

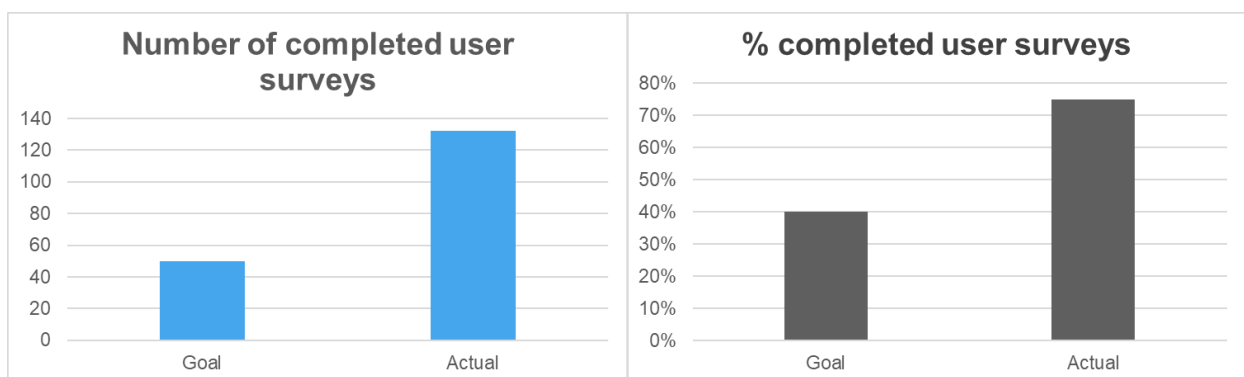
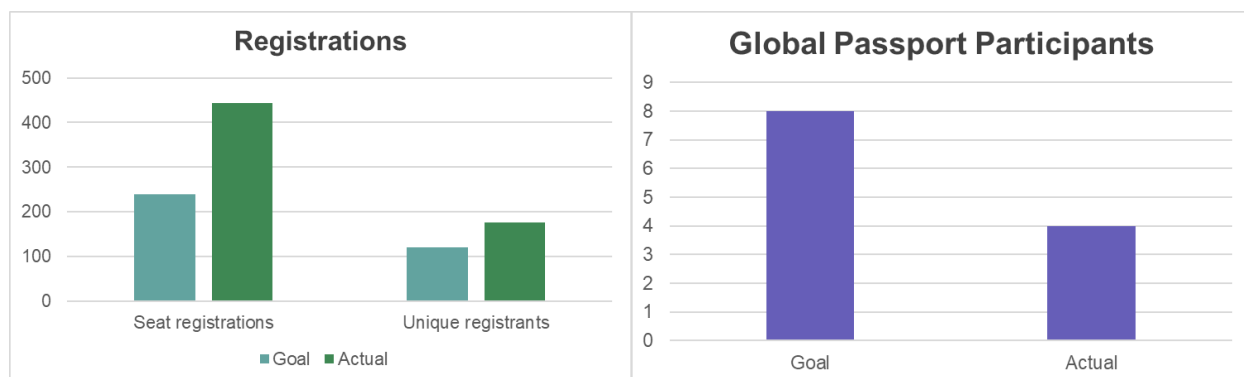
STARTUP425

2017 Work Plan Year End Report

Service Levels

415 Foundations	Bellevue	Issaquah	Kirkland	Redmond	Renton
Classes per community	6	2	2	2	2

Output Metrics	Goal	Actual
Number of workshop registrations	240	443
Unique registrants	120	177
User survey data	50 completed surveys	132 completed surveys
One Million Cups	1 weekly program	Started by E2B Advisory
Incubator at GIX	1 signed agreement	Project cancelled
Enhanced website resources		7 new web pages; 3 downloadables
Global Passport Participants	8	4



