

Hi, and welcome to our Playbook!

This playbook details how we conduct our innovation projects, and how we run our company. This is our ever-evolving manual, gathering all the information about French Bureau, so that clients, team members and future hires can benefit from everything we've learnt.

Want to know what it's like to work with us? Pick a heading, and dive into our world:

[Introducing: French Bureau](#)

[Our Mission](#)

[Advocates for a Positive Economy](#)

[What we do](#)

[Our value proposition](#)

[The Innovation Bureau Challenges](#)

[What is a Challenge?](#)

[Challenge Teams](#)

[Our Methodology: Explore, Ideate and Prototype!](#)

[Deliverables](#)

[How much involvement from our clients?](#)

[Our Favorite Work Methodologies](#)

[Tools & Technologies](#)

[The Start-up Studio](#)

[Excubate corporate startups](#)

[Building startups of our own](#)

[How to engage with us](#)

[First contact](#)

[Exploration Note](#)

[Intellectual Property](#)

[Confidentiality and Exclusivity](#)

[Billing](#)

[RFPs](#)

[How We Operate](#)

[The French Bureau state of mind](#)

[Flat and Open!](#)

[Remote Work & Unlimited Holidays](#)

[The workday](#)

[French Rituals](#)

[Internal Tools we couldn't live without](#)

[Performance & personal progress: OKRs](#)

[New Hires](#)

[What we look for](#)

[Hiring process](#)

[Compensation: Salaries & Equity](#)

[Let's get in touch!](#)

Introducing: French Bureau

Our Mission

We are a **business innovation studio** dedicated to **large corporations**.

We are a **team of designers, engineers, business strategists, entrepreneurs and marketing experts**, united by our audacity and desire to create a positive impact in the world. We like to challenge things.

We have gathered this unique set of high-end skills to **help our clients craft meaningful new businesses, services and products at the pace and budget of a startup**.

We believe in doing. We believe the real value of an idea is revealed when you prototype it and when you expose consumers to it, in real life. So that's what we do: **we dream and we make**.

Advocates for a Positive Economy

As innovators, we strive to contribute to a **positive economy** and we strongly hold ourselves accountable.

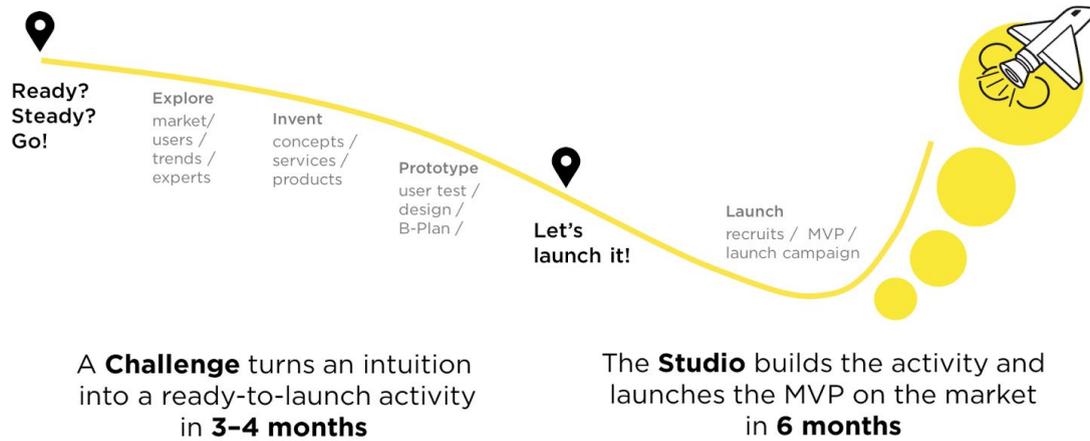
Specifically, when working for our clients, we aim at building solutions that are:

- **viable** economically and environmentally and socially **sustainable** ;
- **creating positive impact** for consumers as well as for employees;
- **thought for the long term** and for the interests of generations to come.

What we do

Our goal is to bring meaningful innovations to market, by turning intuitions into proven opportunities and by creating Minimum Viable Products in the shortest possible timings. We do this through 2 main activities:

- The **"Innovation Bureau"** - A structure set to conduct 3 to 4 months "Innovation Challenges" - Meant to detect and understand market trends linked to the digital revolution, quickly imagine and prototype new products and services based on identified market opportunities;
- The **"Studio"** - A startup launch-pad dedicated to large corporations willing to explore new markets, usages and technological territories, test new business models and seize the opportunity to create upcoming business development levers.



