

ADOPTIC

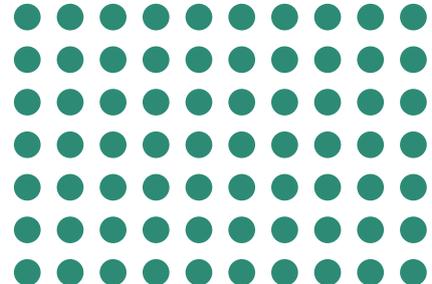
Cohort Analysis Report

Summer 2025 Cohort 1

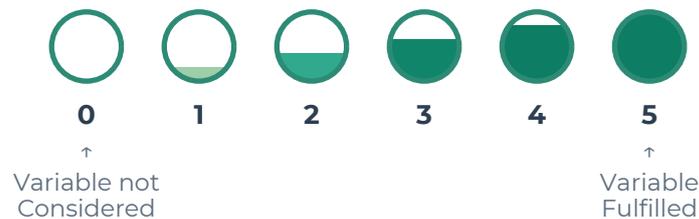
A comprehensive analysis of project progress and accomplishments, improvement patterns, and strategic recommendations for future cohorts.

Adoptic: A Crash Course

1. Adoptic has 70 empirically established variables



2. Each variable is assessed using levels of evidence from 0 to 5



3. We look for two things:

-  High levels of evidence
-  New accomplishments establishing growth in levels of evidence

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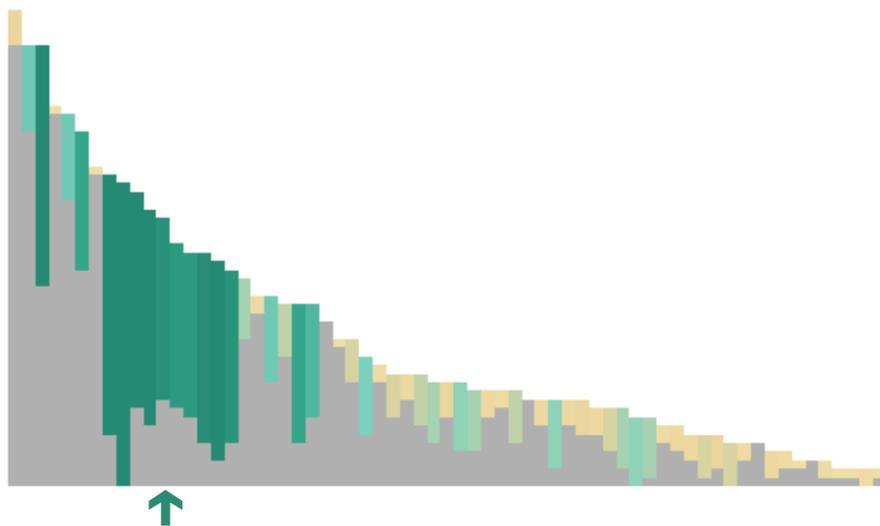
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Executive Summary

The analysis of project close out reports clearly shows the discussion of new and diverse accomplishments, both deepening pre-existing strengths and broadening the scope of consideration.

The average level of evidence demonstrated by participants substantially increased. Projects also substantially increased the number of variables addressed. Roughly 75% of variables improved were newly addressed variables, establishing that the program increased awareness of causal variables of success and failure. This marks a quantifiable improvement in the probability that participants will achieve adoption outcomes (and thus become a viable business).

While the data shows many targeted variables progressed substantially, some target variables did not see substantial improvement. More focus will be given to these select variables for cohort 2.



This is a very strong indicator.

The full graphic can be found on page 11.

1

Did The Projects Progress?



Chart 1a



What it means

- Each added point represents new evidence of improvement in a variable.
- Think of each added point as a small accomplishment or milestone achieved by the project.



