

1 page overview

# Requesting Introductions via Techstars on Bridge

As a Techstars Founder, you can use [Bridge](#) to find warm intros to investors, customers, hires, and more — all powered by the Techstars network.

**Reminder:** Every Techstars founder should have a free Bridge Pro account. If you don't, email [connor@brdg.app](mailto:connor@brdg.app) with your company name and Techstars class.

## Why use Bridge?

Bridge gives you:

- Access to shared networks from Techstars MDs, mentors, and fellow founders.
- Search and visibility into warm intro paths.
- A standardised, trackable way to request and follow up on intros.
- Feedback and outcome tracking to improve the experience over time.

## How to use Bridge when fundraising (The Smart Way)

Bridge allows you to request warm intros via the Techstars network — but it works best when used thoughtfully.

### Make smart, high-quality intro requests

- **Research before requesting.** Only reach out to investors who are a clear fit.
- **Pick connectors who know you.** Strong intros come from people who can vouch..
- **Send in small waves.** Limit to 3–5 asks per connector at a time.
- **Refine as you go.** Start small, learn from feedback, then scale up.

### Why this matters

- Good intros are vouches, not just email forwards.
- Spammy blasts hurt your chances — and others' goodwill and network access.
- You only see paths via people sharing with you — invite your MD, mentors, and classmates.
- Not every request will be accepted — and that's OK.

**TL;DR:** Be focused, respectful, and strategic. Bridge helps you unlock the power of the Techstars network — and protect it. Not every intro will go through, and that's part of the process. Connectors and recipients need space to opt in. That protects trust, surfaces useful signals, and helps you learn what's working (and what's not) in your fundraising strategy. And in true *Give First* spirit, sharing your network on Bridge helps other Techstars Founders get warm intros too.

# Message to Founders

# General Message to Founders Requesting intros without using Brdg.app

If you'd like for Techstars to assist with an introduction, please use [brdg.app](https://brdg.app) to do so.

You should automatically have a pro account (courtesy of a partnership between Techstars and Brdg.app). Please use your Techstars portfolio company domain to access your courtesy pro account on Brdg.app. If for some reason you are doing this and you [don't have pro access](#), please email [connor@brdg.app](mailto:connor@brdg.app) with the details (email address, company name, Techstars class details).

Important: You are rate limited. Please do not submit intro requests to everyone without doing any research and having a good rationale. Please do your research and request relevant, appropriate introductions only.

Search for the person in brdg.app, then press "Request intro". If your intro path is via Techstars, submit the request. As a starting point, invite your Techstars contacts to share their networks with you. This will enable you to see and request intros via your Techstars network.

The Techstars team will respond and attempt to find the best path to your request within 4 business days. If we "decline" the request, it means we don't have a strong enough relationship, path, or we don't feel your company is an appropriate fit. Please trust our judgement on this, we don't take these denials lightly. You are of course welcome to seek other intro paths in this case.

Once we have attempted to make the intro request, we need to wait for the other party to respond. You can check the status of your intro requests using brdg.app any time.

After 14 days, if we don't hear back from the target you'll receive a message stating that we tried, but the other party was not responsive to the request.

If something comes from our introduction, such as an investment, acquisition, customer, etc, please mark that result in brdg.app so we know this is working! We're investing heavily in this introduction service on your behalf, and we can only justify that if we know the outcomes of our introductions. You can do this via brdg.app after you connect with the other party.

