

NAMED AMONG THE FASTEST-GROWING COMPANIES

The main purpose of the poster is to present the Codewise company, the way it took from start-up to corporation. The poster focuses on detailing the main aspects and values that have contributed the company's development and success in the field of it.

ROBERT GRYN

Top 100 Richest Poles,
the Forbes List 2017

"I wasn't the owner of Codewise from the beginning. Three other guys founded the company, it was supposed to be a typical outsourcing venture."

HISTORY

- Codewise - a company founded by 3 colleagues in Krakow
 - 2011: the beginning of cooperation between Robert Gryn and Codewise - valuation of the first startup WeSave.pl and later Zeropark
- 2013: Codewise on the verge of bankruptcy - buying the whole company out by Robert Gryn and Bartłomiej Dawidow
 - New product: Voluum
- Dawidow's resignation from continuing to run the company, Gryn as the owner of Codewise
- 2016: awards at the Deloitte Fast 50 ceremony for the fastest-growing company in Central Europe, with a growth rate of 13.052% over the past four years
- 2017: Robert Gryn as 57 among the 100 richest people in Poland (the youngest millionaire in history with the value of net assets of PLN 710 mln)
- 2017, 2018 and 2019 named by the Financial Times among Europe's 1000 fastest-growing companies
- Participation in conferences, increase in profitability of Codewise, focus on own products -> success of Voluum and Zeropark

MISSION

Developing innovative technologies that enable media buying teams and performance marketers to achieve their business goals.



codewise

PRODUCTS



VOLUUM
DOCUMENTATION

a marketing platform for performance analytics, tracking, optimization and media buying. This tool allows for optimizing and scaling campaigns, featuring anti-fraud filtering, whitelisting and an outstanding reporting speed.



ZEROPARK
DOCUMENTATION

a performance activity exchange connecting the advertisers and media buying teams with high performance sources, in Real-Time. It offers hand-picked traffic from parked domain redirects and Mobile App.

VALUES

- Sharing the do-listen and can-do attitudes - listening to our customers and thinking bigger about their needs.
- Do the right thing and appropriate it rightly. Our customers expect Excellence.
- It all starts with A here. Working at Codewise means you are Awesome, Autonomous and Accountable individual who shares knowledge with others and understands that amazing team spirit is a value one of a kind.
- Professionals' hiring with great technical and interpersonal skills who don't need bosses but enablers who give the directions.

PRINCIPLES

Value Driven
Sustainability
Do the Right Thing
Empowerment
Equal opportunity
Integrity
Inclusiveness

"WHEN SOMETHING DOESN'T EXIST ON THE MARKET IT DOESN'T MEAN IT CAN'T BE DONE"

Codewise and its founder Robert Gryn are an example of how thanks to hard work, commitment and the right attitude can be achieved success. Robert Gryn constantly repeats that only the right motivation, understanding and awareness of work will bring fulfillment and satisfaction. He is an inspiration for many young entrepreneurs. Codewise was founded in Poland - a country with a huge bureaucracy that discourages everyone from running your own business. However, following its founder: where there are problems, one should see opportunities for something new and better. You can also achieve success and build a startup that will become an international corporation.