WE OWN OUR OUTCOMES

We vow to communicate openly about the value we deliver, the stories we help create, and even the failures that spark growth. Transparency is our bedrock and we commit to showing you what we've built.

WEtech works consistently to provide open and transparent reporting. Our WINfographic snapshots, Client Impact Reports and Annual Impact Reports can be found at ***www.wetech-alliance.com/impact***.

Below is a closer look at the terminology we use and how we arrive at the numbers we report on.

CLIENT STAGE BREAKDOWN

IDEA: Entrepreneur with idea; initial market and technology exploration
DISCOVERY: Value proposition established; testing ideas; proof of concept; identifying customers; early financials
VALIDATION: Business model established; minimum viable product; customer verified; initial orders; testing go-to-market strategy
EFFICIENCY: Initial market traction; scaling sales and marketing; demand creation; forecasting based on actuals
SCALE: Validated product and market; customer growth; established management team

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ANNUAL REVENUE

The Annual Revenue metric reported is based on our clients self reporting during our client meetings. At the beginning of each meeting we update several core metrics that we report on quarterly to our Lead Provincial Funders. This number is a snapshot in time representing the aggregated annual revenue of our portfolio companies during our Fiscal Year (April-March).

TOTAL FUNDING RAISED

The Funding Raised by our clients is reported as a combination of self reporting during advisory meetings and information gathering on funding received through WEtech's support. This number is a snapshot in time representing the aggregated Funding Raised by our portfolio companies during Fiscal Year. We collect data on the following funding sources: Friends & Family, Pre Seed Rounds, Angel Investment, VC Investment, Federal Grants & Funding, Provincial Grants & Funding, Competition Dollars, etc.

NEW JOBS CREATED

The New Jobs Created metric is a GROSS number of new jobs created by our portfolio clients. At the beginning of each advisory meeting with our clients we update several core metrics that we report on quarterly to our Lead Provincial Funders. If a client reports growth in Employees, we capture that data point in our CRM.

We only count a new job after the initial discovery session with our clients where their baseline data is collected. For instance, if a client who employs 5 individuals joins our portfolio, we do not count those employees as new jobs. We only track that metric against the baseline data we collect at our initial discovery session with a client.

We do not count founders as employees, we also take into account how many employees the company enters our portfolio with as baseline data for this metric.

EMPLOYEES

The Employees metric reported is based on our clients self reporting during our client meetings. At the beginning of each meeting we update several core metrics that we report on quarterly to our Lead Provincial Funders. This number is a snapshot in time representing the aggregated number of employees reported by our portfolio companies during our Fiscal Year (April-March).

ADVISORS

The Business Advisory services of WEtech Alliance are all about tangible results, measurable impacts and enhancing the resources locally available to ventures of Windsor-Essex and Chatham-Kent. WEtech Alliance employs two full time staff members to serve as advisors to our portfolio clients. Part of their role is to develop WEtech's Venture Success Team and Entrepreneurs in Residence, which allows us to extend the services of thought leaders, experienced entrepreneurs, and global subject experts to our clients and puts an incredible group of people at their fingertips. It's resources delivered at the right time, every time.

Our Advisors number is comprised of the number of advisors, EIR's, and Venture Success Team Members who have had meaningful interactions with our portfolio clients during our Fiscal Year (April-March).

MARKET INTELLIGENCE

Market Intelligence (founded in 2008) is a service only offered for free through the Regional Innovation Centres in Ontario. You must be a WEtech client in Windsor-Essex or Chatham-Kent in order to access this program. The Early Stage Reporting Program conducts market research on behalf of early-stage startups by providing a set of data-rich industry reports. Companies can apply insights to market sizing, pitches, projections and more. As we all know, these reports can often cost in the hundreds of thousands of dollars and are therefore often a resource early stage startups desperately need, but cannot afford.

Once a client submits their request, the team at MaRS Discovery District dives in and sends a set of comprehensive market reports out to them with a value attached to those reports. That value is collected by the WEtech advisor and stored in our CRM. This number is a snapshot in time representing the aggregated dollar value of Market Intelligence Reports provided to our portfolio companies during our Fiscal Year (April-March).

CLIENT SATISFACTION

At the end of every quarter, WEtech sends out a three question survey to any client who has a meeting with a WEtech Advisor, Venture Success Team Member, or EIR. The first question is a five-star rating asking: "How would you rate the quality of coaching and mentorship that you have received to date?" This number is a snapshot in time representing the responses by our portfolio companies during our Fiscal Year (April-March).

We use this metric to sanity check the value that clients are getting from the in person advisory sessions we provide to them.

NET PROMOTER SCORE

At the end of every quarter, WEtech sends out a three question survey to any client who has a meeting with a WEtech Advisor, Venture Success Team Member, or EIR. The second question on that survey is rated on a scale of 1-10 asking: "How likely is it that you would recommend WEtech to a friend or colleague?"

Net Promoter Score, or NPS, is the industry standard metric used to measure customer experience. Given the NPS range of -100 to +100, a "positive" score or NPS above 0 is considered "good", +50 is "excellent," and above 70 is considered "world class."

Calculate your NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague? Respondents are grouped as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Detractors are lessed from Promoters to achieve a final Net Promoter Score.

CLIENT PERKS

WEtech portfolio clients have access to a large number of perks through our global partnership network. These include Amazon Web Services credits, Google Business Discounts, CDMN Soft Landing Programming, etc. The value of these perks are all measured in dollars and tracked in our CRM when the client accesses them. This number is a snapshot in time representing the aggregated dollar value of our Client Perks provided to our portfolio companies during Q4 of 2019, when the program was rolled out.

PORTFOLIO CLIENTS

Portfolio Clients are technology and innovation-based entrepreneurs and businesses that have applied for services via our Client Intake Form. Active Portfolio Clients are clients that have received coaching within the past 6 months.

WE·tech ALLIANCE | **QUESTIONS?**

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