# FAQ for Founders

# FAQ for Founders

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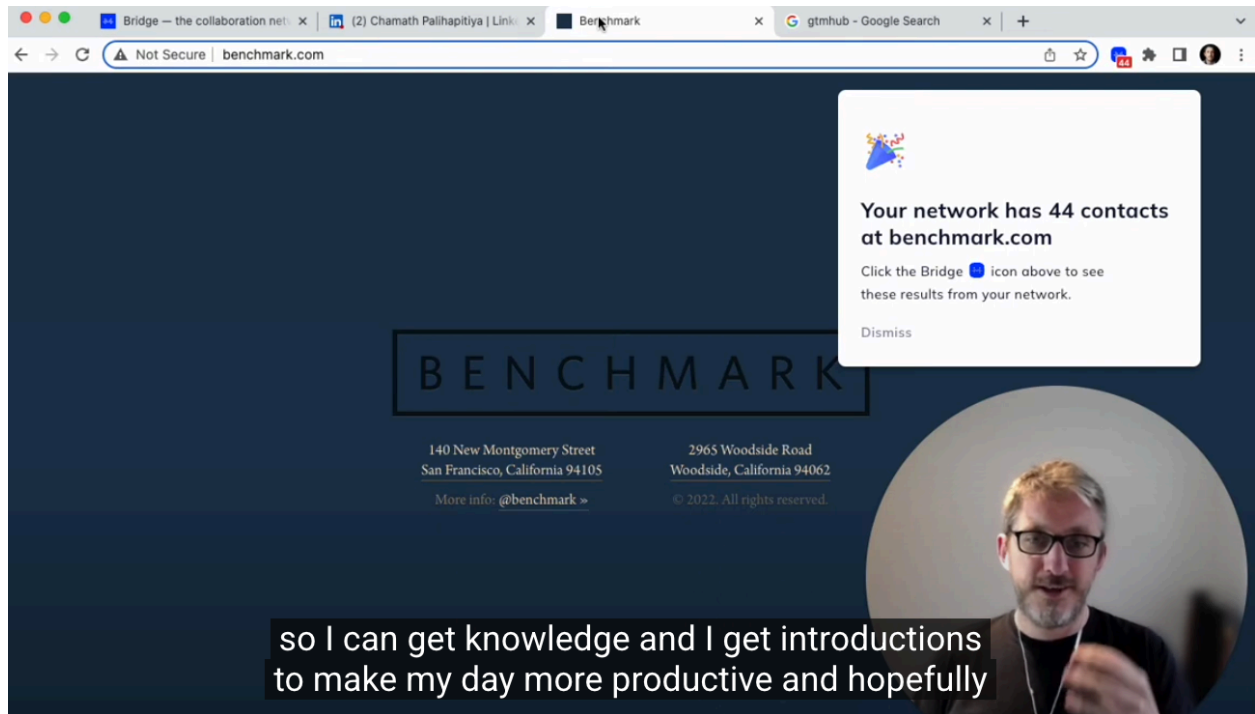
## How can I find warm intros via Bridge?

Bridge allows you to search networks that are shared with you. If no-one is currently sharing with you then you will need to [invite people to collaborate with you](#). If you are a Techstars Founder, you should start by inviting your MD and program team to share their networks with you. You can then invite Founders that were on your class and any of your existing investors and mentors. On average, every person who accepts your invite to share increases your network reach by almost 3K connections.

## Install the Bridge Chrome extension

As you research investors, you will likely spend time on their websites and their linkedIn profiles. The Bridge chrome extension allows you to enrich your search process by showing you Techstars connections as you browse these VC websites and profiles in real time. You can [install the chrome extension](#) here and make sure to pin it so that you can see results in as you visit VC websites. This is very helpful when researching investors and potential intro paths.

You can [watch a demo video here](#)



Search for a company/fund/person (use [search](#))

