

Subject: [Startup Name] Investor Update (March 2016)

Dear [Investor Name],

Overview Section:

We made \$XXXXK net in sales, on forecast, and we are up 3.1x from March 2015 (XXXXK). In addition to XXX and XXX, we're expanding our focus heavily to XXX and XXX as we enter the second quarter of 2016.

Growth (Month over Month):

Revenue: +24% total: \$XXXXK, this month: \$XXX

Users (MAU): +12%, total: XXXK, this month: XXX

Core Actions: +26%, total: XXM, this month: XXM

Team Size: XX FTE

March recap:

1. Financials: ~XXXXK in bank account, up ~XXXXK from last month.
2. Product: Built out XXXXX to handle new types of customers; hiring X FTE for development.
3. Content: Created more content for XXXXX, improved existing product offering based on A/B testing results
4. Marketing: Built out XX social media channels, collected feedback on XXX product, formed more xxx strategic partnerships; continued scaling support
5. Team & Office: Continuing outreach for various positions listed here: [\[Link to Job Board\]](#)

April plans:

1. Financials: projecting ~XXXXK in net sales, a slight decline from March as expected with seasonality. May should decline further and we should bounce back in June.
2. Product: Continue hiring and building new features to the platform.
3. Content: Support marketing initiatives for XXX and XXX.
4. Marketing: Continue with adwords and social marketing for xxx; research press agencies and strategies; hire design intern.
5. Team & Office: Continue recruiting in engineering and continue improving culture for employee engagement and retention.

Product Expansion

Based on research, user interviews, and our design experiments, we've decided to focus on the following new markets (in addition to current targets) for 2017: XX and XXX. We've built out our MVP XXX product and received early validation from premium users. While we don't yet have a XXX product, about 20% of our paying XXX customers have indicated XXX.

How you can help:

- 1) I'd love intros to other portfolio companies that have executed a successful XXX strategy
- 2) We would love intros to companies making XXX, specifically for mobile. We're building more game mechanics into our new apps. I'd also love intros to companies that have scaled traffic from 100-500K monthly visits to 1M+ monthly visits. We're currently at ~350K monthly visits.

Please email or call me (555-343-7890) if you have any questions or comments. Thanks for your continued support!