

CapitalPitch 

*A Sample
Guide for Founders*

7 Emails for Potential Investors

*Start with an
Email
Communication
Strategy*

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Chapter One

Introduction
The Email Strategy



The Importance of an Investor Email Strategy

Always be Pitching, Never be Bitching!

As a founder, there are many ways in which to showcase your Startup to potential investors. A website, videos, pitch events and marketing campaigns (to name a few) should all be part of your strategy to raise capital. Do not, however, underestimate the power of the humble email when well crafted and used correctly.

Emails to potential investors need to be well planned and well thought out. Just like the rest of your investor strategy. In this eBook are SAMPLE emails based around different situations or scenarios, where a protocol should be followed in order to gain an investor's attention, confidence and trust.

Want to know the some of the key tip to remember when you are emailing investors?

Busy people, especially wealthy investors, receive hundreds of emails every day with **“potential business opportunities”** or **“Seeking investment”** in the subject line. Often these are long diatribes with every conceivable detail about the business and/or product. They often arrive cold (with no introduction from someone they trust) and contain a bunch of attachments.

An investor will not read an email like that!

So if you want to be the diamond in the rough, then you need to think outside the box! Find one of their portfolio companies or close friends to make an introduction. Keep your first email <2 paragraphs with a very short exec summary attachment in a follow up email once they've express interest. Focus on WIIFM (What's In It For Me - the investor).

Before you send off an email to a potential investor, put yourself in their shoes and try to create an email that will capture their attention. Some questions to think about before drafting your email could be:

1. **Subject Line** - why would an investor open this email?
Remember hundreds of emails!
2. **Personal Connection** - Is this person legit? Or does it look like spam
3. **What does your business do?** Remember your Key Investible Points!
4. **Traction** - do you have any? Clearly define it!
5. **Team** - who is involved? Can you make this business work?
6. **Proof** - What are the business successes so far?
7. **The Ask** - What exactly are you asking for of the investor?

Chapter Three

Sample Email 1
The Teaser



The Teaser Email

You only offer a hint of what is to come!

The Teaser email, like its title, is about enticing the investor by giving them a taste for what your Startup is about, without giving too much away.

The goal of this email is to see if an investor is interested, so that you don't waste their or your time. If the investor is interested, you might follow up with a copy of your Startups Executive Summary or suggest the opportunity of a face to face meeting, so you can have a chat and pitch.

A teaser email could look something like this:

Teaser Email Sample

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: A little intro to CompanyName

Hi David,

I am "Citizen Australia" and I am Co-founder of a Startup called "CompanyName". We are seeking smart and strategic investors in our (pick one) "Pre-Seed / Seed / Series A" funding round.

So far we have achieved:

1. Overview of the business in 1 bullet point
2. Revenue is x per month
3. Traction is x per month
4. The Co-founder are: (included LinkedIN links)

If you would like to know more please contact me directly on "mobile number" or "email address"

Look forward to hearing back from you
Citizen Australia.

Remember, the teaser email should include no more than 2 paragraphs and 4-6 bullets. Include the industry being disrupted and the credentials that make your Startup stand apart from competitors.

Keep the email short (in length) and direct.

It's a teaser, so don't give everything away up front! Leave the investor wanting more!

Chapter Two

Sample Email 2
The Follow Up



The Follow Up Email

You've got their attention. Now what?

So you've sent them a teaser, got a response and now you need to send further information and ask for a meeting or call.

The investor is still evaluating you. Nothing says "I am ready for investment" better in initial communications than a founder that respects an investor's time by sending short, concise and important information. So it's time to attach your killer exec summary.

Follow up Email Sample

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: Thank you, here's some more information

Dear David,

Thank you so much for the response. It would be great to catch up with you soon via a meeting or call to discuss further. When would work best for you?

Attached is a little more information about "CompanyName"

I look forward to hearing from you,
Citizen Australia.

Chapter Four

Sample Email 3
The Introduction or Referral



The Introduction or Referral Email

It is a HUGE advantage to have an introduction!

Another type of email is the Introduction or referral email. There is where “X” has referred an investor to you. This is one of the most effective ways of meeting investors.

The common etiquette is to thank the person for the introduction and send them to BCC so they don’t get an inbox full of correspondence.

Referral Email Sample

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: Re: Introduction from Jane

Thank you so much for the introduction Jane (to BCC),

Hello John, great to e-meet you!

My name is “Citizen Australia” and I am Co-Founder of a Startup called “CompanyName”.

Jane told me a little about your background and it sounds like you could add a lot of value to “CompanyName” as a potential smart & strategic investor.. At “CompanyName” we ---describe your company in one sentence---

Here are some highlights and attached is an exec summary:

1. Revenue is x per month
2. Traction is x per month
3. The Co-founder are: (included LinkedIN links)

I’d greatly appreciate your feedback.

Regards,
Citizen Australia

Chapter Five

Sample Email 4
The Fan



The Fan Email

OMG! I am such a huge fan! Gush, Gush, Gush!

This is where you are contacting an investor out of the blue but you are aware of their background and previous investments.

You may read a blog post or article written by the investor. You may also have heard them speak, give a talk or seen them at an event and so there is an opportunity to connect on common ground.

So with this mutuality in mind, this is where you should start

FAN SAMPLE

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: Attended “event” or “Read your blog” and I would like to introduce you to “CompanyName”

Hello John Smith,

My name is “Citizen Australia” and I am Co-Founder of a Startup called “CompanyName”. I recently “attended event” or “read your article / blog” where you discussed “insert the topic covered” and I wanted to get in contact to say that I couldn’t agree or disagree with you more! (recommend that you agree! however if you disagree, be sure to back up your argument with solid references and substance!)

