

uqudo

IDENTITY BOOK



www.uqudo.com [u:'b:fo]

uquds

[u:'!ɔ:bo]

BASED ON THE ZULU
WORD (uqodo) FOR
TRUTH, REALITY OR SELF.



Our story



We are built to embody the essence of trust, uqudo was born of a mission to rid the digital world of fraudulent identities. We aim to instil trust in digital transactions on the internet where interactions were essentially based on anonymity.

Founded by a team of Identity experts, uqudo has a long heritage of delivering large scale high quality projects as a consultancy with success stories in digital federal national identity programs, national driving licence systems and even national electronic passport programs.

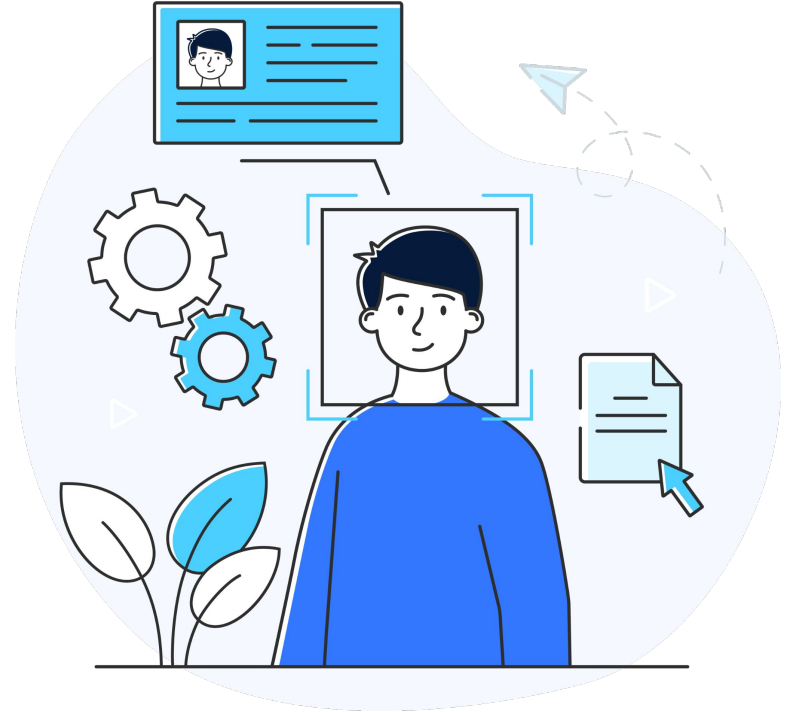
As a natural progression to these successes, uqudo has reinvented itself as an identity layer accessible by all organisations empowering them to get to know their customers in ways they have never been able to do before. An intelligent AI based identity layer that's future-proof, dynamic and secure.

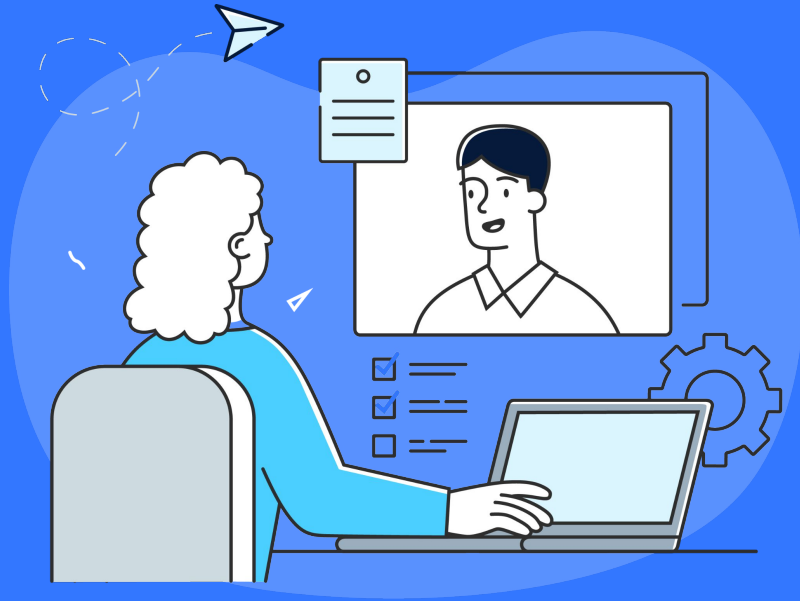
With the latest and smartest technologies, superior customer experience, and a culture centred around trust, excellence and innovation, uqudo is building the identity layer that drives trusted transactions in the digital world.



