Template

Hi [investor first name],

My name is [your name] and I’m building [product name], a [product category] that [what your product does].

[Target audience] struggles with [audience pain point], and [product name] helps solve this problem by [how your product solves pain point].

We’re [your goal] and I’d like to [what you want to do next].

We’d love to work with [investment firm name] because [how you fit their investment profile].

I’ve attached a copy of our pitch deck if you require more details.

Thanks in advance for your time,

[your name]

Example

Hi Brian,

My name is James and I’m building NFTStation, a trading platform that connects buyers and sellers of non-fungible tokens.

New entrants to the NFT market struggle to find a platform that makes buying and selling easy for the layman. We gamify the trading process to make buying and selling NFTs approachable and more convenient.”

We’re raising a pre-seed funding round and we’d love to schedule a quick call to discuss this opportunity with you.

We’d love to work with XYZ Investment Firm because we fit a similar profile to companies you’ve invested in previously (sustainable, future-focused tech startups).

I’ve attached a copy of our pitch deck if you require more details.

Thanks in advance for your time,

James