This structure provides our clients with a real innovation booster: with us, our clients go from an intuition to having an MVP on the market within 10 months.

Our value proposition

Above anything else, the value that we are delivering to corporations is **swiftness** for their innovation ambitions.

We built French Bureau with the core belief that, to generate innovations which are both meaningful and ready-for-market over the course of a few months, 3 core competencies had to be brought together: **Business, Design, and Technology**.

Our entire methodology aims at bringing together the best of these 3 worlds, and to consider all 3 with equal importance. Thanks to this "magic formula" of ours, we provide our clients with the capacity to detect, build and launch innovations at the pace of a startup.

The Innovation Bureau Challenges

What is a Challenge?

Challenges are what we call the 3-4 months innovation projects that we conduct in our Innovation Bureau.

A challenge starts when a client asks us to solve a business problem. Over the course of the challenge, we will explore market trends, study our users, conceive solutions, prototype the most promising one(s), test with users and build a viable business plan and launch roadmap. At the end of a challenge, we provide our clients with a

ready-to-launch new activity.

Want to know more? Keep reading, the sections below detail our methodology and deliverables :)

Challenge Teams

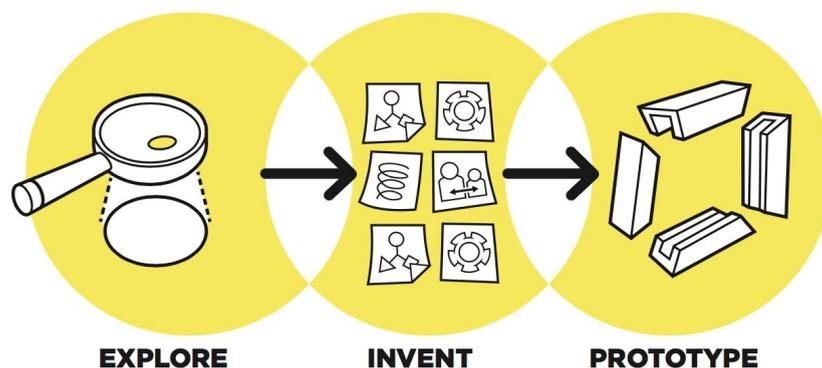
As soon as a challenge is launched, we bring together a team of three innovators, which mixes Design, Business, and Tech skills.

One of the team members is the “Challenge Lead”, and has full ownership of the challenge. The most important mission of the “Challenge Lead” is to make sure that everyone on the team is excited about the challenge! He/she also makes sure that the project stays on track and reaches the highest level of ambition for French Bureau and for the client. Across the span on the entire 3 to 4 month long challenge, a number of Frenchies will get involved, beyond the core project team, especially during the ideation and prototyping phases. The “Challenge Lead” ensures consistency throughout the project.

To ensure the best communication possible within teams and with the rest of the French Bureau, we rely a lot on Slack and Google Drive.

Our Methodology: Explore, Ideate and Prototype!

Our challenges typically last between 3 and 4 months. A challenge consists of three consecutive phases:



Phase 1 - Explore (~4 weeks)

The first phase is dedicated to exploring the market and the users. We want to get to an intimate level of understanding of the field we’re in.

To achieve this, here’s what we work on - simultaneously:

- Analyze the market trends through all available studies and materials;
- Target specific countries and benchmark all the cool innovations we can spot in these markets;

- Spend time understanding the client and how the business is operated (through interviews, field observation, etc.);
- Map out all of the actors at stake and their interactions with one another;
- Interview and immerse ourselves in the users' lives;
- Spend time on the field, visiting and observing users in all physical locations related to the challenge;
- Meet with experts or startups working on similar topics to gather their insights; attend any major event or exhibition related to the challenge's problematic (NRF, CES, SXSW...);
- Conduct quantitative surveys on 500 to 1000 consumers to validate;
- Synthesize our learnings & insights into an impressive graphical rendering :)

End of phase 1: the Immersion Day

*At the end of phase 1, we have identified (and backed with facts) the key areas of opportunities for the next phase. We share the result of this phase with the client during the **Immersion Day**, a 1-day participative workshop that validates our learnings and starts laying out opportunities. During this day, we dedicate time to collect all the spontaneous ideas and intuitions that our client has in their mind - these ideas serve as a valuable input for the launch of phase 2!*

Phase 2 - Invent (~4 weeks)

This second phase aims at diving into the opportunities we detect to imagine and define 4 to 6 solid concepts we believe in and test them with final users.

