

Example email - If you have a pre-existing relationship with a founder of another company that received investment from this investor prospect:

“Hi {Investor’s name},

I hope my email finds you well.

I am contacting you as I know {name of the founder of another startup} from your portfolio company {Startup from portfolio name}.”

“You might be interested in {MY COMPANY}. We are raising {US\$1.5} million to propel the company’s expansion and strengthen its technology development capabilities.”

“I have included a high-level summary below and attached a brief teaser on MY COMPANY’s progress.”

“Top-line growth: {MY COMPANY} closed {2020} at {US\$XX million} in revenue, targeting {1,000%} growth to {US\$XX million} in {2021}. Year to date, we’ve secured revenue of US\$XX million with a qualified pipeline.”

“{MY COMPANY} operates in the enterprise data and analytics space – analytics, predictive analytics, machine learning, and vertically focused data services. The market was forecasted by Gartner to exceed {US\$33 billion in 2016}, up from {US\$27 billion in 2015}.

Customers: Leading F500 across five sectors (food & beverage, finance, energy, pharmaceuticals, and information and communications technology), including clients such as A, B, C, D.”

“Team: Strong executive bench (Microsoft, Oracle, Facebook, etc.). Top chief marketing officer on board since July 2016 (McKinsey). Fourteen full-time staff, a 16-member part-time virtual data team.

Technology: A proprietary, mobile-, and web-based XX.”

“Let me know if you are interested to know more about MY COMPANY and I’ll be happy to do a virtual video call [or meet you at your office]”.

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