# Fae Intelligence - Strategic Goals & Key Performance Indicators (KPIs)

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## 1. Introduction

This document outlines the strategic goals for Fae Intelligence for the next 1-3 years and the Key Performance Indicators (KPIs) that will be used to measure progress towards these goals. These goals are aligned with the company's mission to empower manufacturing teams with practical AI skills and to make AI accessible and actionable for the manufacturing industry.

## 2. Overarching Strategic Pillars

1. \*\*Establish Market Presence & Brand Recognition:\*\* Become a recognized and trusted name in the Pacific Northwest (PNW) for practical AI training and consulting in the manufacturing sector.

2. \*\*Deliver High-Impact Client Outcomes:\*\* Ensure clients achieve measurable improvements in efficiency, quality, and operational understanding through Fae Intelligence services.

3. \*\*Sustainable Business Growth:\*\* Build a financially stable and scalable business model.

## 3. Strategic Goals & Corresponding KPIs

### Pillar 1: Establish Market Presence & Brand Recognition

| Strategic Goal | Key Performance Indicators (KPIs) | Target (Year 1) | Target (Year 2-3) | Notes |

| :-------------------------------------------------- | :------------------------------------------------------------------------------------------------------------------------------- | :-------------- | :---------------- | :--------------------------------------------------------------------------------------------------- |

| \*\*1.1. Build Brand Awareness in the PNW\*\* | - Website Traffic (Unique Visitors) <br> - LinkedIn Company Page Followers <br> - Mentions/Engagement in local industry forums/groups | TBD | TBD | Track via Google Analytics, LinkedIn Analytics. |

| \*\*1.2. Develop a Reputation for Expertise\*\* | - Number of Blog Posts/Articles Published <br> - Speaking Engagements (local chapters, webinars) <br> - Content Downloads (if any) | 12 (1/month) | 24-36 | Quality content showcasing operational AI expertise. |

| \*\*1.3. Generate Qualified Leads\*\* | - Number of Inquiries via Website/Email <br> - Number of Discovery Calls Scheduled | TBD | TBD | Focus on quality of leads from target manufacturing sector. |

| \*\*1.4. Establish Initial Client Base\*\* | - Number of Unique Companies Trained/Consulted | 5-10 | 15-30 | Initial focus on securing foundational clients. |

### Pillar 2: Deliver High-Impact Client Outcomes

| Strategic Goal | Key Performance Indicators (KPIs) | Target (Year 1) | Target (Year 2-3) | Notes |

| :-------------------------------------------------- | :------------------------------------------------------------------------------------------------------------------------------- | :-------------- | :---------------- | :--------------------------------------------------------------------------------------------------- |

| \*\*2.1. Ensure High Client Satisfaction\*\* | - Post-Workshop Satisfaction Score (e.g., avg. 4.5/5) <br> - Client Testimonials Gathered <br> - Net Promoter Score (NPS) (Optional) | 4.5/5 | 4.7/5 | Implement feedback forms. |

| \*\*2.2. Facilitate Practical Application of AI\*\* | - % of Workshop Attendees Reporting Use of AI Tools Post-Training <br> - Number of Client-Identified AI Pilot Projects Initiated | 70% | 80% | Follow up with attendees (e.g., via Q&A Huddle). |

| \*\*2.3. Drive Measurable Client Improvements\*\* | - Case Studies Documenting Client Success (e.g., efficiency gain, cost reduction) | 2-3 | 5-7 | Requires client cooperation to track and share data. Focus on qualitative initially if quantitative is hard. |

| \*\*2.4. Foster Long-Term Client Relationships\*\* | - Repeat Business Rate / Follow-on Engagements | 20% | 30-40% | Indicates ongoing value delivery. |

### Pillar 3: Sustainable Business Growth

| Strategic Goal | Key Performance Indicators (KPIs) | Target (Year 1) | Target (Year 2-3) | Notes |

| :-------------------------------------------------- | :------------------------------------------------------------------------------------------------------------------------------- | :-------------- | :---------------- | :--------------------------------------------------------------------------------------------------- |

| \*\*3.1. Achieve Revenue Targets\*\* | - Total Annual Revenue <br> - Revenue per Client/Workshop | $[Specify] | $[Specify] | Based on pricing strategy and number of engagements. |

| \*\*3.2. Maintain Profitability\*\* | - Gross Profit Margin <br> - Net Profit Margin | $[Specify]% | $[Specify]% | Keep operations lean. |

| \*\*3.3. Optimize Service Delivery\*\* | - Average Time to Develop Customized Workshop Materials <br> - Efficiency of On-Site Delivery (Prep & Execution) | TBD | TBD | Streamline processes as experience grows. |

| \*\*3.4. Explore Service Expansion (Future)\*\* | - Number of New Service Modules Developed (e.g., advanced topics, online self-paced components - \*as per long-term vision\*) | 0-1 | 1-2 | Based on market demand and initial success. Current focus is on core on-site training. |

## 4. Long-Term Vision (3-5+ Years)

\* \*\*Expand Service Offerings:\*\* Develop more advanced AI training modules, potentially online courses for broader reach, and custom AI tool development/consulting for select clients (as noted in conversations).

\* \*\*Geographic Expansion:\*\* Potentially expand training services beyond the PNW.

\* \*\*Thought Leadership:\*\* Become a prominent voice and go-to resource for practical AI in manufacturing nationwide.

\* \*\*Team Growth:\*\* Potentially bring on additional trainers or consultants who align with the Fae Intelligence methodology and values.

\* \*\*Strategic Partnerships:\*\* Develop deeper partnerships with MEPs, industry associations, or complementary technology providers.

## 5. Review & Adjustment

These goals and KPIs will be reviewed quarterly and adjusted annually, or as needed, based on market conditions, business performance, and evolving strategic priorities.

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\*\*Note:\*\* Specific financial targets (TBD and $[Specify]) need to be filled in once detailed financial projections are developed.