

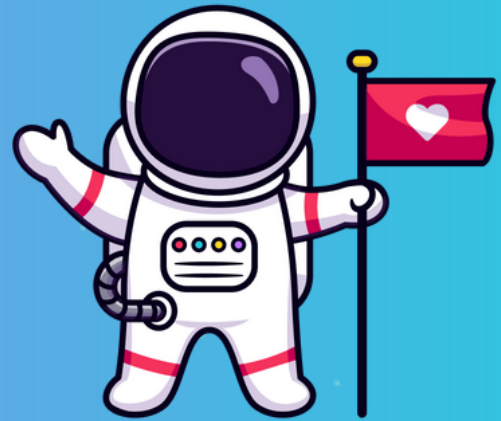


LUNARLAB

2023 Launch Report



The year in review



2023 was a rollercoaster.

Last year had ups, downs, shrieks of joy, and yes - even a few tense moments. Like any rollercoaster worth its salt, we started the year with uncertainty around the collapse of Silicon Valley bank. It ultimately had far-reaching implications in the tech industry, and even impacted our own business to a degree. But every rollercoaster goes back up, and 2023 was no exception.

We ended the year on the high note of becoming a Certified B Corporation, a big achievement that has positively impacted the entire company. Meanwhile, watching our clients and mentees continue to succeed brought us immense joy throughout the year. We're getting back in line for the ride in 2024 - see you at the top of the hill!

Elizabeth Anderson
CEO & Co-Founder

Q1 Highlight

Our year started off busier than ever with client projects, accelerators, volunteer work, speaking engagements, and more. We even brought on new team members!

Q3 Highlight

With an eye towards sustainability, we officially became carbon neutral by offsetting 2.57 metric tons of CO₂e in our environment.

Q2 Highlight

Ahhh... time for rest. Summer was filled with international vacations, school breaks, and plenty of time for recovery. Adequate rest allows us to do our best work.

Q4 Highlight

After a long journey through the assessment process, we became a Certified B Corporation. Our values are locked in now more than ever.



By the numbers

In 2023, we completed the highest number of unique projects in one year since the company was founded.

Our repeat client rate has remained steady year over year, with some clients coming back up to **5x**.

We're thrilled to continue growing and serving companies of all sizes in all industries.

44

projects completed

27

unique clients served

34.15%

repeat client rate

12

5 star Google reviews

happy clients!

Business for good

We understand that there are structural deficiencies in our society that create hardship within our community. Every year, we set actionable, intentional goals for our company to make sure we're doing our part to make the world a better place.

This year we provided over \$12,103 in pro-bono mentoring hours, primarily for women founders and founders of color based in Birmingham. We do this work at no charge to the founders because we know that sharing resources and industry knowledge can help with the economic advancement of founders who have historically been excluded from tech.



how we're giving back

1%

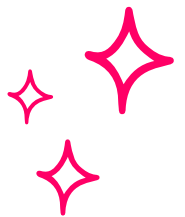
after-tax profits to
charity

105

volunteer hours

\$12,103

in pro-bono
mentoring



Giving highlights

Mentoring isn't the only cause near and dear to our hearts. On top of our mentoring work, we also volunteer with a number of organizations in our community.

Volunteer Project

Outcome

Breakthrough Birmingham

STEAM outreach events and career prep presentations for Birmingham City School students

TechEquals

Planning LGBTQ+ Entrepreneurship conference; outreach, events, and fundraising for tech workers in our local LGBTQ+ community

