

**Name** Platypus  
**Website** [platypus.io](http://platypus.io)  
**Year Launched** 2019  
**Area** Human Resources



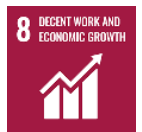
## Description

Platypus is a SaaS solution aimed at measuring organisational culture to optimize employee engagement and retention levels, while ensuring job satisfaction and performance.

Platypus is focused on reducing employee turnover and increasing job satisfaction, while decreasing employee's mental health issues and burnout events correlated with job discontent.

## SDG Analysis

Platypus is focused on the sub-goal 3.4 which aims to promote mental health and well-being, by improving employee satisfaction. In addition, its solution is also focused on the sub-goal 8.3 by providing a digital tool to improve corporate culture.



## Impact Management Project assessment

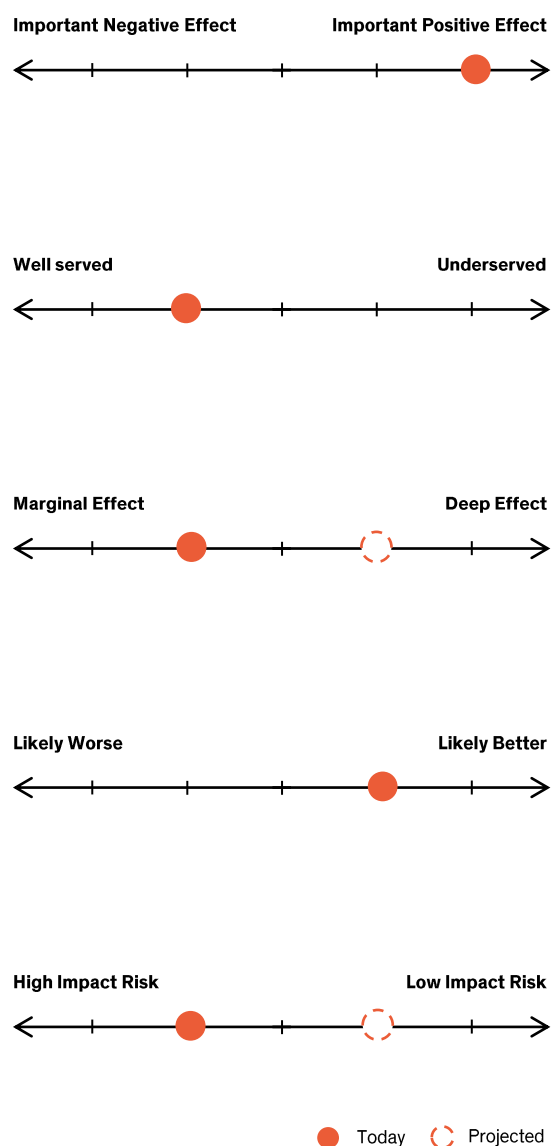
**What:** Platypus increases Person-Organisation-Fit by measuring what each employee values within a company. The employer can use this knowledge to hire and apply policies that go in line with their organizational culture, which is defined by employees rather than from a top-down perspective.

**Who:** Platypus works with a well-served population in relation to the outcome, considering the availability of adjacent solutions that aim for the same outcomes of improving employee satisfaction and reducing mental health related issues.

**How much:** Platypus' impact has potential for scale and duration. When using the platform, Platypus can track the employee satisfaction levels over time, which will provide data on the effectiveness of its solution from a distance travelled perspective. We expect future data to strengthen this statement.

**Contribution:** We consider that Platypus' people-centered approach solution contributes to its outcomes being likely better than alternatives. The focus on People-Organisation-Fit versus People-Job-Fit is likely to lead to organisational outcomes that might not happen otherwise. The company is at an early stage and we expect usage data in the future to support this belief.

**Impact Risk:** Usage data, once the product is launched and adopted at scale, is needed to create the evidence on how Platypus is delivering organisational alignment amongst employers and employees and, most importantly, how such alignment results in improved wellness with the job.



## Conclusion

According to the IMP framework, the impact classification of Platypus is a B (Benefiting stakeholders) given that it works with a well-served population, but provides a solution that has a positive and important outcome, with the potential to scale.