What it says

- **Some projects accumulated quite a few points of improvement.**
- **All projects grew.**
- **Two projects stood out: [REDACTED] and [REDACTED].**

Spotlight: [REDACTED] and [REDACTED]

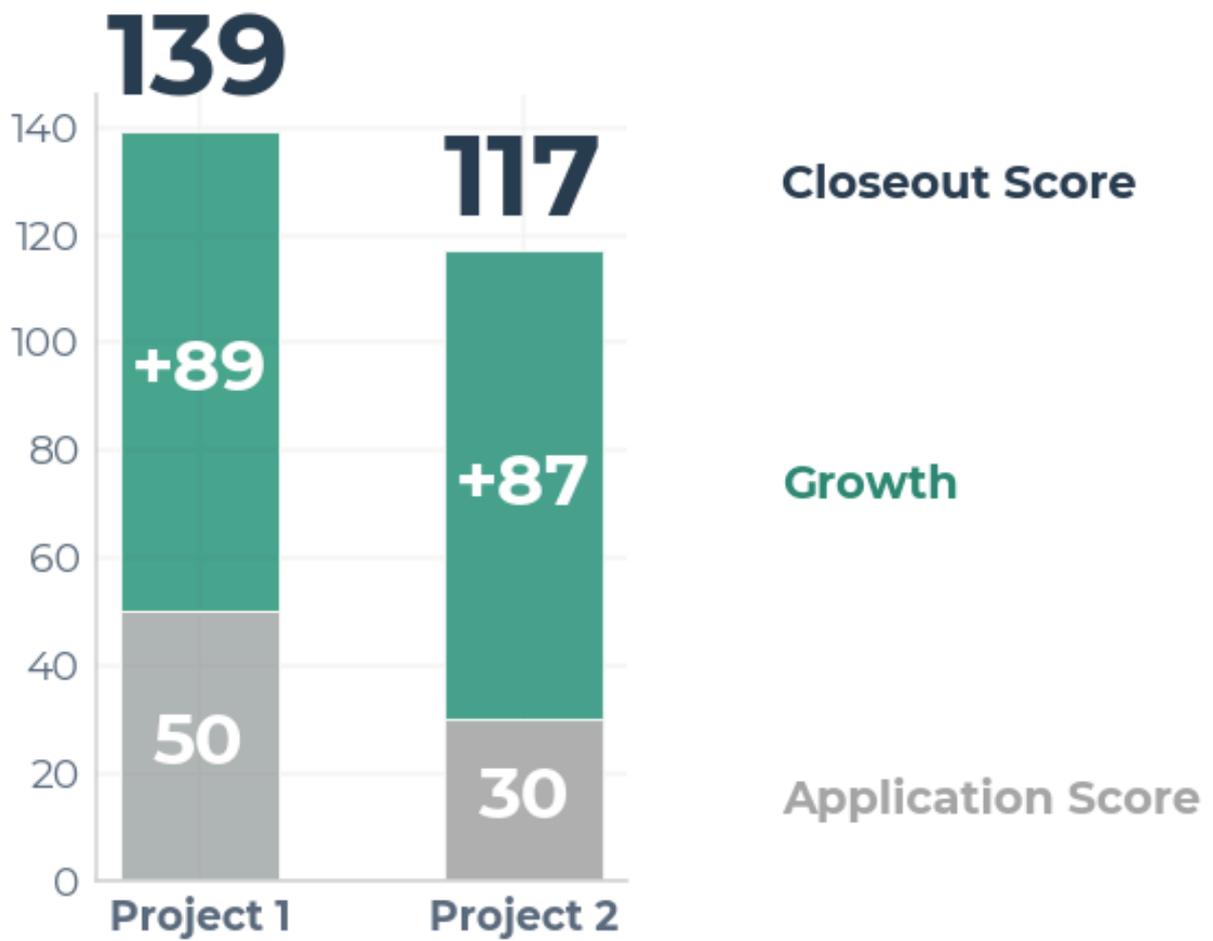


Chart 1b

	[REDACTED]	[REDACTED]
Growth Points	+89	+87
Variables Improved	31	32
New Variables Addressed	+21	+27
Top 5 Improvements	Triggering (+5) Relationship of Exchange (+5) Supporting initiative (+5) Awareness of Behavior Drivers (+5) Value Proposition Resonance (+5)	Relationship building capability (+5) Adopter diversity and variability (+5) Supporting initiative (+5) Relative capability (+5) Awareness of Behavior Drivers (+5)