Joseph Bruno Montessori Academy

STEAM outreach event for Shelby County K-8 students

AIGA

Free portfolio reviews for students aspiring to become designers

Church of the Reconciler

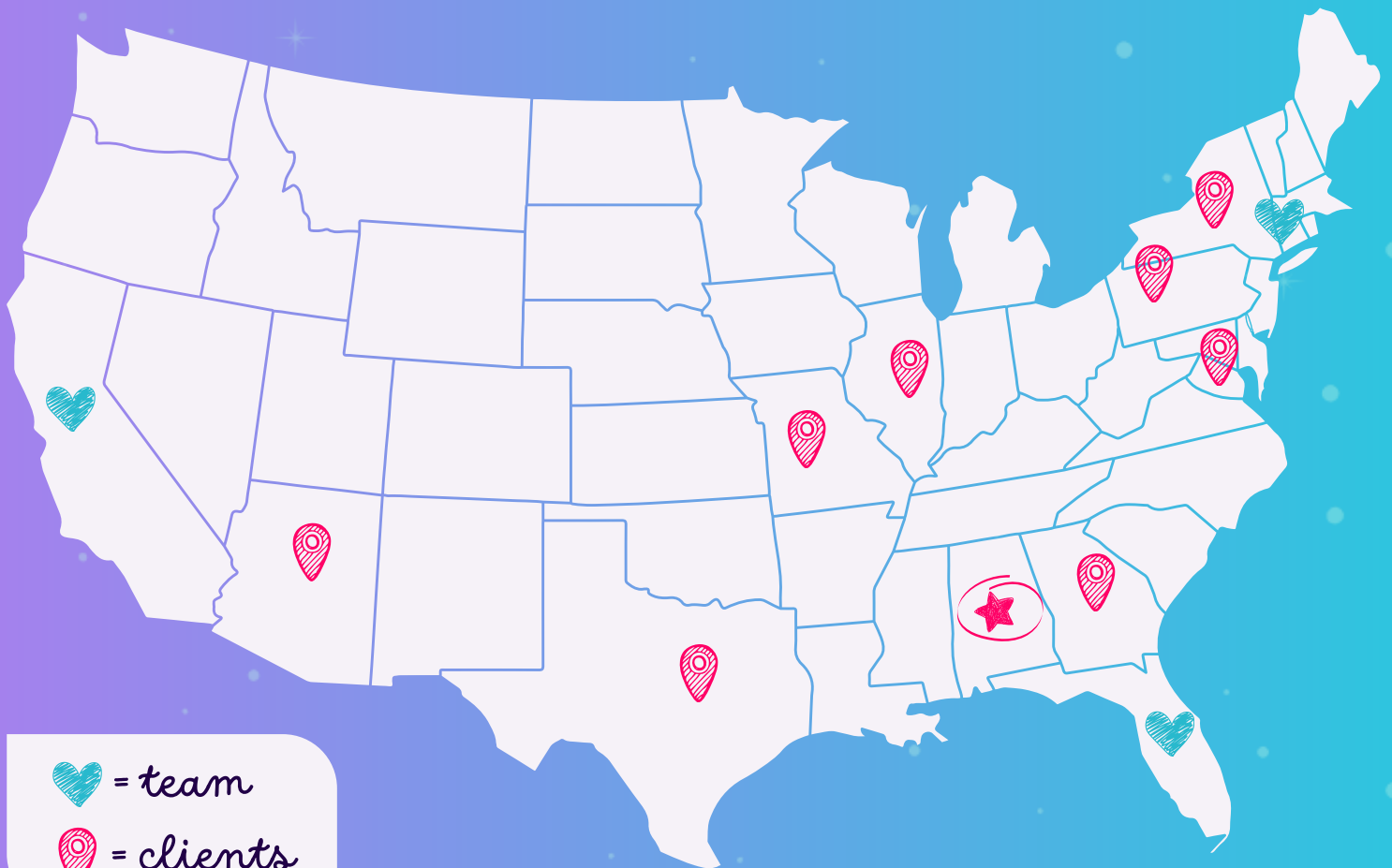
Coffee drive to support our local community of unhoused persons

