



LUNARLAB

2024 Annual Launch Report



WOMEN[™]
OWNED

Certified
B
Corporation

we are
n=utral

Mission Briefing

Our year in review



2024 was another year for the record books! Although the economic environment in tech continues to be uncertain, we are proud to have taken on **more clients** in 2024 than any year we've been in business. This means we had more opportunities to work across **diverse industries**. From FinTech to eCommerce to Aviation to Accounting, every project brings new tech innovation.

This year we worked hard and played hard. To make sure we were well-rested and on top of our game, we instituted a **4-day work week** during the summer to recharge. The extra brain space helped us stay productive and deliver the high quality our clients expect.

Even though we were heads down bringing value to our clients, we stuck by our values. We **maintained carbon neutrality** for a second year in a row, removing 2.14 metric tons of CO₂e from the atmosphere - equivalent to growing 35.40 tree saplings for 10 years!

And we continued to pour back into the community, **donating 1% of profits to charity** and volunteering with founders and students.

As we head into our 4th year in 2025, we know there's more uncertainty on the horizon. But **our trajectory is set for adventure**. Let's do this!

Elizabeth Anderson

CEO & Co-Founder

Staying in Orbit

Company highlights



40%

**Repeat
client rate**

1%

**Profit
donated**

**Advocated
for tech
policy
change in
D.C.**

7

**5 star reviews
on Clutch**

Gravity of Giving

Doing business for good



We're in this together.

As a public benefit corporation, community is at the heart of what we do every day. Our work isn't just about inclusive design; it's about building a more inclusive and equitable economy.

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 includes donating 1% of our profits to charity, volunteering, and providing discounted services to non-profits.

This year, we provided over \$9,824 in pro-bono mentoring hours, primarily for women and people of color who are starting a business or beginning their tech careers. We do this work at no charge to the founders because we know that sharing resources and industry knowledge can help the economic advancement of founders who have historically been excluded from tech.

