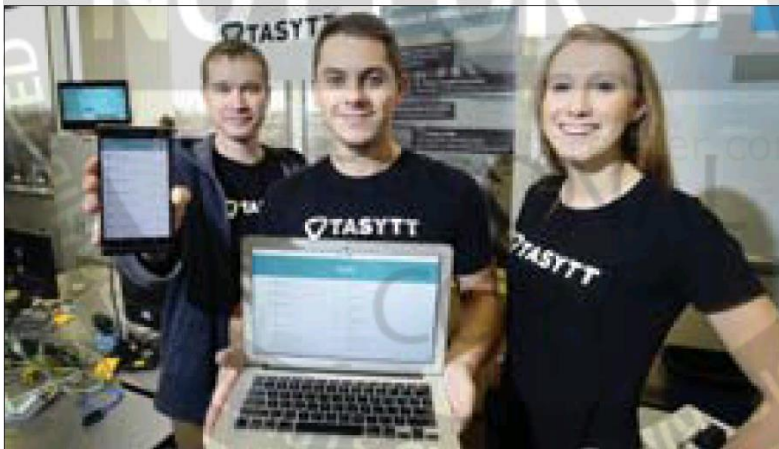


# New: engaging employees, new hires

ESTABLISHED 2015



Alex Sopinka, left, Chris Buttenham and Kate Dye of Tasytt, which recently got some attention from Entrepreneur magazine.

WHAT: Tasytt (tasytt.com)

WHERE: 175 Longwood Rd. S, Suite 301A

EMPLOYEES: 6

THE BUSINESS CASE: Tasytt is meant to help small- and medium-sized companies train and “onboard” employees — both new hires and those working who need information on new processes or jobs. A web-based platform, Tasytt lets companies to upload their training material and employees share information. It’s meant to keep employees up-to-date and engaged when there are new hires through what co-founder Chris Buttenham calls “gamification” — rewards

by sharing knowledge through Tasytt. There are quizzes, notifications for new hires and features like “request a mentor” to help keep employees engaged. Currently Tasytt has two paying customers, plus about five companies giving it a test run. Companies can subscribe monthly or annually. WHY IT’S GOOD NEWS: Though just incorporated in September, Tasytt has been buzzing in industry media. It was mentioned in Entrepreneur magazine featured in CIO. “HR is an interesting space now. It’s growing and being disrupted,” Buttenham said.