

**Good Tape**

**Employee handbook**

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# Welcome to Good Tape

## Spoiler-alert: this our employee handbook

We're genuinely super happy to have you join us on this exciting journey.

You're now part of a mission-driven team that's passionate about saving the world from the hassle of manual transcription. Together, we're making a real impact by transforming how people work and saving our millions of users millions of hours.

At Good Tape, culture is everything. We believe in building a space where trust, collaboration, and innovation thrive. We mean it when we say that we really care about each other, our work, and the difference that we're making. You're not just a new hire—you're part of a growing team, and we hope that we can work together for many years to come.



## **This handbook...**

Is your guide to understanding how things work at Good Tape.

It covers everything from day-to-day policies to what we stand for as a company.

Think of it as your go-to resource for any questions you might have about your role, the company culture, or general guidelines.

Make sure to keep this handbook handy—it's a great reference you can return to whenever you need it.

We're here to support you, but this manual is your personal toolkit to navigate everything Good Tape has to offer.





# Culture manifest

# Our culture is our people.

We're not just in the business of transcription - we're in the business of giving people their time back (whoa, that sounds corporate - just keep reading)

Good Tape exists to remove the burden of manual transcription, so that our users can focus on the things that matter most. We're not here to add more noise or clutter; we're here to simplify, to streamline, and to make work easier. Our product is a direct reflection of who we are.

When Good Tape works well, it helps our users think clearly, communicate better, and use their time wisely. But none of this is possible without a strong internal culture—one that is built on trust, open communication, and a shared commitment to excellence. Just like any company, we have our hectic days (trust us, it happens). Deadlines close in, challenges arise, and sometimes, things don't go as planned. That's ok. Even in those moments, the culture we've built shines through. We've created an environment where everyone feels supported, heard, and empowered to do their best work. This isn't just about an AI tool - it's about us as people.

What truly sets us apart at Good Tape, is that we believe in, and invest in the power of a united team. No silos, no isolated departments, no one-man bands. We're a collective, working together toward a common vision: to make Good Tape the go-to tool for anyone who needs to transcribe their ideas quickly and efficiently. Whether you're a developer, a marketer, or handling customer service, your role is vital to this mission. We don't believe in rigid hierarchies. Instead, we break down walls, and create structures that support the vision.

Everyone's voice matters, and the best ideas can come from anywhere. You could be writing code and brainstorming a new marketing campaign, you can be doing customer service and sharing your thoughts on UX—the goal is the same: to help our users focus on their ideas, not their tools. We collaborate. We work side by side, eat lunch together, spend time together and share more than just work tasks - we share perspectives, ideas and a common goal that if reached, will be life changing for everyone in the team (Yihaw).

Our conversations go beyond product features or marketing metrics; we talk about the world we're shaping, the people we're helping, and the values we uphold. We are ambitious-driven by the idea that we can transform our surrounding. We set high standards for ourselves because we know our users depend on us to deliver quality, consistency, and simplicity. But ambition doesn't mean burning out. We understand that life outside of work is just as important.

We believe in balance. You're not just an employee at Good Tape; you're a person with passions, relationships, and responsibilities outside of the office. A healthy team is a productive team. You don't need to ask permission to take care of yourself—just do it. Whether it's your mental health, your physical well-being, or just taking a day to recharge, we've got your back. And let's be clear—this balance isn't just nice to have, it's essential for doing our best work.

## That's a lot of manifest...

The best ideas come from minds that are rested, bodies that are cared for, and people who feel supported. Trust is foundational. Flexibility isn't a perk we hand out—it's something we earn. We trust our team to be responsible, to meet their goals, and to communicate clearly when things go off track. Flexibility isn't a one-size-fits-all benefit. It's built on accountability. If you're meeting your targets and communicating transparently, then yes—you've earned the option to work from wherever you need to be, whether that's at home, in a coffee shop, or halfway around the world. We've designed this company to accommodate remote days, and flexible hours—but it's a system based on mutual trust and communication. But flexibility can never come at a cost to the team. If someone is relying on you, it's your responsibility to be available. Want to work from home? Great, but plan ahead. Communicate with your team. Make sure no one is left in the dark. This isn't just about autonomy—it's about trusting each other to deliver, no matter where we are. We believe in radical candor—honest, open communication, no matter how tough or vulnerable the conversation might be. Feedback isn't a luxury at Good Tape; it's a requirement.

