



Support, kindness & caring for each other



Team collaboration

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



“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](#)

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)

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



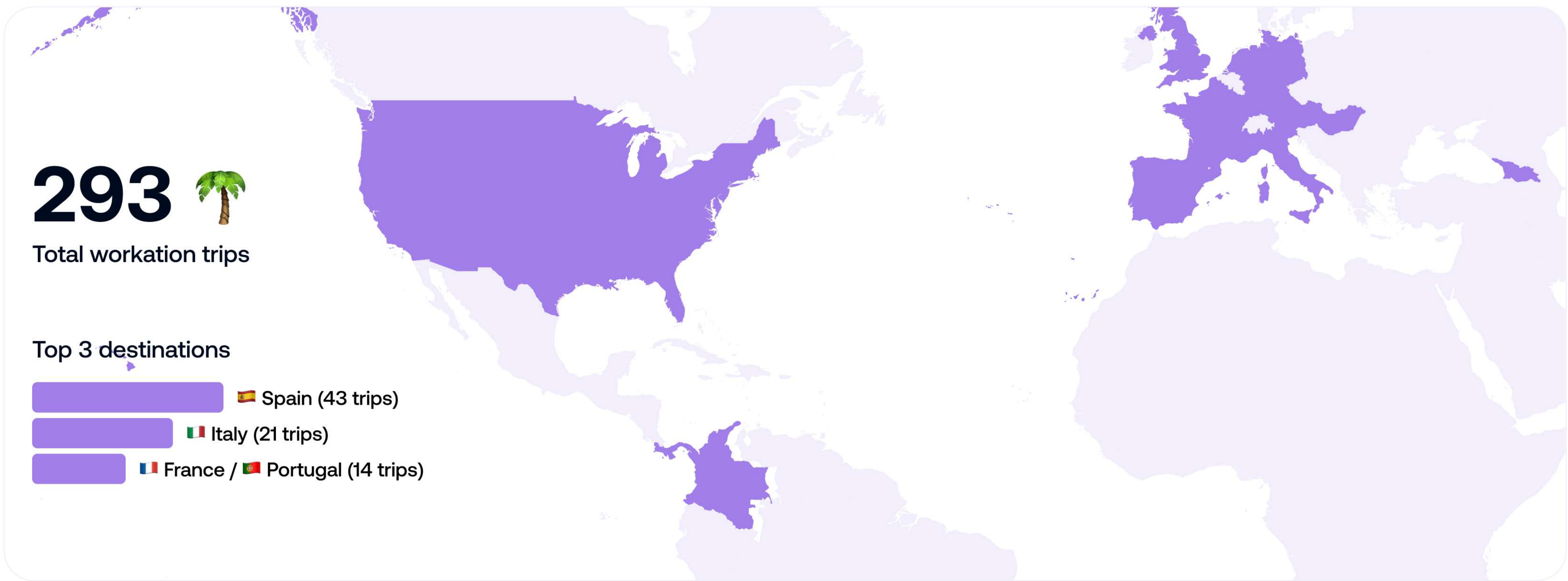
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# 5.8

