pennylane

Pennylane's culture book

WHAT OUR COMPANY IS MADE OF

How it all started

In 2012, I cofounded Price-Match, a revenue management company for hotels. It was my first encounter with accounting — and it wasn't love at first sight. To me, accounting remained a black box. An administrative chore that I couldn't spare — but that was of no use to grow my business.

I eventually sold PriceMatch to Booking.com and joined Booking headquarters but after a couple of years, I craved a new entrepreneurial adventure. I started interviewing business owners, CEOs, entrepreneurs... Our conversations were mostly about finance and accounting.

They felt too accounting was a black box, a chore they could neither spare nor benefit from. They agreed on one more thing: it wasn't the fault of their CPA. The real issue was the fragmentation of data — and the time dedicated to consolidating their financial flows. Their CPA had no time left to analyze the data — or when they did, it was too late: the data was outdated already.

The idea of Pennylane arose from these interviews and my past experience. I decided to develop the first all-in-one financial platform for SMEs and their CPAs.

Pennylane started as an accounting firm until we felt confident: our software was good enough to be used by external accountants. Here starts the second life of Pennylane, as a SaaS startup.

Our goal? Enable business owners to make the best financial decisions and CPAs to focus on their advisory role. Right now, we're operating in France only but we plan to offer our solution all over Europe.

And to do that, we're glad to have you on board.

We carefully chose each Pennylaner for their expertise, humility, and proactive approach. We want to make your work experience unique and memorable — whether you work from home, in our Parisian office, or wherever you feel like to.

So welcome to the adventure; I hope you'll enjoy the ride. :)

A.W

What we solve

How we solve it

Enable business owners to make the right financial decisions and CPAs to focus on their advisory role.

A platform that allows business owners and their CPAs to collaborate efficiently and grow their business

OUR CULTURE

How we work & fun facts

SUPP - ORTING SME 👌

We solve issues for genuine human beings and **never lose touch with the reality** of our users

RADICAL TRUST

At Pennylane, trust is not earned, **it's given.**

COM 🚧 MUNITY OF BUIL- DERS

We focus on impact and take pride in being **a hands-on team.** 👷

We solve issues for genuine human beings and never lose touch with the reality of our users

#1 Users are part of the team

#2 We are the beta testers

#3 We ask ourselves : How can we help ?

How do we live it ?

Pennylane started as an accounting firm before becoming a SaaS editor

We host an accounting Lab: Our users (accountants) are part of our team and collaborate with the Product team.

Each employee has a free 1-year Pennylane license to give to the SME of their choice

AUBIN'S TESTIMONY :

" About supporting SMEs-to-be.

«I realized that a certain number of people called us to help them create their company — people we were not able to help. Once this was done, we would then call them to h elp them manage their accounting. However, in 50% of the cases, they had found an alternative solution to Pennylane. It was frustrating not to be able to respond to the needs of these entrepreneurs.

So I contacted CPA, one of our historical partners, to create a complete offer, including advice on the creation of their company, the creation itself, the costs associated with this process, and access to our accounting platform.

In 1 month, we found a solution to meet the needs of aspiring entrepreneurs. We supported them from the creation of their company to the accounting management by a trusted accounting firm. It was important to my team and me to be able to help future SMEs and business owners."

Community of builders

We focus on impact and take pride in being a hands-on team.

#1 Think global, act local.

#2 We have each other's back

#3 Dare launch

How do we live it ?

Founders are not only strategists —they're builders too: our CTO allocates 30% of his time coding.

We always want to make sure we're working on the feature with the most impact this is why any Penny-laner can comment and challenge our product roadmap.

We will support the growth and development of every employee whether he wants to grow as a manager or an Individual Contributor.

We host regular "Pennylane Talk" with internal and external speakers to highlight cross-cutting projects and/or special team works.

KARINE'S TESTIMONY :

"The day our CEO turned into a PM.

«We're all here to build the best experience for our users, no matter where we are in the hierarchy or business. When I joined in October 2020, we had to develop a «Payment by e-transfer of invoices» feature. So we formed a team with Arthur, the CEO. He acted as a PM during the development of the feature. He had the skills, he used to be a Product Manager at Booking and the customer were asking for this feature. He thus chimed in, as we all do at Pennylane, when the best way to accelerate is to become yourself an executing player.

So we made mock-ups together, designed the feature together, and he was the intermediary with our partner, a secure and scalable API gateway that was connecting SMEs to banks for payment.

I've never known another company where the CEO changed hats and got into the operational side of things like that.»

Radical trust

At Pennylane trust is not earned, it's given.

#1 We know you're doing your best

#2 You know what you're doing

#3 We seek candid feedback

How do we live it ?

We are a distributed organization: decisions are made within the department — no need to come up and down all the hierarchy chain.

Each team has an Offsite budget per quarter — team members take an active part in the choice and organisation of their activities.

We organize 360° performance reviews for every manager.

We send an engagement survey every 3 weeks to gather feedback about our employee experience.

JULIETTE'S TESTIMONY :

> " Any developer is free and trusted to change the core code.

«What always amazes me at Pennylane is that you can change the product code without having to go through a request and validation from a more senior peer developer. We consider that if you modify the code and adjust the work of another developer, it is necessary and useful..

It's also liberating (and time-saving) for everyone not having to ask a peer to review every minor change you want to make. The downside is that if you make a mistake, you also know that you're the one who will have to fix it. You change it, you own it.

Remote-first and international

Our events
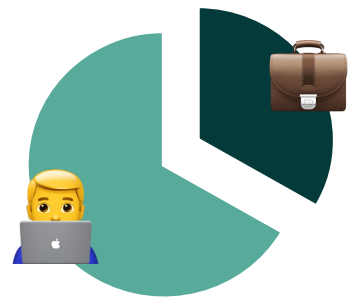
+1/3 Pennylaners work remotely

From 23 different countries

Opportunity to work in European Union up to 60 days per year

From more than 30 nationalities represented among us !

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> " This is the main reason why we believe that it's important to organise events where we come together to spend time and share great moments!

Tech Days

Five times per year, the whole tech team from all across Europe comes together at our Parisian office to work and have fun.

Seminars

Once a year, we gather off-site for a few days to align our vision for the future and celebrate past achievements.

Team seminars

Everything's in the name!

Breakfasts

We always create opportunity to eat "viennoiseries" together in our kitchen.

Beers on the rooftop

Everything's in the name again!