



June 2021 | INVESTOR MEMO

Since founding in 2018, *Tuesday's* software solution has empowered over 20,000 users to be more productive in achieving their business goals. Yet, despite robust financial performance across business segments, the effects of the COVID-19 pandemic also left its mark on our numbers. Our executive team has voted to initially address this with a growth-focused targeted marketing and sales campaign ahead of our anticipated next financing round in 12 months.

Our strategy will commence in phases, beginning August 2021. Key pillars of this plan are:

- I. **Boost Sales Outreach:** We'll add two new members to our sales team to boost outreach.
- II. **Amplify Product Awareness:** We'll increase marketing spend by 50% to amplify product awareness.
- III. **Reduce CAC:** We'll address inefficiencies in the marketing and sales funnel to reduce CAC.
- IV. **Customer Education:** We'll create a customer success team to boost existing customer satisfaction and product knowledge.

Launching a strategic effort to address these four pillars will allow us to improve short-term undesirable trends in customer churn rates and customer acquisition costs before they begin to harm the company. Further, this effort will result in an expansion of our core product's customer base, leading to an increased revenue growth rate and positively impacting our valuation at our next raise. It will also shorten our timeline to profitability by five months - now forecasted to occur in February 2022.

These projected positive trends will enable us to direct funding towards our development roadmap. Through this longer term strategy we anticipate first addressing issues in the company culture before investing in a broader product suite roll-out. For details, go [here](#).

More than 50% of workers report that their energy and drive is highest at the beginning of the week, and 35% name the second day of the week as their most productive day. With 100 employees nationwide, we at *Tuesday* are on a mission to optimize the business experience and make every day as productive as most people's Tuesdays.

Sincerely Yours,

Executive Board, Tuesday Inc.

S. Arthurs-Schoppe R. KRUCHTEN N. Mendler B. Palmer A. Roesse R. Sebald