

IMPACT REPORTING FRAMEWORK

How DealDialect measures and reports its impact

Year 1 targets and the structure of every annual impact report

First reporting period: the first 12 months after public launch (launch target: March 2027)

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About this document: this framework sets out what DealDialect measures, its targets for the first year, and how each annual impact report is organized. The first report will be published at dealdialect.com/impact at the end of Year 1.

1. Summary

DealDialect is a free platform that helps U.S. small and medium-sized exporters communicate with partners in African markets, starting with Nigeria. Each annual report states how many U.S. firms used it, in how many states, and how many partner organizations delivered its workshops. It then reports what those firms learned and what they did with it.

2. Year 1 targets

Measure	Year 1 target	Source	Notes
Registered U.S. firms	100	Platform accounts	
States with users	5	Platform accounts and workshop reports	
Partner organizations delivering content	3	Partner records and workshop reports	
Counselors trained on the kits	10	Workshop reports	
Workshops and webinars delivered	10	Workshop reports	
Market guides published	1 (Nigeria)	Published, reviewed guides	
Average learning gain (pre- to post-test)	20%	Course and workshop tests	
Users applying materials in real deals within 3 months	50%	3-month survey	Self-reported
Verified case studies	2	Case studies confirmed by both parties	

Year 1 targets are commitments sized to the first pilot partners. Targets for Years 2 and 3 are set out in the DealDialect plan and depend on Year 1 results. Each report explains, in one sentence, any target that was missed.

3. Who uses DealDialect

Each report breaks down users by U.S. state, sector, firm size where collected, and user type, and shows the share of users who are new to exporting.

User group	What it shows	Reported as
SME owners and export staff	Direct reach to exporting firms	Count and share of all users
Export counselors and trade advisors	Reach through partner organizations	Count, organizations and states
Educators and trainers	Reach into classrooms and training programs	Count and institutions

4. What people learned and did

Reaction

Average ratings of lessons and workshops on a 1 to 5 scale, from end-of-lesson and post-session surveys.

Learning

Average pre-test and post-test scores and the change, with the number of people who took both. Year 1 target: an average gain of 20%.

Behavior

From the 3-month survey: the share of users who used a guide, template or tool in a real deal, which ones they used, and the response rate. Year 1 target: 50%.

Results

From the 6-month survey and verified case studies: meetings secured, replies after silence, partners signed, first sales and misunderstandings avoided. Self-reported figures are always labelled as self-reported.

5. Case studies

One to three short cases each year, published only with the written permission of both parties. Each case covers the parties, the challenge, what changed, the confirmed outcome and three lessons. Year 1 target: two verified case studies.

6. Our partner network

Organizations that delivered workshops or shared the materials, listed only with their permission, with the number of sessions by organization type and state. Year 1 target: three partner organizations.

7. What we changed this year

Corrections and improvements made because of user and reviewer feedback, such as guide updates, new templates, Message Check rule changes and accessibility fixes.

8. Next year

Planned markets, content and partnerships for the following year, with targets. The roadmap adds Ghana in 2028, and Kenya and South Africa in 2029 if Year 1 and Year 2 results support it.

9. How we measure

We measure at four levels: reaction (ratings), learning (pre- and post-tests), behavior (whether people applied what they learned) and results (what happened in their business). Behavior and results come from voluntary surveys and are self-reported unless verified through a case study. We publish totals only, never individual data.

Each report also gives survey response rates, any changes to methods and known limitations.

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