

## Cold Email Templates

### First reach out – template I

Dear *[first name]*,

My name is *[name]* and I am the founder of *[name of the company (put hyperlink)]*, a *[category]* company based in *[location]* that develops and manufactures *[product]*, and aims to become the market leader in *[description of the market]*

In *[name of the company]*, we have a multidisciplinary team of *[ x number of people]* formed by the founding partners, with extensive experience in business development in the area of *[area of expertise]*, and several *[ Expert e. g engineers, developers, scientist etc]* holding PhD's.

I reached out to *[name of the VC]* because I saw your strong focus in the *[name of the sector]* sector and the successful investments made in same vertical companies as *[name of the company]*.

We are a EIC ([European Innovation Council](#)) backed company, having previously received *[€XXM]* in non-dilutive funding.

We are currently raising a *[€XXM]* seed round from which *[€3.5M]* are already committed by the EIC Fund.

You will find all relevant details in the pitch deck (attached).

If we align with your mandate, I would be more than happy to schedule an introductory call and present you *[Name of the company]* in greater detail.

Best wishes,

### First reach out – template II

*Example with a fiction company*

**Subject Line:** MoonshotCompany €3M Seed round

Hi Andre,

Hope you are well. My name is [Peter Pan](#) and I'm the CEO & Founder of Munich-based [MoonshotCompany](#), a developer tools startups raising a €3m Seed round with €2m open for new investors.

I have been following your content for some time and feel that your experience with portfolio companies “coolcoampmny1” and “coolcompany2” would be highly relevant for us. I also spoke to our mutual friend “[goodfriend](#)” and he shared your details for me to reach out. So here we go 😊

Problem A provides a €30bn market opportunity and is not yet served by incumbents like B or C because of x, y and z. Therefore, we have spun out and productized our research from university D, and launched our beta version last month via ProductHunt – it even become hunt of the day!

If this opportunity sounds interesting, feel free to pick a suitable slot for an intro call [here](#) and let me know upfront if have specific questions.

Thank you for your time,

Peter Pan

### Reaching out to previously contacted investors

Dear [Contact name],

I hope you are doing well. In 2018 we were in contact regarding our Seed round after meeting at the [Xx event]. Since then quite a lot has happened on our side.

We have signed up customers for our [CoolProduct] with a contract value of \$1M, grown our order pipeline to \$15M and started the construction of our small scale [construction1].

With our first [Product] awaiting launch in March and our [Product 2] being prepared for test in spring, we are gearing up for the next step in our development. As such we will raise a Series A round in the first half of this year.

I would like to discuss you with if this could be a match for [Name of the fund]? In case you are interested I would be happy to send you our deck and schedule a call with you in the coming weeks.

Kind regards,