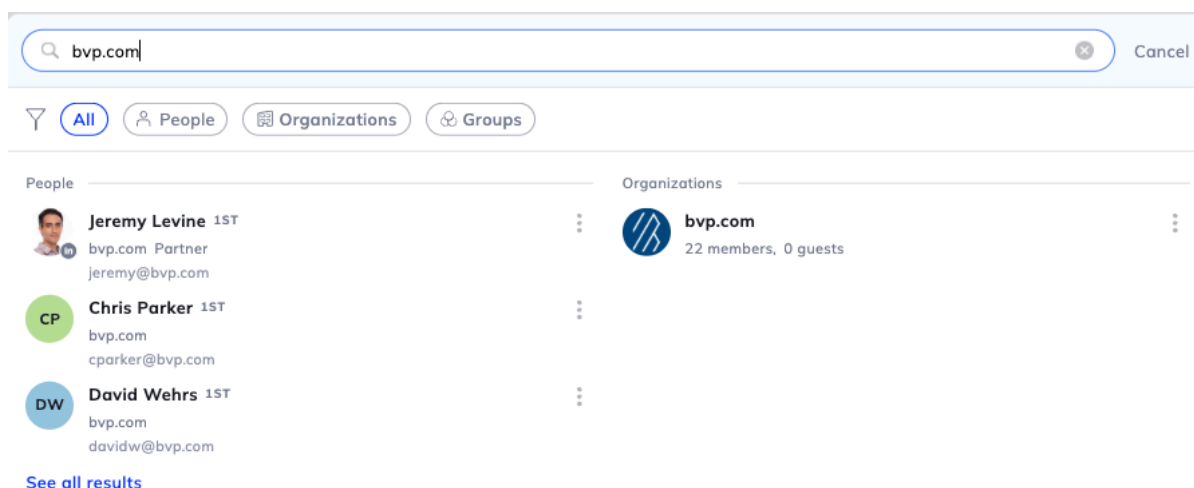
The Bridge connection graph is built using email addresses so it's important to search for companies and VC funds using their email domain name. For example;

- Search for Sequoia using sequoiacap.com
- Search Bessemer use bvp.com

For people, You can search by their full name. For example;

- David Cohen
- Nicole Glaros





## Bulk company/fund search ([use pipeline](#))

If you have a list of domains (like a list of target VC funds), you can do a bulk search using the pipeline feature. You can upload a CSV / Excel file that contains a list of URLs.

Organization	People	# Connectors	# Intros	Last Interaction
<a href="#">cherry.vc</a>	82	201	21	Nov 30, 2023
<a href="#">indexventures.com</a>	225	272	16	Nov 30, 2023
<a href="#">northzone.com</a>	85	210	9	Jan 23, 2024
<a href="#">83north.com</a>	18	40	—	Nov 30, 2023
<a href="#">seedcamp.com</a>	160	223	27	Jan 23, 2024

## Go directly to the network page ([2048.vc example](#))

Every company and fund on Bridge has its own profile page. You can directly access this by going to <https://brdg.app/network/<domain url>>. You can quickly edit the browser URL to any domain. So for example;

- Techstars profile page is <https://brdg.app/network/techstars.com>
- 2048.vc's profile page is <https://brdg.app/network/2048.vc>
- Sequoia's profile page is <https://brdg.app/network/sequoiacap.com>

Each network page includes a list of people your network knows at that network, a list of Connectors (ranked by who knows the most people at the network) and if they are a VC with a known portfolio, you will see a list of their portfolio companies and co-investors. Both of these lists will be sorted by how many connections your network knows at them.

2048

2048.vc

You know 12 of 35 people here. 0 Bridge members have connections here, 240 sharing with you. First seen 5 years ago [more insights](#)

People 35

Connectors 240









Portfolio 70

Co-investors 96

Insights

Intros 274

Search for people

People	# Intros	# Mutuals	Bio	First Seen	Action
 <b>Alex Iskold</b> 1ST 2048 Ventures, Founder and Managing Partner	246	99+	Co-Founder and Managing Partner at 2048 ventures, ...	6 years ago	Collaborating
 <b>Zann Ali</b> 1ST 2048 Ventures, Principal	9	99+	Principal @ 2048 Ventures	6 years ago	Invited
 <b>Paul Sethi</b> 1ST ALUM Trajectory Capital Management, Managing P...	13	49	Dad. EntreprAngel. Trajectory (PE)   2048   3S...	6 years ago	Invited
 <b>Julie Wolf</b> 1ST 2048	2	39	Helping biotech founders at 2048 Ventures	3 years ago	Collaborate
 <b>Daniella Cohen</b> 1ST 2048 Ventures, Senior Associate	1	40	Daniella is a senior associate at 2048 Venture...	2 years ago	Collaborate
 <b>Colby Mascaro</b> 1ST 2048 Ventures, Operations Manager	1	99+	2048 Ops	4 years ago	Collaborating
 <b>Zach Johnston</b> 2ND 2048 Ventures, Associate	—	19	I'm an Associate at 2048 Ventures, a pre-seed/seed...	10 months ago	Request intro
 <b>Neha Khara</b> 1ST ALUM 2048	3	55	Neha Khara, General Partner, 2048 Ventures	4 years ago	Invited

