

Email Formulas To Get Investor Attention

R&Co Labs.

1. The Potent Formula

To: Investor Name

Subject Line: Your Full Name & WhatsApp Number

I'm the CEO of [Startup¹], we launched [x] months ago. Our traction is [x], we are growing like [x], our margins are [x], our customers are [x].

Because of your investment in [Portfolio company], I believe you would be interested in the round we are raising currently.

Let me know if you'd like to know more.

Kind regards,

[Your Name]

R&Co Labs.

¹Link to company website

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2. The Y Combinator Formula

To: Investor Name

Subject Line: [Startup] helps [Target Customer] solve [Problem]

Most [Target Customer] we know struggle with [Problem], and hate [Pain Point].

As [Team Background], We've built this [Product] that [Solves particular aspect of the problem].

Up to date, [Startup] has already achieved [traction], delivery [Positive result]

We think you can help us get [specific milestone] with your [Fund expertise]

Best regards,

[Your Name]

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3. The Shark Tank Formula

To: Investor Name

Subject Line:

I'm [Name], CEO of [Startup].

We know that [x number of target customers] use [Existing product]

But these [products] have a [big problem] :

- [Pain point 1]
- [Pain point 2]
- [Pain point 3]

That's why we built [Product].

[Product] helps you do [Benefit] without having to [Obstacle].

We're currently at [Milestone] and we're raising [x amount] to achieve [Next milestone] within [Estimated Period].

If you're interested, we'd be happy to provide more details.

Thank you,

**R&Co
Labs.**

[Your Name]