We believe that to get better, we have to talk about the things that aren't working. We address issues before they become problems, and we celebrate successes as a team. Feedback isn't something that only flows from the top down. Whether you're giving feedback to a colleague, a manager, or even the CEO, it's expected. We know that constructive criticism helps us grow, both as individuals and as a company. When we receive feedback, we listen with intent, knowing that every piece of input – no matter how difficult to hear—

can help us improve. If you're not sure about something—ask. If you think something could be better—say it. We're not here to tiptoe around problems or let misunderstandings fester. We nip it in the bud (side note for the longest time Lasse thought it was nip it in the butt) because we believe in transparency and in creating an environment where everyone feels heard. Behind the AI we're real human beings. We have lives outside of work—families, hobbies, passions, and dreams. And we believe that a company is only as strong as its people. We believe that personal and professional growth go hand in hand.

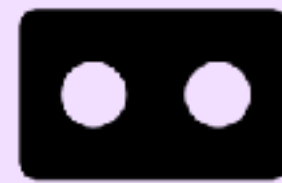
Everyone at Good Tape is responsible for their own development, but the company is equally committed to supporting that journey. Whether you want to develop new skills, take on new responsibilities, or explore different parts of the business, we're here to help you grow with us. We believe in ongoing learning, not just to improve job performance, but because learning is what keeps us curious, engaged, and forward-thinking. We all have a part to play in shaping the future of Good Tape, and part of that is ensuring that we are always learning, always growing, and always striving to be better.

Everything we do at Good Tape is driven by our values: trust, openness, collaboration, and accountability. These values aren't just words—they guide every decision we make, every interaction we have, and every product we build. We don't cut corners. We don't settle for “good enough.” We aim to create something extraordinary—for our users, for ourselves, and for each other. And we believe that by sticking to our values, we can achieve that.



**Our culture**





**If I'm not pulling my  
weight, tell me.**

# Communication

## The foundation that the company is built on

We've spent many hours having conversations and reflecting on what kind of company we want to create, and work in.

