

05:ish

A Micro-Connection SaaS Platform Designed To Rebuild Spontaneous Human Connection In Hybrid Workplaces.

THE PROBLEM

Hybrid and distributed work have removed the spontaneous moments that once built trust and informal collaboration across teams. While employees collaborate functionally, they connect less personally; leading to silos, disengagement, and weakened culture. Connection no longer happens naturally; it must be intentionally designed.

THE SOLUTION

05:ish is a micro-connection platform that delivers short, guided prompts ("Sparks") that encourage meaningful cross-team interactions in just 2–5 minutes. Without adding meetings or disrupting workflows, it embeds small, repeatable moments of connection into the daily rhythm of work.

TARGET AUDIENCE

05:ish is designed for hybrid and distributed organizations of all sizes - from scaling startups to global enterprises that are investing in culture, engagement, and cross-functional collaboration as strategic priorities.

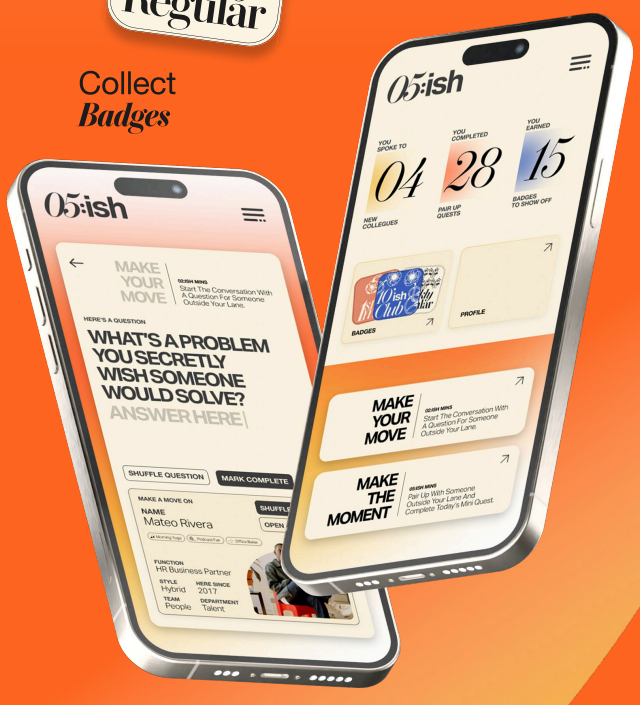


BUSINESS MODEL

05:ish is a B2B SaaS platform offering tiered team subscriptions for organizations of different sizes. Revenue comes from recurring subscriptions, culture and connection analytics dashboards, customizable branded Spark packs, and a physical desk companion ("Clock-ish") that encourages engagement through ambient behavioral nudges.

Connection should not depend on *proximity.*

Collect *Badges*



Collect *Merch!*



05:ish

builds everyday belonging;
one tiny moment at a time.