Anish:
Okay before we wrap up, let's go through the numbers from this month. Overall I think we had a solid run.

Shivansh:
Agreed. Revenue came in at just under forty two thousand dollars, up from thirty one thousand last month.

Ayush:
That's roughly a thirty five percent jump month over month, which is way ahead of where we projected in the deck.

Sanket:
On the user side we crossed eighteen thousand signups, and weekly active users are sitting around seven thousand two hundred.

Anish:
What does that put our activation rate at?

Sanket:
Around forty percent from signup to first meaningful action within the first week. It was thirty three percent last month, so that's a real improvement.

Shivansh:
Churn is the number I want to flag. We're at six percent monthly churn right now, which is still higher than I'd like.

Ayush:
Six is manageable but we should get it under four before we go out for the next round. Investors are going to ask about retention curves immediately.

Anish:
What's driving the churn, do we know yet?

Sanket:
Mostly the free tier users who never convert. Paid tier churn is actually closer to two percent, which is healthy.

Shivansh:
That's reassuring. So the core paying base is sticky, it's the funnel above it that's leaking.

Ayush:
Right, so maybe the fix isn't retention tooling, it's tightening who we let into the free tier in the first place.

Anish:
Makes sense. Let's park that and come back to it next week with a proper plan.

Sanket:
On the cost side, burn was around twenty two thousand this month, so we're still comfortably cash flow negative but the gap is narrowing.

Shivansh:
At this run rate we've got about fourteen months of runway left, assuming costs don't spike.

Ayush:
Fourteen months is workable, but if we want to raise, we probably want to start conversations in the next two to three months, not wait until we're down to six.

Anish:
Agreed. I'll start reaching out to a few angels this week just to gauge interest before we formalize a pitch.

Sanket:
Also worth mentioning, our customer acquisition cost dropped to about eighteen dollars, down from twenty six.

Shivansh:
That's mainly from the referral program kicking in. Almost a quarter of new signups this month came through referrals.

Ayush:
That's a great channel to lean into harder since it's basically free growth compared to paid ads.

Anish:
Let's double down on that then. Can we get a referral incentive test running by next week?

Sanket:
I can have a first version ready in a few days. Nothing fancy, just a credit system to start.

Shivansh:
Sounds good. Overall I think this was a strong month. Revenue up, CAC down, paid churn low. The free tier leak is the one thing to fix.

Ayush:
Agreed. If we can hold this trajectory for another quarter, the fundraising conversation gets a lot easier.

Anish:
Perfect, let's lock these numbers in the deck and revisit the churn plan on Thursday.