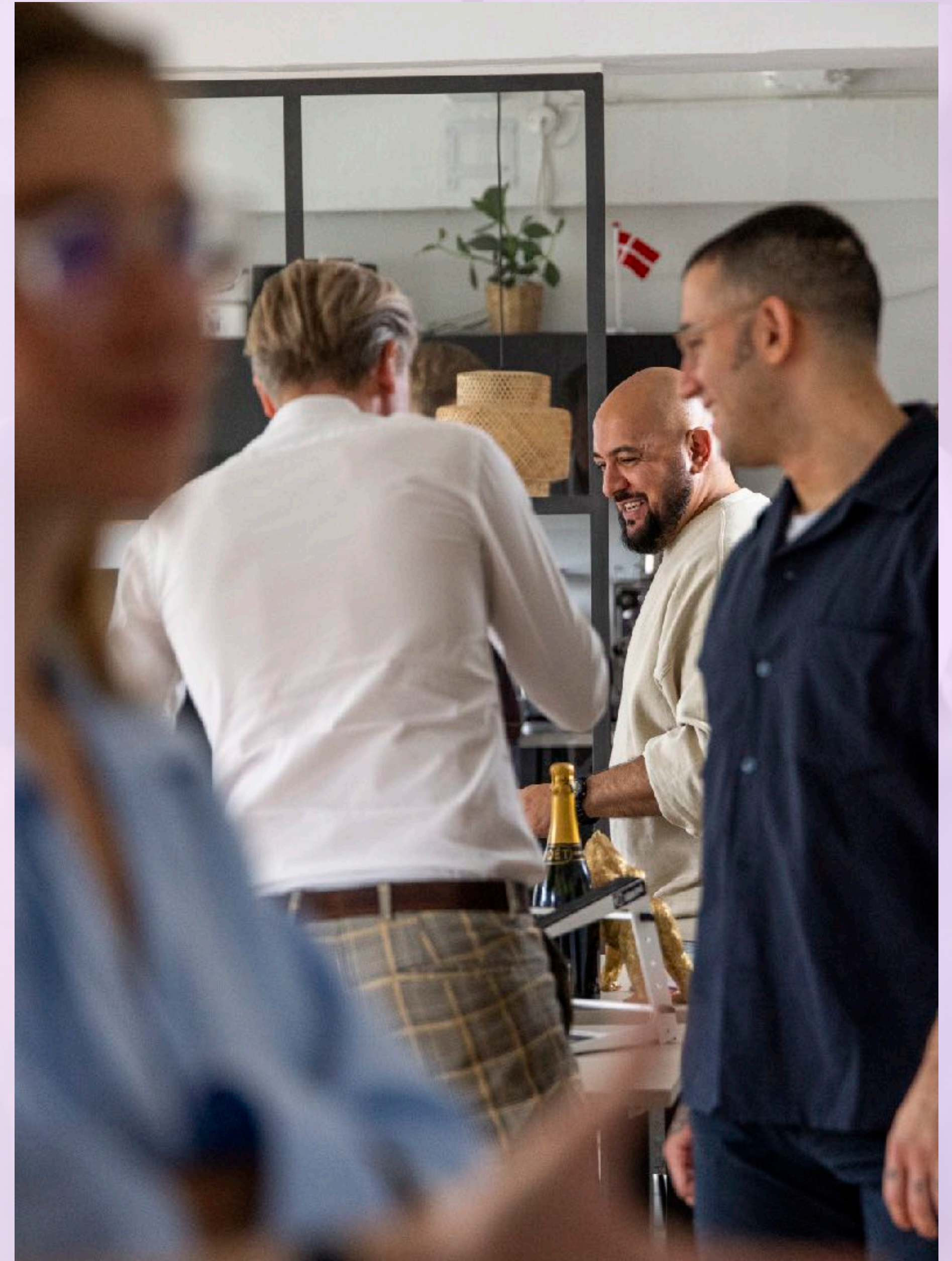
### These values are reflected in everything we do:

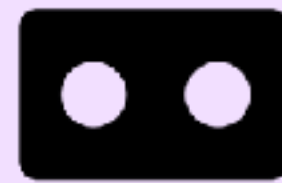
- We trust each other to follow through on our commitments.
- We trust each other to make sound decisions.
- We trust each other to speak up when something isn't right.
- We trust each other enough to be open and candid.
- We trust each other to collaborate, grow, and succeed together.

We also know that in order for trust to thrive, we need to have clear and honest communication with each other, sometimes it's easy, sometimes we are more vulnerable, but we find that being open and transparent with each other is the best way of working

### Best practice:

- We should never have to find something out; we should always be told.
- Over-communication is a requirement for flexibility to work.
- We will always listen and try our best to accommodate
- Communication and feedback matters just as much as how we receive it.





**If something is  
bothering you, tell me.**

# Agency, accountability, and feedback

## You aren't given agency – you take it

- We take pride in being responsible for the things we take agency over.
- We are accountable, always doing everything in our power to meet our responsibilities.

This applies to everything – from meeting targets to keeping promises, and even cleaning the kitchen. We are reliable colleagues you can trust.

We believe in the company, ourselves, and each other, and we approach our work with a smile. We stick to our direction – sometimes, a “no” is the best answer. A “no” means “yes” to something else, like whatever we’re focusing on at the moment. We’re not distracted by every shiny new thing. We stay on course, though we might sniff around and explore a little. That’s part of the fun.

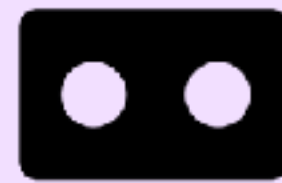
We never assume – we always ask until we’re certain. This requires a culture of open communication, where questions are always welcome.

