



**NEWTOWN**  
PARTNERS

VENTURE CAPITAL BY ENTREPRENEURS

Board Pack Template

## Agenda/ Time Allocation

- Performance Overview 20 minutes
- Calibration 20 minutes
- Long-term Strategy 20 minutes
- Focus Sessions 25 minutes
- Wrap Up 5 minutes



# Performance Overview

## Highlights .

*\*\* Give bullet-point summary of the opportunities and execution success in the last quarter, use headings below to structure your thinking*

- Growth (Financial and/or Customer)
- Market Dynamics
- Product
- Team

## Lowlights

*\*\* Give a bullet-point summary of the challenges and execution risks, use headings below to structure your thinking*

- Traction
- Cash Burn
- Competition
- Churn (Customer and/or team)

Summarize in a line what you need help with

## Big Picture (Key KPI Summary)

Revenue

XXXX

(+/- QoQ growth)

% Take Rate

XXXX

(+/- QoQ growth)

Average Basket Size

XXXX

(+/- QoQ growth)

% Conversions

XXXX

(+/- QoQ growth)

# of Subscribers

XXXX

(+/- QoQ growth)

Gross Margin

XXXX

(+/- QoQ growth)

# of Orders

XXXX

(+/- QoQ growth)

ARPU

XXXX

(+/- QoQ growth)