## Bridge API lookup

If you are using a CRM, spreadsheet or airtable, you can also access the Bridge lookup API directly from within your app or via tools like Zapier or Make. You can [generate your own personal API key in account settings](#).

The API will just return a list of search results. To view the intro paths you need to open Bridge. You can read more about the [API docs for this endpoint here](#)






























## How to research investors?

### Investor Lists

You can explore the [Bridge database of investors](#) that has been enriched with Connector counts from the Techstars network.

## Search 5,064 Investors

Search org, industries and locations

<input type="checkbox"/>	Organization	# Connectors	# Portfolio	# Co-investors	Locations
<input type="checkbox"/>	 lsvp.com	252	719	565	 United States 541  Singapore 16  Ghana 1 +22
<input type="checkbox"/>	 globalfounderscapital.com	273	675	479	 United States 243  Hong Kong 1  Singapore 32
<input type="checkbox"/>	 baincapital.com	215	116	185	 British Indian Ocean Territory 6  United States 90  China 5
<input type="checkbox"/>	 firstround.com	218	468	405	 United States 451  Hong Kong 1  Pakistan 1 +7
<input type="checkbox"/>	 indexventures.com	290	595	475	 United States 337  Hong Kong 1 +31
<input type="checkbox"/>	 500.co	232	2,354	686	 United States 1.19K  Netherlands 3  Canada 65
<input type="checkbox"/>	 nea.com	202	1,027	592	 United States 906  Canada 13 +24
<input type="checkbox"/>					 United States 27  United Kingdom 1

## Connector Rankings


















If you are researching Bessemer Venture Partners. Go to <https://brdg.app/network/bvp.com?tab=connectors> in Bridge to see who in your shared network is connected to Bessemer. Results will be personal to you based on who is sharing with you. As everyone's shared network is unique, expect to see unique results.

In the example below, Alex Iskold is ranked higher than David Cohen as Alex has 45 contacts at BVP and David has 35, versus Nicole who has 20 etc...This ranking helps you identify the people in your network who probably know the most about Bessemer based on the depth of their connections.

In this scenario if Nicole was your MD or mentor, you could ping her a short message (outside Bridge, using any channel that you would normally use to message Nicole) asking

*"Hi Nicole, As you might know, I'm fundraising for X and I saw you have connections at Bessemer. I've researched a few of their partners and investors and think they would be a great fit because of X. Do you think A, B, or C at the firm might be the best person to reach out to? Or would you suggest anyone else? As a reminder, we are raising a \$4M seed with \$2M committed to solve X. Our MRR went from \$0 to \$34K in the last 5 months."*

 Search for connectors

 Rank 	 Connector	# Connections 
 4th	 <b>Alex Iskold</b> 1ST  Founder and M... at  2048 Ventur... alex@2048.vc Co-Founder and Managing Partner at...	45
 11th	 <b>David Cohen</b> 1ST  Founder and CEO at  Techstars david.cohen@techstars.com Hacker turned Entrepreneur turned A...	35
 18th	 <b>Nicole Glaros</b> 1ST   Seed Investor, ... at  techstars.com nicole@techstars.com Entrepreneur. Operator. Investor. Mo...	20

## Identify portfolio connections

Bridge sorts a VC's portfolio company using your network connections. This makes it easier for you to identify any portfolio companies you might know.

## Identify co-investors

Bridge sorts a VC's co-investors using your network connections. This makes it easier for you to identify any other investors you might want to research.