**TO BRING TRUST
TO DIGITAL
TRANSACTIONS**

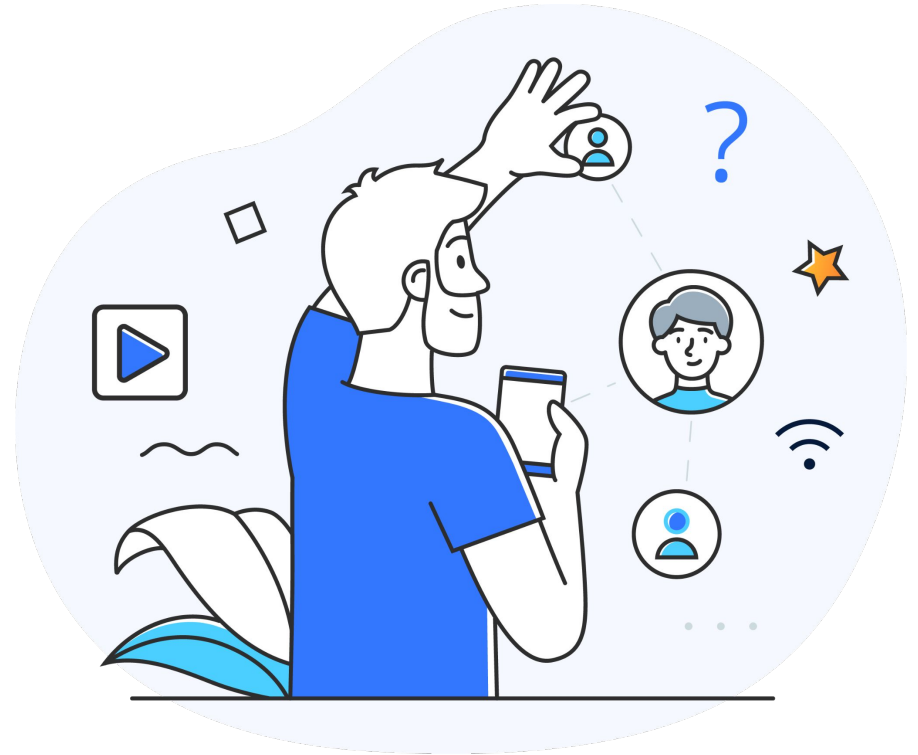
TO BUILD THE IDENTITY LAYER THAT WILL REDEFINE THE IDENTITY INDUSTRY



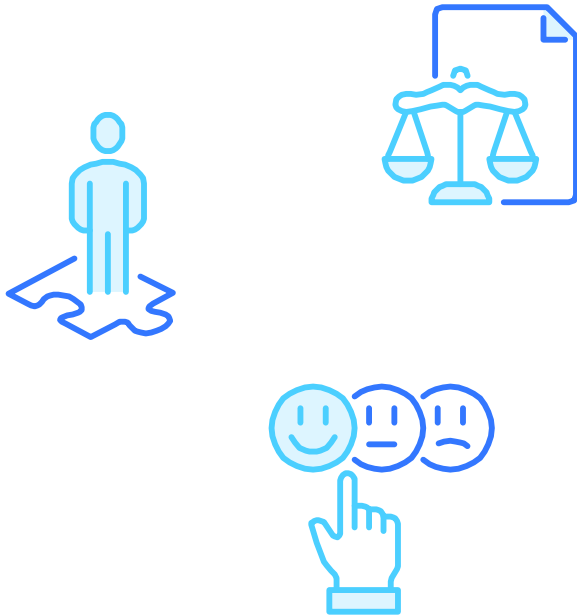


**WE RECRUIT,
RETAIN, &
RELEASE BASED
ON OUR
COMPANY
VALUES.**

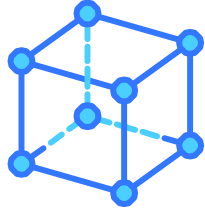
SO WHAT ARE THEY?



Trustworthy & accountable



- We embody trust, & practice it.
- We are honest, ethical, and fair.
- We know, trust and abide by our company's values & code of conduct.
- We trust that everyone is doing their job right
- We keep away from negative attitude and stand up for one another.



- We think outside the box.
- We come up with new & creative ideas that have the potential to change the space & pursue them.
- We pioneer, because we can.



- We know we can do things better, and we do.
- We pursue excellence in everything that we do and strive to be the best.
- We hold ourselves accountable to high standards and aim to continuously raise the bar.

“

I always did something I was a little not ready to do.

I think that's how you grow. When there's that moment of *'Wow, I'm not really sure I can do this,'* and you push through those moments, that's when you have a breakthrough.

”



Marissa Mayer

CEO of Yahoo

Efficient & Effective

- We move quickly and in the right direction.
- Efficiency and effectiveness is central to our service.
- We get excited by the prospect of helping our partners and their customer achieve their goals faster.



Personal



- We are friendly, approachable, and care more, always.
- We put our customers first.
- We are hands on and aim to take our customers step by step on a journey.
- We align employee, partner and company success to achieve win-win with a personal approach.

GOT IT...
BUT **HOW** DO I
APPLY THESE
VALUES?





**GOOD
QUESTION!**

HERE'S HOW...