- It’s not just our right to give feedback, it’s our duty.
- We foster a culture where feedback is valued and appreciated.

We should be excited to both give and receive feedback. We talk about things that aren’t working before they become issues.

Candid communication helps us get better, and we owe it to each other to speak up and help improve the team.





**If I have something  
stuck in my teeth,  
tell me.**

# Flexibility

## Always earned, never taken

Flexibility is earned by reaching your targets and communicating clearly. Flexibility is also based on accountability and trust, not something we just take, or take for granted. As an organization we try to be flexible because we know that life happens:

- **Accountability:** Flexibility comes when you're meeting your goals or clearly communicating why you're not and what steps you're taking to get there. It's okay if you get side-tracked, but let's make a plan together on how to get back.
- **No Automatic Flexibility:** Flexibility, like working remotely or taking time off must be agreed upon and earned—it's not a given, especially in the first few months, this is because we want to know you, and we want you to know us. If you're reading this, then we already know you're amazing, so we want your magic to rub off on the rest of the organization.

While we value flexibility, it should never come at a significant cost to others—your absence in the office is always felt. We really miss you when you're not here. If you want flexibility, it's your responsibility to ensure everyone is informed and has what they need.

- Deciding to work from home without notifying others could be a burden on the team. What if someone needs your input, help, or feedback?





**Practical info**

# Working hours and location

## Building a strong culture of collaboration and ambition

We believe that building a strong culture of collaboration and teamwork happens best when we're together in the same space. That's why we are an on-site team, not remote or hybrid.

- We work from our office in Njalsgade, Monday to Friday, from 9 AM to 5 PM.
- You are expected to work 37.5 hours a week, excluding lunch
- Most of your working hours should be spent in the office during regular office hours.
- You can adjust your start and end times by 1 hour, choosing one of the following:
  - 8 AM – 4 PM
  - 9 AM – 5 PM
  - 10 AM – 6 PM

We usually say that you should keep work from home days to a minimum in the first 3 months. This is because we want to get to know you ❤️ In the first couple of months, we'll also invest more in being present so you can get to know us. If you have to work from home during that time, just make sure to inform the team at least the day before (because communication is key). Again, we know that life happens, and also that everyone has their own way of working. If our working hours don't align with you, don't sweat it - let's have an open and honest conversation, we'd love to listen and figure something out that does work for everyone (if anything it gives us an excuse to have a nice coffee together).





# Slack

## Email is soooooo 2003

Slack is our primary communication tool. We aim to keep emails to a minimum, so it's important that everyone stays active and available on Slack, especially when working from home.

- **Stay Available:** It's your responsibility to be reachable on Slack during work hours, particularly on remote workdays.
- **Use Threads:** To keep conversations organized and avoid unnecessary spam, always reply within threads.
- **Post in the Right Channels:** Make sure to post in the appropriate channel to keep communication streamlined and easy for everyone to follow.

By staying active and organized on Slack, we can keep things running smoothly and also Bjarke hates emails (seriously who doesn't at this point).



# Lunch

## We value our time together, also lunch

Not only do we eat every day from 12:00 to 12:30, together, but also rate the lunch and air our meal time grievances and engage in office gossip and smell what niche fragrance that Fab is wearing. It's a key part of maintaining our team culture and gives everyone the chance to step away and recharge.

- Lunch Scheme: You are automatically enrolled in Good Tape's lunch scheme unless you choose to opt-out. For full-time employees, DKK 450 is deducted from your salary each month, with Good Tape covering the remaining cost of the scheme.
- Opting Out: If you decide not to participate in the lunch scheme, it's your responsibility to notify us (you'll receive instructions on how to do this via Slack). Please note, however, that the monthly amount remains fixed.
- Special diet: Our lunch is not vegetarian or vegan but it can be... Let us know if you have any dietary concerns and we'll do our best to accommodate you.
- Cake: We also have cake on Thursdays. It's usually a 6/10... but sometimes a 9/10.

