Monthly Startup Investor Update - October 2021

Company Name

Website: www.abcxyz.com
Founder: John Smith
Founder email: john.smith@gmail.com

Our Company: *[one-liner about what you do] (This is important to include b/c angels have many companies they invest in and need the quick reminder about who you are).*

Update Summary: *Provide a brief update. 5 sentences max. 30 seconds to read.*

Asks: *Put your asks up front. This is what investors need to know so they can help you. Three bullets max to keep focus on your most important things.*

- *[ask #1] ie Intro needed to someone who knows how to market on Facebook*
- *[Ask #2] ie Intro to [First Name] [Last Name] (include Linkedin profile!)*

Cash & Profit & Loss (Revenues and Expenses)

- Cash in bank: $XXX,XXX
- Burn: $XX,000 per month
- Runway: #X months
- Graph/chart as to how you see revenue and expenses ramping.

Key Metrics (Top 3 Max) & Goal Tracking

- *key metric + YoY or MoM % growth + comment on projection deviations against GOALS*
- *key metric + YoY or MoM % growth + comment on projection deviations against GOALS*
- *key metric + YoY or MoM % growth + comment on projection deviations against GOALS*
- *Graph of most important metric(s) over time (recommended)*

Note #1: Be honest. Investors should know how you're doing so that they can HELP you.
Note #2: Numbers in a vacuum don't help anyone. Show how numbers are tracking/changing and ***HOW THEY MAP TO YOUR GOALS. Numbers without how they map to your goals are just numbers. They mean little. Don't be the founder that skips your goals.***

Sub Metrics (4 - 5)

Include the next bucket of sub-metrics that are important to understanding your business. Most of your investors are hopefully people who know the space and can give you input as to how these sub metrics may be impacting your Key Metrics in a certain way.

- *sub metric + YoY or MoM % growth + comment & call outs for projection deviations*
- *sub metric + YoY or MoM % growth + comment & call outs for projection deviations*
- *sub metric + YoY or MoM % growth + comment & call outs for projection deviations*

GBU - Good, Bad and Ugly

Tip: The more open, honest and real you are the more you will get out of this update - the most help your supporters can offer is when things go downhill especially with the Bads and Uglies.

- Good
    - *[insert text here]*
    - *[insert text here]*
    - *[insert text here]*
- Bad
    - *[insert text here]*
    - *[insert text here]*
    - *[insert text here]*
- Ugly
    - *[insert text here]*
    - *[insert text here]*
    - *[insert text here]*

Note: Most startups have way more ugly than good. If your updates consistently have 3, 4, 5 bullets for good and 1 or 2 bullets for ugly, you're most likely not being honest with yourself and not honest with investors. Convey the bad and ugly so that investors can HELP you.

Our Focus For Next Month

- *[insert text here]*

New Hires & Departures*: (Highlight the reasons behind your hires. Founders have a tendency to celebrate hires, but gloss over when hires don't work out. Screwing up hiring is often one of the biggest reason's for a startup's death.)*

- *[insert new hire here] ie Hired Ryan Durkin as Head of Product because...*
- *[insert new departure here] ie Ryan Durkin has left because...*

Props / Thank yous

- *[insert text here] ie Michael Batko - for introductions to X / help on Y etc*
- *[insert text here]*

PR you want shared: *Include news links your company has got that you'd like your investors to share on social media.*

- Link 1
- Link 2

Previous Updates

- Q3 2021: July 2021 (link), August 2021 (link), September 2021 (link)
- Q2 2021: April 2021 (link), May 2021 (link), June 2021 (link)
- Q1 2021: January 2021 (link), February 2021 (link), March 2021 (link)
- Q4 2021: October 2020 (link), November 2020 (link), December 2020 (link)

THE END