

Dear [Name],

Human element

How are you?

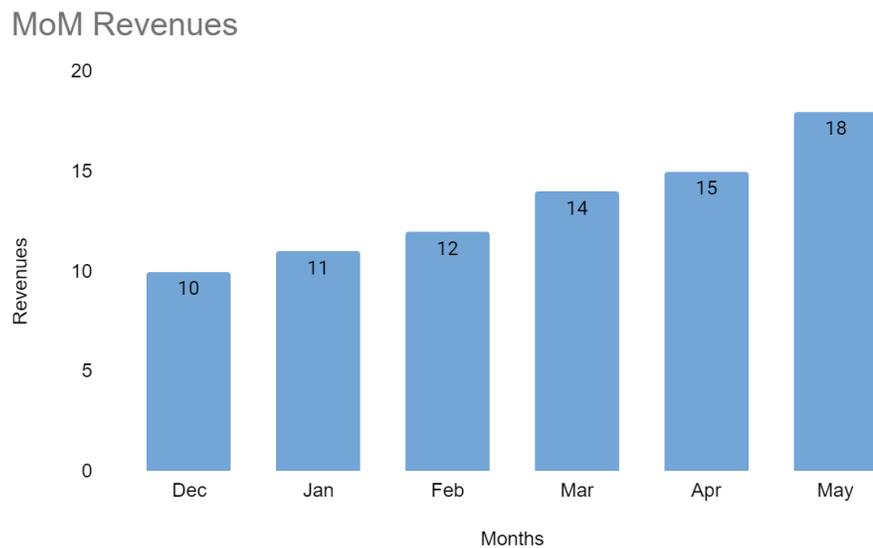
This was a great month of learnings, developments and with some setbacks. The team and I are happy to share some updates from our journey.

Traction

[How was your month in terms of numbers and narrative?]

Revenues

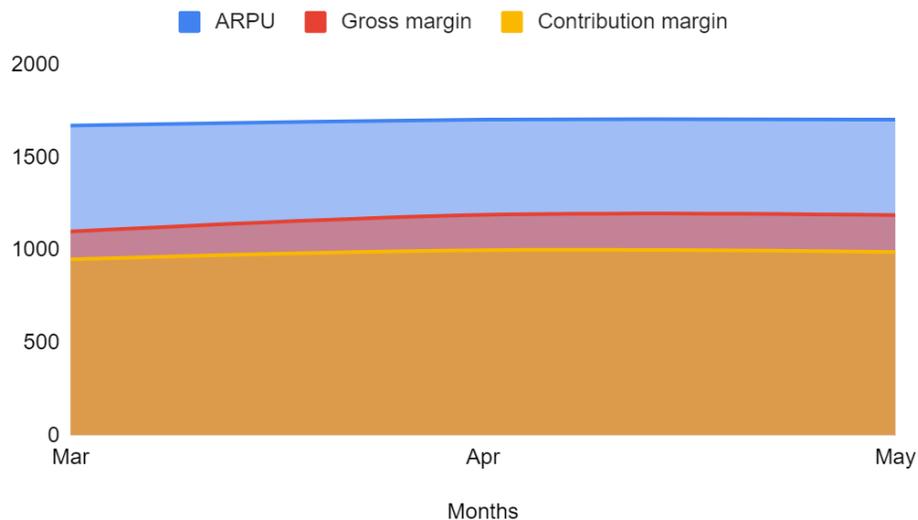
We have grown our revenues by [X%] from [Y lacs] to [Z lacs]. This primarily comes [reason 1] and [reason 2].



Unit economics

We have not seen very good improvement in unit economics because we believe [reason 1] is leading to [outcome 1]. Having said that we are in the process of conducting experiments to increase the [KPI 1] and [KPI 2] which should lead to [hypothesis] by month 2.

Unit economics



KPIs

[Also share your numbers for CAC, # new wins, repeat customers, churn, MRR, ARR, net burn with charts if possible]

Cash burn

Our monthly cash burn is now at [X lacs]. We have [Y lacs] of cash, and a runway of [Z months]. We will need to start raising after [N months] by which we will have achieved [KPIs 1 and 2].

Team

New hires

We have strengthened the team:

- New hire 1 - We hired [this person](#) [LinkedIn profile], who worked at this company in the past and brings experience in this area. He will lead these initiatives
- New hire 2 - We hired [this person](#) [LinkedIn profile], who worked at this company in the past and brings experience in this area. She will lead these initiatives

Goodbyes

- [Person 1](#) - She was leading these activities and has chosen to move onto other opportunities. We have a handover process structured and she has trained the new hire 1 well. Her last day was Xth of last month and we wish her all the best!

New initiatives

With our experiment on [Item A] turning out as expected, we have decided to double down on this and are doing the following:

- Process 1

- Process 2

We hope to deliver X in Y months

Setbacks

Our experiment on [Item B] did not turn out as expected, so we have decided to take a pause and identify reasons. Once we have enough information on this, we will share an update on next steps in the next update.

Asks

Fundraising - We will look to start raising by the end of this year, and have started having conversations. We have identified [4 investors] that we believe could be a great fit, can you please introduce us?

- Investor A, at firm A
- Investor B, at firm B
- Investor C, at firm C
- Investor D, at firm D

Hiring - We are looking to add [[Role with link to posting](#)]. This position will be responsible for [this and this]. If you find someone that could be a good fit, can you please make an introduction?

Leads - We are restarting our efforts to focus on [Market A]. If you know any companies from [[A](#), [B](#), [C](#)] can you please make an introduction? I am attaching a brief teaser to send to them.

Press

- [[Publication](#)] ran a week-long initiative on companies in our sector, and featured us. Check it out [here](#).

If you have any questions, please feel free to contact me. I am also setting up a call with all investors on [this date at this time] where we can deep dive on [this] and [this].

You will find [this article](#), and [this book](#) very interesting.

Best,

[Your name]