Project Growth in Context

Growth only tells us part of the story. We need to compare how these projects did overall.

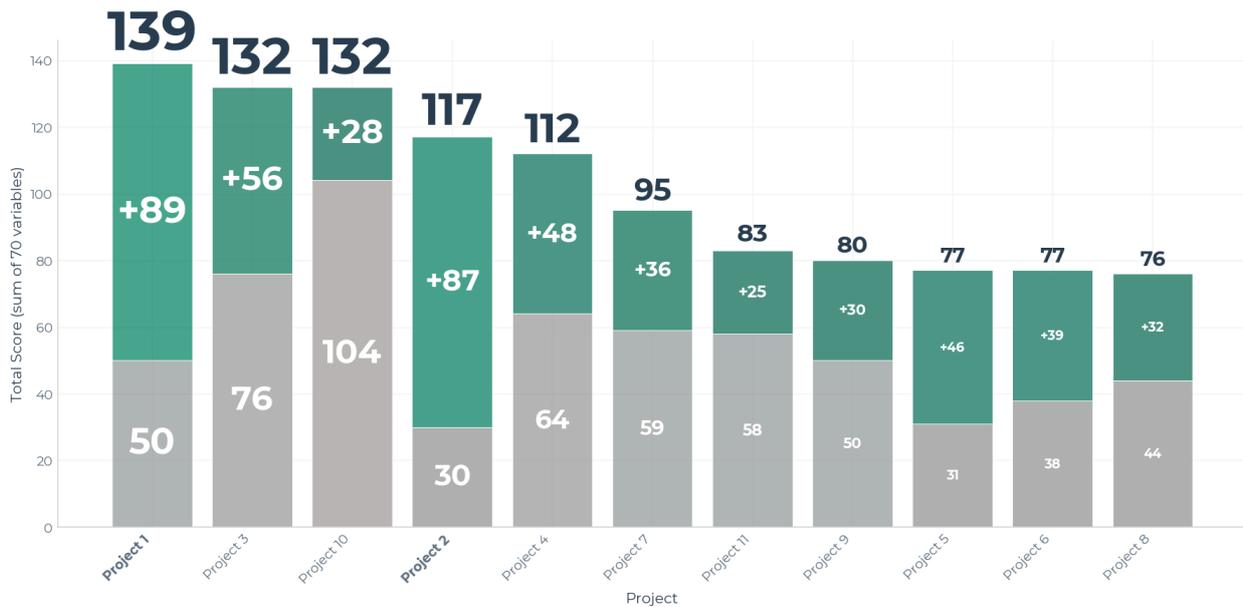


Chart 1c

Avg Variable Score at Application vs Closeout

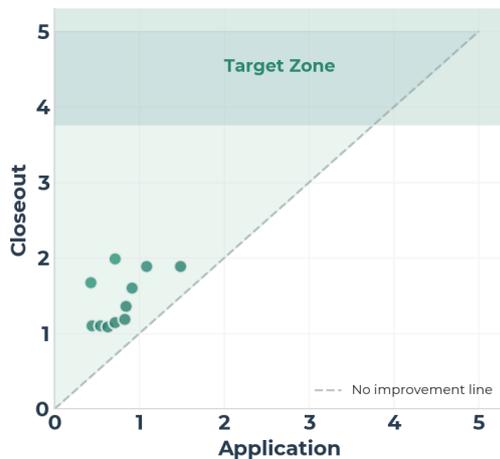


Chart 1d

These projects have done well, but there's still a long way to go.