Here is what we work on during this phase:

- Ideation & debate workshops (we call them "idea-bating workshops") where our goal is to progressively move from sessions where we brainstorm wildly and freely, to workshops where we debate, challenge and build on each others ideas, to turn them into substantial concepts. Typically we will go from over a hundred ideas during the first week to half at the end of this first week and then around a dozen at maximum one week later, down to 4 to 6 for the last two weeks of ideation;
- Determine the value of our concepts under 3 criteria: **user desirability, technological interest, and commercial viability**;

A powerful tool that we use to select the most promising concepts is to ask ourselves "**would I spend the next 3 years of my life developing this activity?**". It really helps us refocus on the right track. If the answer is no, it will most likely be no for our client and anybody else.

- Design the wireframes and/or 3D-models of the selected concepts;
- Test our concepts with users: we do this via online tests and/or focus groups;
- Evaluate the first commercial and financial projections, and benchmark similar / existing offers on the market.

End of phase 2: the Pitch Day

At the end of phase 2, we pitch to our client the 4 to 6 concepts we have developed during this second phase of the project, in a ½-day workshop where we present the concepts, their use cases, targets and business potential. Our clients can then select one (or more) concept(s) they wish to move to the next phase. And, last but not least, we provide our clients with a “treasure box” including all non-selected ideas, where we describe each concept and detail the reason we didn’t keep it.

Phase 3 - Prototype (~6 weeks)

The third phase is when we become makers. We prototype the concept into a “Minimum Lovable Product” and design the operational plan to bring it to market.

Here’s what we do during phase 3:

- Build the Minimum Lovable Product (MLP): We craft a prototype which is advanced enough to visualize what the end-product will look like, eliminate any remaining doubt on technical feasibility and design, and experiment the main user scenarios. This [Medium publication](#) defines an MLP as “not completely functional, but just enough to fall in love with” and that is what we aim at! If necessary, we will build two separate prototypes, a functional and a visual one;

- Design the solution:

If our concept is based on a digital platform, we will then define the target solution blueprint, including all components’ high-level architecture (mobile app, website, back-office, data engines, APIs) and the way it will communicate with its digital ecosystem (SaaS platforms, content providers, partners back-offices).

If our concept is based on an object (home appliance, connected object, vending machine) then our engineers will draw its blueprint and design its internal electronic and mechanical components.

And in some cases, it might be a bit of both!

- Define the pricing strategy: For each revenue stream, we define the target pricing, which can be either a fixed “menu” pricing (list price, product feature dependent, customer segment dependent, volume dependent) or a dynamic pricing (negotiation, yield management, real-time market, competitive bidding). We define the target price by combining the results of 3 approaches: cost-based pricing, competition analysis, and customer price acceptance.
- Build the Business Case: We estimate potential **revenues** with 3 hypothesis (from most pessimistic to most optimistic) for all different revenue streams: product sales, usage fees, subscription fees, lending/leasing, licensing, commissions on intermediary services, advertising...

We break down the **cost structure**, as per:

- *The key activities*: we estimate the human cost (in FTEs) of the main activities required for the project. These activities can include: design, manufacturing, logistics, distribution, support functions, training, promotion... For digital products, it also includes the platform's build costs, integration, deployment, maintenance and support, and continuous product developments. This is also the moment when we determine which of these activities should be outsourced;
 - *The key resources*: we list the resources required to build & operate the service, and we estimate their cost. We take into account both physical assets (facilities, vehicles, machines...) and intellectual assets (proprietary knowledge, customer databases, patents...);
 - *The key partnerships*: we identify the target partners (suppliers, subcontractors, strategic allies...) and obtain a first quotation from them.
- Test the concept: We submit the concept to users to validate its desirability, the usage scenarios, the pricing and the overall product-market fit. We test the consumers' interest in our concept by using:
 - Online tests: we create fake landing pages and measure the results of paid campaigns to acquire traffic;
 - Brick-and-mortar tests: we create a 24h pop-up store and display the product
 - Focus groups & usability tests: we watch users test our products in front of us and measure their interest for the concept;
 - Crowdfunding campaigns (kickstarter, ...) to measure traction and collect as much user feedback as possible.
 - Build the launch & growth strategy :
We formalize a marketing strategy for the concept, which covers:
 - Brand-building, and key elements of the customer-brand relationship;
 - Growth strategy, detailing the targeted acquisition channels and smart growth hacking tactics to boost adoption during the first 6 months;
 - Digital marketing: community management, traffic management, paid media strategy...
 - Formalize a 6-months operational roadmap
This roadmap indicates in which order and under which timeline the different activities should be completed, for the first 6 months following the launch in market
.
The roadmap also highlights the main identified risks.

