



# Investor Cold Email Outreach Templates

Use proven email copy that has generated millions in funding and booked thousands of investor meetings.

# Email Template #1

We receive 60%-80% open rates but experiment to see what works for you!

Subject: Quick questions

Subject: Quick question about {{COMPANY\_NAME}}

Subject: Do you back enterprise software?

Subject: Congrats on exiting {{PORTFOLIO\_COMPANY\_NAME}}

Subject: {{FIRST\_NAME}}, quick question

Subject: Congrats on backing {{PORTFOLIO\_COMPANY\_NAME}}

# Email Template #1

For the most prominent investors who deserve extra attention.

Hi **FIRST NAME**,

I'm the founder of Pied Piper and noticed **Sequoia** recently backed two enterprise software startups: **Example #1** and **Example #2**. We're an enterprise software ourselves so I wanted to see if you'd be interested in backing us.

To give you some background, **Pied Piper** offers an enterprise compression algorithm that drastically reduces server costs for companies like Amazon, Microsoft, and Google. We've already signed up 20 customers and received an LOI from Facebook. It's only been a few months since our launch and we're now looking to scale sales and marketing to accelerate growth.

Are you interested in learning more?

Cheers,  
**Richard**

# Email Template #2

Generic email template for all investors.

Hi **FIRST NAME**,

I'm the CEO of **PiedPiper** and I wanted to see if it's something your team is interested in backing. PiedPiper is a enterprise compression company, operates in more than 20 countries, and has over \$500k in ARR.

Would you like me to send over more information?

Thanks,  
**Richard**



# Email Template #3

Generic email template for all investors.

Hi **FIRST NAME**,

We're raising our next round of funding for PiedPiper and I'm curious if we're a fit for your team.

We offer a new compression solution aimed at drastically increasing storage capacity for data servers. Since our launch, we've generated over \$500K in revenue and are seeing 5% growth month over month.

Are you interested in learning more?

Thanks,  
**Richard**

# Email Template #4

Have traction? Make it easy and lay it all out.

Hi **FIRST NAME**,

I'm the CEO of **PiedPiper** and I wanted to see if it's something your team is interested in backing.

A little about us:

- \$500k in ARR
- Founding team has 2 successful exits
- PiedPiper is used in more than 20 countries
- We've received a LOI from Facebook and other major players

Are you free sometime this week for a call?

Thanks,  
**Richard**

# Email Follow-Up #1

If an investor doesn't respond, follow up with this.

Hi **FIRST NAME**,

Just floating this to the top of your inbox. In case you missed my last email, **PiedPiper** offer compression software and has generated more than \$1.5mm in revenue from 20+ customer since going to market.

Is this something your team might be interested in backing?

Thanks,  
**Richard**

# Email Follow-Up #2

Short & sweet follow up email.

Hi **FIRST NAME**,

Friendly follow up. Just checking in to see if **PiedPiper** is a potential fit for your team's portfolio. We've generate more than 500k in revenue to date and are now raising our series A.

Is this something your team is interested in?

Thanks,  
**Richard**





We drive the conversation. Your team closes the deal.