

One-Page Plan - Performance Summary for 2022

C-AWS (OS sales demo plan)
As of May 17, 2022

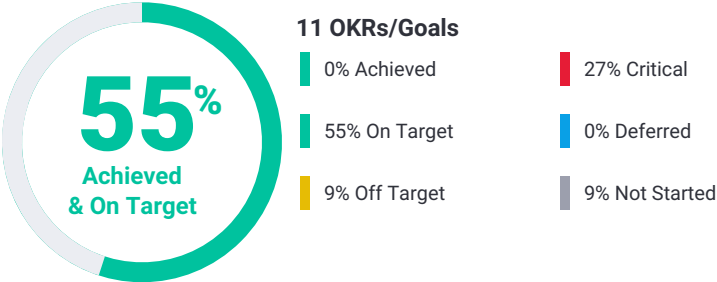
Mission

To succeed in business by providing our clients with the highest quality service and our employees with a great place to work.

Vision

We envision transforming 20,000 organizations and the lives of staff that work within them.

Performance Summary



Strategic Objectives

- 1: BOTTOM LINE** Creating long-term financial value by growing revenue by 20% each year (moving towards a minimum 20% net margin and 10% give back contribution).
- 2: ACQUISITION/CONVERSION** Aggressively get after conversion. OWN THE position that C-AWS is THE place for "all things Digital/IT Consulting".

- 3: RETENTION** Crush it with our hard-earned clients.
- 4: SCALE** Consistency, automation & playing like a team.

Key Performance Indicators

Metric	EOY Target	YTD Actual
Hi-tech Revenue	\$42m	\$22m
Healthcare IT Revenue	\$18.5m	\$4.8m
Emerging Markets Revenue	\$8m	\$2.6m

Metric	EOY Target	YTD Actual
# Average Sqls Calls Held with Net New Leads during Previous Week	45	19.81
Total # of Contracted Clients	2k	1.3k

1

BOTTOM LINE

- HI-TECH: Grow revenue to \$42.2M in 2022 from \$39.7M in 2021. #MetricMonday (1.1)

\$22m

- HEALTHCARE IT: Grow revenue to \$18.5M in 2022 from \$12.4M in 2021. #MetricMonday (1.2)

\$4.8m

- EMERGING MARKETS: Grow revenue to \$8M in 2022 from \$6M in 2021. #MetricMonday (1.3)

\$2.6m

- Revenue Goal of \$1.1M for 2022 (1.4)

Not Started

2

ACQUISITION/CONVERSION

- SQL Goal: Hold >40 SQL calls w/net new leads per week (Q1 Target is 25; Q2 35, Q3 40, Q4 45). #MetricMonday (2.1)

19.81

- CONVERSION GOAL - ONSITE: Achieve >3 new onsite/custom service contract signed per month. #MetricMonday (2.2)

2.88

- CONVERSION GOAL - The Ultimate How To Digital Consulting Course: Achieve an average of 25 HTDC purchases per week. #MetricMonday (2.3)

21.83

- CONVERSION GOAL - Toolkit Downloads: Achieve an average of 1,500 toolkits sold per week. (up from 690 in 2021) #MetricMonday (2.4)

130

3

RETENTION

- RETENTION GOAL: BUILD an account base of 2,000 ANNUALLY CONTRACTED clients. #MetricMonday (3.1)

1.3k

- HEALTH GOAL: Proactively manage the health and therefore success of our clients. (3.2)

9.38%

4

SCALE

- Q-A Goal: Improve Quality Assurance practice to create higher trust in the company. (4.1)

40%