End of phase 3: the Demo Day

At the end of phase 3, we invite the client to a "Demo Day", where we proudly show the outcome of our work. At this point, the client has all the material required to make an informed decision of Go/NoGo to launch the activity.

Deliverables

A challenge brings us and our clients from a business problem to a ready-to-launch activity within the course of 3 to 4 months.

At the end of the challenge, we deliver to our clients:

- **The prototype**, in the form of a Minimum Lovable Product. The prototype has the target visual aspect (UIs or product design) and is functional enough to simulate the key use cases and demonstrate feasibility;
- **A technico-functional brief** (written document <10 pages) describing the concept's functionalities and structure, as well as the technical solution: blueprints, high-level architecture, integration plan;
- **The business plan**, which is a detailed Excel file that lays out all financial projections up to 3 years after the launch, taking into account the market study, including competition analysis & opportunity analysis; the product: main functionalities, user journeys and high-level technological solutions and the strategy, including key partnerships, pricing strategy and growth strategy;
- The synthesis of **users feedback**;
- **The operational roadmap** for the first 6 months with key activities and including identified risks.

Overall, we aim at providing our clients the same type of material a startup founder would require to request funds from VCs.

How much involvement from our clients?

We have designed our methodology to conduct our innovation challenges in a very autonomous way. We work from our own offices and we only ask our clients to attend the 3 key meetings at the end of each phase:

- the **Immersion Day**, where we present all the exploration work (market studies, users interviews) done during the first phase and start the ideation work;
- the **Pitch Day**, where we share the 4 or 6 concepts shortlisted at the end of the second phase and allow the client to select the concept(s) to be prototyped;

- the **Demo Day**, where we present the finalized concept(s) which has/have been deeply studied and prototyped.

Beyond these 3 mandatory meetings, we adapt ourselves to whatever works best for our clients. We've seen the following types of clients:

- **the "very busy"**: 120% staffed on internal priorities. Willing to fully outsource the challenge. In this scenario, we only keep a weekly 30-min call, to make sure that they won't suffer from any "tunnel effect". During this call, we update them on our progress, share any concern and ask their support if needed. In such case, we only ask the client team to attend the 3 key meetings mentioned above;
- **the "involved"**: willing to be involved to the project. In this case, in addition to the 3 key meetings, we invite the client's team to participate to our regular meetings and workshops: exploration debriefs, idea-bating rounds, prototype-design workshops;
- **the "fusional"**: willing to dedicate some key resources to the project. In this case, we're happy to invite one or several people to join the challenge team, by being physically based in our offices. It is a deep-dive in our innovation journey that enables them to discover our methodology and bring it back to their company.

Our Favorite Work Methodologies

We've designed our methodology for conducting innovation challenges with a great deal of inspiration from the works of other companies, entrepreneurs, and thinkers. Here are the key methodologies that work well for us:

- We draw significant inspiration from the **Design Thinking** methodology, as conceived by the Stanford d.school. In particular, we found many valuable elements in [this "Design Thinking Bootcamp" document](#), for the moments of our challenges which require us to be extra user-centered;
- **Rapid Prototyping**: during our challenges, we've found that representing our ideas on paper very early on was a great way to help us share a common language. So, very early on in the ideation process, we start sketching & prototyping our ideas and we start discussing tangible objects and interfaces. We love how some simple scribbling and sketching already takes us a long way !
- **Lean Startup** approach: we follow the mantra of confronting our concepts to the field as fast as possible. The Lean Startup approach is all about creating desired products, and getting them in the customers' hands faster, to validate learnings. We also apply this to ourselves, and to our own internal processes;
- On the business side of things, we often turn to the **Business Model Generation** and **Value Proposition Design** canvas by Alexander Osterwalder. We find both of

these frameworks helpful to help us take a step back from our concept and consider the bigger picture.