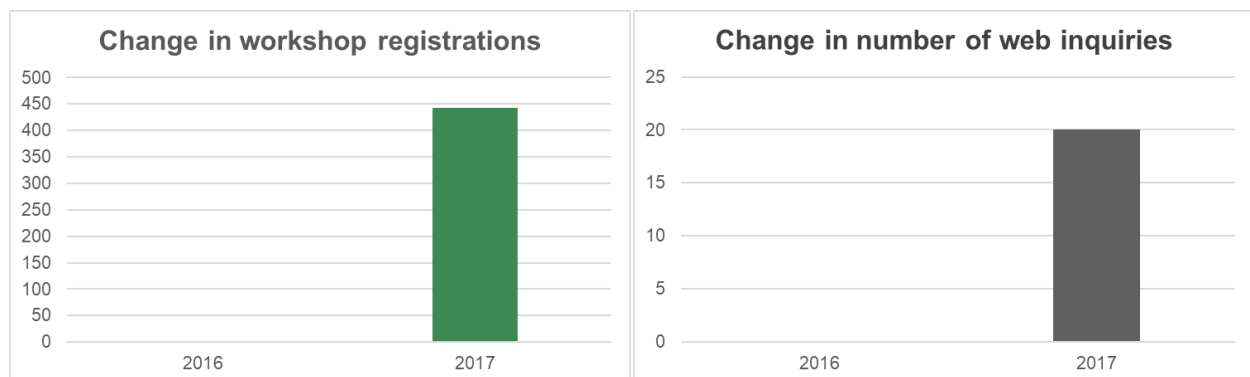
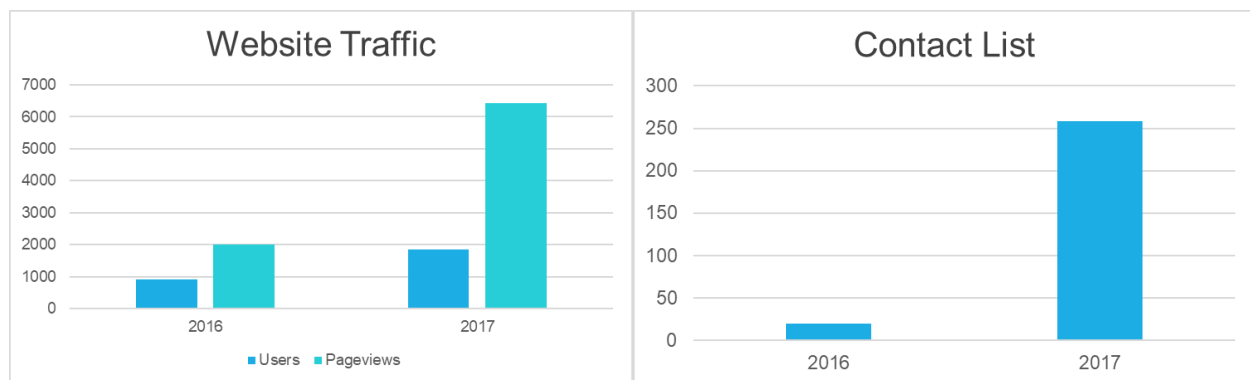
Key Performance Indicators

Supported by:



Year over Year Change in	2016 baseline	2017
Website traffic	users: 918 pageviews: 2,012	users: 1,845 (up 201%) pageviews: 6,418 (up 319%)
Contact list subscribers	20	258 (up 1,190%)
Workshop registrations	0	443*
Number of website inquiries	0	20
User survey results	0	132
New Eastside clients at service provider partners	0	12