## How to interpret search results?

If your shared network has connections to a persons name or organizations URL you will see this in search results.

### 1st, 2nd, and 3rd degree connections

If the person is in your address book, they will be labelled as;

- **1st degree**; then they are in your address book so Bridge regards them as people that you know. You will see their email address
- **2nd degree**; These are contacts that are in your networks address books. You do not see their email addresses, but you will see the domain of their email. If it is blank it means it is likely a personal email address like gmail, outlook etc...
- **3rd degree**; These are contacts that are not in your immediate network or your friends network. You will probably only ever see these if they are members of Bridge and have created public profiles which are included in search.

### Several matches

If you are searching by name, you will likely get multiple results. Each one of these results is based on a unique email address. For privacy reasons, Bridge will not show you the email address of anyone you don't know (not in your contacts) but it will show you the domain of the email address attached to that person. If there is no domain it is because it is likely a person email address (like gmail, outlook etc..)

In some cases you will also see more information like their role, profile picture and company name. You should chose search results that match the name and domain of the company you want to meet.

<input type="text" value="Brad Feld"/> <span>Cancel</span>				
<span>People: All</span> <span>Organizations</span> <span>Groups</span> <span>Add new contact</span>				
People	# Mutuals	# Intros	First Seen	Collaboration
<b>Brad Feld</b> 1ST Foundry Group, Partner brad@foundrygroup.com	99+	1	7 years ago	Collaborate
<b>Brad Feld</b> 1ST feld.com brad@feld.com	99+	—	7 years ago	Collaborate
<b>Brad Feld</b> 2ND facebook.com	3	—	2 years ago	Request Intro
<b>Brad Feld</b> 2ND feld.com	1	—	5 years ago	Request Intro
<b>Brad Feld</b> 2ND foundrygroup.com	1	—	5 years ago	Request Intro
<b>Brad Feld</b> 2ND foundry.vc	18	—	4 months ago	Request Intro

No search results?

If you cannot see any search results it can be for several reasons. This include;

- 1. Your Bridge network has no connections with that person or network.
  - a. To grow your Bridge network invite your friends, mentors, colleagues and investors to share their networks with you
  - b. You can see your network stats by clicking on invites > overview

Collaboration invites

Invites

Overview

Invites

Invited by you 388 >

Joined via you 281 >

Collaborating

You're collaborating with 6.63k >

Collaborating with you 1.38k >

2. Your Bridge network has connections but is not sharing with you.
  - a. You can invite your network to share with you by [inviting them to collaborate on Bridge](#).
3. Your Bridge network knows the person or company you want to meet, but they don't have them in their email contacts.
  - a. This means they will not appear in Bridge as we build our network using email contacts
4. They might have emailed the person you want to meet, but not at the domain you are searching for.
  - a. Your network might have emailed Brad Feld using gmail which means that connection will not appear when you look up Foundry Group.

### Alum and out-of-date contacts

In several cases, people in your network will have connections that are out of date. In some cases they will be marked as “alum” which means that email address is no longer active. If you discover a contact that is out of date, you can also click on the ... menu beside their names to add or remove an alum label. This tagging is global so any tags you add will appear to all users. This allows us to “crowdsource” contacts that are out of date.



## How to request warm intros?

As you see search results and browse networks you will see a request intro button appear beside peoples names. If searching for a person, you will also see their domain, so when presented with multiple options, use the domain when deciding who to ask for an intro.

If a contact is a 1st degree contact, you will be presented with the option to collaborate with them. This invites them to share their network with you.