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

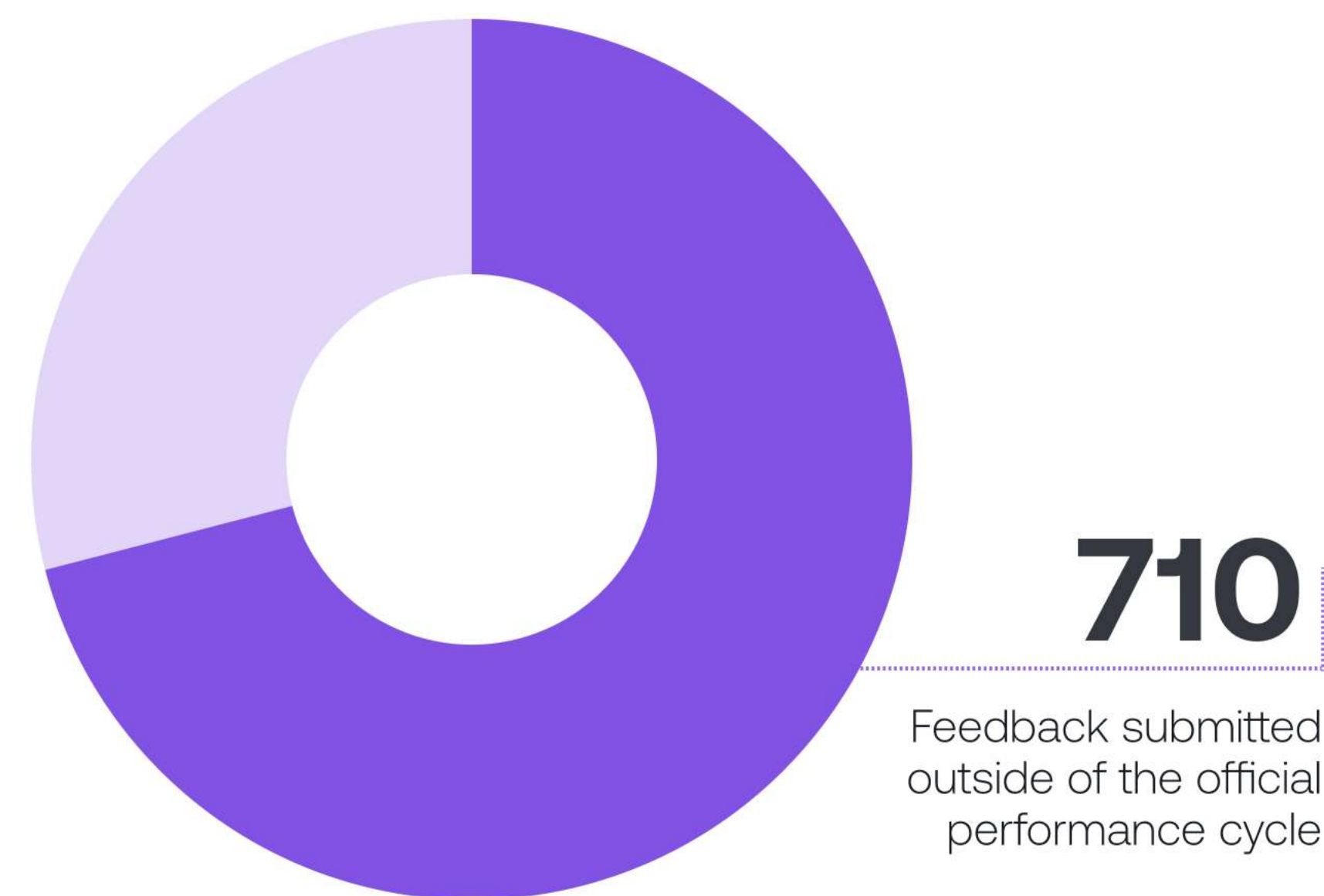
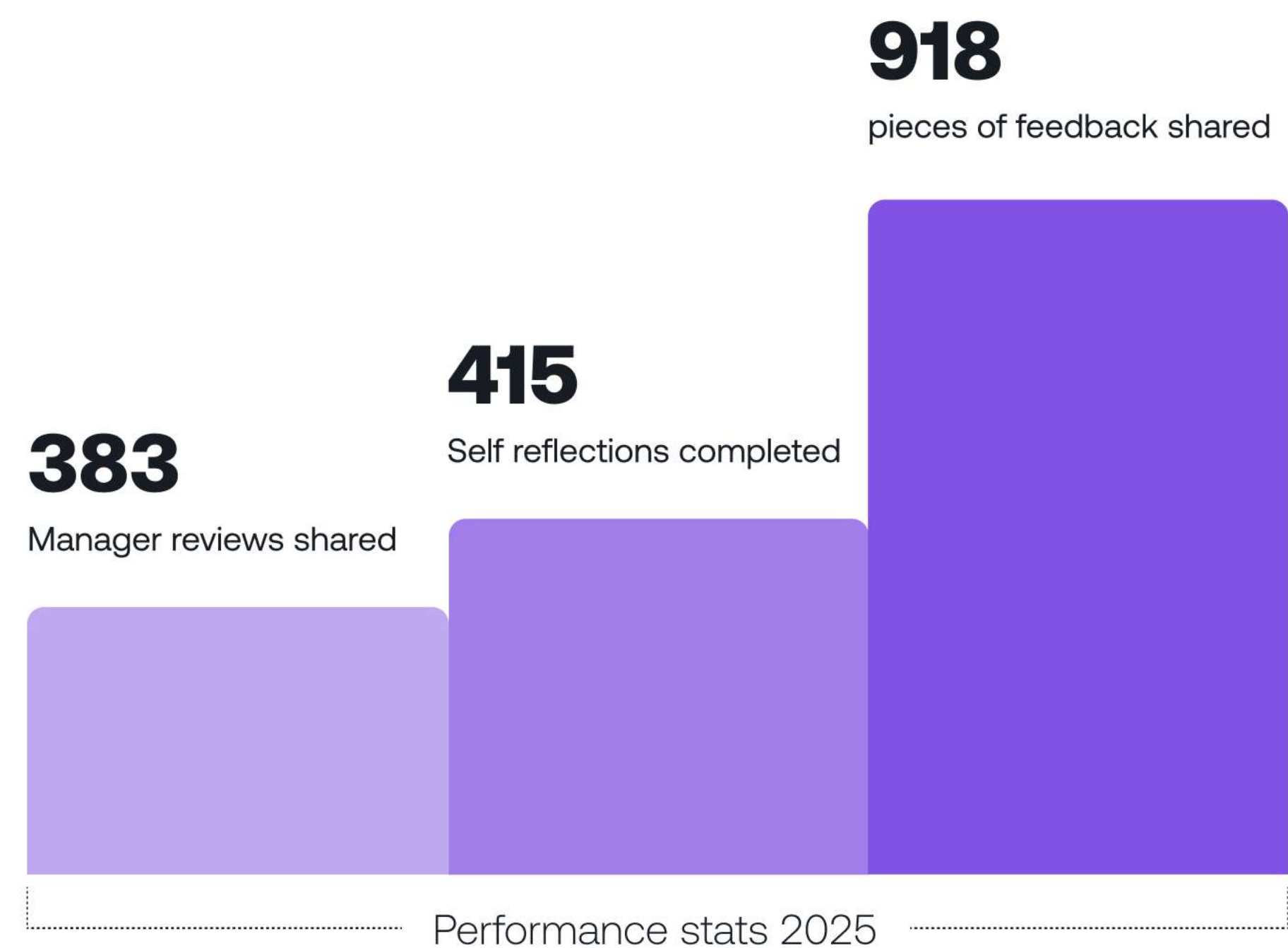
# Appinio around the world

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



# Feedback: The Appinio way

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



# That's our heartbeat

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

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