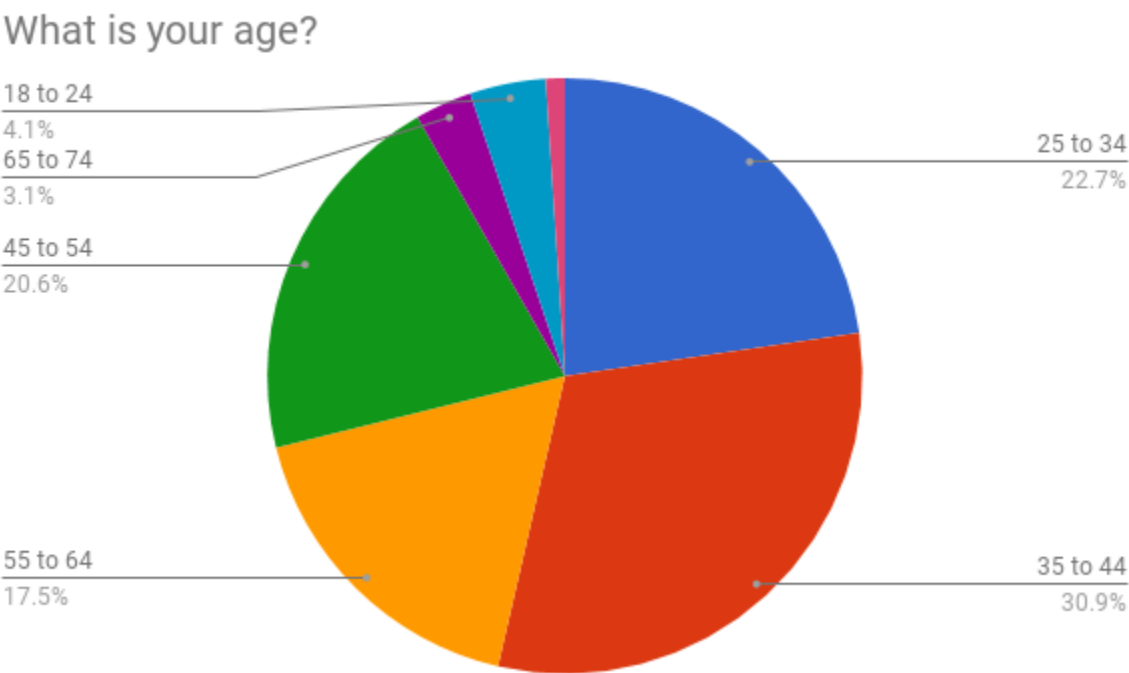
* 1 person registering for six workshops = 6 registrations



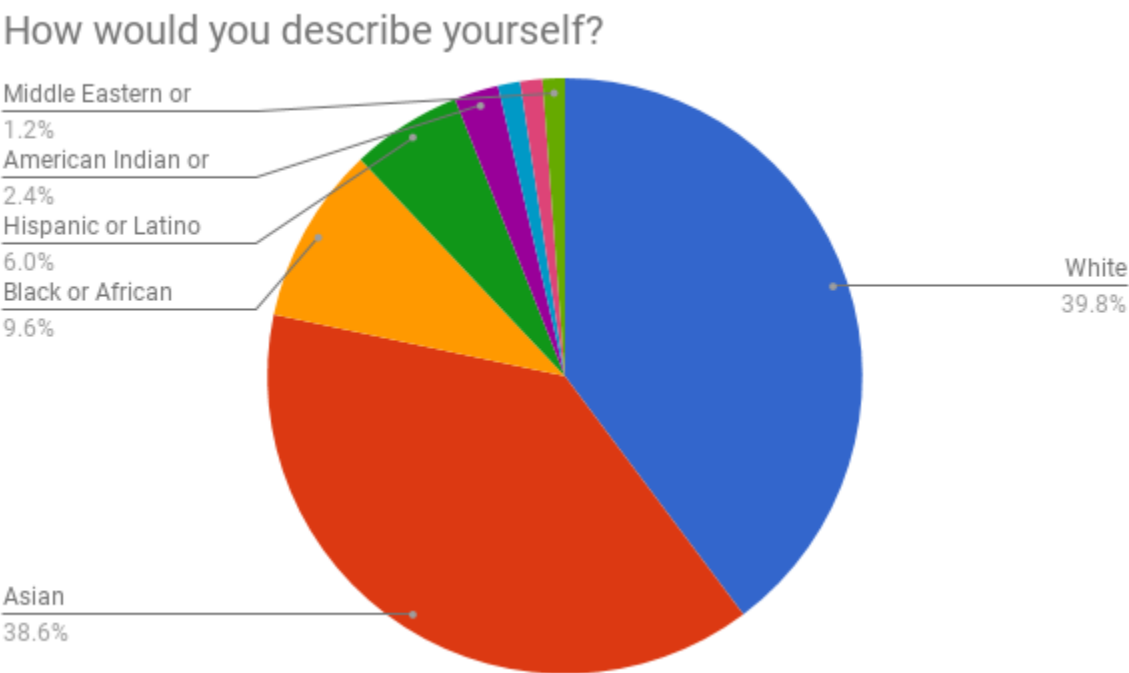
Who Is Startup 425 serving?