I am aware of your background in “insert background / investment history here” so I am emailing you today as we seek to raise capital to take our Startup to the next level. Some of the key highlights to our business are:

1. Revenue is x per month
2. Traction is x per month
3. The Co-founder are: (included LinkedIN links)

Please let me know if you'd like some further information or to discuss.

I can be contact on this "email address" and or on mobile number "mobile number" should you like to know more.

Looking forward to hearing back from you.

Citizen Australia

If you are sending the "Fan" email remember to mention why you are a fan!

Be sure to include why you think the investor would be interested in a Startup like yours.

Importantly, keep it short and to the point. Don't send a thesis of an email - people don't tend to read these... unless you're a lawyer!

Tie in the subject subject line to the body of the email.

Chapter Six

Sample Email 5
The FOMO



The Fear of Missing Out Email FOMO

This startup presents a huge disruptive opportunity!

The FOMO email is one of the hardest to write. It is difficult to create excitement without sounding conceited, condescending or pretentious.

So we STRONGLY RECOMMEND that your Startup has secured a reputable and respected lead investor before you send the FOMO email!

FOMO SAMPLE

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: Lead Investor secured. Would you like to be apart?

Hello John Smith (Yes, both names again!)

My name is "Citizen Australia" and I am Co-Founder of a Startup called "CompanyName". I am emailing as we are carefully selecting some final investors in our (pick one) Pre-Seed / Seed / Series A funding round, and judging by your background and experience it seems like you could add a lot of value.

Some of our highlights include:

1. Revenue is x per month
2. Traction is x per month
3. The Co-founder are: (included LinkedIN links)

We have been fortunate enough to secure "insert name or company or VC information here" as our lead investor and we have a fantastic group together so far.

We aim to close this round by "insert date" and therefore would very much appreciate a quick chat if you have time in the coming week.

I can be contact on this "email address" and or on mobile number "mobile number" should you have some availability.

Looking forward to hearing back from you.
Citizen Australia

Chapter Two

Sample Email 7
The Formal



The Formal

Sometimes you need a little formality!

The formal email is for the Corporate Investors out there! You know who you are!

Emails to corporates need to be delivered in a clear and concise manner. Remember to check your spelling, as corporates don't forgive spelling mistakes! They also like you to reference your email, so have all your links handy and ready to go!

Formal Email Sample

From: CitizenAustralia@InvestInUs.com
Sent: Monday 27, October 2067
To: FormallInvestor@wefundstartups.com
Subject: CompanyName is looking to raise Capital

Dear David Smith (yes, include first and surname!)

My name is "Citizen Australia" and I am Co-Founder of a Startup called "CompanyName". We launched on "insert date" and our business is..... insert what your startup does in 2 sentences or less - provide a short, direct and a nice overview.

I am emailing you today as we are seeking to raise capital to take our Startup to the next stages. Some of the key highlights to our business are:

1. Revenue is x per month
2. Traction is x per month
3. The Co-founder are: (included LinkedIN links)

I would welcome the opportunity to have a face to face meeting with you and your colleagues to explain more about the business and what we look to achieve over the coming months with an investment in our Startup.

I can be contact on "email" address and "mobile" number.
Citizen Australia

Chapter Seven
Conclusion



Conclusion

Email is great. Preparation is better.

Do not underestimate the power of an email to leave a positive first impression, if it is appropriately and creatively used for effective and well considered communications.

However, you must also not underestimate the power of one poorly executed email to turn an investor off you and your startup forever. Try and tell your life story or send too much information too soon, and it's game over.

Also remember, the best possible way of contacting an investor is through an introduction. So there is a lot of pre-work and research that can be done before even sending an email. Learn about your potential investors and be smart and strategic in the way that you approach them. They will recognise this and appreciate your approach significantly more.

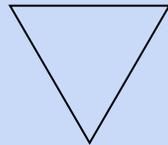
Of course, it's not always possible to get an introduction, so cold approaches can work.

Just remember that they are busy people and will appreciate your respect of their time. Have enough respect to realise that there are not enough hours in the day to read through 100+ emails that take more than 5 minutes to read.

Happy hunting!

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About CapitalPitch

We believe startup investing shouldn't be so hard. It's madness 97.3% of Startups fail at fundraising.

[CapitalPitch](#) is a platform to optimise investment in Startups. We use advanced technology to combine an investment accelerator, venture capital and equity funding platform. We've now assisted 8 successful funding rounds totalling \$13 million.

We've built a venture fund, capital raising accelerator program, series of events and we've got syndicates of Investors for our startups.

We aim to become the trusted source of Startup deal flow for other funds, high net worth individuals, family offices, corporate and institutional investors.

This means we must turn Startups into a valuable asset class. So we help businesses and Investors like you to create amazing opportunities so we all can benefit from growth and prosperity.

We have also taken the 1% Pledge. This has support from businesses like Salesforce, Blackbird and Atlassian. This is a pledge to donate 1% of our equity, 1% of our product and 1% of our staff time to a charity. We encourage you to take the pledge as well.

We're also in the process of setting up a foundation where we will give back to the community that supports and guides entrepreneurs in need globally.

Our Process

We are passionate tribe of serial entrepreneurs, technologists Investors and capital raising experts with a long term goal is to optimise investing in Startups.

We use a stepped and systematic approach to raising capital. This involves the Pitch, Commercials, Data Room, Terms, Lead Investor and then syndicating your Raise on our funding platform. If you would like to [apply for funding](#) from CapitalPitch Ventures, please [do so here](#).

A Platform to Accelerate Startup Investment

