



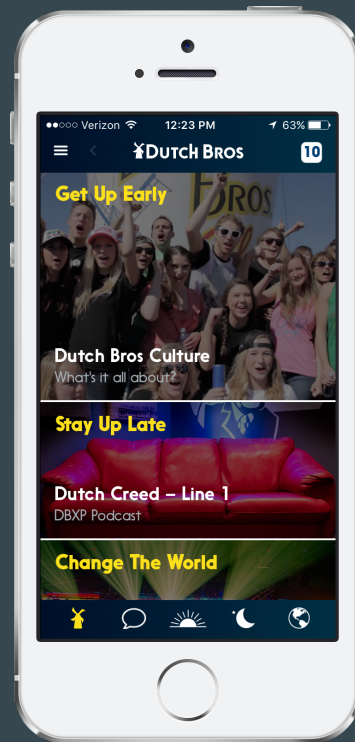
...

Internal Report

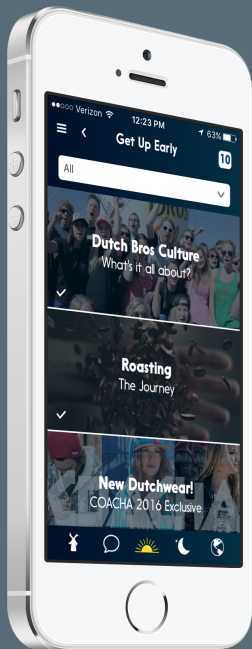
April 11-13, 2016

Overview Stats

Downloads at COACHA.....	1,161
Accounts Created	1,161
Conversion.....	100%
Total Sessions.....	13,643
Total Screen Views.....	230,080
Total Screens per Session.....	16.86
Avg. Session Duration.....	21:36
Version	
iOS.....	1,014
Android.....	147



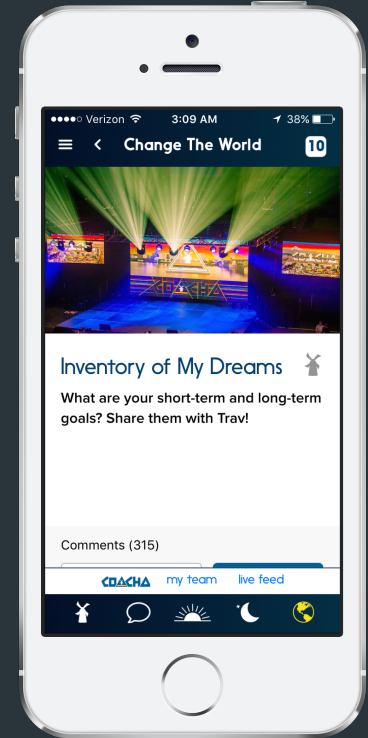
Top Viewed Pages



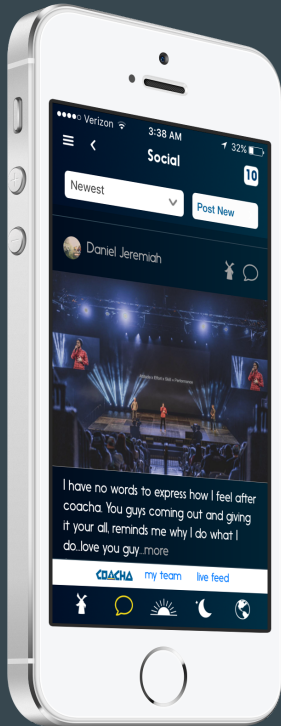
What's It about?.....	1563
What keeps you from a compelling future?.....	1283
Your why?.....	1045
What's Important?.....	933
The Heart of Dutch Bros.....	819
Inventory of my Dreams	642
What are your 5 priorities?.....	53

Most Commented On Content

Day 1 Takeaway.....	566
Inventory of My Dreams #2.....	334
Inventory of My Dreams #1.....	315
Ask Yourself.....	200
What are Your 5 Priorities?.....	200
What's Your Why?.....	167



Cool Stats!



Users spent the equivalent of 204.5 days in the app at COACHA

Over 4,300 Social Posts/App Live Feed

Over 4,000 comments

Over 85% Participation in Team Competitions