Demographic Information for 2017
N = 102

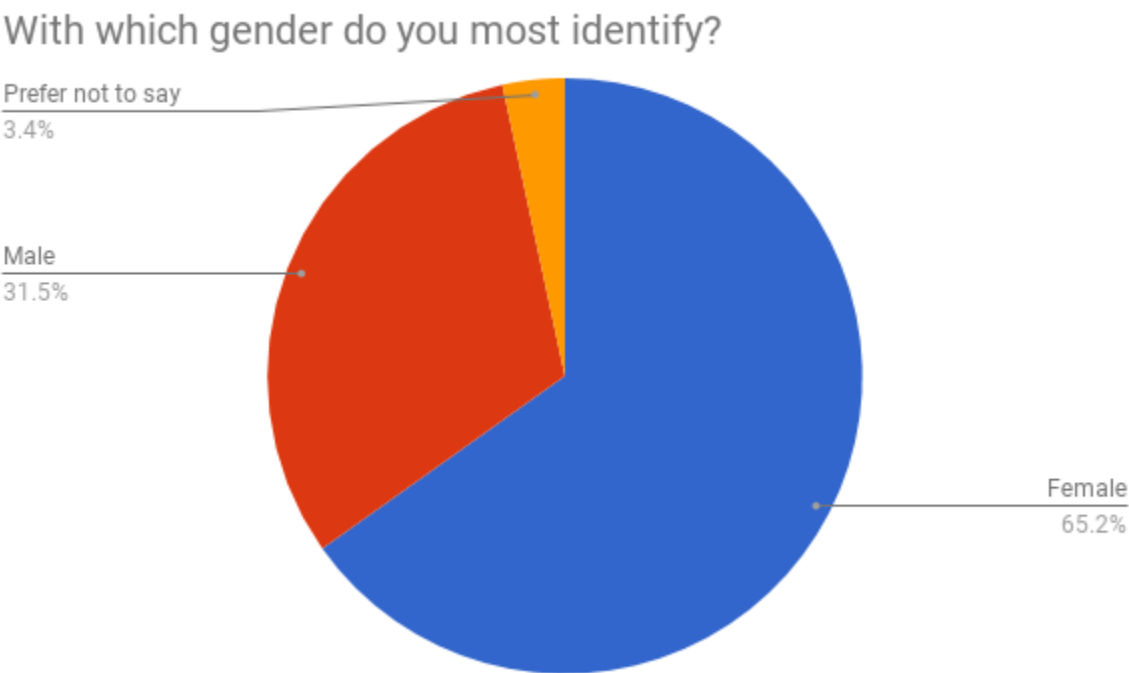
1.What is your age?



