

Investor Letter Template

Overview

Investors are busy people. Put this section up top to give them a very brief overview of anything important without having to read an entire update.

Passed 1,000 customers and hit our Q3 MRR goal of \$100K MRR

Launched a bunch of awesome new features

We're at 1,002 paid teams, \$100,314 MRR (+20.5%), 7.2 months of runway

How you can help

Put this section up top. Your investors want to help, but don't want to have to dig around for what you need. Make this the first thing they see.

Ask #1

Think about how your investors can help you. Usually an ask here is going to be an introduction request to a potential investor, prospect, partner, etc. Intros are always a good ask because they're typically quick and you're more likely to get a reply from who you want to meet through a warm connection.

Ask #2

You can also ask for general advice or for strategic help on things like sales, marketing, etc.

Thank Yous

Investors are busy people. Put this section up top to give them a very brief overview of anything important without having to read an entire update.

Elon Musk: Thanks for advice on leadership and aligning vectors

Mark Zuckerberg: Thanks for the shoutout on your Facebook page. Reeled us in 20 new customers! 🐼

Dharmesh Shah: Thanks for the intro to Elon. He ended up investing and giving us great advice, as you might have noticed.

TJ Mahoney: Thanks for the feedback on our pitch deck and for the Greek Chicken Salad for lunch.

Successes

List out the good things that happened this month. Make it a mix of qualitative and quantitative wins. Hopefully a lot of good stuff is happening, but keep it to high level wins and probably no more than 3-4 items.

Some good stuff - usually quantitative

Hopefully you can share actual numbers here, like hitting your revenue goals, usage goals and growth goals.

Amazing new product improvements

We usually quick bullet points of the features we launched in the month. If you ain't shipping, you're sinking.

New feature A: quick explanation

New feature B: quick explanation

New Feature C: quick explanation

Landed a big new customer/launch awesome new marketing campaign

Did you close an exciting new customer? Did you launch a new marketing campaign that went really well? Share it here. Startups can be tough and it feels good to reflect back on the wins for the month.

Challenges

Startups are hard. Share your challenges here. This section is important because investors won't know what to help you with unless you actually share what you're struggling with. This section also provides context about what's not going great, so if 🐟 hits the fan, there won't be any surprises for your investors. Bad news is like fish. Served fresh it can be palatable, but over time it smells worse and worse. The best leaders share bad news quickly (thanks for the quote, @mvolpe).

Not great news #1

Missed your sales goals? Share it.

Not great news #2

Had to let go of a teammate? Share it.

Not great news #3

Your biggest customer churned and you lost 10% of your revenue? Share it.

Next up

What are you doing to address your challenges from above? Keep these short and probably to 3-4 high level action items. Usually by the time the reader gets here, they already have a good idea of what you're going to do next month. This section should be pretty fast to write because

ideally you've already discussed your Quarterly OKRs and done your monthly planning with your team on what's up next.

Action Item #1

Our team is smart. Here's what we're up to next month.

Action Item #2

Plan to get back on track.

Action Item #3

Don't worry, we got this. Here's what we're doing.

Documenting and Sharing Past Investor Letters in Tetra

Lastly, we like to store and organize all investor letters in Tetra. This way new investors can read past updates and get all the historical context on relevant topics.