1%

profits donated to charity

\$9,824

in pro-bono mentoring

106

volunteer hours

\$12,113

in discounted services

charitable contributions

prosper 



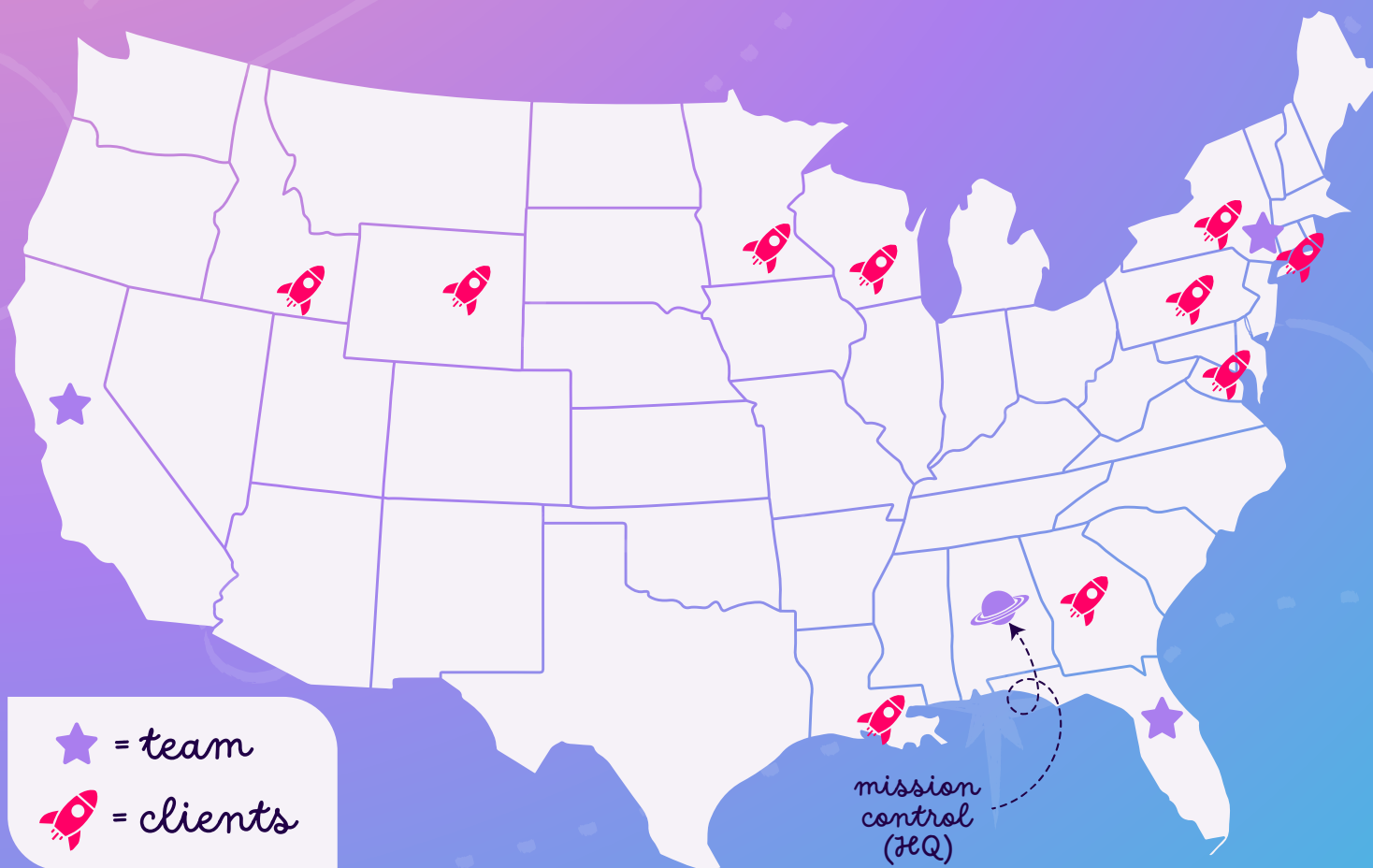
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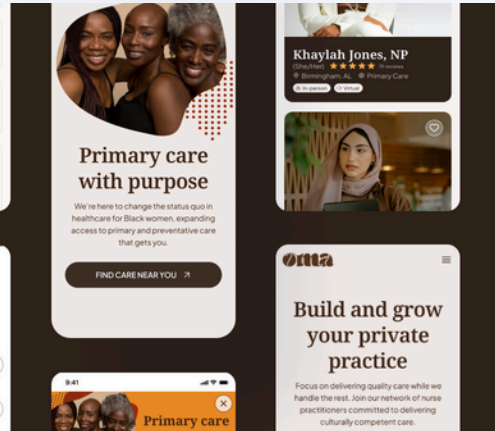
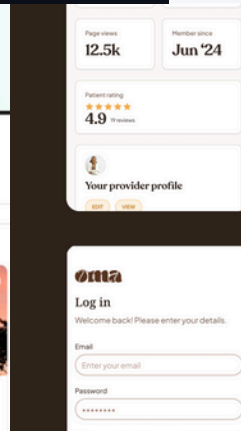
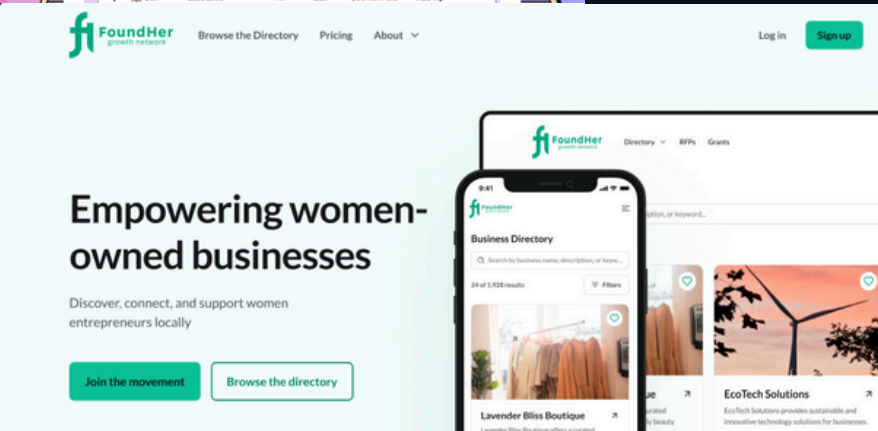
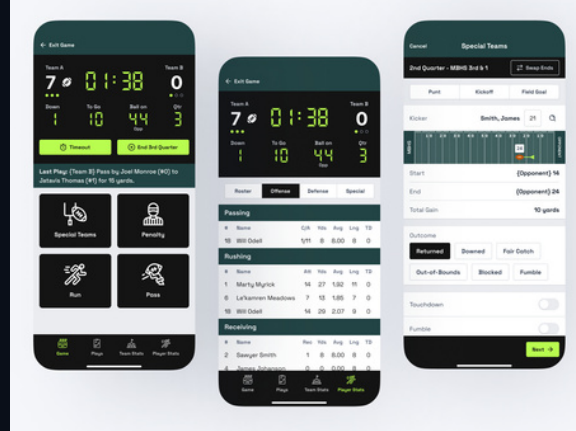
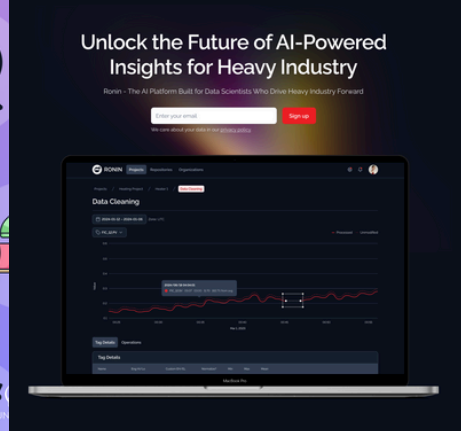
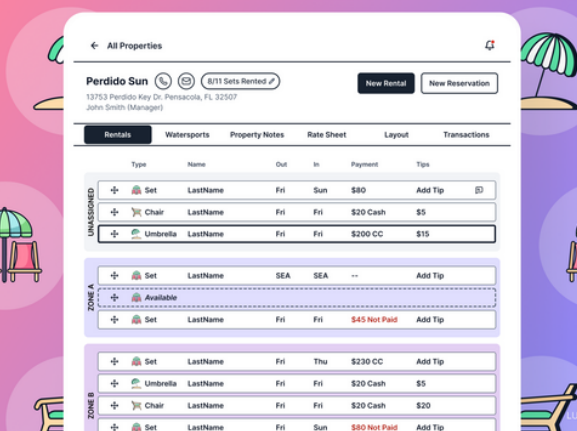
