

Gkraft9824's Account

Published by:



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COMPANY SUMMARY

- Give a 50,000 foot view of the company and how the last month / quarter / period went ("We had a great quarter...").
- This is your "executive summary" -- if investors read only this section, what would you want them to remember?
- Typically, this include major highlights and setbacks, as well as any major news, pivots or changes.

FINANCIAL SUMMARY

- Keep investors up to date on your cash on hand, your monthly burn rate, and your runway (in months).
- Monthly revenue, churn, and customer acquisition costs are very useful too, as is timing of your next round.
- Include other core KPIs that specifically apply to your business (DAU, ARPU, LTV, etc.).

CHALLENGES

- Overshare-- transparency and candidness are traits of a good startup CEO.
- Investors very much prefer to be aware of potential problems well before they "blow up" into bigger issues.
- Only with awareness can investors provide helpful ways to solve these challenges.

HOW CAN YOU HELP?

- This is among the most important sections-- spend some time here asking for what you need.
- Typical requests involve help with recruiting, investor introductions and business model challenges.
- Be specific and make your request actionable! Call on specific people ("@Nathan can you...") to drive engagement.

SHOUT OUTS AND THANK YOU'S

- Who has helped you the most since the last update? Give them a personal thanks.
- Thanking people can foster a positive cycle where others feel compelled to step up.
- Asking for help (above) and then thanking folks later is among the most powerful ways to leverage your investors.

OTHER / OPTIONAL / ETC.

We strongly suggest keeping updates brief, but you can also (selectively) include:

- Product releases, feature updates and product roadmap
- Marketing and sales strategies and highlights
- Key hires and headcount summary
- Key short-term goals

Also considering adding a financial or metrics chart or an image of the team using the "Image" button to the left.

SIGNATURE

Add your name, title, contact information and salutation.