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The Template

Dear Investors and Friends,

<Quick 1-2 sentences about the good news from the last 30 days>

- <Revenue Metric> (↑xx% MoM)
- <North Star Metric> (↑xx% MoM)
- <Wild Card Metric or Company News>

Next month we'll focus on:

- Initiative 1
- Initiative 2
- Initiative 3

<The ask>

Thanks for reading!

<Your name and email signature>

Example Update

Dear Investors and Friends of Instacookie,

The last month has been great for our startup, which as a reminder, is Uber for delicious pastries. We set a new delivery record, hired a new Head of Sugar, and finalized our partnership with the Diabetes Association of America.

- \$12K in Monthly Sales (↑23% MoM)
- 5342 unique pastries delivered (↑35% MoM)
- Launched our new browser plug that detects low blood sugar

Next month we'll be focused on:

- Reducing our delivery times

- Onboarding our new partner
- Hiring a Chief Sugar Officer

We are looking for new startups that want to join our B2B office delivery service. Do any of your portfolio companies need more sugar? Please connect us, and we'll drive up their heart rate and energy levels for you!

Thanks for reading!

Joe Sugar

Instacookie - The sweetest startup you can invest in