2025 Annual Launch Report

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LUNARLAB

Certified B Corporation

WOMEN OWNED
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

SBA U.S. Small Business Administration
WOSB CERTIFIED



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Mission Briefing

2025 pushed us in new directions. The tech economy stayed unpredictable, but we got sharper about the work we take on and the clients we serve. From fintech to insurtech to eCommerce to nonprofits, every project stretched us in the best way.

The milestone we're proudest of came in April, when we earned our **Women-Owned Small Business (WOSB) certification**. That opens the door to federal contracting projects with WOSB set-asides, a brand new arena for a women-founded studio like ours, and a big step toward the kind of mission-driven work we love.

We stuck by our values, too. Through our partnership with We Are Neutral, we **maintained carbon neutrality** for a third year running, offsetting 4.90 metric tons of CO2e from the atmosphere. And we kept pouring back into our community with **pro-bono mentoring, volunteer hours, and discounted work for nonprofits and fellow Certified B Corps**.

This year we also took our values beyond our own walls. We wrote op-eds, supporting sign-on letters, and even traveled to Washington, D.C. to support online safety and privacy for kids, R&D tax deductions for small businesses, IP law, app store competition, SNAP, Medicaid expansion, and more.

As we head into our 5th year in 2026, there's still plenty of uncertainty on the horizon. But our trajectory is set for adventure.



LUNARLAB

Elizabeth Anderson

CEO & CO-FOUNDER

Kelli Lucas

CHIEF DESIGN OFFICER, PRESIDENT, & CO-FOUNDER

By the Numbers

Projects & Work

In 2025 we designed products for funded startups, nonprofits, and established companies in fintech, AI, healthcare, childcare, and more. For the first time, most of our projects came from clients outside Birmingham.

26	48	5.0	56
Projects Completed	% of Projects in Birmingham	Average Client Rating	Average Project Length (Days)

Community & Sustainability

Our B Corp commitments held steady in 2025. We donated 1% of profits, offset our carbon footprint for the third year in a row, and advocated in Montgomery and Washington, D.C. for the issues we care about.

1%	4.9	107	5
Profits Donated to Charity	Metric Tons of CO2e Offset	B Lab B Impact Score	Public Policy Actions

LUNARLAB

Our Mission

Overall B Impact Score



Community

76.0

Governance

18.2

Environment

8.3

Customers

4.6

Our Purpose & Impact Score

We have been a Certified B Corp since November 2023, with a B Impact score of 107.3. Our services include UX and UI design, product strategy, user research, project management, and web development.

Community is our strongest area. It includes a recognized Impact Business Model for our formal charitable giving commitment. Scores are from our November 2023 certification, our most recent verified assessment.

As a mission locked company, our governing documents protect our mission and require us to weigh the interests of all stakeholders in our decision-making.

Client Feedback



Craig Brace, Founding Partner, TechNeed

"What really stood out about LunarLab was how they combined strategic thinking with great design."



Fergus Keenan, COO, Software Company

"We received positive feedback from users about the significantly improved intuitive workflows within the platform's UI."

5.0

★★★★★

Quality	5.0
Schedule	5.0
Cost	5.0
Willing to Refer	5.0

Clients rated LunarLab 5.0 out of 5 in every category on Clutch in 2025. On Google, we maintained our overall 5 star rating with 29 total reviews. Our reviewers consistently mention our company values as one of the reasons they chose LunarLab.

What clients mentioned most:

- On-time delivery and organized, transparent project management
- Strategic thinking paired with strong design
- Quick understanding of complex, technical domains
- Values that align with theirs

