

Code of Conduct

If you witness a violation of our Code of Conduct, please report it [here](#).

We hold ourselves to the highest standards as members of the community around the eō Business Incubators (the “Incubators”). The integrity of each of our teams and businesses is essential to protecting our reputation.

Anyone who does not abide by this Code of Conduct will be removed from the Incubators and will no longer have access to any of its benefits.

Integrity

1. We act with integrity. We recognize that over time what is considered acceptable conduct today may be viewed differently tomorrow. Thus, we do not look at “what others are doing” as an indication of how we should behave. We hold ourselves to a higher, global standard.
2. In all our work, and in all our dealings with others, we are honest and transparent. Whatever we say publicly or privately we believe to be true. We do not intentionally omit important and relevant information from what we represent. Clear and transparent communications are paramount. We err on the side of “too much” disclosure.
3. We communicate accurately with our investors or prospective investors. We do not exaggerate. We do not gloss over the risks of our business, but instead, address them clearly and accurately. We send investors a written update on our business at least every three months, and we are responsive to their inquiries.
4. We disclose conflicts of interest as soon as we are aware of them. Even if we are unsure, we disclose the potential for a conflict, and even the appearance of a conflict, as soon as we become aware of it.
5. We protect sensitive information. When we are entrusted with sensitive, confidential or personal information, we use appropriate measures to secure it. We respect requests for privacy and confidentiality. We keep “off the record” information private and confidential.
6. We treat emails and other communications set within the Incubator network as private and confidential, and unless expressly authorized, we do not share these materials with anyone outside the network.
7. We *always* work for the benefit of our company, not for our own personal benefit.
8. We do what is right by our customers. We strive to deliver products that delight our customers and seek to exceed their expectations.
9. We abide by the law and by the color of the law.

10. Corruption is a form of dishonest, fraudulent or unethical conduct, typically by a person entrusted with a position of authority, often to acquire a personal benefit. We will not engage in corrupt activities, nor will we participate in activities that support corruption.
11. We recognize that, in order to succeed, every member of our team must be passionate about what we are doing. That includes participating in Incubator activities. Simply showing up, without more, is not enough. No laggards.
12. We respect our legal agreements. We do not attempt to circumvent their intentions.
13. We keep our promises. If we commit to do something, we do our best to satisfy our commitment. If we cannot keep our promises, we strive to make right any resulting problem in any way possible.

Community

14. We treat others with respect.
15. We encourage and respect independent, innovative and creative thinking.
16. We commit to building our business in Ukraine – not to the exclusion of building markets or pursuing opportunities outside Ukraine, but in parallel with those activities.
17. We understand that the success of others in the Incubator is also our success. What we put into Incubator activities will be reflected in what we receive from participating in them. Toward that end, we engage in active, healthy, respectful criticism of others' projects, with a view to helping those projects improve and excel, and we expect to receive the same criticism ourselves.
18. We help others whenever possible. We are all busy, but when the request is sincere and realistic, we respond and help. We are respectful of each other's time and are clear and focused in our requests.
19. We appreciate the help of others. No one goes it alone – startups are a team activity. We express our appreciation for the help of our customers, mentors and others that make our success possible.
20. We deliberately create a virtuous cycle in and around the Incubator. We proactively work to give back to the ecosystem by giving first to others in our community with no specific expectations of return.
21. We commit to non-hostile, open and welcoming workplaces. We commit that employees, partners, customers and visitors feel accepted and free to express their opinions, concerns and needs with an expectation that they will be heard and respected.

22. We do not tolerate harassment or threats in any form. We do not tolerate discrimination based on ability status, age, ancestry, civil union, class, color, ethnicity, familial status, gender, gender identity, genetic information, marital status, military service (current or past), national origin, pregnancy, race, religion, sex or sexual orientation. We will train our employees to recognize and address bad behavior. We will ban or fire mentors, advisors, investors, employees, contractors and others who are physically violent or who harass or discriminate against others.
23. We encourage diversity. We are committed to building inclusive work environments that reflect and value the diversity of people and cultures around the world, which we believe leads to better companies.
24. We stand up for others. We appropriately intervene in situations when we witness violations of this Code, and we report violations.

Professionalism

25. We encourage professional development. As founders, we do everything we can to ensure the happiness and professional growth of our employees.
26. We communicate professionally and appropriately at all times.
27. We are reachable and responsive. We will enable standard forms of communication so that anyone doing business with us can have a reasonable expectation of receiving a response in a timely fashion.
28. We participate in both offline and online forums with respect. We do not cause or participate in flame wars online. We participate in respectful discourse in all forums. We do not comment anonymously or with false identities.
29. We avoid gossip. We don't share disparaging comments and rumors about others, in or outside the Incubator community. We are constructive and respectful in our feedback and always provide it directly to the individual or company to which it pertains.
30. We show up on-time for all Incubator and business meetings, activities and events. "On-time" means arriving at least five minutes *before* the scheduled time. If we expect to be late, we do our best to minimize the delay, but we always notify the people with whom we are meeting or who are managing the activity/event about our delay as soon as we know about it and at least 30 minutes before the scheduled time.
31. We understand that 100% attendance at all Incubator functions is mandatory, unless the Incubator manager approves an absence in writing. Some Incubator events occur all-day on Friday and Saturday. The failure of any founder to fully participate, without prior Incubator manager approval in writing, may result in the expulsion of our business from the Incubator.

32. If we fail, we fail well. We recognize that failure is not the end, it is a step towards our eventual success. We will make mistakes, we will accept and reflect on criticism, we will pivot, and we will continue to move forward either in the current business or in the next one.
33. If we are going out of business, we will notify our customers and make their data available to them for at least 60 days. We will advise every one of our investors and provide them with the chance to discuss what went wrong in a live conversation. If we know the company is going to fail, we attempt to return as much capital to investors as possible.
34. We do not operate under the influence of drugs or alcohol. Distributing, using or being under the influence of illegal drugs is not permitted while participating or engaging in any Incubator program or event. Alcohol may be provided at Incubator events, but underage drinking is prohibited, and we expect everyone to drink responsibly and in moderation.