The end-goal is to achieve an average of 4.5 for all targeted variables and an overall average of 3.75.

2

What Did The Cohort Get Better At?

All Variables Ranked by Avg Improvement

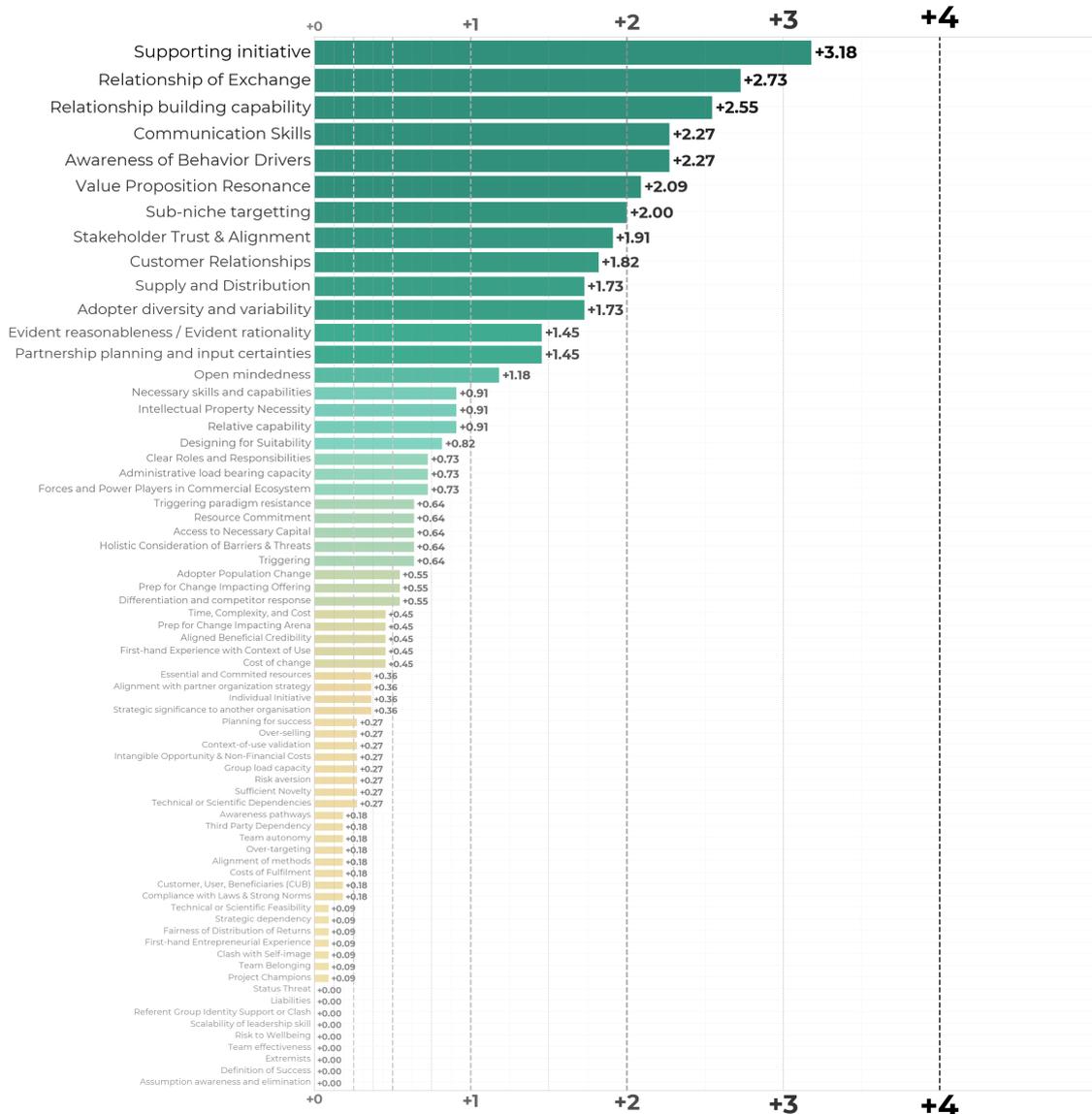
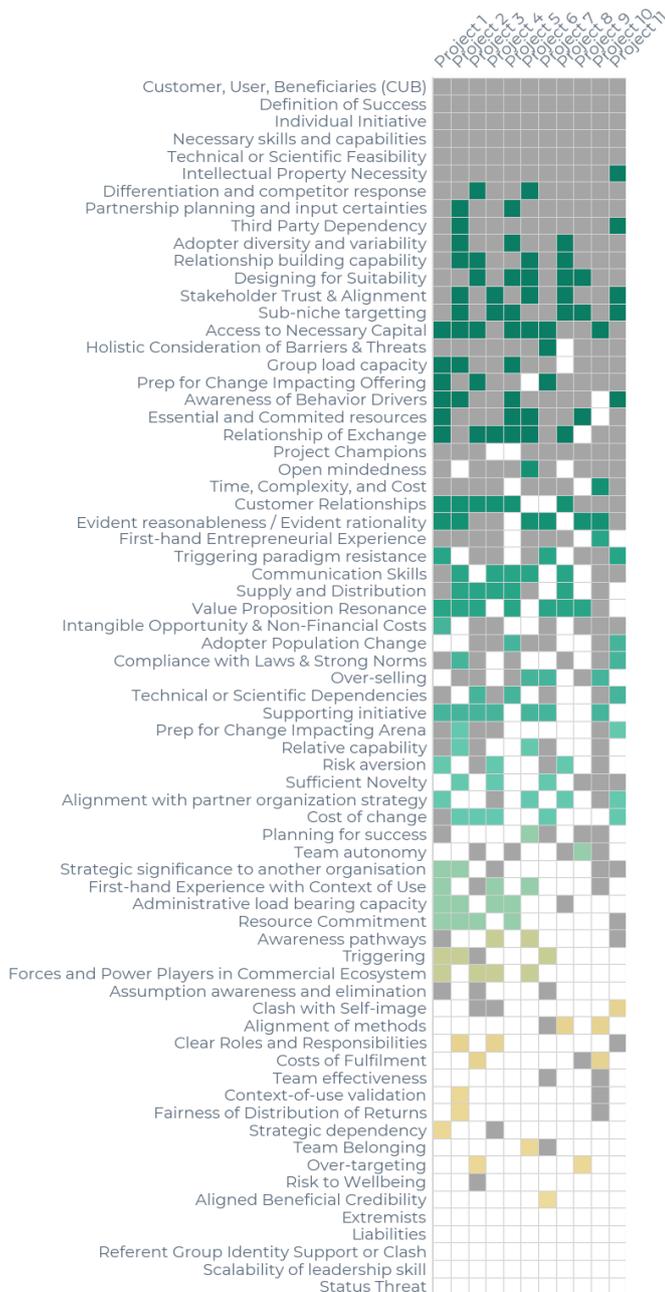