Joining for lunch isn't just about the food—it's a chance for us to connect and take a break together, so we encourage everyone to join because a team that dines together, shines together (best rhyme we could come up with - sorry)

# Keys and security

## We got this on lock

When you join the team you'll be given a key to the office—please make sure to keep it safe and secure. **GUARD IT WITH YOUR LIFE.** No seriously, keep it safe. Our entire office's safety depends on everyone doing their part.

- In the event you lose your key, call your team lead inform your team lead right away.
- First to arrive in the office: If you're the first one in, please turn on the lights and the espresso machine to get the day started right. Please check that the espresso machine has water and there are coffee beans in the grinder. We only use bottled water for the espresso machine (it's kinda boujee). Please don't forget to turn on the espresso machine (it's more important than the lights). We'd all rather be sitting in the darkness but with a cup of coffee (it's hygge after all).
- Last to leave the office : If you're the last to leave, make sure all windows and doors are securely closed, and don't forget to turn off the lights. Turn off the coffee machines (we have 2) and the coffee grinder. Just in case someone forgot to throw out the trash, be kind and take it with you (especially if we had fish for lunch).

By following these simple steps, we can keep the office secure and ready for the next workday.



## Phones and computers

### Spoiler alert we're brand loyal to Apple

Good Tape provides you with a smartphone and work computer and covers your telephone expenses. If you prefer to use your own hardware, Good Tape may consider purchasing it from you.

You are allowed to use the phone and computer for private purposes, as long as it's within a usual and reasonable extent. However, you are responsible for managing your data usage to stay within the limits of the subscription plan.

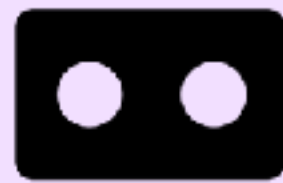
While we do not actively monitor your usage, or devices we reserve the right to do so in special situations, such as when misuse is suspected.

Also don't trust Carolina too much if she stand behind you in the lunch line...

You'll find out soon enough.

We all did.





**We are intentionally optimistic.**

## Meeting rooms

### We have 2...ish

We have a small office (some would say its cozy) so meeting room space is limited.

Right now we have one meeting room and one mute box.

If you need to book them for longer meetings, please make sure they're available and schedule accordingly to avoid conflicts. If everything is booked, it's usually okay to have the meeting in the kitchen, just double check with the team.

Worst case Il Buco downstairs is an option. The coffee there is really nice (almost as good as Ymir's - almost).

After you are done using the meeting room, please make sure to clean the table, put back chairs, and remove post-its

Being mindful of shared spaces helps ensure everyone.



## Guests and visitors

### Say hello to my little friend...

We're always open to welcoming guests at Good Tape with open arms, and we appreciate the opportunity to meet new people.

However, please make sure to inform the team at least one day in advance before they arrive. This gives us time to prepare. Also it gives us the chance to remove any \*cough\* paraphernalia \*wink\* or unsightly items from view.

Just joking (or are we....?)



## Pets

### Scientifically proven to be good for everyone

Pets are welcome at Good Tape.

We love all animals—except snakes Lasse hates them—or sloths, they give Alex the creeps. Also everyone hates spiders.

However, everything else is loved and appreciated.

Please keep in mind that they are your responsibility. Not everyone is a fan of noise or smells so pets should remain quiet, clean and well-behaved while in the office.

Additionally, any damage caused by your pet (or to your pet—watch out for the dartboard!) is also your responsibility.

We love having them around, but let's make sure it's a good experience for everyone.





# Shared responsibility

## Hey, we're still a start-up after all

While we have a professional cleaner who comes in once a week on Fridays, your workstation is your responsibility. Please make sure your desk is clear of all food and drinks at the end of the day to keep the office tidy. You are however incentivized to take pictures of Lasse's desk whenever he leaves unwanted food and drink and share on slack as this is his art and we love to share it (under the moniker "Lassé").

We share kitchen duties, and the schedule is posted on the fridge. We take 1 week each and If it's your turn to manage the kitchen, here's what you need to take care of:

- Ensure lunch is prepared on time and the kitchen is cleaned afterward.
- Empty the dishwasher in the start of the day, fill and start at the end.
- Take out the trash at the end of the day.
- If you are going to miss a day, then trade it with your office bestie.

