WPRiders
Annual Company Meeting



Year in review - 2023

Turnover (estimated):	$785,961
New clients:	11
Net Promoter Score – NPS:	9.2
Team members in Jan 2024:	22
Full-time people (avg. 2023):	14
Number of interviews:	76
People hired:	10

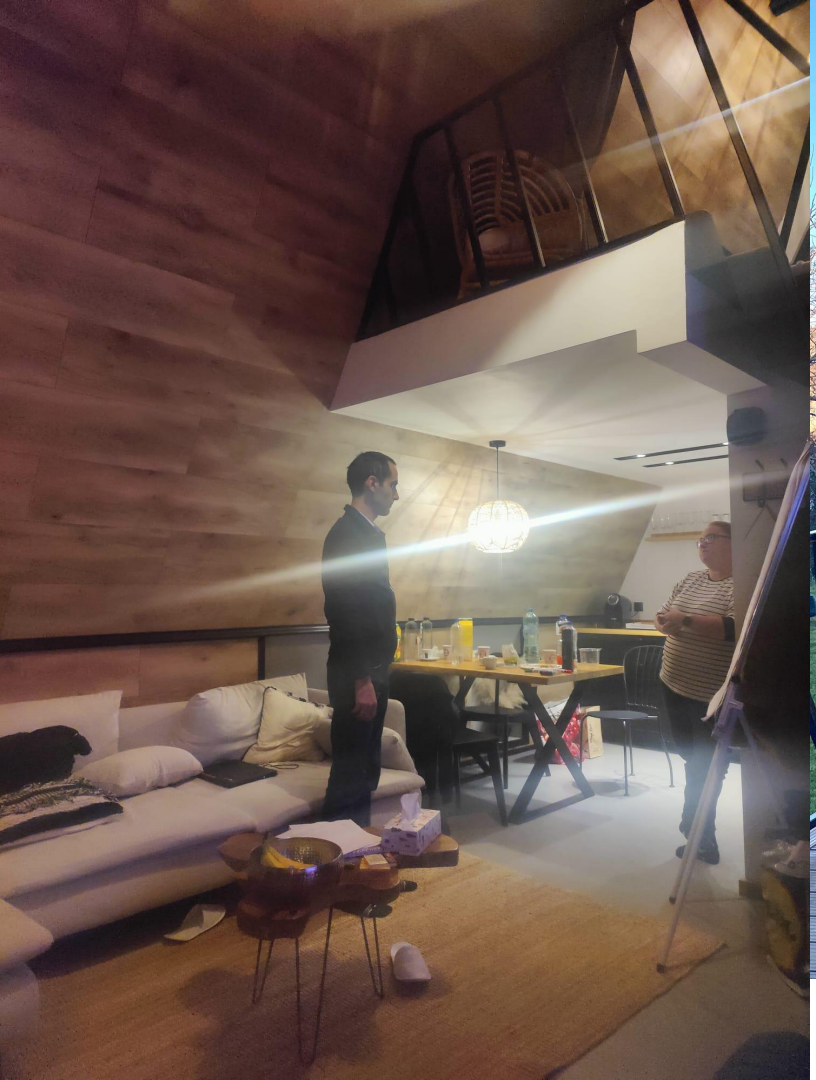
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We had a strategy meeting + defined our direction for 2024





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Our focus in 2024:

Reliability and Expertise

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Our focus in 2024: launch new services

1. Complete Web Design and Development
2. Website Audit
3. IT Staff Augmentation
4. Conversion Optimisation – CRO

Responsible: Lidia, Andrei, Alexandra, Cavell, Oraldo, Marius

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Our focus in 2024:

Reach 40 customers who stay with us for at least 12 months.

Keep a customer Net Promoter Score of at least 9.

Responsible: entire team

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Our focus in 2024:

Showcase Customer Success (case studies)

Responsible: Lidia, Andrei, Oraldo, Dragos

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Our focus in 2024:

Showcase Solutions

(i.e. website migration; custom website; WP plugin, Ecommerce shop, etc.)

Responsible: Lidia, Andrei, Marius

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Our focus in 2024:

Increase marketing activities
Understand buyer journey

Responsible: Lidia, Marius

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Our focus in 2024:

Redesign wpriders.com

Responsible: Andrei, Lidia, Alex, Oraldo

Our focus in 2024:

Learning & Innovation
Increase our technical expertise
Understand AI

Responsible: Marius, Andrei, Mihai, Alexandra + everyone else on our team.

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Our focus in 2024:

Launch 5 complete websites.

Responsible: Lidia, Andrei, Oraldo, Dragos, designers, developers & QA.

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Our focus in 2024:

Launch 1 Non-WP Project

Responsible: Marius + those who learn beyond WP

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Our focus in 2024:

Finnish 2 innovative initiatives or projects.