You will see “Request Intro” buttons for 2nd degree contacts. Clicking this will allow you to select who to ask for the intro. Here you might see a mixture of your investor and friend networks who have shared their networks with you. Select the person you want to ask for an intro. You will be asked to enter a reason

Q Brad Feld

Cancel

⌵ All

👤 People: All ▾

🏢 Organizations

👥 Groups

Add new contact

👤 People	# Mutuals ⓘ	# Intros	📅 First Seen ⬆	🔗 Collaboration
<div><div></div><div><b>Brad Feld</b> 1ST Foundry Group, Partner brad@foundrygroup.com</div></div>	99+	1	7 years ago	<div>Collaborate</div>
<div><div></div><div><b>Brad Feld</b> 1ST feld.com brad@feld.com</div></div>	99+	—	7 years ago	<div>Collaborate</div>
<div><div><div>BF</div></div><div><b>Brad Feld</b> 2ND facebook.com</div></div>	3	—	2 years ago	<div>Request intro</div>
<div><div></div><div><b>Brad Feld</b> 2ND feld.com</div></div>	1	—	5 years ago	<div>Request intro</div>
<div><div><div>BF</div></div><div><b>Brad Feld</b> 2ND foundrygroup.com</div></div>	1	—	5 years ago	<div>Request intro</div>
<div><div><div>BF</div></div><div><b>Brad Feld</b> 2ND foundry.vc</div></div>	18	—	4 months ago	<div>Request intro</div>





## Request intro from...



Ron Feldman



Tarun Reddy



Morgan Berman



David Brown



Elya Lane



Trey Bowles



Bharat Krish



Chris Heivly



Lesa Mitchell



Jenny Lawton



Isabelle Flanagan



Alex Iskold



Martin Schilling



Andres Barreto



## Write Forwardable



**Jenny Lawton**

Please provide a reason why you'd like to connect, a bio and other profile info so that I can forward it to [Brad](#).

To Brad

|

50-500 characters recommended. [Tips and examples](#).



Insert reason from previous intro



**Connor Murphy**

connormurphy@gmail.com

**CEO**

Bridge

My goal is to help networks succeed. With over 1B connections shared,...

Edit



**Send to Jenny**

Include a short and concise reason why you want to meet

This is what the Connector will see and share with the ultimate recipient of your intro request. The more work you can do to personalise this the better. You can find some examples within Bridge. Bridge will also save your previous reason so you can easily re-use that blurb and

customise it for each new intro. The work you put into making this personable and relevant for the ultimate recipient will lead to better warm introductions and build a great impression in the minds of the Connector, even if the end recipient declines as it will show that you are being thoughtful and deliberate with your outreach.

## Reach out in waves, not in bulk

If you have a list of 100 investors you want to target, break these down into waves so you don't overwhelm Connectors or waste any introductions. Many founders rush to get intros to their dream investors first which can be a mistake. It is often better to start with less known funds and angels who might be easier to access. This gives you time to practice and refine your pitch while hopefully gaining early commitments. You can read more about [waves here](#)

## Who should I ask for an intro?

### Connectors who can vouch for you

The best intros are really vouches. The best intro paths are usually not via the person who knows the recipient/target the best, but rather the person who knows you and your company best. This is because they are the most well-placed to write a glowing vouch and recommendation for you when they forward your intro request. Usually, the best-placed people to forward your introductions are;

1. Existing investors who know you well (i.e. your Techstars MD)
2. Investors who have committed to your next round
3. Existing customers/power users who love your product
4. Founders that the Recipient has invested in before (i.e. their portfolio Founders)
5. Senior Execs in the Recipients portfolio
6. Mentors, Friends, ex Colleagues

