



Investor Email Templates

eGuide

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TEN Capital Investor Email Templates

This investor email template set can help you reach out to investors through email for your fundraiser. An investor receiving your email will open, skim, read, and engage your email if you give the right information.

In emailing an investor remember these key components:

- The subject line should have a compelling statement that intrigues the investor.
- The First sentence should establish the reason for the email, which provides context.
- The second sentence shows traction and momentum in the deal.
- The third sentence highlights the team to demonstrate that you can do this.
- The fourth sentence shows validation through sales, investment, partners, and others who have joined the effort.
- The fifth sentence outlines what you want the investor to do.

Here are templates you can use for engaging the investor.

Introductory Templates

Email 1: Intro Email to the Investor

First, you must gain an introduction to the investor.

Subject line: (Name of Company) achieves record revenue increase.

Hi (First Name),

I'm reaching out as we are launching our fundraiser next week. We recently achieved record revenue and saw strong demand for our products. We have several other venture capital firms, including (VC Name) and (VC Name2), reviewing our diligence. Here are some key metrics:

- Achieved 135% growth YoY
- CAC:LTV ratio increased from 1:4 to 1:5
- Launched two new products this past quarter

You can read more in our pitch deck here (pitch deck link). If you would like to learn more about our company and the fundraiser, please set up a call here: (availability link)

(Name)
(Name of company)
(Email)
(Phone)

Email 2: Email With Referral

Use this email to reach out to an investor who has been referred to you.

Hi (First Name),

(Referrer Name) recommended I reach out to you. He indicated you have a wealth of knowledge about startup funding.

I'm working on a startup that provides real-time payments to affiliate partners.

Currently, it takes 2-10 days for affiliates to receive payment. Our process provides payment in real-time.

We've raised \$250K out of \$500K so far from the (Angel Group). I've attached our pitch deck below for further details.

I could use your advice on next steps with the startup.

Are you available next week in the afternoon of Tues, Wed, or Thursday, for a call?

(Name)
(Name of company)
(Email)
(Phone)

Email 3: Introducing Your Startup

Use this email to introduce your startup to the investor.

Hi (First Name),

I hope you're doing well.

I know that (Investor's Venture Fund) has invested in (portfolio company), so I wanted to mention (your company).

I'm a co-founder at (your company) – a (what you do in 5 words or less) with growing traction:

- Over 100K downloads with 30% engagement each month.
- +\$350k monthly revenue (broke even one year ago),
- 1:5 CAC:LTV

We're expanding our product to provide more virality. Glad to tell you more in a short call.

Do you mind if I send you a snapshot of our company?

Thanks,

(Name)

(Name of company)

(Email)

(Phone)

Email 4: Asking a Contact for a Warm Introduction

Use this email to ask a mutual contact to make a warm introduction.

Hi (FirstName),

I see that you are connected with (Name of Referrer) from (Name of his company).

I'm currently working with (Name of Company) to grow their business. They provide fintech payment solutions for small businesses.

We recently opened a fundraise of \$500K.

Would you be able to connect me with (Name of Referrer) as we believe he's a good fit for investing in our company?

Here's some verbiage you can use for a short introduction:

Hi (FirstName),

I'm talking with a growing startup that provides fintech solutions for small businesses. They recently brought on (Name of contact) who I know. They are opening a seed round for \$500K. I recommend you check it out.

May I make an introduction?

(Name)

(Name of company)

(Email)

(Phone)

Email 5: Intro Mailer Outreach

Use this email in a cold outreach to investors

Hi (First Name),

My Name is (First Name) from (Name of Company). We provide affiliate partners' payments in real-time. We use blockchain technology to enhance the payment process.

Our customers include over 300 eCommerce companies and large enterprises, including Oracle, IBM, and others.

- MRR: \$50K
- Cash: \$230K
- Team: 6 people
- Growth rate: 80% YoY

We're raising a Seed+ plus round to fill a few gaps before launching a Series A raise.

I see your fund has made investments into companies like ours.

You can read more in our pitch deck here (pitch deck link). Please let me know if you would like to schedule a call.

(Name)
(Name of company)
(Email)
(Phone)

First Follow-up Email

Hi (First Name),

Are you interested in learning more about (Name of company)? You can find more details in the email below (Intro email inline below), or you can email/call me for any questions.

(Name)
(Name of company)
(Email)
(Phone)

Second Follow-up Email

Hi (FirstName)

We'll be closing the round soon. We have \$200K in our \$1M round left to close. It would be great to have you on board. Please let me know if you have any questions.

(Name)
(Name of company)
(Email)
(Phone)

Email 6: Ultra-short Email

Use this email to make a very short introduction.

