



Fundraising for startups: Building strong investor relations

Module overview

Note: this module assumes you are communicating with a current investor.

- Investor relations 101
- Crafting your monthly update

Investor relations 101

Build trust

Staying present & having regular correspondence with your investors will help you build trust.

This is absolutely critical.

The investing community is small. Do not ruin relationships by not building trust.

Stay present

Stay present - keep your investors in the loop.

- Send a regularly scheduled update - stick to this!
- Reply to their emails
- Ask them for help as needed (intros, thoughts, feedback)

Balance the good & bad

Not every update will be great.

If you are having difficulty with the business, speak up.

Ask for help.

Do not bury bad information, it'll haunt you later.

But, point out and celebrate the good!

Investors *know* this is a long road.
The best investors will support you
through it all.

Celebrate the good things
happening!

Crafting your monthly update

Essentials of a great update

1. Intro & Key metrics
2. CEO update
3. Ask for help
4. Charts & Graphs
5. Marketing spend & info

Intro & Key metrics

Growth University June Update

External

Inbox x



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Mon, Jul 5, 11:54 PM



Hi everyone,

Hope the summer is off to a good start! This is the second update from [Growth University](#)! I want to thank each of you who reached out after the last update with words of inspiration and support as well as for some really great opportunities to get in front of your audiences with speaking engagements and workshops!

As a reminder, Growth University provides a platform to help startups grow - via our live-cohort [long form programs](#), on-demand content, [weekly events](#), and supportive [community of founders](#). Our mission is to increase the likelihood of startup success for the companies in our community.

Key Metrics

Revenue & Customers

I'll report revenue based on our subscriptions - annual up front payments for a year plus monthly recurring payments plus one-time transactions. Note: Our P&L revenue will vary a bit from our reported MRR/ARR and transactional revenue as we often get payments up front then report them as MRR for subsequent months.

June Highlights

- Monthly recurring revenue (MRR): \$ [], up 20.3% from May
- ARR is around \$ []
- One-time transactions: []
- Total revenue: [], up 8% from May
- Avg % change in MRR the past 3 months: 20.9%
- Added [] new subs in June
- Churned [] members in June with a [] monthly revenue loss on that
- Total subs is up to []
- New MRR was []

Spend / expenses / burn rate

Our total spend in June was [] actual revenue in was [], burn was about []

Cash on hand



Runway

12+ months assuming a controlled & steady ramp up of team members over the year

Team size

- 4 FTEs with 3 content creators helping with course development
- Currently interviewing for two roles (see below), FTE goal by end of August is 6

CEO update

CEO Report

June flew by with reopenings, school being out, summer starting, and us continuing to grow our company. Much of what we're doing is experimentation - testing new ad channels, creative, activation models, pricing strategy and onboarding, live vs pre-recorded content, etc.. We are learning more about our customers on a daily basis. I was very pleased to continue our 20%+ monthly recurring revenue growth now for the 6th month in a row, and our goal is to keep growing at this rate through this year. While July and August could be challenging with summer kicking in, we'll be as aggressive as possible to drive sustainable growth for our business.

We're starting to hone our craft of delivering great content across social channels that drives awareness, then leading people down a lead to buyer journey over a set of days and weeks. While it's not yet perfect by any means, we're improving our approach over rapid iterations, and this has been both challenging and fun.

We continue to test the demand for live-cohort programs, and have a [very strong cohort starting on Wednesday for Mastering Growth Live, a 4 week crash course on startup growth](#) with over people registered so far.

Focusing on lead to conversion is a goal this month, as is running a very successful Mastering Growth program that's strong enough to get a referral flywheel going from. More on that hopefully next month.

I continue to be very excited as we head into the summer, then get ready for a huge lift in the Fall with a ton of new programs rolling out.

Team

Holding steady at 4 FTEs, a few content creators, and hiring for two more FTE roles - a Growth Lead and a Training Specialist. We have a warm lead for the Training Specialist and will be putting out a job description for the new Growth Lead shortly.

Product

As mentioned above, I'm running a live-cohort of Mastering Growth in July. [You can see our latest courses here](#) to get a sense of the volume of content we're producing.

Marketing

We started to shift to a lead generation model and to funnel people into our free downloads and our free Growth 101 course. This will enable a longer tail upsell which should start yielding results in July and August.