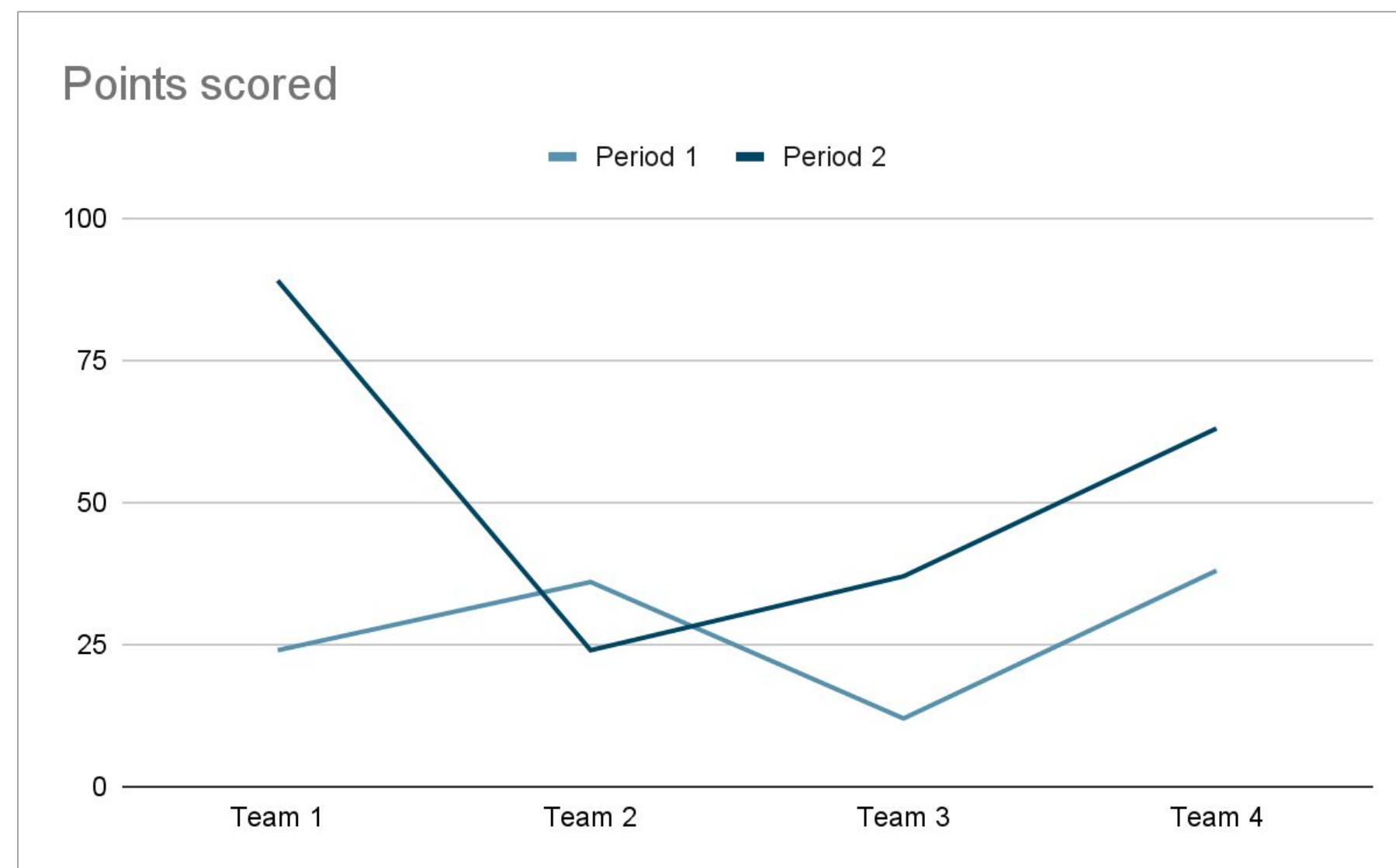
Burn

XXXX

(+/- QoQ growth)

# Financial Results

- Graphing Key KPIs (Revenue & Burn) over the past 12 months
- And compare this to the 12 month budget



# Capital Efficiency

- How much did startup burn in the quarter?
- What did they do with this capital?
  - Grow revenue?
  - Build out technology?
  - Hire team members?
- Unit Economics
  - CM 1 - 3 (QoQ growth)
  - CAC
  - Lifetime value

# Calibration\*

\*Overview of different products and geographic expansion

## Category 1

*\*\* Give bullet-point summary of the opportunities and challenges in the last quarter, use headings below to structure your thinking*

- Market Dynamics
- Explain Revenue growth QoQ
- Number of MTU (retention QoQ)
- Conversion rate from MTU to orders
- Average Basket Size (growth QoQ)

## Category 2

*\*\* Give bullet-point summary of the opportunities and challenges in the last quarter, use headings below to structure your thinking*

- Market Dynamics
- Explain Revenue growth QoQ
- Number of MTU (retention QoQ)
- Conversion rate from MTU to orders
- Average Basket Size (growth QoQ)

**Summarize in a line the main takeaway**



## B2C (Key KPI Summary)

GMV  
 xxxx  
 (+/- QoQ growth)

