Company Logo

Board Meeting
MM/DD/YYYY

First Board Meeting only

In your first board meeting after our investment:

- Se the cadence of board meetings & people to attend. Best to send invites for the entire year now so get on everyone's calendar.
- Report on D&O and Key Man insurance. This should be in place.
- Review any open "conditions to close" – please review term sheet or final documents for any "conditions to close" that have not been met.
- Discussion of board needs (monthly financials by the 15th of every month; board decks 1-2 days prior to board meetings)
- Discussion about your advisors (CPA in place? Other consultants we can recommend – CEO coaches, HR or staffing help, coding help, etc.)
- Overview of Cofounders Capital resources (templates, vendors, areas we can typically be helpful in)
- Overview of board duties: what do you need to have your board approve (options, equity, debt, salaries in some cases, other "protective provisions")

What We Took from Last Board Meeting and Actions Taken

- item 1
- item 2
- item 3

CEO - State of the Union Overview

A quick high level overview

Highlights

- Highlight 1
- Highlight 2
- Highlight 3

Challenges

- Challenge 1
- Challenge 2
- Challenge 3

Company Needs

- Need 1
- Need 2
- Need 3

Finances Update

- Major/Unusual Expenses
- Financial Update
  - Review of P&L and Balance Sheet – Questions
  - Review of Model Forecast
- Forecast Changes
- Key Metrics
- Updates to Key Assumptions
- Cash Out Date and Future Funding Needs

March 2024

	plan	YTD
revenue	$901k	$748k (↓$283k)
expenses	$989k	$926 (↓$63)
cash	$765k	$511k (↓$254k)

REVENUE	Jan-24	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Year To Date			Q1	Q2	Q3	Q4
PLAN	385	363	283	240	252	261	261	271	280	280	289	308	3,474	Actual	Plan	Variance	1,031	753	812	878
'24 Jan	181	537	274	240	252	261	261	271	280	280	289	308	3,436	181	385	(204)	993	753	812	878
Feb		385	361	292	241	241	250	260	260	269	278	297	3,316	567	748	(181)	928	774	770	844
Mar			181	117	253	296	272	252	262	262	196	206	2,864	748	1,031	(283)	748	666	786	664
Apr																				
May																				
Jun																				
Jul																				
Aug																				
Sep																				
Oct																				
Nov																				
Dec																				
Total																				

EXPENSES	Jan-24	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Year To Date			Q1	Q2	Q3	Q4
PLAN	308	350	331	362	365	375	363	383	378	376	376	383	4,349	Actual	Plan	Variance	989	1,102	1,124	1,135
'24 Jan	309	326	344	366	363	374	362	382	377	375	375	382	4,335	309	308	1	979	1,103	1,121	1,132
Feb		311	344	357	374	375	376	376	370	380	374	380	4,327	620	658	(37)	965	1,106	1,121	1,134
Mar			305	310	321	331	322	320	320	321	319	319	3,810	926	989	(63)	926	962	963	959
Apr																				
May																				
Jun																				
Jul																				
Aug																				
Sep																				
Oct																				
Nov																				
Dec																				
Total																				

CASH	Jan-24	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Year To Date			Q1	Q2	Q3	Q4
PLAN	54	627	765	2,015	2,389	2,042	1,933	1,682	1,351	1,166	918	595	595	Actual	Plan	Variance	765	2,042	1,351	595
'24 Jan	305	481	474	1,973	2,458	2,112	1,996	1,746	1,417	1,232	985	663	663	305	54	251	474	2,112	1,417	663
Feb		653	494	2,093	2,493	2,140	1,917	1,783	1,456	1,163	1,028	709	709	653	627	26	494	2,140	1,456	709
Mar			511	297	570	524	1,048	1,209	997	926	800	517	517	511	765	(254)	511	524	997	517
Apr																				
May																				
Jun																				
Jul																				
Aug																				
Sep																				
Oct																				
Nov																				
Dec																				
Total																				

