

## CEO MESSAGE:

Give us big picture on how business did this month, what your key areas of concern are and where we need to go. We had a great month with new VP Sales Hire Tim Smith. We grew our registrations to over 12k monthly and most importantly converted 3 of our pilot customers. Am still concerned about how to scale downloads-have not figured out how to increase download rate. We are looking at a number of measures. Strategic partners like Partner 1 and Partner 2 reached out to us so nice to be loved. Meetings scheduled for later this month to discuss a go-to-market plan.

## DASHBOARD:

this is where you have your key metrics that you follow laid out so everyone can see the progression of your business and understand the leading indicators and where you did well, where you need to improve, and where you did poorly. A little commentary on this could be helpful...

Company XYZ Dashboard					
	<u>Jan-10</u>	<u>Feb-10</u>	<u>Mar-10</u>	<u>Apr-10</u>	<u>May-10</u>
<b>Visits</b>	1,000,000	1,250,000	1,500,000	1,750,000	2,000,000
<b>Downloads</b>	30,000	37,500	45,000	52,500	60,000
<b>Registrations</b>	6,000	7,500	9,000	10,500	12,000
<b>Reg Conversion %/Visit</b>	0	0	0	0	0
<b>Total New Users</b>	4,500	5,625	6,750	7,875	9,000
<b>Total Active Users</b>	4,500	10,125	16,875	24,750	33,750
<b>New Premium Subscribers</b>	900	1125	1350	1575	1800
<b>Total Premium Subscribers</b>	900	2,025	3,375	4,950	6,750

Next sections are by department updates-what are goals for the month, how did u do versus last month, any other update

## PRODUCT:

- Updated UI to improve clickthrough rates for visitors-improved from 1.5% to 3%

- Database on backend is slow-working on plan to fix
- Working on releasing 1.2. Major product features include integration with facebook connect to invite friends, etc...No major roadblocks
- Product Roadmap for next 30 days...key features include...
- Key challenge-do we build in feature 1 first or focus on scaling backend?

## **SALES:**

- Signed 5 pilots, converted 3 pilots out of 5 from last month
- Signed on 3 new enterprise customers – Customer 1 for \$3k per month, Customer 2 for \$6k per month, Customer 3 for \$6k per month
- Lost 3 deals to Competitor #1-said our product lacked features, pricing wasn't competitive, etc
- Key Challenge: cost of sales is still high, should we bring in inside sales to try new methodology

## **KEY HIRES:**

- Hired new VP Sales-Dr. Seuss, thanks for all of your help-he comes from Company A and was a VP Sales there having built revenue from zero to over \$20mm-came through Investor referral
- Next big hire we need is a VP Product Mgmt – specs attached-need to help drive product direction

## **COMPETITION:**

- Competitor 1 hired new CEO and raised \$10mm financing
- Competitor launched new features on their platform and signed up Partner 3

## **FINANCE:**

	<u>Jan-10</u>	<u>Feb-10</u>	<u>Mar-10</u>	<u>Apr-10</u>	<u>May-10</u>
<b>New Bookings</b>	0	5,000	5,000	5,000	15,000
<b>Revenue</b>	0	5,000	7,500	12,000	15,000
<b>Gross Burn</b>	50,000	55,000	70,000	90,000	100,000
<b>Net Burn</b>	-50,000	-50,000	-62,500	-78,000	-85,000
<b>Beg Cash</b>	1,250,000	1,200,000	1,150,000	1,087,500	1,009,500
<b>Ending Cash</b>	1,200,000	1,150,000	1,087,500	1,009,500	924,500
<b>Months Cash left</b>	24	23	17	13	11
<b>Total Employees</b>	5	5	7	8	8

<b>Total Contractors</b>	2	2	2	3	3
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This looks like a lot of info but trust me not that much to maintain and u should keep a pulse on this at all times

### **INVESTOR VALUE ADD:**

- Need introductions to strategic partners
- Look at sales pipeline and see if u can help with any intros
- Need to hire 2 new engineers-ruby on rails...