



PUBLIC INFORMATION

DATE: 8/21/2025

NAME OF COMPANY: Performance Ally, LLC
1602 Tulip Lane
Fairmont, WV 26554

TYPE OF BUSINESS: Software as a Service

AMOUNT OF WVJIT INVESTMENT: \$375,000
Type: Convertible Note
Term: 1 year
Rate: 8%

PURPOSE OF INVESTMENT: Working Capital

EMPLOYMENT DATA: Created: 2.5
Retained: 11

COMPANY HISTORY: Performance Ally is a SaaS company headquartered in Fairmont, West Virginia that encourages adherence to best practices in an organization, leading to improvement in business results. They accomplish this through user-friendly tools that simplify organizational habit formation, such as their performance platform Ally Assist™ that helps leaders, associates, and customers clarify expectations and give immediate feedback.