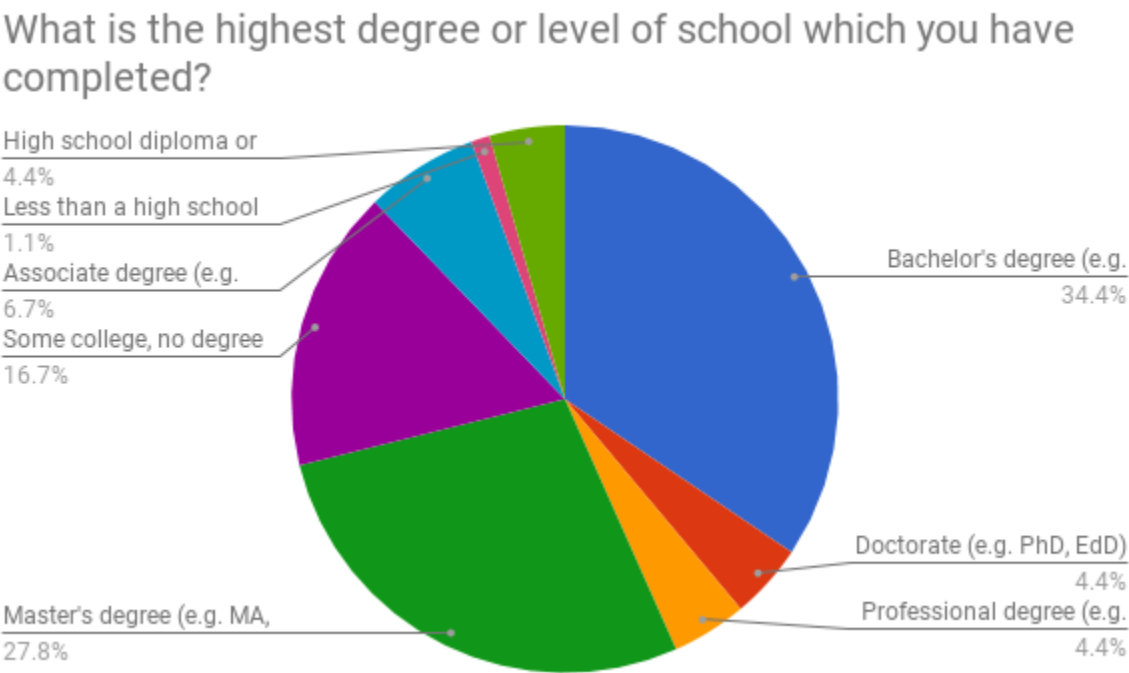
2.How would you describe yourself?



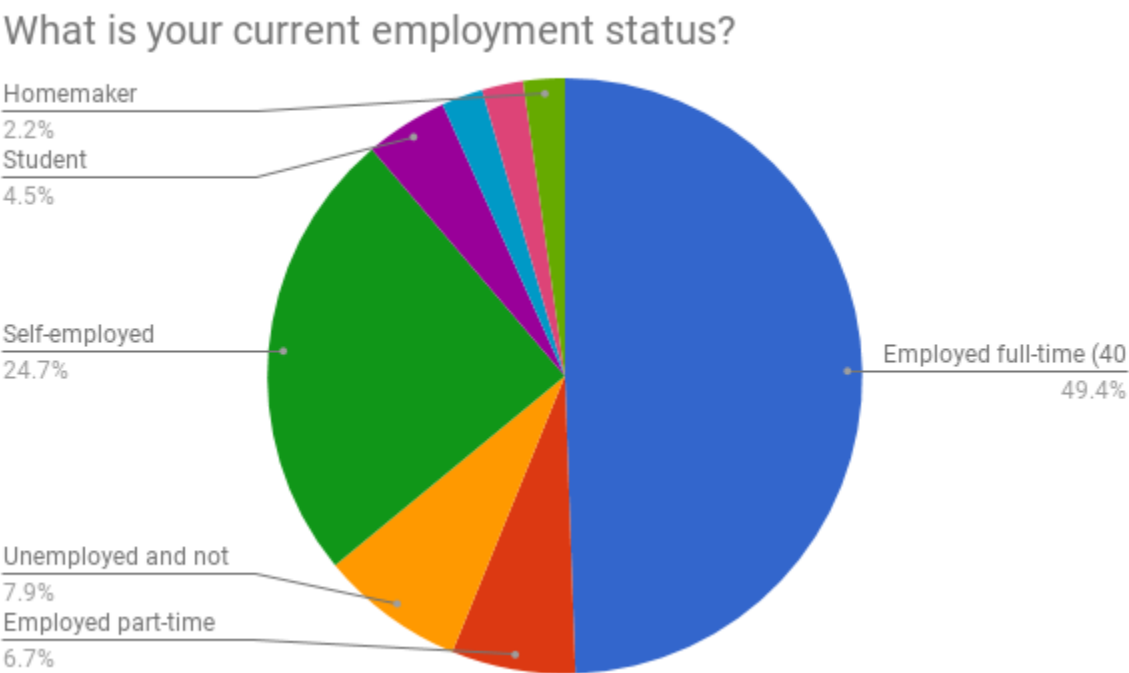
3.With which gender do you most identify?



