

Twiggy - 90-Day Employee Benefits Pilot Offer

Pilot term: 90 days | Version: v1.2 | Date: March 03, 2026

What it is	A lightweight employee perk: a browser extension that helps employees make more sustainable shopping choices in 1 click, with clear scoring + transparency.
Best for	Total Rewards / Benefits / Wellbeing teams looking for high participation with low program overhead.
What you get	Turnkey launch kit, 1-2 monthly challenges, aggregated adoption + engagement reporting, pilot readout + scale recommendation.
Next step	Reply to schedule a 20-minute scoping call. If there is mutual fit, we confirm population + launch date and start within 7 business days.

Employee experience

- **1-click eco scoring** while shopping online (score + simple explanation).
- **Transparency:** a “Why this score?” panel that summarizes key factors in plain language.
- **Preferences (optional):** employees can indicate what matters (e.g., plastic-free, low-waste).
- **Alternatives:** when available, Twiggy suggests better options on the same site.

Employer deliverables

- **Launch kit:** email/Slack/Teams copy, FAQs, install guide, and a short demo clip for employees.
- **Engagement programming:** 1 monthly challenge (2 challenges recommended) with optional incentive guidance.
- **Monthly reporting (aggregated):** installs, activations, WAU, score views per active user, top categories (aggregated), alternative views/clicks (aggregated).
- **Pilot readout:** executive-ready summary and recommendation for scale.

Privacy, security, and governance (pilot-friendly)

- Employer reporting is **aggregated only** - no individual employee shopping history or purchase details are shared.
- Pilot data is used to improve the product and report engagement at a program level.
- If your organization requires additional controls (e.g., SSO, DLP review), we will scope them for the scale phase.

Pilot goals and success criteria (agreed up front)

- **Install rate:** 5-15% of eligible employees (depends on comms + incentives).
- **Activation:** 70%+ of installers see their first score within 2 minutes.
- **Engagement:** 25-40% weekly active users (WAU) among installers by week 4.
- **Satisfaction (optional):** 4.0/5+ average employee rating via a short survey.

90-day timeline

- **Weeks 1-2: Setup + launch** - confirm pilot population and launch date; go-live; end-of-week-2 baseline report.
- **Weeks 3-6: Engage + iterate** - run Challenge #1; reduce friction based on live usage; midpoint report with recommendations.
- **Weeks 7-10: Expand + deepen** - run Challenge #2 (recommended); refine onboarding and messaging; share updated program insights.
- **Weeks 11-13: Results + decision** - final report + exec readout; scale proposal (annual rollout plan and options).

What we need from you

- A named pilot owner (Benefits/Wellbeing).
- Internal comms support (1-2 email drops or equivalent Slack/Teams posts).
- Optional: incentive budget for challenge participation (gift cards, points, etc.).

Commercial terms

Pilot fee (flat)	\$12,000 for 90 days, up to 5,000 eligible employees
Additional population	\$1,500 per additional 1,000 eligible employees (prorated)
Includes	Launch kit, 1-2 challenges, monthly aggregated reporting, pilot readout
Payment terms	Net 15 (pilot start)
Pilot-to-annual	If you choose to scale within 30 days of the pilot readout, 50% of the pilot fee is credited toward the first-year subscription

Call to action: Reply to schedule a 20-minute pilot scoping call. We will confirm scope, population, and launch date, then share a simple pilot agreement and launch within 7 business days.

Note: This offer is intended for evaluation and pilot planning. Final scope and commercial terms may be adjusted for specific compliance or IT requirements.