■ Conference Attendee Analysis Report

Executive Summary

Category	Count	Percentage
■ Entrepreneurs (Founders/CEOs)	2,821	27.5%
■ Employees (Managers/Directors/Leads)	5,300	51.7%
■ Other (Freelancers, Investors, etc.)	2,129	20.8%
TOTAL ATTENDEES	**10,250**	**100%**

■ Entrepreneurs/Founders (2,821 total)

By Company/Business Type

Company Type	Count	% of Founders
Tech/Startup/Innovation	~1,077	38.2%
Solo Entrepreneurs	~840	29.8%
Other Small Business	~597	21.1%
Agency/Consulting/Services	~239	8.5%
Enterprise Executives (CEOs)	~68	2.4%

Entrepreneur Profile

Profile	Count	%
Pure Founder/CEO (focused)	1,672	65.9%
Founder + Product/Tech Lead (hands-on)	415	16.4%
Founder + Investor	235	9.3%
Founder + Freelancer/Agency	215	8.5%

■ Employees by Seniority (5,300 total)

Seniority Distribution

Level	Count	% of Employees
■ Executive/Director (VP, C-suite, Head of)	~932	17.6%
■ Senior (Senior, Lead, Principal, Staff)	~1,531	28.9%
■ Mid-Level (Manager, Specialist, Analyst)	~1,912	36.1%
■ Junior (Associate, Intern, Assistant)	~499	9.4%

Top Functions/Departments

Department	Count
Engineering/Development	152
Data/Analytics	103
Design/UX	97
Sales/Business Dev	88
Operations/PM	88
Marketing	81
Product Management	49

■ Key Insights

■ High seniority: 65%+ of employees are mid-level or above

■ Decision-makers: 17.6% are executive level (VP, Director, C-suite)

■ Tech-focused: Engineering, Product, and Data roles dominate

■ Strong founder base: 27.5% are entrepreneurs

■ Startup-heavy: 38% of founders are in tech/startups