Responsible: Marius, Andrei + those who have the skills and want to get involved

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Our focus in 2024:

Increase Team Cohesion

Responsible: Alexandra, Andrei, Oraldo, Dragos + everyone who wants to feel as being part of the team

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Our focus in 2024:

Finding product market fit for document generation plugin

Responsible: Alexandra, Gabi C, Mihail

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Our focus in 2024:

Finding product market fit for Attribution Saas

Responsible: Marius + those who know Saas technologies

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Our focus in 2024:

Introduce a way to track budgets

Responsible: Marius, Alexandra

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- Measure and then Increase Team Cohesion
- Define the Responsibilities for each role within the Company

- Release a Document Generation plugin with the help of Gabi Costil and Mihail
- Release a new service:
  IT Staff Augmentation

- Define list of responsibilities for Operational roles
- Dev & QA skills development
- Standardize our tech stack (incl. creating an agency boilerplate)
- Integrate AI in our coding process (GitHub Copilot Test Drive)
- Implement testing automation for repetitive QA tasks

Overview of Marketing Enhancements & Plans

1. Market Segmentation & Analysis

2. Revamp Our Website Design and Copy

3. More Content Creation & Distribution Boost

4. Link Building and Content Syndication

5. Increase Brand Awareness and Demand Generation

6. Recurring Client Interviews

7. Building a Marketing Team

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Sales Related Improvements



1. Transition to Pipedrive

2. Transitioning to a wider range of project types and billing models

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Any questions?

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December 20, 2023 – January 24, 2024

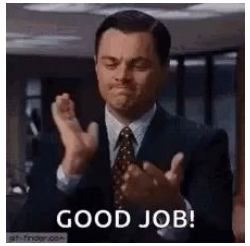


Company updates and opportunities for WPRiders team members

WPRiders updates
December 20, 2023 – January 24, 2024

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WPRiders updates



- Alex Nedelcu and Dan Grigorescu finished their probationary period. Good job, guys! 🏆 🏆
- We are adding new offerings: 12-month retainers and Hourly work.
- We are moving our focus from retainer-only customers to retainers, project work and hourly work.
- Romania introduced the e-invoice system
- We started working on the wpriders.com redesign
- Alexandra, Andrei and GabiC are working on a document generation plugin

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WPRiders updates (continued)

- Marius is evaluating the opportunity to create a Saas for marketing attribution and lead tracking.
- We have updated our:
  - Vision - where do we want to go
  - Mission - how do we know we got there
  - Values - what things we are not going to compromise on
- We have 25 active clients.

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Opportunities for you

Learning & Innovation - learn and create a showcase project for:

1. **Vector databases and embeddings (AI)**
2. A custom GPT chatbot
3. A Laravel based Saas + web service + headless front-end.
4. A .NET based Saas + web service + headless front-end.
5. **An AmazonWS based Saas + web service + headless front-end.**
6. **A Shopify app.**
7. A Shopify theme.
8. A Webflow theme.
9. A Webflow extension.

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Opportunities for you (continued)

We need:

- **1 Technical Consultant** (contractor) - will provide advisory for our customers
- **1 Content marketing specialist** (contractor) - for our blog
- **1 Social media specialist** (contractor) - for our social media
- **1 Email marketing specialist** (contractor) - for our upcoming newsletter
- **1 Support person** (contractor) who can answer tickets and perform small technical tasks on the US time zone between 6 pm Romanian and 2 am Romanian time.

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1. You can take AWS technical and commercial trainings and certification exams here.
2. If you need hardware, or software licenses, or even glasses so you can do your job better, please contact Alexandra.
3. If you want to read a book, or take a course, and want us to buy it - tell Alexandra.
4. If you refer somebody and we hire the person, you get a bonus after the trial period.

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How do we get there? WPRiders accountability chart

Covered
Partially covered
Uncovered

<table>
<tr><td colspan="11">General Manager</td></tr>
<tr><td colspan="5">COO

Technical Manager (Mihai)</td><td colspan="3">Sales Manager</td><td>Marketing Coordinator</td><td>HR Development

Recruiting

Team cohesion</td><td>Administrative & HR Manager

Accounting & Legal & Financial</td></tr>
<tr><td colspan="2">TEAM 1
CSM 1 - Customer Success Manager</td><td colspan="2">TEAM 2
CSM 2 - Customer Success Manager</td><td>Technical Consultant</td><td>CRO expert</td><td>Technical Sales Support (Oraldo)</td><td>Sales Account Executive</td><td>WordPress Business Analyst</td><td>Content marketing specialist, Social Media sp., Email marketing sp.</td><td>Technical Recruitment (Mihai)</td></tr>
<tr><td>Developers x3</td><td>Tester x1</td><td>Developers x3</td><td>Tester x1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
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Our values - What we are not going to compromise on



1. Accountability - We do our job well and pride ourselves on our reliability. We work efficiently because we believe it is up to us to deliver results as promised.



2. Integrity - We follow one simple rule: *always do the right thing*. We are honest and open. We keep our promises and treat our customers and colleagues just as we would want to be treated.

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Our values - What we are not going to compromise on



3. We grow together - We grow together by listening, learning, innovating, sharing insights, creating connections, and helping each other. We foster a culture of collaborative growth and success.



4. Contribution - We are committed to positively impacting society at large, educating our community, and creating a lasting, beneficial footprint by 'paying it forward’.

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Where do we want to go? -> Our vision

To be the **trusted partner** for

complete web design and

development services;

to **innovate** for ourselves

and our customers.

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Mission & goals for 2024

- Reach 40 customers who stay with us for at least 12 months.
- Keep a Net Promoter Score - NPS of at least 9.
- Finish 2 innovative initiatives or projects.
- Launch 5 complete websites.
- Launch 1 non-WordPress project.

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“A smooth sea never made a skilled sailor.”

~ Franklin D. Roosevelt

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