Data points:

- Total ad spend was give or take
- With a new customer CAC of
- We'll start to track our cost per lead next month as that'll be a proxy for purchase

The higher CAC was expected as we more than doubled our paid advertising spend. These costs include brand new marketing on Google for the 1st time as well as continued advertising on Facebook. CAC will start to come down in the coming months as we streamline our activation flows and ad sets.

Other

Our cold outreach is going ok so far. We're in week 4 here and have had a few warm leads, no closes yet. But we paused last week heading into the 4th long weekend, and will resume this week.



Ask for help

How you can help

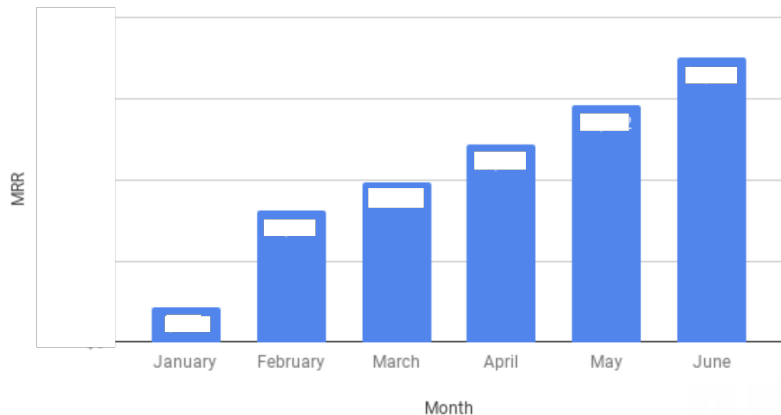
For those of you that have reached out so far - thanks! We've also had a few of you send over companies to become members - thank you! If you have any companies you think would be a great fit - we have a . You can [send them to this link](#) and use the coupon code to get the discount. Every company joining right now helps us learn what content resonates, what the pricing model to value ratio is, and enables us to more quickly build the feedback loops we'll need to scale. We'd be grateful for any referrals!

Charts & Graphs

Revenue Metrics

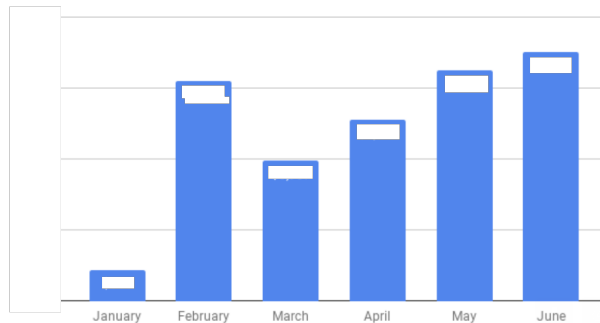
MRR - only subscriptions (annual and monthly paying users)

Monthly recurring revenue (MRR)



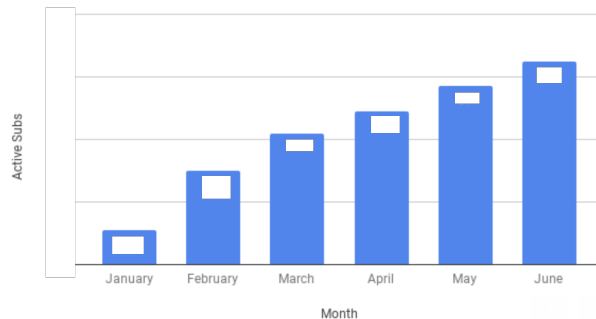
Subscribers plus one-off / transactional sales - note February was a month we experimented with higher ticket price one-off sales - we may explore this again soon, though we prefer recurring revenue.

Total monthly revenue



Subscribers - as defined by number of seats currently active

Active subscribers (seats)



Marketing spend & info

Marketing spend

in June.

Cohorts - this is raw but it's our first pass at *very early* subscriber retention, blended for monthly and annual subs. We're tracking about a monthly churn rate so far. This is performing far better than we thought it would this early, though July likely will be higher since we started increasing paid ad spend.

It's worth mentioning that members who churned in June were due to credit card payment failure and not voluntary. This is something we're going to try to get ahead of.

M0 below is "Month 0" or the sign up month

# Retained	M0	M1	M2	M3	M4	M5
January						
February						
March						
April						
May						
June						

What % of subscribers come back.

% retained	M0	M1	M2	M3	M4	M5
January	100.00%					
February	100.00%					
March	100.00%					
April	100.00%					
May	100.00%					
June	100.00%					

If you made it this far, thanks! Reach out with any questions, comments, and ways I can make this better.

Thanks so much!

Cheers,
Craig

Thanks!