

Project Mars

Employee exp platform available for M&A

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Brief Product overview

The company has 2 flagship products:

1. The first product captures employee experience and analyzes employee experience data across the entire lifecycle, from hire to retire, providing organizations with actionable insights to improve overall employee experience.
2. The second product enables multi-rater feedback reviews that are scalable, confidential, and data-driven, helping organizations make evidence-based decisions to support employee development and enhance performance.

Select clientele

EPSON
EXCEED YOUR VISION

SEPHORA

TOYOTA

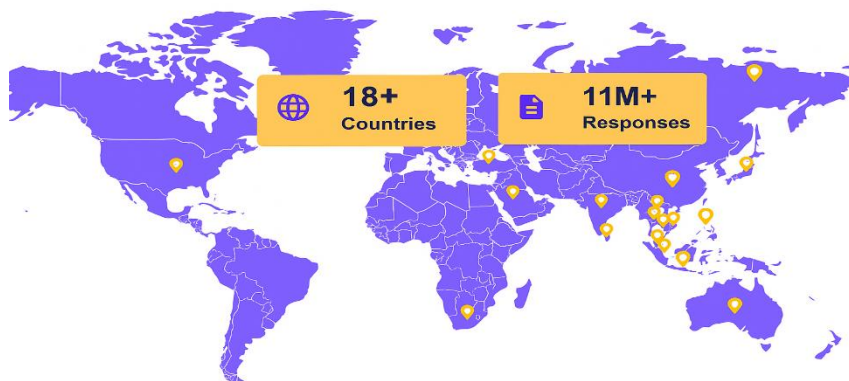
SIA ENGINEERING COMPANY

Gleneagles Hospitals

About Mars

- Founded in 2016, **Mars** is a cloud-based employee experience (EX) platform HQ'd in Singapore.
- Mars Operates in the **\$36Bn Employee Experience Management (EXM) market**, a rapidly expanding global opportunity.
- Served **500+ organizations across 18+ countries**, delivering employee experience solutions at global scale.
- Has achieved **77% YoY growth** with **LTV/CAC >5.3x**, highlighting strong product-market fit, scalability, and efficient growth.
- To date, the platform has empowered **over 450,000 employees to share their voices and experiences**.
- Mars is also embedding AI/ML into its products with **predictive analytics** to model the business impact of engagement and enable proactive HR interventions. It also powers **AI-driven listening**, combining **passive listening** (continuous analysis of communications, surveys, feedback) with **active listening** (detecting key moments like promotions, manager changes, or restructuring to trigger timely feedback loops).

Global presence



GTM strategy

Account-based marketing (ABM)

- CHRO breakfasts
- HR Impact Podcasts
- Thought-leadership campaigns

B2G (Business to Government)

- Accreditation & tender-driven entry
- 8 Singapore government agencies
- Whole-of-government deal

Channel Partnerships

- Collaborations with EY, Mercer, IPSOS, Deloitte
- Leveraging partners for global expansion (e.g., Anglo American & UK)