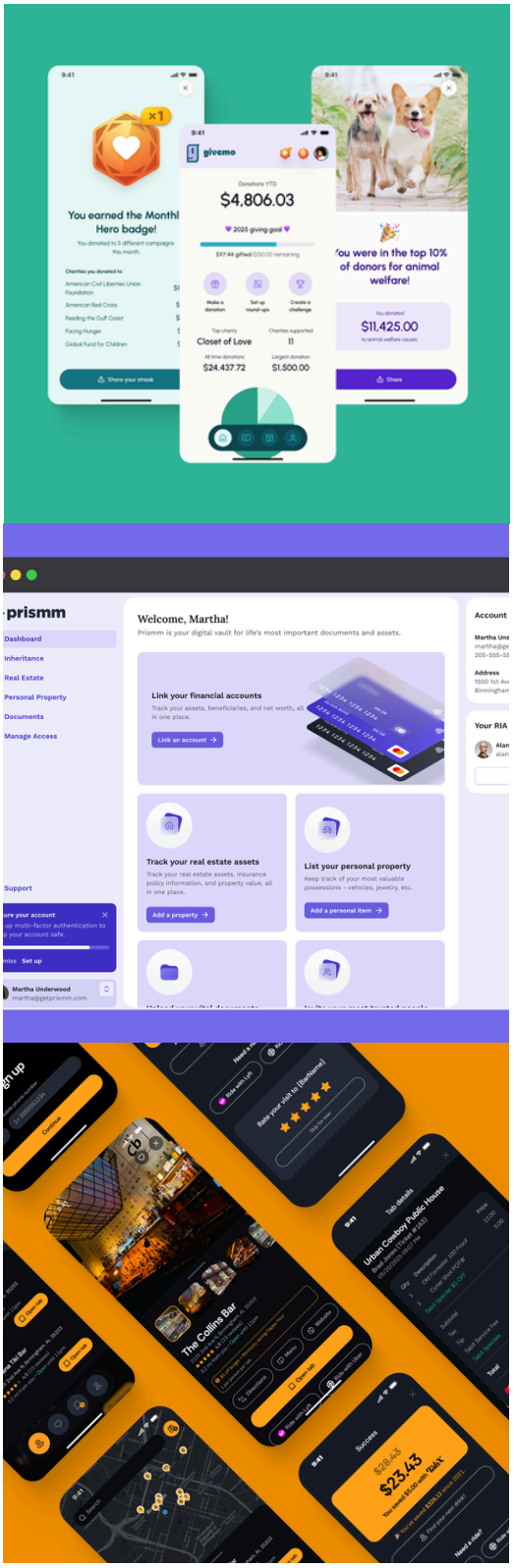
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Work Highlights

From Discovery to Launch

Most of our 2025 work centered on UX design and product strategy, from deciding what to build to delivering development-ready designs and design systems. For early-stage founders, including startups from Bronze Valley and Innovation Depot, we created branding, prototypes, and pitch decks.

We also ran audits, user research, workshops, and strategy consulting, built websites, and designed an economic development dashboard for Prosper. Our designers joined partner teams on longer engagements, including ongoing work with a global fintech company.



Industries We Supported:

- Artificial intelligence and enterprise software
- Fintech and wealth management
- Insurtech
- eCommerce
- Charitable giving
- Childcare
- Economic development
- Education and workforce training
- Healthcare
- Restaurant technology
- Faith-based organizations
- Nonprofits
- *and more!*

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Social Responsibility

We're in this together

As a Certified B Corp, community is at the heart of what we do. Each year we set goals to give back through charitable donations, volunteering, pro-bono mentoring, and discounted services.

Pro-bono mentoring supports founders and early-career technologists, primarily women and people of color, who are starting a business or career in tech. We do this at no charge because sharing knowledge and resources helps open doors for people who have historically been left out of tech.

In 2025, we continued to offer **discounted prices** to nonprofits and fellow Certified B Corps, as well as startups in partner accelerator programs.

1%
Profits Donated to Charity

83
Hours Mentoring

165
Hours Volunteering

$6,567
In Discounted Services

PARCA
REV
ALABAMA Arise
RAINBOW VENTURES SUMMIT
Church of the Reconciler
we are neutral
TECH BIRMINGHAM Women in Technology
prosper

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Policy Advocacy



As a small business and a Certified B Corp, we believe companies should use their voice for policies that strengthen workers, families, and communities.

Our priorities:

- Protecting children from privacy violations and harmful content online.
- Small business support from critical government programs.
- Protecting federal funding for Medicaid and SNAP.
- Intellectual property protections for small business.
- Consumer confidence in online app marketplaces.

Policy Actions in 2025:

- Signed a letter urging Congress to reauthorize and fund the State Trade Expansion Program (STEP), organized by State International Development Organizations
- Joined the App Association's fly-in to Washington, D.C. (Global App Economy Conference), with a day of policy briefings and a day of congressional meetings
- Published an op-ed by Elizabeth Anderson in Alabama Political Reporter supporting SB138/HB238
- Signed the Responsible Business Initiative for Justice's business letter supporting SB138
- Joined Alabama Arise and 111 other organizations in a letter to Alabama's congressional delegation urging them to protect Medicaid and SNAP

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