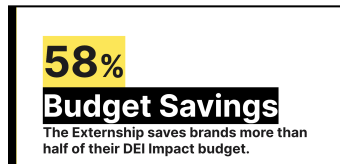


Primary Business Impact Metrics (Q2 '23)

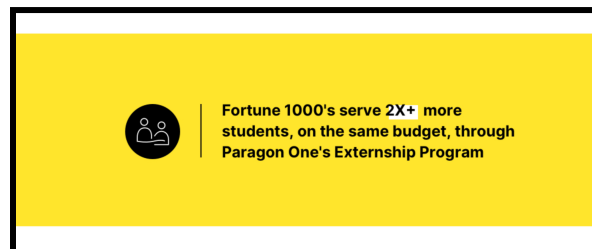
BI: Budget Efficiency

- **The Externship saves corporations 58% on their CSR Learning initiative budget.** (student programming budget, student employability budget, DEI campus recruiting budget or simply "budget")



BI: Time Efficiency

- **Support and engage 50X more students with 80% less employee time.**
- **Fortune 1000's service 2X+ more students, on the same budget, through Paragon One's Externship Program.** (reword of BI Metric 1 above)



BI: Recruiting Enablement (DEI Talent Pipeline, DEI Employer Brand Elevation)

- **70% Of Externs are hired by corporations within 12 months of completing the program.**
 - **72% of Externs who completed the program got a job or internship within 1 year.**
 - **48% of Externs who completed the program secure a Fortune 1000 job or internship within 6 months.**
 - **95% of Fortune 1000 volunteers participating in the externships found the students they spoke to as potential hiring candidates.**
- **Market Watch: 55% of all recent graduates leave their first job within a year due to a bad fit.**

Pending: \$13K / Student (Internship) VS \$2K / Student (Externship) — hire 4 Externs to break even on current early-career student recruitment budget

Secondary Business Impact Metrics (Q2 '23)

- Secondary BI metrics per value claim (i.e. [DEI Recruiting](#)) can be found across various [collateral](#) (sales and marketing collateral archive)
- Recruiting-Centric BI Metric
 - Conversion Rate - Externs → Hire %
 - School Coverage - i.e. X% of HBCU have P1 Alumni
- EoE data?
- What are next levels of Business Impact metric needs? How do we get “design partners” to run experiments so we can get the data that mattered.

Archive: Social Impact Business Impact Metrics (Q1 '23)

Value Claim: DEI Employer Brand Elevation

- 1) Employers with externship programs are seen as X% more desirable by diverse students as a place to start their career.
 - **LINK TO VALIDATION SURVEY DATA**
- 2) Employees feel more proud to work at Company X.
- Connected BI Metrics / Data We Have:
 - WE HAVE: Increase in student’s knowledge of host, industry, likelihood of applying but metrics are underwhelming.
 - 77% increase in knowledge of host, 58% increase in knowledge of industry, 11% increase in likelihood of applying
 - WE HAVE: Student population and university coverage % (currently in materials)- students referred by ambassadors - See metrics across student population diversity in deck - i.e. 500+ Uni & Colleges, 46% HBCU’s
 - WE HAVE: Externs / Underrepresented Students attain X% increase in industry-relevant skills through the externship.
 - MARKET STAT: 77% of Gen Z professionals find it important to work for a company that cares about diversity, equity and inclusion.

Value Claim: Employee Engagement:

• 1) The externship improves team member satisfaction and engagement with their Company.

- Connected BI Metrics / Data We Have:
 - 92% of participating volunteers / team members are more confidently engaged in company's D&I initiative (ie Employees see X% increase of engagement with the Company through an Externship Program. OR Employees are more engaged with companies that have Externship Programs.)
 - 100% PwC project leads found the students they spoke to as potential hiring candidates
 - MARKET STAT: Entry-level positions had the highest staff turnover rate in 2022 at 35%
- Additional to Prove
 - Mid to senior level F1K employees spend X more years at a company when they experience high impact opportunities to give back to or mentor underrepresented students..." (big one - I know we can't quite say this yet but I wonder if we can get close to this ROI insight...)
 - Employees who participate have a X points higher Employee Net Promoter Score than company's average.
 - Employees who are familiar with the program have a Y point higher NPS score than company's average