Financial Update

1. Over right formulas in previous month with realized numbers. Change color actuals.

1	SoftZest, Inc.		Projections					
2	**Addressable Market Assumptions**		**MARKET CAPTURE**	**14-Sep**	**14-Oct**	**14-Nov**	**14-Dec**	**15-Jan**
3	Communities on boarded per month	20	Active Communities Implemented	29	49	69	89	109
4	Average total homes per community	175	Homes in Communities	5075	8575	12075	15575	19075
5	Percent home owners that join network	75.0%	Home Owners in Network	3806	6431	9056	11681	14306
6								
7	**Revenue Assumptions**		**REVENUE**					
8	Offers presented per community	4.0	Unique Vendor Offers	116	196	276	356	436
9			Offers presented to home owners	15225	25725	36225	46725	57225
10	Percent conversion on campaign offer	4.50%	Offers Accepted by home owners	685	1158	1630	2103	2575
11	Average price of an offer	$100.00	Total Revenue	$68,513	$115,763	$163,013	$210,263	$257,513
12	Commission on revenue	12.0%	*Gross Profit*	*$8,222*	*$13,892*	*$19,562*	*$25,232*	*$30,902*
13			*Annual Run Rate*	*$822,150*	*$1,389,150*	*$1,956,150*	*$2,523,150*	*$3,090,150*
14								
15	**Expense Assu**		**EXPENSES**					
16			Payments to Vendors	$50,000	$60,291	$		
17	**Staff Expense Assumptions**							
18	Communities a CC can manage	75.0	Community Managers Needed	1.4	1.7	1.9	2.2	5
19	Community Coordinator average salary	$55,000	Cost of Community Managers	$6,356	$7,578	$8,800	$10,022	$1
20	CEO salary	$50,000	CEO	$4,167	$4,167	$4,167	$4,167	$4,167
21	COO salary	$50,000	COO					$4,167

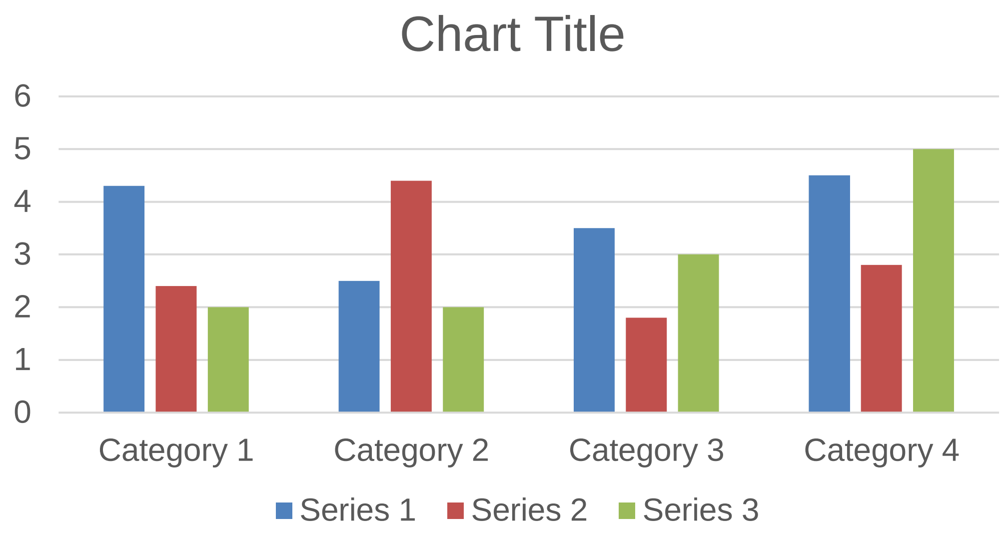
2. Make note of any assumptions that have been updated based on actual new data points.

3. Point out any inflection points in your forecast where major changes occur.

Key Performance Indicators

- **Sale Cycle**
- **Monthly Burn**
- **Customer Retention**
- **Average size of contracts**
- **Average length of contracts**
- **Salespersons at or above quota**
- **Software uptime**
- **Contract renewals**
- **Sales Activities**