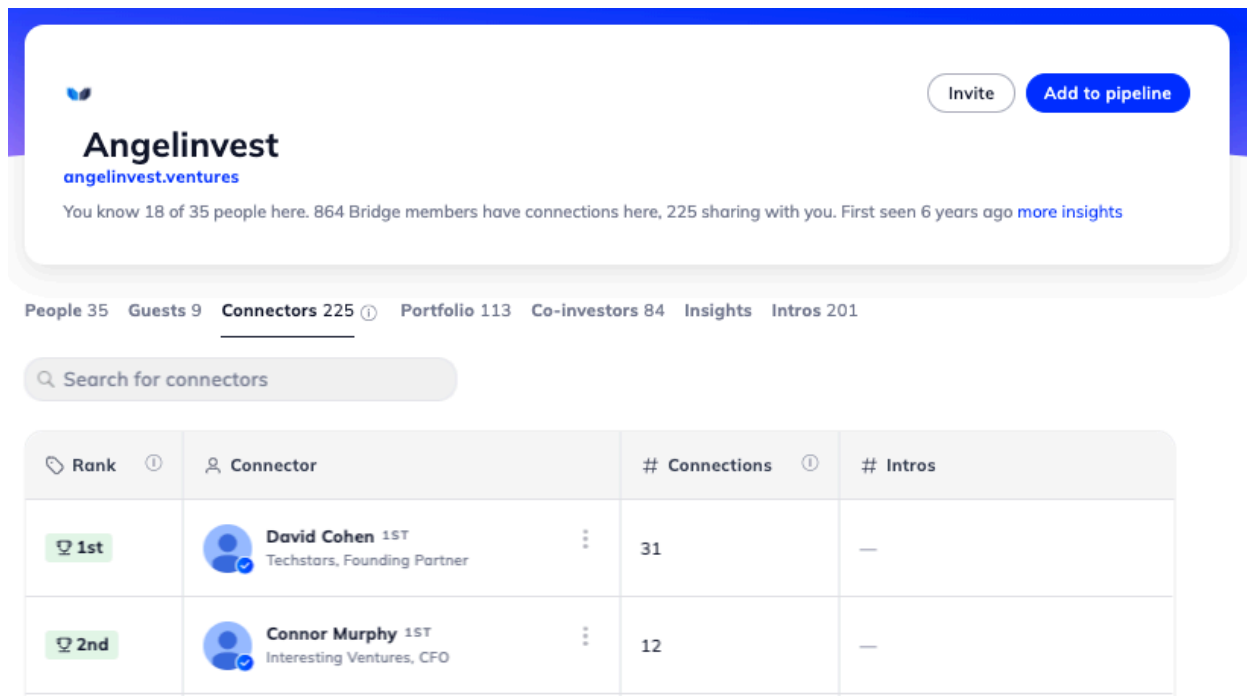
These are often the people who are most motivated to help and forward your intro requests. Remember every time a Connector forwards an intro they are spending their "social capital" to help you. This is easier to do when they know you well.

### Use Connection Rankings

Bridge ranks your connections to a Fund/Company/Org by how many connections they have at that network. Often a Founder will know they want an intro to a fund like AngelInvest Ventures. But they don't know who the right person or partner to engage at the firm.

Bridge helps Founders identify which of their Connectors knows the most people there. Founders can then simply ask that person for their advice. In the example below, David Cohen knows 31 of the 35 people the Founders network knows at Angel Invest. Connor is the next most connected person with 12 connections to the fund. Founders could ping David or Connor a quick question asking them who at Angel Invest might be best suited, or that "I see you know

A,B and C - I'd love to ask you for an intro to them, but wanted to check first who you thought might be most relevant"



**Angelinvest**  
angelinvest.ventures

You know 18 of 35 people here. 864 Bridge members have connections here, 225 sharing with you. First seen 6 years ago [more insights](#)

People 35 Guests 9 **Connectors 225** Portfolio 113 Co-investors 84 Insights Intros 201

Search for connectors

Rank	Connector	# Connections	# Intros
1st	<b>David Cohen</b> 1ST Techstars, Founding Partner	31	—
2nd	<b>Connor Murphy</b> 1ST Interesting Ventures, CFO	12	—

Any tips to see more search results and intro paths?

### [Invite your Techstars network to collaborate with you](#)

Bridge is a peer-to-peer network. Therefore to see more search results and intro paths, you need to invite more friends, mentors, colleagues and existing investors to share their networks with you. On average, each person that shares with you can increase your network by more than 3,000 connections.

As a Techstars Founder, this means inviting your MD and program team to collaborate. As you get to know more people at Techstars, mentors, fellow Founders etc... you should invite them to collaborate with you. Focus on people who you have built a connection with as they will be best placed to vouch for you when forwarding intro requests.