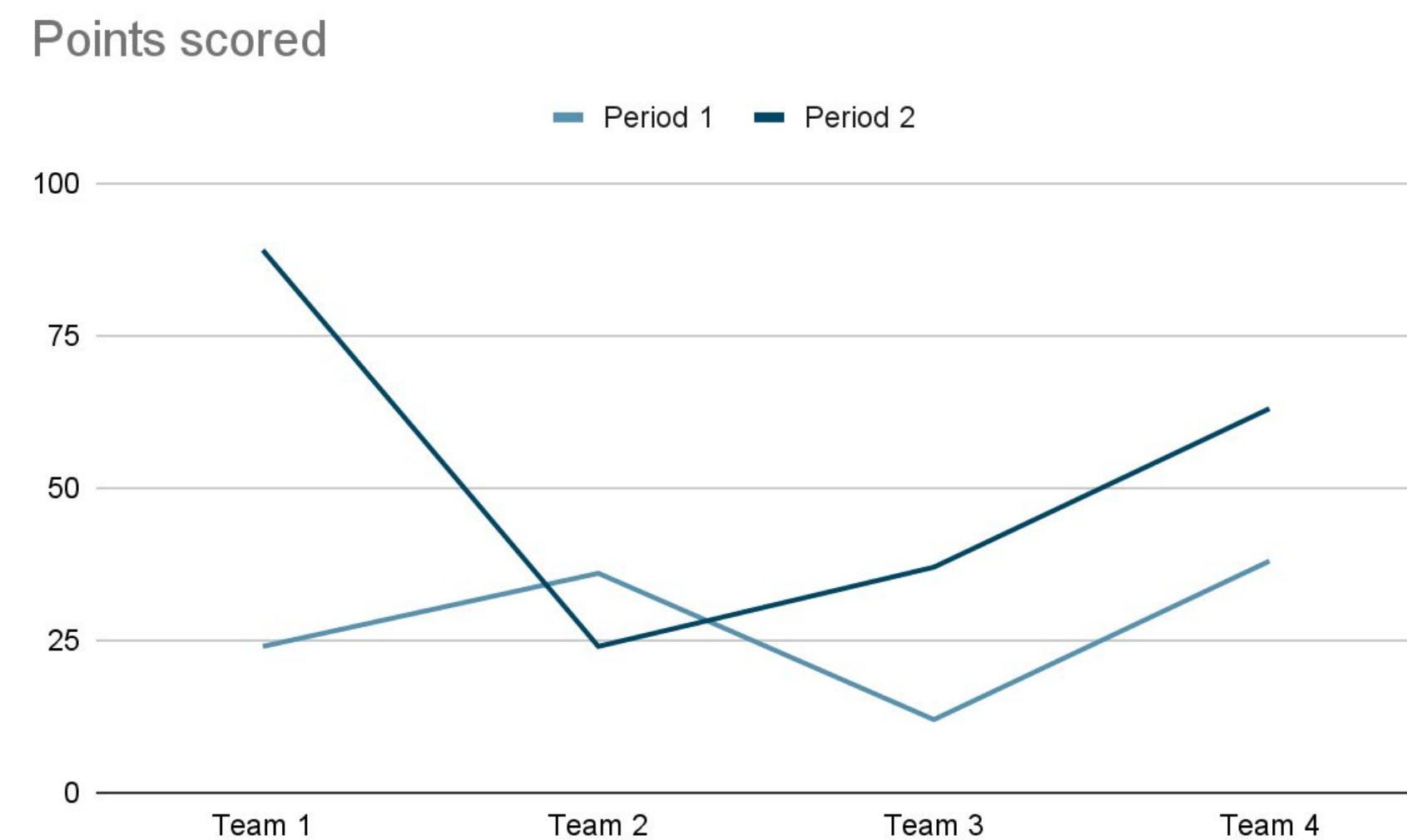
Marketing Spend per Order  
 xxxx  
 (+/- QoQ growth)

Revenue  
 xxxx  
 (+/- QoQ growth)

# of Orders  
 xxxx  
 (+/- QoQ growth)

Tell a story about this product, what are the challenges and opportunities?

Utilize graphs and pictures to help investors understand performance over time, and in each location.



## B2B (Key KPI Summary)

Revenue  
 xxxx  
 (+/- QoQ growth)