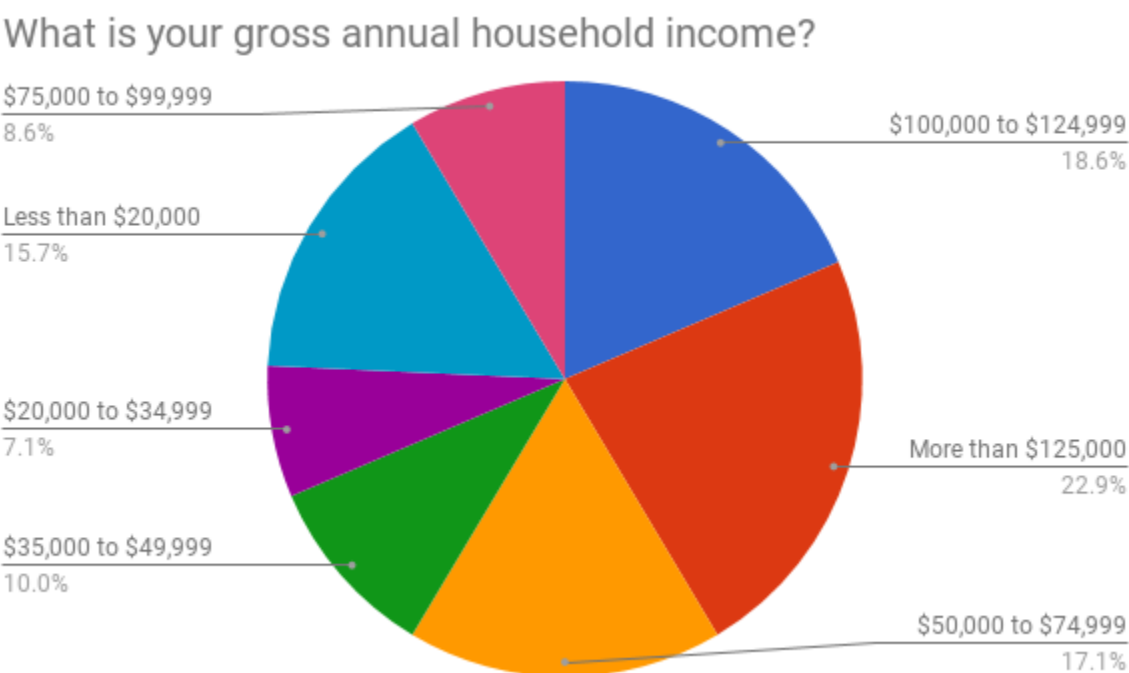
4.What is the highest degree or level of school which you have completed?



5.What is your current employment status?



6.What is your gross annual household income?



