



December 20, 2016

TO: 2017 DuPont Pioneer InnovationLEADER Award Committee

When CEO Matt Rizai and his team of six employees showed up in Ames in 2008, they arrived with the audacious vision of transforming the way publicly traded companies manage and report data to the SEC.

The Workiva (then Webfilings) founders had a good understanding of the complexities of scaling a highly collaborative solution to support thousands of users across a distributed enterprise, as they previously tackled a similar problem in the early 1990s with their first Ames-based start up, Engineering Animation Inc. But this challenge was different. SEC reports are tedious, time consuming, and critical to the day-to-day functioning of not only for the business, but also for investors. Workiva also had to earn the trust of public companies to place their material financial information in the cloud at a time when cloud-based, software-as-a-service was a fairly new concept.

Workiva Innovation

Workiva's team of software engineers and accountants knew the struggles public companies were facing with outdated software and manual processes that includes dozens of collaborators, incomparable data, rolling versions passed around in emails, and no way to control or track changes.

So Workiva created Wdesk, a next-generation platform for data consistency and control that is fundamentally changing the way people work. It's so innovative that within 5 years, more than 65 percent of the Fortune 500 and Fortune 100 companies were using Wdesk.

What makes Wdesk different is all of the data inside the platform – in spreadsheets, word documents and presentation decks – is linked together. Wdesk records every change by every user, which means it has a complete audit trail.

With Wdesk, people work seamlessly in the cloud with co-workers in the same document, and they save a lot of time. With Wdesk, they trust their data from beginning to end, and they reduce risk. When they have peace of mind, they make better decisions.

Commercial Impact of Innovation

Workiva helps people do more, see more, and know more about the data they use every day. That's why Wdesk is used by more than 2,700 organizations around the globe, including more than 65 percent of the Fortune 100 and Fortune 500 companies.

No matter where Workiva's customers reside, teams work with the same data, in the same documents, at the same time. Built-in Wdesk productivity features, like audit history, outline labels, tasking, directed comments, and paper trails, establish a consistent and trackable workflow.

Impact of Innovation

Workiva doesn't develop technology in a vacuum; they listen to their customers and create solutions to meet their needs. They create light-weight data elements that store numbers and text so they can quickly be found and used in multiple ways.

Workiva employs Agile Software Development methods that place customers at the heart of the design process. This includes constant collaboration and iteration that delivers new software functionality at a very fast pace.

Workiva is consistently recognized for its innovation, with 24 patents to date and 19 patents pending.

In 2016, Workiva enhanced its Wdesk Data Platform, which powers one of the largest and fastest spreadsheet applications in the cloud and improves data relationships for Sarbanes-Oxley (SOX) and internal control teams. The Data Platform improves data transparency, accountability, and management; offers dynamic dashboards; automates reporting; and allows for advanced testing workflow. Wdesk enables Workiva customers to collaborate in real time, with universal access from anywhere with an internet connection. With these tools, their customers can better focus on evaluating and mitigating risk and advising management on strategic business decisions -- instead of on manual and non-value add steps in their risk, audit, controls and compliance work.

Developing A Culture of Innovation

Workiva is nationally known for its ability to attract and retain world-class talent, and the company makes its culture of caring for its employees and customers a top priority.

While many may expect that a software company should only be in Silicon Valley, Workiva instead chose to construct their global headquarters in Ames, Iowa, at the Iowa State University Research Park. This has allowed them to develop close ties to the ISU Research Park, Iowa State University, the greater Ames community, and the State of Iowa. At each level, these partners have assisted the company with its growth.

Workiva currently employs more than 500 people in their Ames headquarters, nearly half of their workforce. The company has a regional impact that reaches far beyond Ames, with more than half their employees living outside of Ames in adjacent communities, with the largest contingent in Des Moines. Employees currently working from their Ames location have relocated to the area from all over the world. Today, less than seven years after its founding, the company employs more than 1,200 people in 16 cities.

Workiva also employs over 80 interns. Iowa-based interns come from ISU, UNI, Luther College, Drake University and Simpson College. Thirty interns who graduated this past year were hired as full-time employees.

Workiva has created a workspace that rivals any software company in the world. Their headquarters includes a game room, company bicycles, fireplace relaxation rooms, full service gourmet restaurants with an executive chef, a full service fitness facility that includes ongoing classes; basketball court, squash and racquetball courts, and programming for events and wellness activities. Workiva also has an aggressive corporate recycling and

waste reduction program that includes its own onsite vegetable garden that thrives from their internal compost waste program.