Hi (First Name),

Given you invested in (Name of similar company), does it make sense to talk? I'm building a (Name of company), a recurring revenue business that provides e-commerce companies a faster way to pay affiliates by instant payments versus three business days. We have \$24K MRR growing 30% month/month).

(Name)
(LinkedIn profile)
(phone)
(Email)

Email 7: High-level Introduction Email

Use this email to make a high-level overview of your company.

Subject: (Name of company), seeking (type of investment)

Hi (FirstName),

(Name of Company with one sentence on what the company does, including the problem you solve and solution offered).

(Provide key stats on the business)

- Growth rate
- Engagement metric
- Monetization metric

You can read more in our pitch deck here (pitch deck link).

We're raising (total amount) and have committed (committed amount) and additional interest (interest amount).

A mutual contact of ours recommended I reach out to you. (Name of contact) indicates you may find this deal attractive.

Glad to tell you more over a coffee or a call.

What is your availability?

(Name)
(Name of company)
(Email)
(Phone)

Email 8: Make Your Case

Use this email to build your case for investment.

Hi (FirstName),

(Name of company) gives companies a new payment tool for compensating affiliate partners. The main benefit is that it works in real-time. Current solutions take several days to complete. This tool makes the transfer of funds instantaneous.

The company began in 2019

- Current revenue traction is \$56K MRR
- Current profit is \$3K
- Past funds raised \$75K (family and friends)
- Cash on hand \$93K
- Number of employees: 3
- No marketing spend -- organic growth only
- Customers include IBM, Salesforce, Oracle
- Monetization model -- recurring revenue for platform access and small transaction fee.

Let's set up a call to discuss how this may fit into your portfolio.

What is your availability?

(Name)

(Name of company)

(Email)

(Phone)

Email 9: Pitching an Investor

Use this email to pitch an investor once you have their attention.

Subject line: (reply to the introduction email)

(Referrer Name),

Thank you for the introduction. Moving you to BCC.

Hi (First Name),

As (Referrer) mentioned, we're a fast-growing startup in the fintech space providing payment solutions for SMB. It speeds up the transaction by 5X over existing solutions.

We recently signed up our 500th customer and have onboarded two team members from top 5 banks,

We are looking to raise \$500K to expand our sales.

Key highlights:

- Net MR: +53%
- Paying subscribers: 493
- Unit growth: +42%
- Team: 10 people

You can read more in our pitch deck here (pitch deck link).

Can we schedule a call so we can give you more details?

(Name)

(Name of company)

(Email)

(Phone)

Email 10: The "Big News" Update

Use this email to give a news update

Hi (First Name),

Did you see that (Name of company) was just featured in the New York Times? Here's a link to the article: (link to article)

We're currently raising a \$500K seed round. Your participation would help us attract more investors. We offer you a 25% discount if you invest by (specific date). It would be great to have you on board.

Please reach out to me by phone or email at any time.

(Name)
(Company)
(Phone)
(Email)

Email 11: Update About Closing

Use this email to help facilitate the closing of the investment round.

Hi (First Name),

I would like to update you about the fundraiser at (Name of company). We are closing in 15 days and hope you can join us.

It would be great to have onboard with our investors.

Please let me know what you decide.

(Name)
(Name of company)
(Email)
(Phone)

Email 12: The Monthly Email Update About Progress

Use this email to update an investor about your progress.

Hi (First Name),

We spoke last month about (Name of company). You expressed interest in receiving updates. Here's our progress from the past 30 days.

Sales

- Net MRR increase -- 30%
- CAC:LTV ratio improved from 1:5 to 1:5.7
- Closed major account for \$50K annual contract

Team

- Hired additional sales rep
- Hired product specialist to own the core product
- Signed up five more channel partners
- Product
- Launched version 1.2 of our core product
- Installed customer service support
- Setup bug tracking system with users

Fundraise

- Raised an additional \$250K
- Bringing our total invested to \$750K
- Additional commitments of \$150K
- Additional interest of \$350K

We're looking for additional customers who need our core product. Any referrals would be greatly appreciated. If interested in joining us on this journey as an investor, we would love to have you on the team.

(Name)

(Company)

(Phone)

(Email)

Email 13: Trying to Get an Intro

Use this email to get an introduction.

Hi (First Name),

I see you invested in (Name of portfolio company). I know them, and they're a great company. I run (Name of company), which operates in the same sector. We provide real-time payments to affiliate partners. You may find our company also fits your investment thesis.

Our MRR is growing at 20% month/month.

If interested, I can send you our pitch deck in advance of a call.

Best regards,
(Name)
(Name of company)
(Email)
(Phone)

Email 14: Investor Update Template

Use this email to provide a monthly update to an existing investor.

