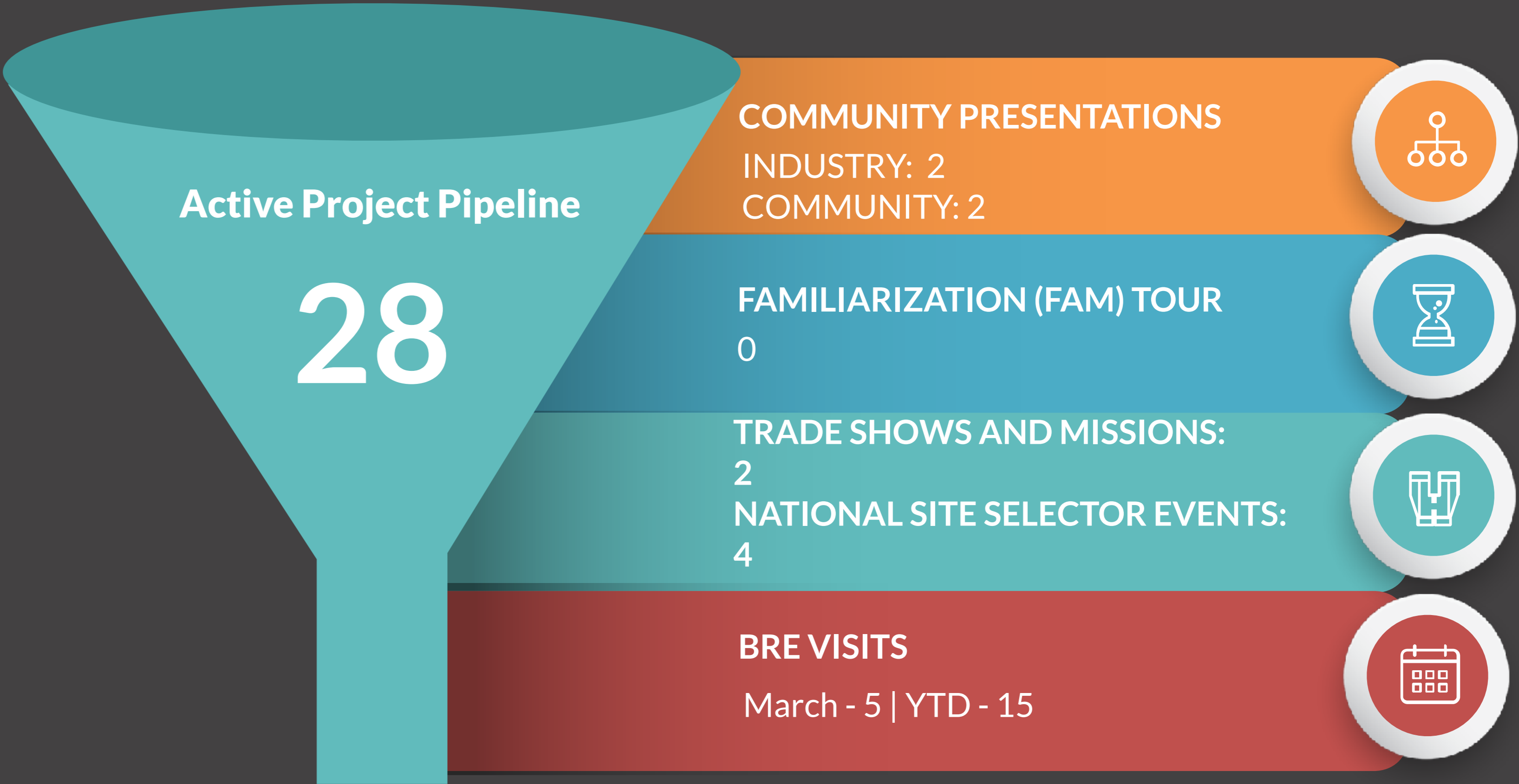




KEY PERFORMANCE INDICATORS
March 2024



Digital Marketing

EMAIL MARKETING OPEN RATE	43.8%
2024 Target: 30%	
WEBSITE VISITOR TRAFFIC	2,475
2024 Target: 1,000	

Innovation Fund

- APPLICATIONS**
MAR: 7
- ECOSYSTEM EVENTS**
MAR: 5 | YTD 13
- CLOSED IF PROJECTS**
2

2024 Target: 10 Active Projects