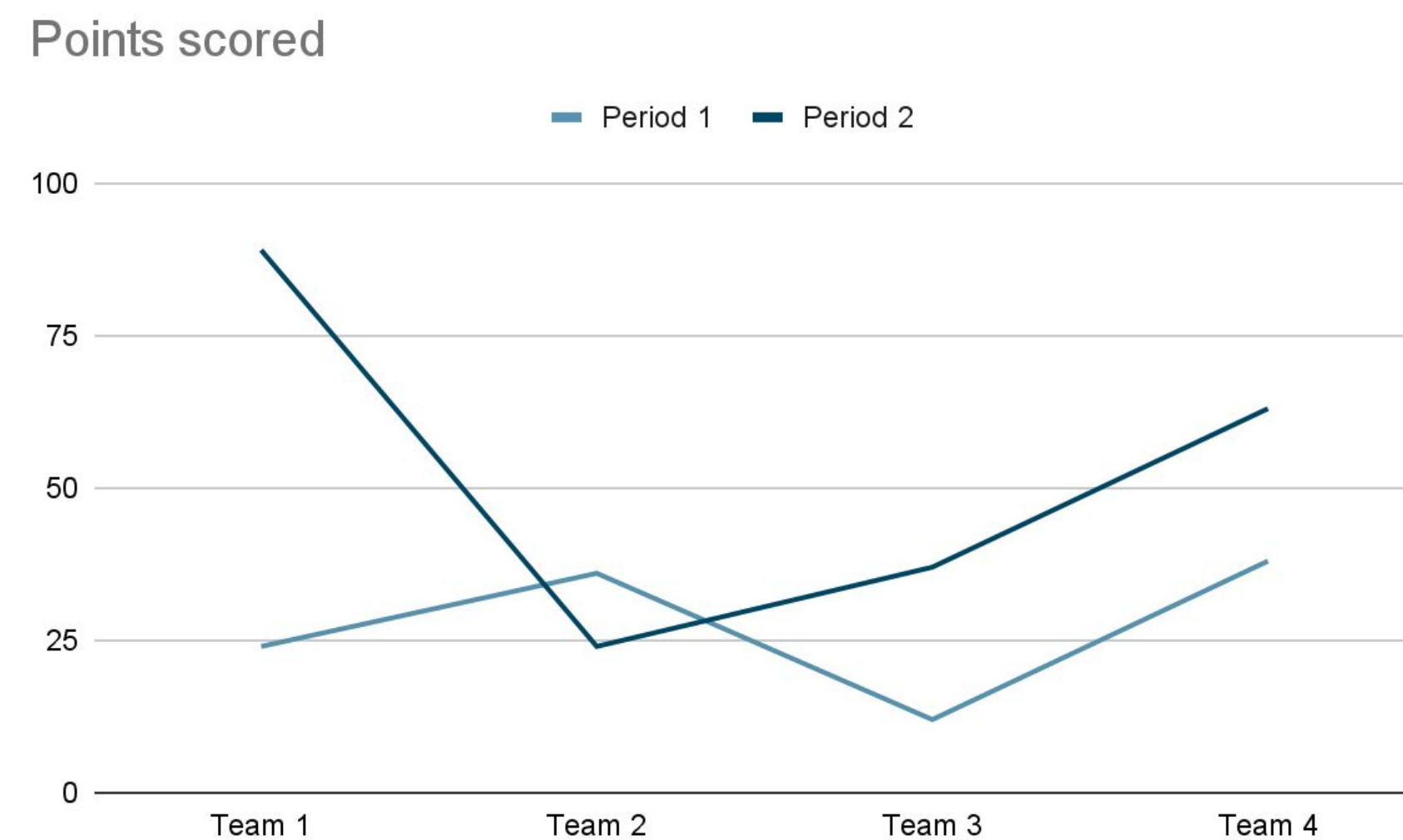
# of Orders  
 xxxx  
 (+/- QoQ growth)

# of Inventory Days  
 xxxx  
 (+/- QoQ growth)

Marketing Spend per Order  
 xxxx  
 (+/- QoQ growth)

Tell a story about this product, what are the challenges and opportunities?

Utilize graphs and pictures to help investors understand performance over time, and in each location.



# Long Term Strategy\*

\*What is the startup's long-term vision, and what goals have they set to achieve this?

## Where are we?

- \*\* Company composition (FTE by department)
- \*\* Product roadmap (Current vs. Future)
- \*\* Marketing performance vs. Market share
- \*\* Competitive intelligence (Strategic positioning)
- \*\* Key partnerships & network effects
- \*\* Business development (Depth vs. Breadth)

## Where are we going?

- \*\* Outline what your long-term strategy is and provide 3 key goals to achieve this
- \*\* For each goal, show progress, where there have been challenges and a timeline for achieving this goal
- \*\* A slide per each goal

Summarize the main goal in one sentence

# Focus Session\*

\*Opportunities/challenges the startup requires deeper thinking on

## Focus Session\*

\* Below are examples of what this session could explore, please use data to make the case for taking an opportunity and provide 1-2 options.

We can brainstorm the benefits and risks of each option by asking: How will it grow revenue? What is the effect on costs/burn? How does it help you achieve your long-term vision?

Discuss expansion plans, compare market dynamics in each country and choose most favourable.

Discuss pricing strategy and what new features would they pay more for?

## Board Approvals\*

Decisions that need to be made at a board level and minuted examples are included below, but this will align with your Certificate of Incorporation as to what decisions require board approval.

- Raising capital
- Selling your stake
- Stock option grants
- Hiring or firing the management team

**Set next steps with minuted timelines**