

Workfeed introduced the four-day work week and grew its revenue by 50%

In January 2022, Workfeed stepped away from its usual way of working and introduced the four-day work week. Since then, Workfeed has managed to raise a €2 million Seed round, change its name from Relion to Workfeed, and achieve an MRR growth of nearly 50%.

Whilst being in the middle of a funding round, Workfeed's co-founders, Rasmus Skovdal, Jimmy Engelbrecht Sørensen, and Kristian Emil Larsen decided to implement the four-day workweek in January 2022 with a clear goal in mind: To realize a better work-life balance, without sacrificing productivity and business results.

The idea arose back in the summer of 2021, when Workfeed's founders read several cases about companies that had implemented the 4-day work week with success. The stories spoke right to them, not just because of the impressive results these companies had achieved, but mainly because each of them experienced the negative effects of running a company - feeling overworked and stressed.

After considering the pros and cons of the four-day work week and discussing them with the team, they decided that it was the right way to go for their company. So, in January 2022, they introduced the four-day work week for all employees at Workfeed.

"I think the four-day workweek has definitely had a positive effect on our company culture. Since we introduced the four-day workweek, we've seen a significant increase in employee well-being. We're more relaxed and happy, which makes it a lot easier to come up with new and innovative ideas." - Berry van Waarden, Head of Marketing at Workfeed

The four-day work week has not only had a positive impact on the well-being of Workfeed's employees but also on the company's business results: In the first six months after introducing the four-day work week, Workfeed managed to raise a €2 million euro Seed round led by David Heinemeier Hansson, whilst maintaining a month over month growth, resulting in an MRR increase of 50%.

"We believe that good work doesn't have to be much work. We want to create a new standard for how people work, and the best way to do this is by paving the way. The four-day work week is the first step in this direction. We are convinced that by working fewer hours, people will be happier and more productive, and the results so far prove this claim. We were able to maintain the same productivity by working one day less, by being more conscious in how we spend time, decreasing meeting times while being more conscious of how we spend our time. We set out to test the four day workweek for 3 months and never looked back.", says CCO and co-founder Kristian Emil Larsen.

Workfeed believes that this change will "set the bar" for other companies and inspire them to think differently about how they structure their workforce. That more work doesn't mean better work. The success of Workfeed's four-day week proves that it is possible for companies and in

particular start-ups to grow while implementing this type of policy.



Company facts:

- One liner: Workfeed is an employee scheduling platform made for companies with part-time workers.
- Headcount: 10
- Founded September 2017
- Founders: Rasmus Skovdal, Kristian Emil Larsen, Jimmy Engelbrecht Sørensen
- Investors: David Heinemeier Hansson, Werner Valeur, Heini Zachariassen & Thomas Riisgaard

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