2023 charitable contributions



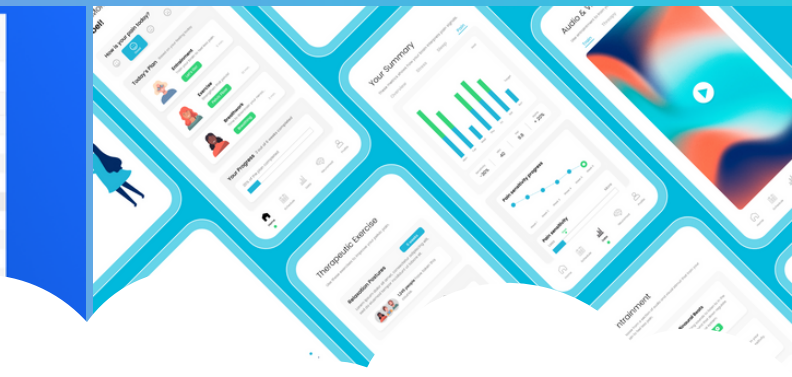
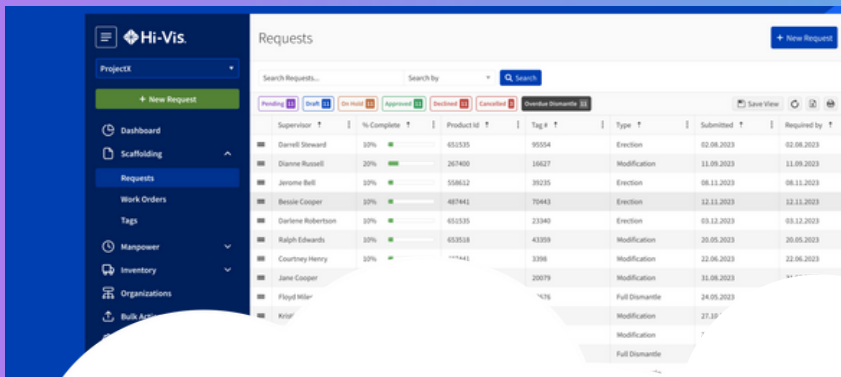
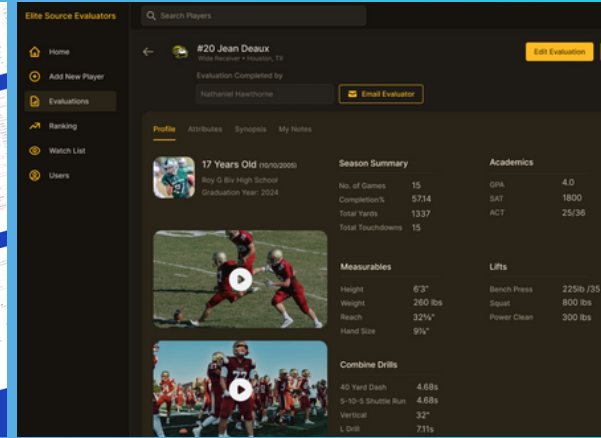
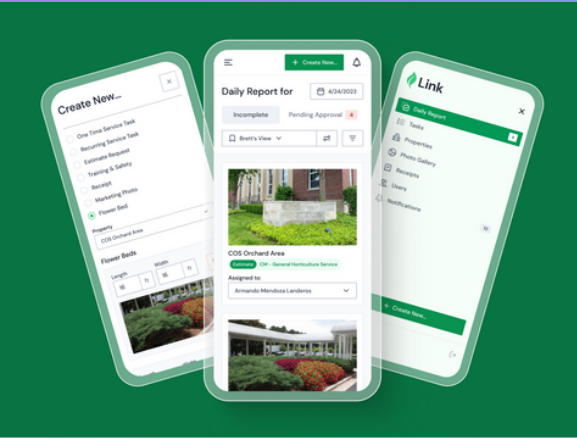
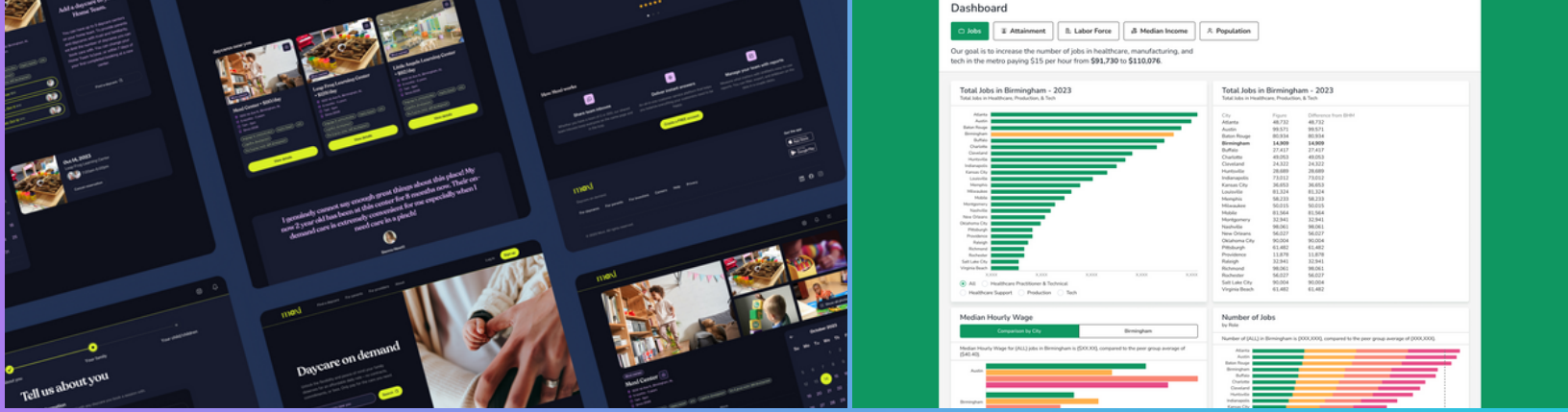
Client & Team locations

Birmingham is home, and it's where most of our team and clients are located. >50% our clients are in Birmingham, and we are thrilled to support our tech ecosystem in the Magic City. However, we have continued expanding our team and client relationships outside of Alabama.



♥ = team

📍 = clients



Case study highlights

Industries we supported this year:

- Healthcare
 - Childcare
 - Auto Auctions
 - Sports
 - Consumer Goods
 - Infrastructure & Construction
 - Insurance
 - Accounting
 - Education
 - Publishing
 - Nutrition
 - Recreational Vehicles
 - Aviation
 - Fintech
 - HR & Hiring
 - Hospitality
 - Nonprofit
 - Agencies & Consulting Firms
 - Logistics
 - Accelerators
- ...and more!*

We'd like to thank our
team, clients, partners,
and mentees for your
generous support!



Thank you!

We want to express our heartfelt thanks to everyone who made 2023 a success. This was a big year, and we couldn't have done it without you!

Here's looking forward to an even stronger 2024.