Users
1,765
↑ 195.6%

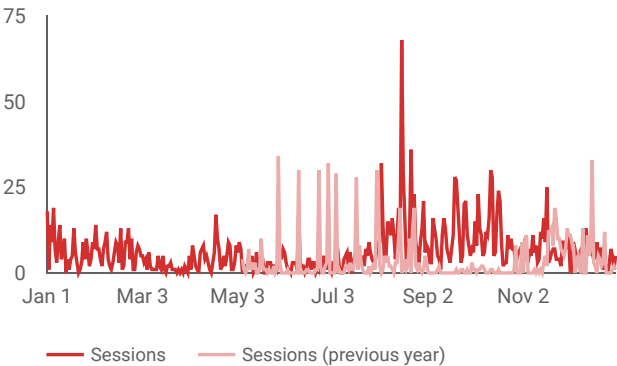
Sessions
2,363
↑ 189.2%

Pageviews
4,970
↑ 235.6%

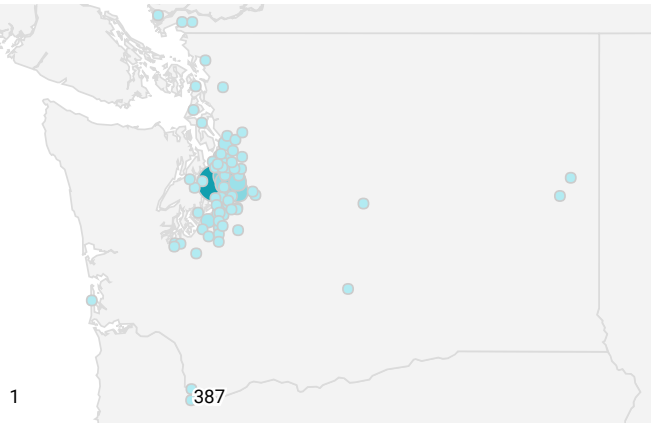
Bounce Rate
63.9%
↑ 11.4%

Avg. Time on Page
01:33
↓ -25.4%

How are site sessions trending?

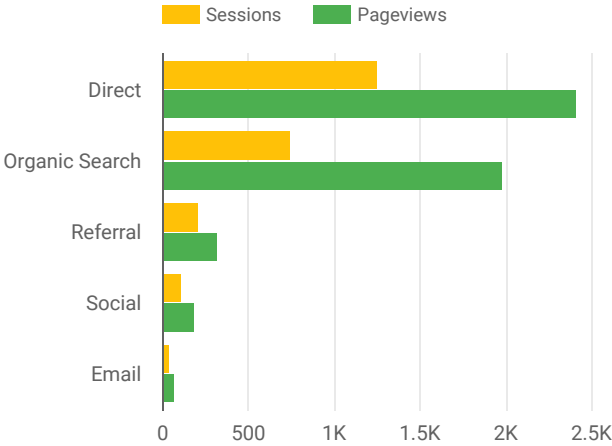


What are the top cities by sessions?



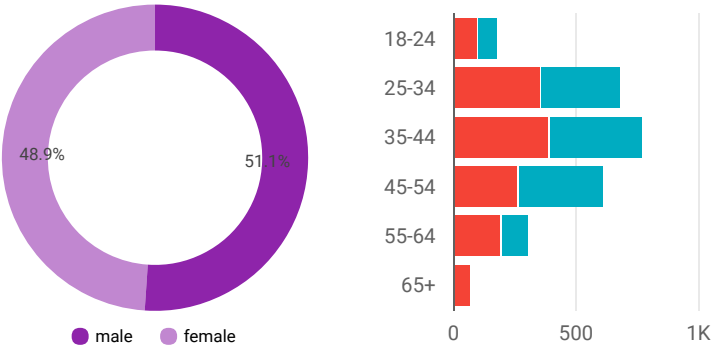
Which channels are driving engagement?

