

Appendix A: Year 1 KPIs and Metrics

KPI Description	Term Target KPI (3 Years)	Target KPI (per agreement year)	Actual
Number of companies mentored or accelerated 30 over the full 3-year Term Minimum 10 per year for 3 years	30 over the full 3-year Term	Minimum 10 per year for 3 years	23
Number of Cyber Security companies mentored or accelerated	31 over the full 3-year Term	Minimum 10 per year for 3 years	0
Industry partners and collaborators actively engaged in FI. *Note industry partners cannot be already existing with Brampton and Catalysts	12 over the full 3-year Term	4 per agreement year	10
Number of events, training and information sessions provided by FI in Brampton	24 over the full 3-year Term (9 in person events 15 online events)	8 per agreement year (3 in person events 5 online events)	15
Total number of participants in Brampton FI Events	900 over full 3-year Term 300 per agreement year	300 per agreement year	1195
Number of based qualified business leads (company looking to relocate) and/or introductions referred to Brampton Economic Development Office through the FI network	60 over full 3-year Term 20 per agreement year	20 per agreement year	22
Number of international Brampton missions supported through FI Global networks 6 over full 3-year Term 2 missions supported per agreement year	6 over full 3-year Term 2 missions supported per agreement year	2 missions supported per agreement year	4
Branding, marketing and Awareness through FI website and initiatives about Brampton. FI.co/home, FI.co/partners, FI Event Pages. Brampton Branding and Brampton FI initiatives posted on FI.co/home, FI.co/partners, FI Event Pages. Brampton Branding and Brampton FI initiatives and events posted on FI.co/home, FI.co/partners, FI Event Pages.	Brampton Branding and Brampton FI initiatives posted on FI.co/home, FI.co/partners, FI Event Pages.	Brampton Branding and Brampton FI initiatives and events posted on FI.co/home, FI.co/partners, FI Event Pages.	Complete
Number of FI Scholarships provided to Brampton based Start-ups 15 over full 3-year Term 5 per agreement year	15 over full 3-year Term	5 per agreement year	5
Office hours in Brampton (mix of virtual and in-person) 45-72 hours over full 3- year term 15-24 hours per agreement year	45-72 hours over full 3-year term 15-24 hours per agreement year	15-24 hours per agreement year	434.5