

$$\begin{array}{ccc}
 \Pi_W(\cdot \rightarrow \cdot) & \longrightarrow & \mathcal{C} \\
 \downarrow & \lrcorner & \downarrow L \\
 \Pi_W(\cdot \leadsto \cdot) & \longrightarrow & \mathcal{C}[W^{-1}]
 \end{array}$$

It is strict because:

$$\begin{array}{ccc}
 & \mathcal{C} & \\
 & \downarrow L & \\
 \Pi_W(\cdot \leadsto \cdot) & \longrightarrow \mathcal{C}[W^{-1}] & \\
 & \searrow \exists! & \\
 & & \mathcal{D}
 \end{array}
 \qquad
 F(W) \subseteq \text{Iso}(\mathcal{D})$$