**Interim Notes**

People (testing the macro funnel)

* Simplified
  + Good perspective into relative size of the subfunnel compared to the total funnel
  + HTSAS is the standout top of funnel program – great integration into other programs
  + Startup school and coaching don’t have a ton of integration
  + Large quantity of female founders participants also do SS, relatively low matriculation into other events. Maybe because of level of intensity?
* 2019
  + Lots of Coaching and SS participants who either did no other programs or just those two programs – the groups are relatively exclusive from other events
  + FF is just a smaller version of the above?
  + The real star is HTSAS – it looks like almost everyone in that group participated in more events (depends on if you consider coaching and HTSAS the same thing, but even then there’s a very large group of them who participate in other events)
  + Bootcamp and Summer applicants both have similar numbers of people who applied without doing any other programs – should this be different due to the intensity of the programs? Do we just assume that a flat number of people apply to these programs without doing anything else?
  + This one definitely proves the pipeline – it looks like almost all the people who got into a Sprint and/or Launchpad had done previous events. Very rare exceptions that consist of a minority of the population
* 2020
  + FF and SS have very large groups that interact with either no other program or only each other – there is some matriculation into other programs. Is this an acceptable rate?
  + JSprint this year has a lot of teams that didn’t do any other events
  + Summer applicants were 50/50 either very involved or not at all
* 2021
  + Coaching and FF are more interconnected in this one, which kind of tells me that we’re doing a good job encouraging people, however that might be right now
  + Over half bootcamp apps involved in other programs
  + Over half jsprint did not
* All
  + Shows relationship between the years
  + Pure chaos
  + Events have kind of triangulated into the year
  + Gives you a good perspective of relative size though! Ex: Startup schools from year to year
* Takeaways:
  + HTSAS seems to be achieving what we want – people attend it and then dive deeper into our programs / get involved

Teams (testing the sub funnel)

* Simplified
  + Not a lot of teams matriculate through the entire pipeline, but there are a bunch who do just 2 programs
  + Unfortunately can’t tell of these teams attended a bootcamp or not
* 2019, 2020, 2021
  + Everything looks like it makes sense – There’s a sizeable amount of applicants to the BCs and to Summer programs who don’t move
  + Bootcamp data doesn’t contain people who actually got accepted – can’t tell if the follow through rate there is acceptable or not
  + Very similar throughout the years
* All
  + Shows relationship between the years
  + Interestingly, 2019 seems kind of isolated, but 2020 and 2021 are better connected. Caused by the pandemic because nobody had things going on that summer? If you’re sitting at home, may as well work on your startup. Unfortunately there are only 3 years worth of data (2 summers) so can’t tell if this is a trend or an assumption
* Takeaways:
  + The sub funnel seems to be pretty stable, though we can always do more to encourage people to move through the whole thing! Just depends on what the team considers a success at the end of the day. Do we want more people and less intensity or less people and more intensity? That’s subjective.

**POST PRESENTATION NOTES**