



Dear Partners and Friends,

CoopMetrics, the leading strategic data company focused on social enterprises, is announcing a new identity. Now CoMetrics, we continue to celebrate our rich history and values as a cooperative with a new brand that recognizes the past while signaling our evolution: to make our strategic data tools available to a broader audience across sectors. With enterprises engaging with data in new ways, making decisions grounded in facts, and with investors taking a portfolio approach to managing risk while tracking social impact, CoMetrics is poised to play a leading role building sectors' data infrastructures, one enterprise at a time.

With support from our partners including the F.B. Heron Foundation, National Cooperative Grocers, and Next Street, we are building off of our proven model and nearly two decade history helping enterprises thrive by modernizing our technology platform and delivering a new generation of actionable reporting. The CoMetrics team is working hard to bring our new tools to the forefront and help users interpret their data to compare performance against their peers and make new decisions with confidence grounded in insight derived from actionable data. Stay tuned as we release new features and tools throughout 2015.

We welcome you to our new identity and web presence by visiting us at [www.cometrics.coop](http://www.cometrics.coop) or [www.cometrics.com](http://www.cometrics.com).

Thank you for your interest in what we are building and we wish you the best in the new year. We look forward to hearing from you at [info@cometrics.com](mailto:info@cometrics.com).

Cooperatively,  
The CoMetrics team

### **About CoMetrics**

CoMetrics is the leading strategic data company focused on social enterprises. CoMetrics enables independent businesses, cooperatives and nonprofit organizations to harness the power of data to transform their performance and impact. CoMetrics currently serves nearly 300 enterprises in seven sectors ranging from retail grocery to nonprofit affordable housing developers to impact investors. This proven model can deliver value across a broad range of sectors, industries, and business types. To learn more visit [www.cometrics.coop](http://www.cometrics.coop) or [www.cometrics.com](http://www.cometrics.com).