If the office needs anything during your assigned week, like milk, napkins, or water feel free to use the shared Pleo card to purchase supplies.



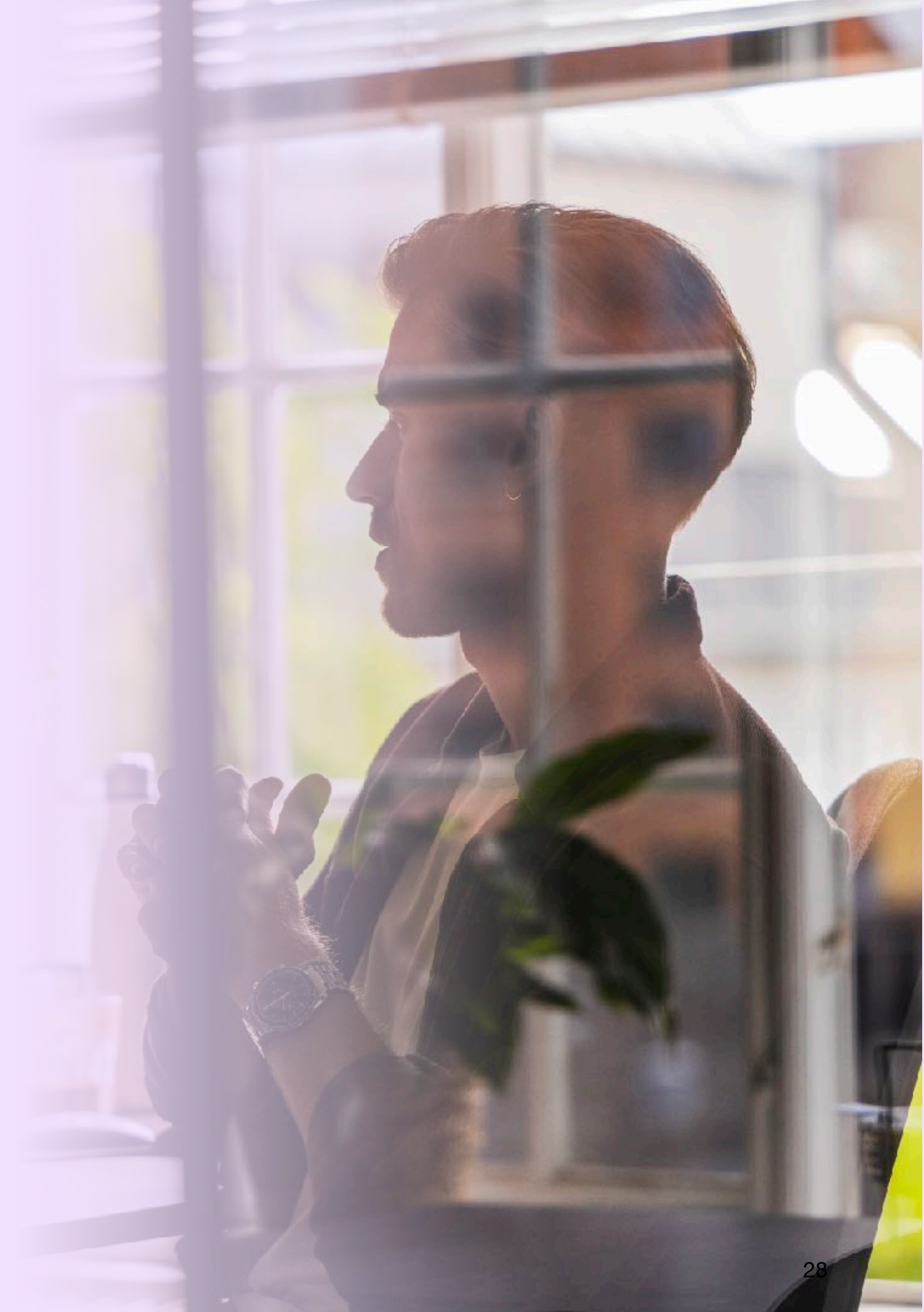
# Work room etiquette

## Open workspaces can get pretty noisy

We value focus and respect for each other's work environment, especially since we have a smaller office. Here are a few guidelines to help everyone stay productive and comfortable:

- **Respect Noise Sensitivity:** Some of us are more sensitive to noise, so we keep the volume down in shared spaces.
- **No Music:** We don't play music in the office unless it's a special occasion. Feel free to use headphones if you want your own background tunes.
- **Phone Calls:** Try to avoid taking phone calls in the main room. Use a meeting room or step out if possible.
- **Headphones = Focus:** If someone's wearing headphones and deep in their zone, respect their space and let them do their thing.
- **Casual Conversation:** Normal chatting and talking is all good! Just keep an eye on volume and timing to ensure everyone can focus when they need to.

We want everyone to feel comfortable and productive, so let's be mindful of each other's needs.



# Meeting etiquette

## Beware of yogurt

At Good Tape, punctuality is key. Please be on time, or ideally a few minutes early, for all meetings. We also kindly ask that you prepare in advance by grabbing coffee, drinks, or using the restroom beforehand. Getting up during meetings should be avoided, as it can be disruptive. Be aware this also includes yogurt, beware of the yogurt.

Additionally, we try to avoid eating during meetings to keep things focused and professional.

And don't forget: Every Monday at 10:00, we have a weekly stand-up. It's important to attend, come prepared, and contribute with your beautiful self.





**Save the date**

# 1:1

## Let's take a moment to align and adjust

Every quarter, you'll have a 1:1 session with your team lead.

This is your opportunity to:

- Share your experiences and thoughts.
- Provide feedback on anything that's working—or not working.
- Create a personalized learning plan for your growth.
- Address any concerns you may have.
- Inform your team lead about any vacations or leave you are planning.

These sessions are an important part of ensuring open communication and supporting your development. You will also get feedback and suggestions from your team lead .

You can always book a 1:1 when needed, or just wait for you your team lead to send you a booking.



# Friday bar

## Whoop whoop whoop whoop

On the last Friday of every month, we host the Good Tape Friday Bar from 16:30 to 18:00 after work. We'd love for you to join us, as it's a great way to relax, connect with your colleagues, and strengthen our company culture. It's a fun, informal way to end the month together, and again your presence is always appreciated.

Some Friday Bars even have a theme like "bring your spouse"... or "beat Lasse in darts" - the latter hasn't happened yet and Lasse confidently retains the "office champion title" (PS beat him and he will buy you a kombucha)





**Health**

# Illness

## Beware of flu season

We prioritize everyone's well-being. If you're feeling unwell or suspect illness, we encourage you to work from home (WFH) to minimize the spread of sickness. Below are the key guidelines regarding illness and sick leave:

- If you feel sick or suspect you're getting sick, work from home (WFH).
- Notify your absence due to illness as soon as possible.
- Good Tape may request a medical certificate, provided at our expense, to confirm your absence.
- You are entitled to paid leave to care for your child (under 14 years old) on their sick days.
- Any absences beyond ten days per year for child care must be agreed upon in advance.
- We provide free flu shots at the start of every flu season.
- The right to paid leave for child care is contingent on the other parent not using a similar leave simultaneously.





# Mental health

## We can all go through it sometimes

We truly care about one another. Mental health is important to us, so if something is up, book a time with your team lead and talk about it, we promise you will be met with understanding, kindness and respect. We've put several structures in place to ensure everyone is doing okay—both personally and professionally, but sometimes life happens, and we know that so with that said:

- We are honest with each other and speak up if something is affecting our ability to work.
- By sharing openly, we can come together as a team to provide the best support possible.
- You aren't obligated to tell the team anything if you are not comfortable, but please inform them and of course have a talk with your team lead.

Also remember, Good Tape provides comprehensive health insurance that offers various forms of support including free counseling with a psychologist that also covers the other things in life such as relationship counseling, stress, anxiety and depression. Feel free to use it as much as you need—it's there for you.



