

## Tech Brief

### Sorbet

January 2022

#### Company Background

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Company At-a-Glance	
Headquarters	Tel Aviv, Israel
Year Founded	2019
Market Focus	Small to Large Enterprises
Customers	Confidential
Top Key Clients	Confidential
Key Industry Verticals	N/A
Website	<a href="https://www.getsorbet.com/">https://www.getsorbet.com/</a>

Sorbet is a fintech company transforming the most broken benefit – Paid Time Off (PTO) – into a win-win for businesses and their employees. Sorbet integrates into a company’s HR systems to analyze data to create tailor-made, time off plans, with a platform that proactively suggests pre-approved breaks and vacations while enabling employers to refinance unpredictable PTO-related debt.

This solution also lets employees instantly cash out unusable time, rather than having to wait until they leave the company. Once Sorbet assumes the liability, employers can decide when they want to pay it back, which allows businesses to refinance the liability to control cash flows and protect from wage inflation, while also saving on costs and increasing tax deductions.

Sorbet was founded in 2019 by Veetahl Eilat-Raichel (CEO), Eliaz Shapira (CPO) and serial entrepreneur Rami Kasterstein, and has received the largest seed funding round of any Israeli fintech company to date.

## Analyst Insights

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When I look at our research, we see a clear demand from the workforce when it comes to flexibility. And a key part of that is in the benefits that they have access to. Offering different options as an employer can lead to greater loyalty and engagement, which are key elements of talent retention.

Sorbet is bringing that flexibility to the workforce by enabling them to use their paid time off immediately in the form of cash or other travel or wellbeing rewards.

Early case studies from the company's clients indicate success, with more people taking their paid time off and a healthy percentage of workers cashing out their paid leave for personal needs.

The premise is this: Sorbet allows companies to finance their PTO liabilities on flexible terms and get the increasingly volatile paid leave amounts off the balance sheet. That transition leads to benefits for the workforce **and** the employer:

- Employees get to use the funds they have accrued
- Employers get to limit their exposure to rising costs and leave balances

In addition, Sorbet also applies algorithms to nudge employees to take more of the time off that they've already earned, hooking into HCM systems to see leave balances, history, team schedules, and other pertinent details.

This is one area where CFOs and CHROs can both agree that more solutions are needed, and I'm intrigued by the concept and the opportunity for employers to get a handle on this challenging benefit.

*Ben Eubanks*  
*Chief Research Officer*

## About Lighthouse Research & Advisory

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[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

[Ben Eubanks](#) is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.