Tools & Technologies

When it comes to the tools and technologies that we work with during our challenges, we aim at efficiency and simplicity.

We tend to go towards general-purpose technologies, widespread, with active communities. This makes our work easier to share with others and to re-use after a challenge.

When prototyping digital products, we mostly work with:

- Adobe Creative suite to create the wireframes and visuals;
- Invision to animate these wireframes and create the step-by-step user scenarios;
- Paper prototyping;
- Javascript for web-prototyping;
- Python for data-oriented projects;
- ... or whichever technology is most appropriate for the concept (angular js...)

When 3D-modeling physical products, we mostly work with:

- Solidworks;
- Rhino;
- Keyshot.

When prototyping physical products, we mostly work with:

- Arduino and / or Raspberry Pi modules;
- .. and dismantling existing products with our sharpened pens & knives!

When user-testing our products, we mostly work with:

- Fake landing pages;
- Usability testing.

The Start-up Studio

Excubate corporate startups

After the third phase of our Innovation Bureau Challenges, the prototype phase, we have a ready-to-launch concept, with a minimum viable product and a go-to-market plan.

To step-forward, our clients can choose between two main scenarios:

- decide to launch the product, service or new business by themselves, internally. In this case we'll help them the best we can;
- decide that the concept will be best launched as a stand alone startup, externally. In this case, we'll immediately create the NewCo and initiate the launch phase in order

to hit the market within a very limited timeframe (3 to 6 months). One or several Frenchies from the team that led the Challenge (or a Frenchie that feels extremely passionate about the new business we are launching) will be in charge of heading the launch phase, to structure the company, develop the product, hire the founders (CEO, CTO, etc) to hand them the startup over in due course (if the Frenchie doesn't become the CEO him or herself) and launch in market to acquire the first clients and prove in-market fit. The founders will be in charge of growing the business to reach break-even.

Building startups of our own

And when not working for a client, we build our own innovation projects, which we believe the economy and people need.

To conduct these innovation projects of our own, any Frenchie can spend up to **20% of his or her time** on an idea that she/he wants to develop and form a team. She/he will follow the same methodology as the one we use for Innovation Bureau challenges.

How to engage with us

First contact

The first and most important criteria to start working together is... a mutual eagerness to work together! So we won't harass our contacts, trying to get a meeting at all cost.

It all starts with a simple conversation during which we will present what we do and how we work. So you'll know what to expect from a challenge with us :)

At this point, if it makes sense, we'll ask you to submit a question on a business topic, opportunity or problem that you would like us to work on. There are two scenarios: either you want to immediately launch a challenge with us or you would like us to explore the subject before making your final decision. In this latter case, we might offer to write an exploration note.

Exploration Note

Exploration Notes are a preamble to a possible collaboration together.

First of all, we will give you a 4-letter code name, as we do with each of our prospects. Our code names start with a K: KVAS, KFET, KINT, KAAT, etc... These code names ensure that when we discuss our clients' challenges in cafés or restaurants, we're not shouting your company's name.

Then, we immediately start a pre-challenge work, by bringing together a team of 3 people (business, technology and design) who will dedicate 5 full days (and nights!) to deepdive into the subject. After a week, you'll receive your "Exploration Note".

The Exploration Note is a 20 to 25 pages document, we usually build in 3 parts:

- **Market analysis:** what are the market trends? How are customers evolving?
- **Innovation benchmark:** what are the innovative initiatives we've spotted around the globe on your subject?
- **Innovation possibilities:** some preliminary ideas that could be followed to launch an innovation challenge on the subject.

With this Exploration Note, we aim at:

- embarking the team on a fast ramp-up to bring our knowledge on the subject to the appropriate level to get ready for a challenge;
- showing our future client what we've got and trigger a "WOW moment"!

After reviewing the Note, we set up a second meeting with you to share our findings and thoughts about the subject. If you can't help but to work with us (and we hope you will) then we can proceed... and launch a Challenge!

Intellectual Property

All the work done during a challenge by our Innovation Bureau belongs to our clients.