# Babies

## We love em' - nuff said

We love babies at Good Tape and we will support you through all stages of parenthood with a comprehensive maternity and parental leave policy.

- Maternity Leave: Birth mothers are entitled to take paid maternity leave starting 4 weeks before their due date.
- Adoptive Parents: If the country of origin requires the adoptive parent to stay before receiving the child, they are also entitled to up to 4 weeks of paid leave. Documentation of this requirement must be provided.
- Post-Birth/Adoption Leave:
  - Birth mothers and single parents who have given birth are entitled to 26 weeks of paid leave.
  - Fathers and co-mothers are entitled to 14 weeks of paid leave.
  - Adoptive parents are entitled to leave under the same conditions as birth parents, based on the adoption authorities' requirements.
- Bereavement Leave: Parents entitled to bereavement leave under the maternity leave law receive 14 weeks of paid leave.
- Social Parents in Rainbow Families: Employees granted leave as social parents in rainbow families are entitled to up to 13 weeks of paid leave.
- Pay and Allowances: Good Tape's obligation to provide full pay during leave is conditional on the employee being entitled to full daily allowances, which are refunded to Good Tape. We do not compensate for pension or holiday loss during unpaid leave or bereavement leave covered by daily allowances.
- Maternity Fund: Good Tape contributes to the maternity fund and receives maximum reimbursement in accordance with the maternity equalization law.

# Insurance

Get extra help when you need it

At Good Tape, we provide comprehensive health insurance through PFA that covers everything from counseling and therapy to chiropractor services and more. It's a benefit we pay for, so we encourage you to make the most of it.

You can always ask your team lead or Alex for support if you don't find what you are looking for.





**Time off**

# Vacation and leave

## We respect time off, and we won't bother you

- Annual Vacation: You are entitled to five weeks of vacation each year. The timing of your vacation must be coordinated with your immediate supervisor, and management retains the right to plan vacations according to the holiday law.
- Accrued Vacation: You can take accrued vacation in line with the applicable holiday law.
- Leave Days: Each year on May 1st, you will receive five leave days. You can choose whether to use your vacation days or leave days first. Leave days must be used by the end of February of the following year. If you're unable to take your leave days due to obstacles or management denial, they can be carried over to the next period.
- Upon Resignation: You should take any remaining leave days before your final working day. Unused leave days will not be paid out if you're unable to use them or if management denies their use.
- Holidays: Good Tape is closed with pay on Christmas Eve (December 24).
- Unpaid Leave: You can apply for unpaid leave, but management will decide whether to grant permission on a case-by-case basis.
- Office gift: Wherever in the world you were, there is something tasty to bring back for the rest of us - or you can send a postcard.



# Termination and resignation

## When the curtain calls and you take a bow

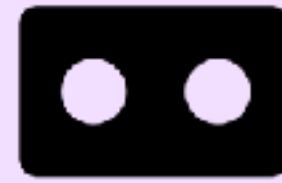
The first three months of your employment are considered the probationary period. During this time:

- Good Tape can terminate your employment with 14 days' notice.
- You can terminate your employment with 1 day's notice.

After the probationary period, either party can terminate the employment with the notice period required under Section 2 of the Salaried Employees Act.

When your employment ends, all company equipment must be returned. You cannot retain any equipment belonging to Good Tape or its affiliated companies.





**A smile is contagious.**

# Thats it

## Whoa, thats a lot of handbook

Seriously, thank you for reading. We're really happy that you are here with us. We hope that the book answered your questions, we tried to put it all in here, but if we're missing something let us know, and of course you will because you're one of us now, and you're amazing, because we're amazing (not biased at all).

Again we're humans, life happens, ups, downs, and sideways so don't be afraid to ask if you have any questions, comments or concerns. We're here save the world from manual transcription but to also make the best place in the world to work and grow as people and professionals.

Welcome to the Good Tape family 







**Now it's time for "the ritual"....**



**Good Tape**

**Aaaaaahhhh...**