Goal: Engaged Users



	City	Sessions	Pageviews
1.	Bellevue	455	
2.	Seattle	348	
3.	Kirkland	137	
4.	Issaquah	93	
5.	(not set)	93	
6.	Redmond	92	
7.	New York	71	
8.	Clifton	59	
9.	San Antonio	52	
10.	Sammamish	48	
11.	Kingston	33	
12.	Renton	31	
13.	San Francisco	24	
14.	Tacoma	23	
15.	Seoul	18	
16.	SeaTac	17	
17.	North Creek	17	
18.	Bothell	16	
19.	Washington	15	
20.	Boston	14	

Engagement by Age & Gender



Users

1,765

↑ 195.6%

Sessions

2,363

↑ 189.2%

Pageviews

4,970

↑ 235.6%

Bounce Rate

63.9%

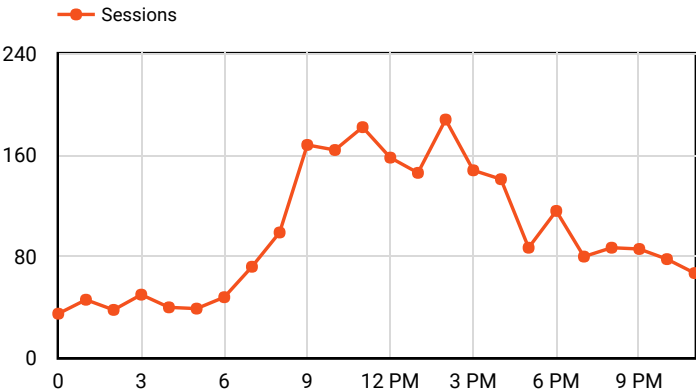
↑ 11.4%

Avg. Time on Page

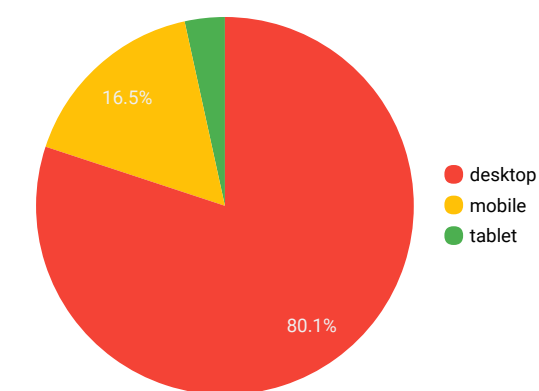
01:33

↓ -25.4%

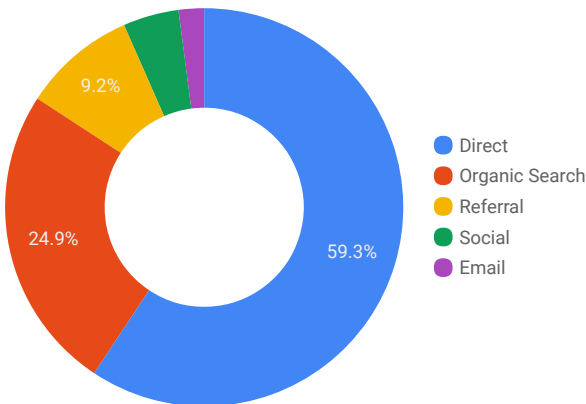
When are people visiting?



What type of device are people using?



How are people finding us?



What browser are people using?

Browser		Sessions
1.	Chrome	1,393
2.	Safari	381
3.	Firefox	203
4.	Internet Explorer	143
5.	Edge	95
6.	Mozilla Compatible Agent	63
7.	Safari (in-app)	57
8.	Android Webview	12
9.	Samsung Internet	7

1 - 10 / 11

Source	Sessions
1. (direct)	1,253
2. google	685
3. newtechnorthwest.com	70
4. bing	57
5. m.facebook.com	53
6. Friday Memo August ...	30
7. facebook.com	27
8. issaquahwa.gov	25

1 - 65 / 65

Which pages receive the most visits?