Chart 2a

Filling Gaps in Awareness

Projects often fail because of gaps in their awareness. Therefore, one of our primary goals is to ensure unconsidered variables get considered. This graphic shows all the variables that were present in the application and highlights all the new variables addressed in the closeout report.



← These variables were addressed by every project in their application.

← These variables were addressed by every project by their closeout report.

← These variables were never directly addressed in the application or closeout report.

Chart 2b

Understanding Variable Improvement Patterns

A high average level of evidence is predictive of success. Conversely, failure to consider, address, or mitigate certain variables has been established as a predictor of failure. For example, a project that loses its champion is very likely to fail. Additionally, we hypothesize that a large growth in a project's average evidence level is a positive indicator of success.

A wide spectrum of variables show improvement and increased rates of consideration. However the degree to which variables improved varied greatly. It is not uncommon for projects and participants to be at very different stages, therefore, each receives and responds uniquely to bespoke, individual guidance. The varying levels of attention given to particular variables is compounded by the foundational importance of certain variables like Supporting Initiative and Relationship of Exchange. It is better to completely address these variables as early as possible.

The reasons we did not see an immediate fulfillment of all 70 variables over the course of the program thus far are five-fold (with room for addition):

- (1) The aforementioned methods of prioritization. It is often more important to address some variables thoroughly as early as possible than it is to address all variables in a shallow manner.
- (2) The groups contained participants at very different stages and arenas. Each received bespoke, individual guidance according to their unique needs and curiosities.
- (3) The method of communication about some variables may have been ineffective. We discuss candidate variables for this condition in section 4.
- (4) Some variables or levels of evidence may be hard or impossible to achieve for some projects in their present state. Many variables require deep involvement with the context of production or use, which is hard to achieve in an early stage.
- (5) Some variables are unlikely to be discussed in the context of the closeout report format. Given that it is a short format, the applicants will prioritize what evidence to include.

3

What Impact Did The Program Have?

Average Variable Score: Application, Growth, and Closeout

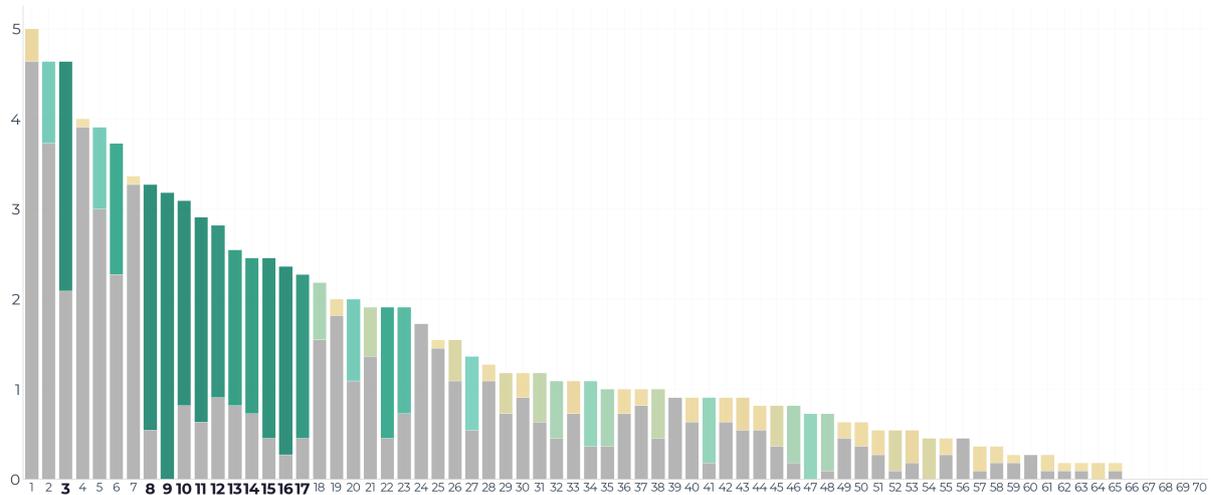


Chart 3a

Variables 8-17 show a set of previously under-considered variables which all took a substantial leap in evidence, this marks a concentrated shift in priority which demonstrates

- (a) The program effectively communicated the importance of a certain set of variables, and
- (b) Participants were receptive to certain variables targeted by the program.

