

THE  
BOWERY  
MANIFESTO/

# THE BOWERY MANIFESTO /

The Bowery brand has staggering value and potential. It's each of our jobs to know it inside and out, believe and breath it. The Bowery Manifesto puts us all in step to gain the most from this asset we're creating at this very moment.

This consistent story enables us each to tell those around us who we are, what we do, why and how we do it and what we hope for the entrepreneurs we invest in.

By aligning our efforts around The Bowery Manifesto we will remain steady on our course. Let this be a filter through which you weigh decisions and refer to it for inspiration time and again.

# THE BOWERY MANIFESTO IS DRIVEN BY THREE MAIN PILLARS

OUR BRAND  
MISSION /

**What** We Stand For?

OUR BRAND  
VALUES /

**How** We Deliver On Our Mission?

OUR BRAND  
AMBITION /

**Where** We Strive To Be?



# OUR BRAND MISSION /

What We Stand For?

**Our mission is to modernize business  
through technology investing**



THE BOWERY SAVINGS BANK

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# OUR BRAND VALUES /

How We Deliver On  
Our Mission?

## Walk their journey

We have a sense of urgency, timeliness and accountability. We show empathy and put ourselves in the entrepreneurs shoes.

# OUR BRAND VALUES/

How We Deliver On  
Our Mission?

## Forget the deck

We force ourselves to come prepared. We dig in immediately and make decisions quickly.



# OUR BRAND VALUES/

How We Deliver On  
Our Mission?

## Do one thing really, really well

We are a focused business software investor. We think early customer traction matters most and add outsized value in that regard.

# OUR BRAND VALUES/

How We Deliver On  
Our Mission?

## Win as a team & have no ego

We collaborate and work as a team. We know how to have fun and don't take ourselves too seriously.

# OUR BRAND VALUES /

How We Deliver On  
Our Mission?

## Help one entrepreneur every day

Be in the business of helping people. The lifeblood of this industry is the entrepreneur so spend time adding value to their day to day.



# OUR BRAND AMBITION /

Where We Strive To Be?

**We succeed when the entrepreneurs  
we invest in change the way  
businesses operate for the better**

**Thank You.**