

Subject: Request to Expense Consumer VC Premium Subscription

Hi [Manager's Name],

I'd like to request approval to expense a **premium subscription to Consumer VC**—a highly regarded newsletter and podcast that covers the latest in consumer startups, trends, and venture investing.

The premium subscription includes:

- **Curated consumer deal flow**, spotlighting recent early-stage investments and fundraising activity in the CPG, DTC, and consumer tech sectors
- In-depth interviews with top consumer VCs and founders
- Weekly insights on market trends, brand growth strategies, and industry shifts

The subscription costs **\$150/year** (or **\$15/month**). I believe it would be a valuable resource to help me stay ahead of industry trends, surface potential partners or opportunities, and sharpen our strategic thinking in the consumer space.

Please let me know if it's okay to expense this.

Thanks so much,
[Your Name]