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**[Company Name] Update**

**MM.DD.YY.**

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**TLDR:**

* One or two sentence summary of the most important takeaways from the last update.
* One sentence that reflects the state of mind of the founders. Worried? Optimistic? Burned out?
* If there is a specific, high-priority ask, put it here as well.

**Highlights:**

* Major wins and accomplishments.
* Be sure to include hitting goals or exciting learnings from trying to achieve those goals.
* Feel free to include stuff that was not part of the list of goals if they are important highlights.

**Core Metrics**

**Metric Name** *(e.g. Monthly Active Users)*

* *Explain the data in a few short sentences above a screen shot of relevant charts, graphs, or tables. Include previous months for comparison.*
* *(Include 3-5 similar sections – one per metric – depending on the specifics of your business, your goals, and your current KPIs.)*

**Challenges:**

* Stuff that didn't go well.
* Be sure to include missing goals and your reflection what you are learning.

**Goals:**

* What are the top 1-3 things you are looking to accomplish in the next 2-4 weeks? Be specific because you should revisit them in your highlights and challenges in the next update.

**Asks and Thanks:**

* Be specific about your asks.
* Call out people who did helpful stuff. It makes the helper feel good and motivates everyone else to try to help in the future.

**Finances:**

* Cash in the bank. Burn. Runway & cash-out date.
* Call out any big unexpected changes that meaningfully impacts runway.
* This goes further up to the top if you are in danger of running out of cash.
* ***Link to a Google spreadsheet you use to track finances.***

*(This section will be a recurring item in each board meeting, so linking to a shared spreadsheet is an easy way to provide this information. In most cases, this will be an FYI more than a discussion point.)*