At the end of a challenge, a client can either:

- decide to **keep the IP** to implement the project on their own;
- **transfer the IP to a "NewCo"** to be incubated and launched within our Startup Studio;
- accept to **transfer us the IP** in exchange for a minimal participation in the startup we would launch through the Studio.

Confidentiality and Exclusivity

We strictly respect the confidentiality of our clients' information. A full Non Disclosure Agreement is included in our contract when we start the Challenge.

Billing

When it comes to billing, we want to keep things as simple as possible:

- **short payment terms and immediate down payment:** we're a (young) startup! This means we are very careful about maintaining our cash flow. **We'll ask our clients to pay 40% of the challenge fee upfront**, which will enable us to book all necessary external resources for the exploration phase (experts, labs, poll platforms...) and to secure short term payment of the rest of the fee

- **we split our invoices in 4 ways:** 40% of kick-off, 20% at the end of the first phase (Exploration), 20% at the end of the second phase (Ideation), 20% at the end of the third phase (Prototyping).

RFPs

We are a small company, and we dedicate our time and resources to deliver value to our clients. Therefore, we usually do not respond to RFPs. Writing the extensive documentation that RFPs require and explaining how we would adapt our methodology to fit some obscure guidelines would take valuable time away from our existing clients.

How we operate

The French Bureau state of mind

Our company culture gets defined a little more each day, and there are a few values that we feel strongly about. They define the "French Bureau way":

Bold Optimism:

We want to convey the positive energy that we have! We bring this enthusiasm to our clients and to the challenges we work on.

Kind Honesty:

When giving each other feedback, we make it a point to say what we really think, in a kind and honest way: no detours and always with a great respect for the person.

Having Fun!

We don't take ourselves too seriously. We take a great deal of pride and pleasure in what we do and our lighthearted working atmosphere reflects that!

Flat and Open!

We don't believe in hierarchy but instead value personal responsibility. That's why we've implemented a self-staffing process. Each Frenchie is in charge of managing their own time and of defining how much time they can allocate to ongoing projects. New projects, internal or external, are proposed by Frenchies and staffed by Frenchies themselves - no higher power involved!

We want French Bureau to remain a transparent company! We value the passion and engagement that each of us has for the company and it's inner workings.

Within French Bureau, all the internal information is accessible to everyone on the team. It applies to: the Frenchie's salaries & equity levels, the company's commercial activity, financial indicators, etc...

Remote Work & Unlimited Holidays

The way we prefer to work is for all team members to be physically together. We value spontaneous communication over written feedback, and we've found that our best work happens when the team sits at the same table.

That being said, any Frenchie can work remotely when needed or wanted. To keep things simple, our rule is to inform the team (if possible) in advance on slack and make sure that we're not missing on something important at the office. And obviously, to stay connected and proactive on slack and by phone.

Same goes for holidays and sick days. If you're not going to be around, you just need to:

- make sure it's not detrimental to the projects you're working on ;
- warn your team and make sure they are okay without you ;
- announce it on slack so that everybody can take this into account to run French Bureau smoothly.

The workday

There is no typical workday for a Frenchie. However, considering the topic of working hours only, we get to the office between 8:30 and 9:45am and leave between 6pm and 8pm. Each Frenchie is responsible for their own time and the idea is for everyone to freely organize their workday in the way that best suits them, and therefore possibly opt for different working hours. For example, within the French Bureau team, we have young parents or sport addicts, who might organize their day slightly differently. We simply use the 9am to 7pm workday standard to know when we can schedule our team meetings.

As a team, we try to maximize our productivity by seeking the smartest ways to exceed our client's' expectations, including occasional help from outside experts.

French Rituals

We've only been around for a year (at the time this V.2.0 of the Playbook was edited) but we've already managed to establish some lasting small routines:

- **the French Coffee:** the best way to start the week, every Monday at 9:30, come rain or shine. Each week, a different Frenchie (in turns, based on volunteering) is in charge of organizing this 1h meeting (ie. agenda, coffee and croissants) to review ongoing business, upcoming deadlines and internal affairs
- **the Smart Fridays:** a 2h meeting every other Friday where a Frenchie is in charge of passing on an expertise that he or she has, to other Frenchies. The scope of topics ranges from life at Google to managing a P&L to nano-medicine or improvisation theater.
- **the Off Site Camps:** during this first year we started a ritual which we hope to preserve in the future, where we all go somewhere twice a year, from 4 to 7 days, and work on the future of French Bureau, while having lots and lots of fun & quality time together.