Hi (First Name),

It's been a hectic month as we bring our next product to market. We've been working with several mid-size companies in our area to finalize the feature set. We closed another five pilots and onboarded three new companies into our program. We just hired a senior designer and a few staff members to support our growing product line. We recently received attention in a NY Times article ([link to article](#)) about our technology. After closing our Series A last May for \$3M, we now have 18 months of runway, including our complete hiring plan.

Here are the key metrics:

- Team - hired five new people
- Product - rolled out two new products
- Cash runway - maintained 18 months
- Traction - growing 15% Net MRR
- Fundraising - will start next raise in 2 months for Series B.

Sales and Marketing Pipeline:

- Our pipeline continues to increase
- 32 new logos contacted

- 16 logos in the try and buy
- Eight finishing pilots

We are looking for contacts at (company 1), (company 2), and (company 3) for our recent product launches. Please let me know if you have any connections.

Thank you for your continued support.

(Name)
(Name of company)
(Email)
(Phone)

Email 15: Heads Up Email to Show Joining a Network

Use this email to show expansion of your network.

Hi (First Name),

We are excited to announce that we are now part of the (Name of network) which provides tools for affiliate payments.

This gives us access to 30,000 e-commerce retailers through events, online directories, and referrals. This helps our branding as many customers know this network and trust it.

We believe this will significantly enhance our sales and marketing efforts.

(Name)
(Name of company)
(Email)
(Phone)

Email Series 16: Show Your Growth Story

Use this email series to show your growth story. After the introduction email, each email update follows with a short sentence showing growth rate as follows:

Follow-up email two weeks later: "Our MRR grew by 32% to \$12,450."

Follow-up email three weeks later: "Our MRR grew by 28% to \$15,936."

Follow-up email three weeks later: "Our MRR grew by 36% to 21,672."

Follow-up email two weeks later: "Our MRR grew by 29% to 27.958."

(Name)

(Name of company)

(Email)

(Phone)

Email 17: Investor Update After Funding

Use this email to update an existing investor.

Hi (FirstName),

Here's the monthly update for (Name of company). We are sending this to all stakeholders of (Name of company).

Highlights

- The company achieved a net MRR \$84,000
- We hired two more sales reps bringing our sales team to eight.
- Our flagship product released a minor upgrade which should reduce support calls by 30%
- Our previous funding round closed with \$1.2M raised.

Challenges

Our main challenge is closing pipeline leads on time. The Covid pandemic has delayed some prospects from completing their pilots.

Asks

We are looking to move into the legal space and could use your support in contacting any law firms with greater than ten employees. Please let us know if you can make an introduction here.

KPIs

- MRR \$84K
- CAC:LTV ratio: 1:5.1
- Growth rate: 85%

We appreciate your support by investing in our company.

(Name)

(Name of company)

(Email)

(Phone)

Email 18: Forwardable Email Asking for an Introduction

Use this forwardable email to have referrers forward to prospective investors.

Subject line: (Name of company): (what it does in five words or less)

Hi (FirstName),

It was great catching up last week. You can read more in our pitch deck here (pitch deck link).

Highlights:

- MRR \$84K
- CAC:LTV ratio: 1:5.1
- Growth rate: 85%

We are raising a Seed round of \$500K and have half of it committed/invested so far.

In case you know of any investors who may be interested, please forward this on.

(Name)

(Name of company)

(Email)

(Phone)

Investor Email Best practices

Target investors who fit your deal. Use portfolio companies, past jobs or employers, or social media or blog as an opener for a discussion.

Pre-header text shows up on the client's inbox as verbiage next to the subject line.

Use preheader text to augment the subject line by adding additional information.

Instead of repeating the subject line, use it to add additional information.

Keep the subject line short and relevant. Investors are looking for something they know or are familiar with.

Personalize the email with the investor's First Name. Show some indication that the email was meant for them personally and is not a mass mailer.

Set apart the Call to Action by using italics or a button.

When asking for an email introduction, use a 'forwardable email' the referrer can pass along.

Remember the old angel investor adage: "if you want money, ask for advice. If you want advice, ask for money."

Additional resources:

[Techstars Minimum Viable Update Template](#)

[Founder Collective Investor Update template](#)

[YCombinator Investor Update Template](#)

[Wefunder Crowdfunding Email Templates](#)



TEN CAPITAL NETWORK

About TEN Capital Network

TEN Capital is a Funding as a Service platform that facilitates investor introductions with documentation preparation, emailing campaigns, investor follow-ups, events, and other activities that help startups engage with investors for their capital raise.

In short, we provide the legwork, saving you time and money.

We have a dedicated, experienced team offering a variety of services to startups raising capital, companies looking to grow, and investors to help you get the most out of raising funding. Our Funding as a Service platform serves as a support system to you- it is not just software. You'll work with us via phone and email to connect with the TEN Network live rather than through an automated website.

Contact us today to speak to a representative about how TEN Capital can help you with your fundraise.

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