**Memo**

An investment memo is a clear and concise articulation of the key components of your company and what the rationale is for investing in it.

Writing one helps clarify your company’s story and pitch. VCs also write investment memos of their own, so doing the work for them is a way to incept your vision of the memo into their brains.

A memo is particularly effective if you can write well. It stands better on its own as the deck (sent ahead of time) can miss context provided by your voiceover. Founders tell us that memos sent before meetings in place of a deck provided the necessary to set up an engaged conversation from the outset. For an example of how Rippling used their memo to raise their Series A, see this post by Parker Conrad.

Here is the template we use to guide our founders in drafting their memo:

**YC Series A Memo Template**

Introduction (roughly a paragraph each)

What do you do?

We bring people together to collaborate, read, and share. With YourKnow you can collaborate in live sessions with people around the world, read works others have published and keep in touch with friends and family.

What problem are you targeting?

No free ”live” group collaboration workspace, tools and features for the average user.

No online platform with “free” unlimited reading and access to shared books and user content.

How does the world work now in relation to this problem?

The world uses google docs (etc.) to patch-fix this issue. The challenge is that google docs does not have any live collaboration tools to effectively manage a real time collaboration.

How do you solve the problem?:

We created a cloud solution platform where users can have a live collaborating experience, and also create, share (publish), read, and manage content.

How does solving the problem change behavior and make you money?

Users now have the option of using a live collaboration platform that allows them to not only collaborate live, but also to manage content, groups, discussions and schedules.

What is the scale of the opportunity?

Education institutions, Students, Writers, Musicians, Hobbyists

Traction / Metrics

Discuss traction up to now (include a chart).

<1.5k users, also see deck for future projections if needed>

Discuss main related metrics, such as churn, ACV, rake.

No churn.. no ACV

Discuss revenue drivers.

<See Deck>

What does go-to-market look like?

Challenges to Growth

What's prevented you from growing even faster?

Major funding.

How will raising money solve this problem?

Major funding will facilitate a comprehensive marketing campaign and infrastructure enhancements.

Market

Who are the customers?

Education Institutions, Students, Writers, Musicians, Hobbyists

How do they think/act?

Target customers are predictable and consistent: they require structure and management for collaboration and data sharing.

How big is the opportunity they represent?

Opportunity is global.

Future States

What happens to the market as you start to win?

The current market which is cost based, will begin to dissolve. YourKnow will dominate this global market.

How do you change the market and where does that lead your company?

YourKnow is a disrupter platform. The reduced cost for access to live collaboration and document management tools will benefit users. YourKnow will be pioneering this effort of making knowledge and information available to users for free.

Competitive Landscape

What is your competitive landscape and how do you defeat it?

<Insert the comparative chart>

Team

Who are you and what makes you special?

<Insert the team bios>

FAQ

Surface the main objections you are likely to face, and eloquently knock them down. Data is good here.

Eric…

This is probably the part where the memo is most powerful relative to a deck.

Use of funds

How much have you raised in the past?

Eric…

How much are you raising and what are you going to do with it?...

Eric…