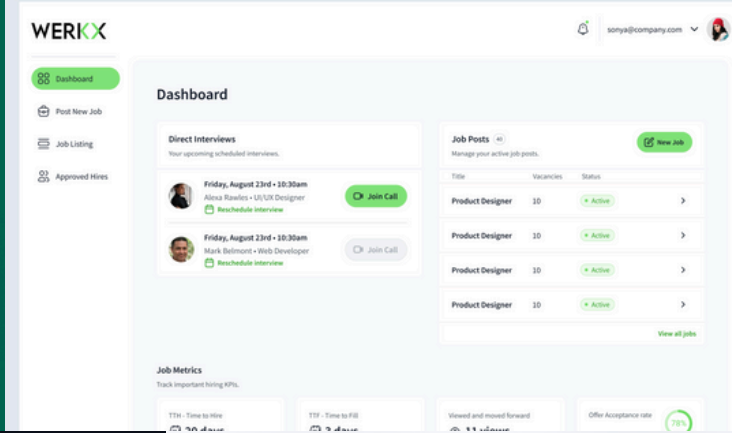


Constellations

Client & team locations

Birmingham is home, and it's where most of our team and clients are located. **Over 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.





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!*

Thank you!



Thank you to our team, clients, partners, and vendors for your continued support! We couldn't have done it without you. Here's looking forward to an even stronger **2025**.