Sales KPI’s

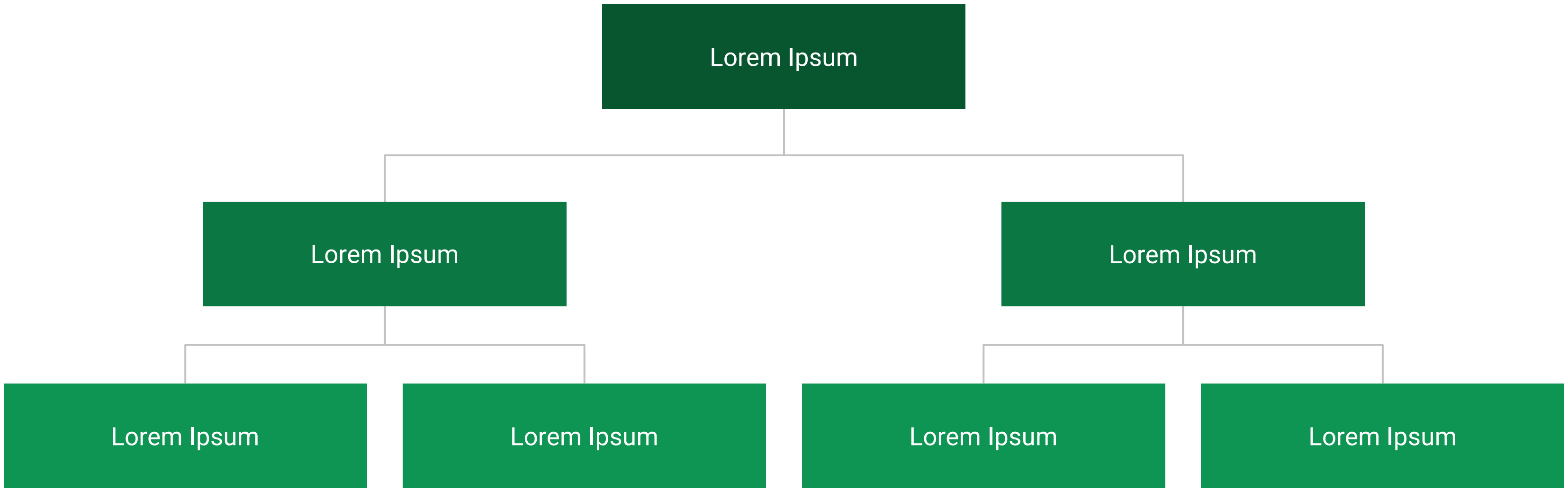


	ARR	ARR YOY growth	no. customers	net monthly burn
YTD through Mar	$1.2M	↑13%	10	$29k
2024 forecast	$1.5M	↑18%	21	$81k

Organizational Changes

- Changes in Org Chart
- Changes is Job Descriptions
- New Hires/Terminations
- Compensation Plans
- Hiring Needs

Organizational Chart



Departmental Reports

- Sales
- Marketing
- Customer Success
- Product
- Accounting
- etc.

Sales and Marketing

– Sales Metrics/Pipeline
– Cost of Customer Acquisition
– Sales Cycle
– What’s working and what’s not working
– Business Development Opportunities
– Changes in Strategy
– What we need help with

Product Roadmap

Function/Feature	Priority	Market Value	R&D Cost (Dev Hour)
Export feature of financial data in our system	1	QuickBooks customers would be able to input our data	25
MailChip integration to automate our email process	2	Would enable us to market our tool as a lead generation engine	240
Etc.	3		
	4		

Board Business

- Any votes that need to be cast?
- Approve minutes from last board meeting
- Stock options that need to be granted?
- Any plans for additional financining
- Debt, etc.

Option Grant Approvals

Total Option Currently Available in Pool: 56,000	Options Available After These Grants: 53,000	Current Strike Price $0.23

Recipient Name, Salary and Position	Options Requested Percent of Company	Previously Granted Options	Vesting Schedule	Vesting Start Date
Adam Smith, $120K+ Vice President of Sales	3000 .33%	10,000 1%	Standard	2/1/2024

How The Board Can Help You

- Before you get to the last slide and adjourn the meeting, make sure that you make specific requests for help
- If asking for intros, be specific; The company, the title of the person, the actual person. Even provide a few sentences that can be forwarded on
- Ask/Assign specific Board members to perform certain tasks. You should know who on your Board is the right person to perform these.
- Set a timeline/deadline/follow up to see if they get it done.

Question

- New Business?
- Review Deliverables/Action Items
- Tabled Items
- Motion of Adjourn