

# INVESTOR REPORTING TEMPLATE

- Keep it short and to the point - bullet points are easier to read than paragraphs of text
- Be specific, use data, and include charts where possible (revenue, users, etc)
- Send monthly to [investments@coinshares.co](mailto:investments@coinshares.co)

## Health Check

- Cash in the Bank
- Burn Rate (gross / net)
- Runway (x months / this date)
- # of Employees (FT / PT)

## Your Most Important Metric

- THIS IS OUR KEY PERFORMANCE METRIC, defined, and here it is over the last x months

## Bad News

- *Our Fault*: Here's a problem that we're facing. This is how concerned I am about it. This is the reason for the problem, and how we're addressing it.
- *Their Fault*: Here is what didn't go as expected. This is what we're going to change to make sure it doesn't happen again.
- *Crappy Market*: Here's what we miscalculated, and how we're adapting to what we've learned.

## Good News

- Here is something that is good news about something really important to the company. Here is a reason we're optimistic that it will continue, based on this key assumption.

## Sales and Marketing Update

- Here is what's going on with new leads, and what's driving them
- Here's what we're doing to get these up

## Budget Update

- Here is our cash situation and that is based on several key assumptions
- Here are upcoming fundraise plans, here's a link to a target list of intros
- Here are our next 3 hires and how they'll drive ROI

## How You Can Help

- Here are sales or investor introductions I'd like help with, and a link to a spreadsheet where you can let me know which ones you can help with
- Here are links to pre-packaged materials to make it easy for you to help (draft email, one page overview)