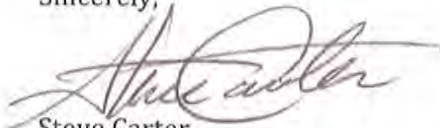
To compete for talent in the software industry, Workvia provides the same type of top-quality amenities at their corporate headquarters that high-tech employees are routinely offered elsewhere. The physical work environment is open and encourages collaboration and dialogue amongst teams. The facility was also built with sustainability in mind, with skylights to maximize natural light, floor to ceiling windows with automated, energy efficient shades, and state of the art water conservation systems. Most of the building's furnishings are made from recycled products and the exterior of the building is flanked with a native restored prairie land and plantings, along with bioswales in the parking lots. Workiva employs these concepts not just because they are trendy, they do so because they are reflective of their company core ethic of doing the right thing every time and the acknowledgement that the surrounding communities and the greater environment directly affects their ability to thrive.

Workiva promotes "giving back" and "giving a hand." Many of the charities their employees support are United Way charities and their contributions go right back into the local community. Each year in the fall, Workiva hosts a United Way Campaign. During the campaign, games, challenges, competitions office Olympics, golf, flag football, softball and many other fun events are held in addition to their monthly donation drive, their most recent campaign raised more than \$70,000. In addition, Workiva is a proud sponsor of many central Iowa organizations, including the Des Moines Community Playhouse, the Des Moines Art Center, Variety - The Children's Charity, Iowa Chapter of the American Heart Association, Bravo of Greater Des Moines, The Des Moines Arts Festival, The Ames Chamber of Commerce, The Ames Public Library, The Technology Association of Iowa, and numerous STEM initiatives.

There is no better example of a company that exemplifies innovation throughout its entire organization: from its founding, to its product, expansion, employee recruitment and retention efforts and facilities. The company's growth has been an asset to the ISU Research Park and surrounding community for so many reasons, not the least of which is driving the ability for ISU RP to acquire Iowa DOT Rise funds to help fund the infrastructure of our next 200 acres via their commitment to adding a total of 700 jobs at their Ames location.

For these reasons, The Iowa State University Research Park nominates Workiva for the 2017 DuPont Pioneer InnovationLEADER award.

Sincerely,

A handwritten signature in dark ink, appearing to read "Steve Carter", written over a horizontal line.

Steve Carter

Director, ISU Research Park & ISU Pappajohn Center for Entrepreneurship

IOWA STATE UNIVERSITY

Economic Development and Industry Relations

December 20, 2016

To: DuPont Pioneer InnovationLEADER Award Committee

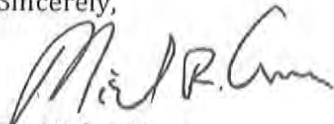
On behalf of Iowa State University, it is my pleasure to support Iowa State University Research Park's nomination of Workiva for the 2017 DuPont Pioneer InnovationLEADER Award.

The Economic Development and Industry Relations team serves as the front door for business and industry as companies look for ways to engage with Iowa State University. Workiva is one of our greatest assets, success stories, and collaborative partners as we showcase to others, what is possible:

- Workiva's leadership, product lines, and facilities have innovation infused at every level.
- Workiva has created a culture and work place environment that is world class, and illustrative of what is necessary in the race for the recruitment and retention of the brightest and best talent.
- Workiva is actively engaged in research, and their leadership makes available to Iowa State faculty and students all levels of their staff to serve as mentors, advisors and speakers.
- Workiva is a model for enhancing the student experience as they employ hundreds of Iowa State students each year as interns. Not surprisingly, they convert a large percentage each year into full time employees, serving as one of the state's foremost leaders in keeping our most valuable resource, our talent, in Iowa.
- Additionally, Workiva recruits a large number of ISU Alumni back to Iowa, and has also relocated employees here from all over the world.

For these reasons and so many more, I consider it an honor to strongly support Workiva as a highly deserving candidate for your DuPont Pioneer 2017 InnovationLEADER award. This innovative company is making a huge impact in the markets it serves and, importantly, in the local community, regional and state economy. Thank you for considering this nomination.

Sincerely,



Dr. Michael Crum

Iowa State University

Vice President for Economic Development and Business Engagement