

Appendix - Investor Update Snapshot

A no-BS format investors will actually read—and respect.

Great updates build trust. They show you're operating with discipline, learning fast, and steering deliberately. You don't need to write essays. You need to show that someone is in the cockpit.

What to Include

Each section should be short, specific, and repeatable. Use the same format every month.

1. What's Going Well

Focus on wins and forward motion. Think traction, growth, product shipped, hiring.

Examples:

- “Grew weekly actives from 1,300 → 1,940 in 4 weeks (+49%)”
 - “Shipped v2 onboarding—retention up 11pts”
 - “Closed first paid pilot with enterprise customer”
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2. What's Not

Show you're self-aware. Name what's off-track, what you're watching, or what surprised you.

Examples:

- “Churn jumped from 3.5% → 5.2%—investigating cohort behavior”
 - “Hiring behind on backend role—2 weeks delay expected”
 - “Conversion rate from demo → paid dipped to 18% (goal was 25%)”
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3. Key Metrics

Same 3–6 metrics every time. Don’t cherry-pick.

Minimum stack:

- Revenue (MRR / ARR)
 - Burn rate
 - Cash in bank
 - Runway (weeks/months)
 - Active users
 - Conversion / retention rate
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4. Milestone Progress

Tie back to your last raise: what did you promise to prove?

Format:

-  Proved
-  In Progress
-  At Risk

Example:

-  Ship v2 + launch onboarding
 -  Hit \$40K MRR (currently \$31.5K)
 -  Mid-market sales motion (lead quality down)
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5. How You Can Help 🙏

Make it easy. Ask for intros, advice, signals. Be specific.

Examples:

- “Looking for warm intros to data teams at Series A+ SaaS companies”
 - “Hiring: senior product designer (remote OK)”
 - “Would love a sanity check on this usage-based pricing model”
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Sample Update: Clearframe (March)

What's Going Well

- MRR up 22% MoM → \$31.5K
- Closed pilot with HireLoop (\$6K ACV)
- Launched new onboarding flow—activation up 9pts




What's Not

- Lost 1 enterprise deal (legal hangup)
- Demo → paid down to 17% (rolling avg. was 21%)
- Hiring pipeline dry for design

Key Metrics

- MRR: \$31.5K
- Burn: \$28K
- Cash: \$174K
- Runway: ~22 weeks
- Active Users: 5.4K
- Churn: 4.1%

Milestones

-  Ship onboarding v2
-  Hit \$40K MRR (goal: May)
-  Mid-market sales motion

How You Can Help

- Intros to design leaders in B2B SaaS (re hiring)
 - Feedback on new pricing page: clearframe.ai/pricing
 - Advice on negotiating enterprise MSA language (security, indemnity)
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Tips

- Send updates monthly (or at least quarterly)
 - Use the same structure each time
 - Don't hide bad news—call it early
 - Use bullets, not paragraphs
 - Respect time: keep it tight
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If you're calm, clear, and candid—investors will notice.