Internal Tools we couldn't live without

We put a lot of focus on keeping our processes and tools as lightweight as we can. So we focus on the ones that make our lives easier and help us save time. Here are the few tools we couldn't live without:

Slack! We are huge fans of slack. "Default to slack" is our absolute unwritten rule, no exceptions. We love slack's simplicity and playfulness, but most of all, we love how slack enables us to keep track of everyone's work, and progress, even from a distance or in delayed time.

We've taken the habit of "slacking" everything we're working on. And when working on a challenge, everyone on the challenge team commits to reading everything that is posted in the related channel and other Frenchies use this as a means of inputting on the ongoing work of a challenge team if they have something to contribute.

Apart from slack, here are the tools we are working with:

- Google Drive: all of our company documents are on google drive. Every project we work on has a dedicated google drive folder, where everything is stored.
- Shared Keynotes & Pages: we like being able to work simultaneously on google docs. So by default, whenever we find ourselves writing or formalizing anything, it will be in a shared Keynote & Pages document.
- Gmail: we use our Gmail mailboxes exclusively for our external communication, meaning mails with clients, external partners, or our personal network. A Frenchie typically receives less than 1 email per day... We all love it! So refreshing compared to all of our previous lives.

We've also tried a bunch of project / task management tools: Trello, Asana... but, truth be told, none of them made the cut... Our challenges are moving fast, and at this speed, we've found that task management tools don't bring enough value to outweigh the hassle that it is to use them. So instead, we simply keep track of our tasks either in a shared google doc, or with sticky notes on the wall at the office.

Performance & personal progress: OKRs

To follow our personal development, we use OKRs, which is the tool Google uses to set personal goals and targets. Each quarter, we all write down our personal targets for the next 3 months in areas we want to grow in our career. We'll then try our best to hit these targets in the next months.

All individual OKRs are visible to the whole team, and we all try to coach each other and provide plenty of motivation to make sure everyone is spending time to focus on growing in areas that are important to them.

We believe that feedback is a gift, so we use self assessment and peer reviews to help people grow. This idea is not only to be kind, but to be honest!

New hires

What we look for

We exclusively look for alphas: people that are undeniably smart, empathic and generous. We value these qualities more than a diploma or credentials.

Hiring process

Interested in joining our adventure and having fun? We are constantly looking for talented people to join us, so please contact us, either on LinkedIn or at paris@frenchbureau.com.

You will first meet with two Frenchies, with different profiles. And if both agree that you seem like a good fit, you'll be invited to meet the founder!

We issue permanent contracts (CDI) to all of our new hires. No need for temporary contracts when we believe in you.

Compensation: Salaries & Equity

We're pretty open about our salary and equity policy: all of our compensations are shared and transparent within the entire team. As simple as that. Here is how it works:

Our **salaries** are solely based on our level of experience. At French Bureau, everyone within the same range of experience level is offered the same salary, regardless of their field of expertise, or any other factor.

Fair salaries are very important to us as it ensures our attractiveness to talent and the sustainability of our growth. We want to bring great people in, and reward them with the fair level of salary.

Our **equity** policy follows the same logic. We made the decision very early on that we wanted to distribute equity to all employees. This materializes the ambition that the company and its success belong to every teammate.

Every new hire is granted with shares in the company, in the form of equity options.

The allocated share depends on two factors:

- the risk taken, which we measure by the size of the company at the time of recruitment;

- the position within the company: with more commercial activities and higher expectations, the more senior you are, the higher a stake in the company's development you have, the higher equity you are rewarded with.

As for salaries, our equity distribution is open and shared within the team.

We think that demystifying salaries and equity in such a way contributes to the cohesion and trust within the team.

If for any reason, you feel like you deserve a different compensation or package you are offered as a new hire, we invite you to explain why in a short and well-reasoned paragraph. Your request will then be shared to the entire French Bureau team, who will make a collective decision.

In the future, we want to follow the footsteps of [Buffer](#) and [Hanno](#), two companies which have paved the way to complete pay transparency, to the point where each employee chooses his/her own salary.

Let's get in touch!

Let's build something great together.

Drop us a line: paris@frenchbureau.com



Our playbook is provided under the terms of a [Creative Commons](#) public license.
Please share it, use it and enhance it accordingly.