FIND YOUR

uquds

I D E N T I T Y



Initiative



Daring



Ethical



Nurture



Thoughtful



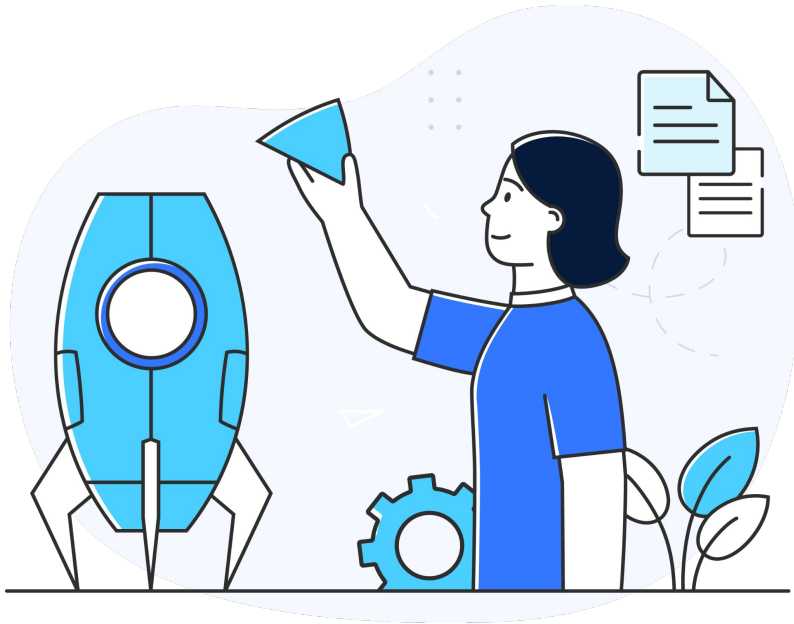
Inclusive



Truthful



You



**YOU SHOW
INDEPENDENT
THOUGHT & A
PIONEERING
ATTITUDE**

**YOU AREN'T
AFRAID TO SPEAK
UP & CHALLENGE
THE STATUS QUO**



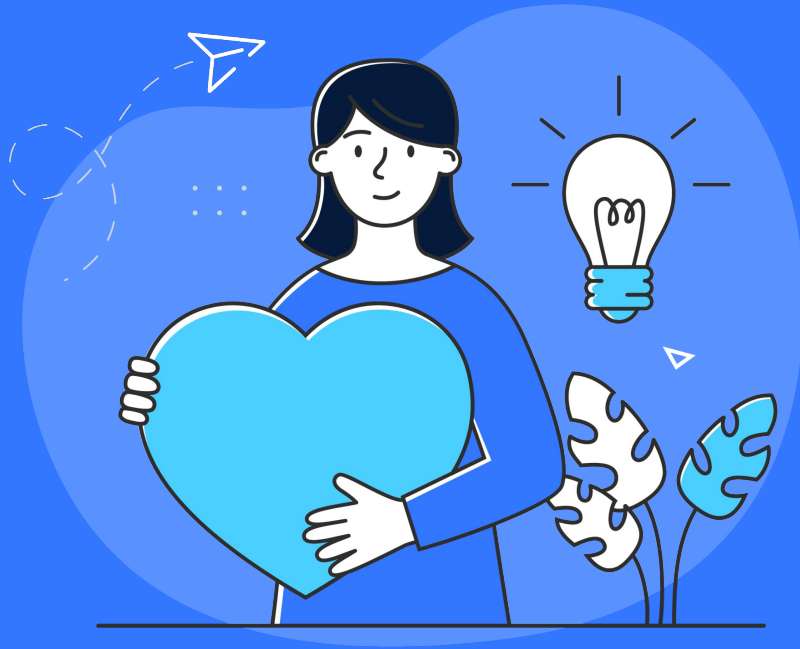


**YOU FOLLOW OUR
CODE OF CONDUCT
& ALWAYS ACT IN
uquds's BEST
INTEREST**

YOU IGNORE PERCEIVED
LIMITATIONS. **YOU** SUPPORT THE
GROWTH OF OTHERS & ARE
COMMITTED TO CONTINUOUS
PERSONAL & PROFESSIONAL
DEVELOPMENT.

**YOU DON'T BEHAVE
SELFISHLY, YOU'RE
A TEAM PLAYER, &
YOU STAND UP FOR
OTHERS IN TIMES
OF NEED**





**YOU NEVER JUDGE,
YOU SHOW
COMPASSION, & YOU
EMBRACE DIVERSITY
OF THOUGHT &
OPINION**

**YOU ARE
ALWAYS HONEST,
WITH YOURSELF,
& WITH OTHERS**



**BE YOU. YOUR Uquds IDENTITY
IS A REFLECTION OF YOU. BE
AUTHENTIC. AND ALWAYS BE THE
BEST VERSION OF YOURSELF.**

**WE LOVE TO WATCH YOUR
uquds IDENTITY UNFOLD...
FIND IT, HOWEVER LONG THAT
TAKES... AND EMBRACE IT
EVERYDAY!**

WANT TO KNOW MORE ABOUT HOW
WE THINK & FEEL at **uquds** &
HOW THIS IMPACTS **YOU?**

Check out our:

EMPLOYEE HANDBOOK



COMPANY DETAILS

Contact Info: hello@uqu.do

UK: +44 161 818 8585

UAE: +971 4591 3459

 [LinkedIn](#)  [Twitter](#)  [YouTube](#)

 [Facebook](#)  [Instagram](#)



www.uqudo.com [\[u:'!o:fo\]](https://www.youtube.com/uqudo)



2022