#	Variable	App	Growth	Close
1	Individual Initiative	4.64	0.36	5.00
2	IP Necessity	3.73	0.91	4.64
3	Relationship Building	2.09	2.55	4.64
4	Project Champions	3.91	0.09	4.00
5	Necessary Skills & Capabilities	3.00	0.91	3.91
6	Partnership planning and input certain	2.27	1.45	3.73
7	Technical Feasibility	3.27	0.09	3.36
8	Relationship of Exchange	0.55	2.73	3.27
9	Supporting Initiative	0.00	3.18	3.18
10	Awareness of Behavior Drivers	0.82	2.27	3.09
11	Communication Skills	0.64	2.27	2.91
12	Stakeholder Trust & Alignment	0.91	1.91	2.82
13	Supply and Distribution	0.82	1.73	2.55
14	Adopter diversity and variability	0.73	1.73	2.45
15	Sub-niche targetting	0.45	2.00	2.45
16	Value Proposition Resonance	0.27	2.09	2.36
17	Customer Relationships	0.45	1.82	2.27
18	Holistic Consideration of Barriers & Thre	1.55	0.64	2.18
19	Customer, User, Beneficiaries (CUB)	1.82	0.18	2.00
20	Relative capability	1.09	0.91	2.00

4

Target Variables and Recommendations

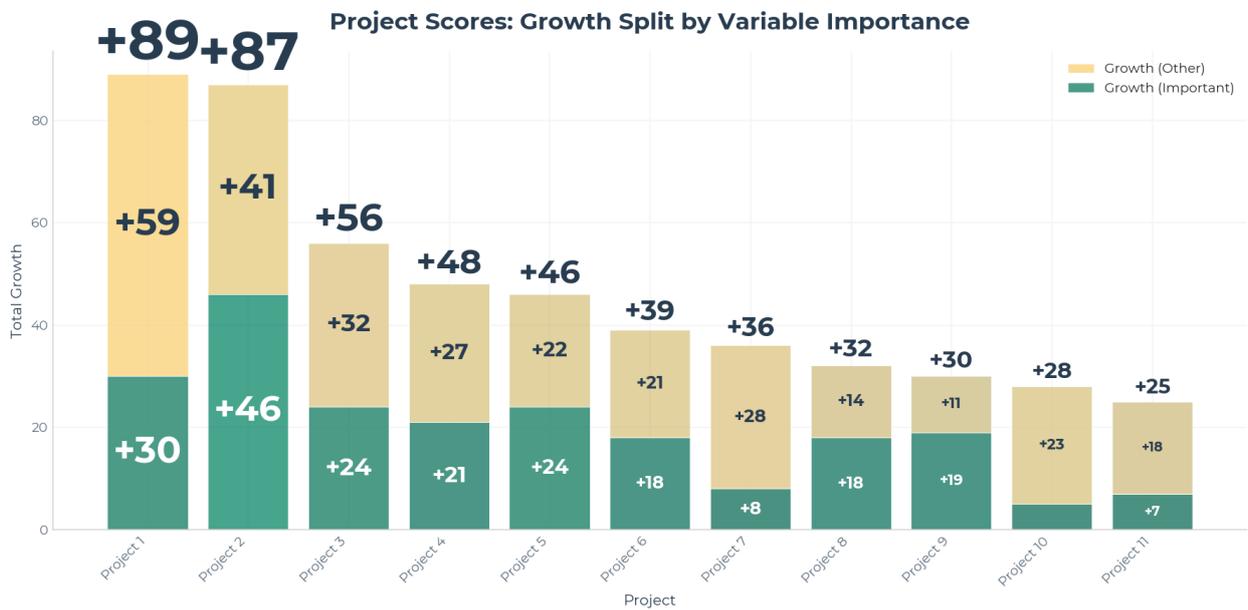


Chart 4a

While data shows many targeted variables progressed substantially, some target variables did not see a measurable improvement. More focus will be given to these select variables for cohort 2:

- (1) Assumption awareness and elimination
- (2) First hand experience with context of use and Context of use validation
- (3) Clear roles and responsibilities
- (4) Technical and Scientific dependencies