



ONEMATA

Increasing Prosperity on Main Street

Our Mission, Our Vision

For small businesses on the planet earth, we will be the go-to source for the thinking, tools, process, and partners to accelerate the pace at which they achieve their hopes and dreams of a better future for themselves, their children, and their community.

Our near-term objective is to service the 23 million independent business owners and the 6 million SMBs with employees in the US, prior to bringing the story of small business success to the rest of the world.

We are solving one of the biggest problems for small businesses across the world – getting new customers quickly!

At Onemata, our software is designed to read, understand, and interpret the world of business data and intelligence, enabling our customers to craft detailed and smart search criteria so they can discover their universe of like-minded prospects and get their cherished products and services into the hands of those who need and want them.



ONEMATA

VALUES

Christopher

At Onemata we take risks, we are explorers. In the unknown lie learning, outside of our comfort zone we discover our strengths. In trying, we sometimes succeed and sometimes fail – we embrace failure for the deep learning and the resiliency it imparts. On the other side of current understanding lie new discoveries, new technology, new opportunities and great excitement. At the heart of being an explorer is *action bias* – seeing what needs to be done and doing it.

Heimlich Maneuver

When meeting people, we are Curious, we get to know them – their aspirations, fears, joys. We make true Connections with people and learn from them to stay Committed to those connections over the long haul.

Higgins 'em

Love your customer and their problem – no matter what they need, if it relates to our purpose or is part of our responsibility to them, try to find a way to say yes! Before we say we don't or we can't, we say, "Let me find out what we can do," then we find a way to meet their needs.

Bradspeak

What is being said you can trust. You might not always like what is being said but it will be direct, clear and honest; commitments made will be held. We explore that grey area that's uncomfortable to speak about, addressing issues directly and giving candid, honest assessments of what we think and feel. We provide dimensionality and balance in our conversations, exploring both the good and the bad.

The Dalai Lama

We choose to always be inherently positive and optimistic. We cultivate thankfulness for each other, our customers, ourselves, our challenges, and our doubters. We make those choices in life that keep us fit, active, having fun, and engaged. We pump sunshine for ourselves and each other.