### [Sync multiple email accounts](#)

Most Founders will have their contacts split across at least 2 email accounts (their personal account like gmail) and their work account. For new startups this might mean that Founders have very little contacts in their work account. By syncing multiple email accounts, Bridge can identify more people in your network that know you are might want to share their networks with you.

## Most Known VCs

Bridge automatically build a list of VC firms that are most known by your network. This can be helpful with researching what VCs to target for your next fundraise.

### Most known VCs

Search VCs











<input type="checkbox"/>	Organization	# 1st degree	# 2nd degree	# Connectors	# Intros	First Seen
<input type="checkbox"/>	 techstars.com	 Searching	1,686	834	465	7 years ago
<input type="checkbox"/>	 a16z.com	10	576	331	10	5 years ago
<input type="checkbox"/>	 insightpartners.com	13	403	349	2	4 years ago
<input type="checkbox"/>	 sequoiacap.com	23	507	320	9	7 years ago
<input type="checkbox"/>	 accel.com	22	424	344	7	7 years ago
<input type="checkbox"/>	 antler.co	50	342	364	11	5 years ago
<input type="checkbox"/>	 bvp.com	15	236	299	3	7 years ago
<input type="checkbox"/>	 generalcatalyst.com	8	234	282	5	5 years ago
<input type="checkbox"/>	 ycombinator.com	2	164	210	1	3 years ago
<input type="checkbox"/>	 lsvp.com	9	198	238	22	7 years ago

## Super Connectors

This shows a list of people in your network who have been awarded the “Super Connector” badge by Bridge. Super Connectors have a track record of connecting their networks and are already power users of Bridge. Invite these people to collaborate and share their networks with you.

### Super Connectors

Search super connector

 People	# Mutuals 	# Intros	First Seen 	Collaboration 
 <b>Karl Rectanus</b> <sup>1ST</sup> rectan.us, Educator   Advisor   Entr...	99+	—	1 month ago	 Collaborating
 <b>Nate Aune</b> <sup>1ST</sup> Jazkarta, CEO	6	—	4 months ago	
 <b>Gary Davidson</b> <sup>1ST</sup> Ormeau Labs, Investment Lead	99+	1	7 months ago	 Collaborating

## What happens after I make a request?

The Connector receives an email from Bridge alerting them that you have requested an intro.

After 5 days Bridge will send the Connector a followup reminder email if they have not reacted to your request.

If the Connector forwards your email request you will get a confirmation email letting you know that they have forwarded the request.

If the recipient accepts your request, then you will instantly receive an email from the Connector introducing you both.

### Intro to Ben King update

✦ Summarise this email



**Connor Murphy** <connor@brdg.app>

to Birgitta ▾

Hi Birgitta Hedin,

Thanks for providing context for the intro to [Ben King](#) - much appreciated!

I've passed your information along and if Ben accepts I will connect you both.

Warm regards,  
Connor

Sent using [Bridge](#)



**Ben King**

**Founder & Shepherd**

Herd Market

Founder of Herd. Rebuilding our climate - one delicious meal at a time.

## What should I do if I'm introduced?

Follow up fast. This is key. You have done all the hard work. The Connector has vouched for you and you are now connected. Do not leave this email sit there. Action it immediately as it is you who requested the introduction.

Be courteous, offer times to have a call, ask them to share times that work best for them.

Move the Connector to BCC.

## What does the Connector see when I request an intro?

The Connector gets an email that you have requested an intro.

In the example below, Bridge lets Connor know that Willem is requesting an introduction to Carmen Rico (Investor at Cocoa.vc). Connor can see what Willem wrote and his bio. Connor can then click "Review and Forward" or "Decline" the request.

## Forward intro Willem Van de Mierop <> Carmen Rico Σ Inbox x



**Bridge**

to me ▾

Hi Connor,

[Willem Van de Mierop](#) has requested an intro to Carmen Rico. Willem has provided some context for the intro below.

Please click on '**Review and forward**' to see what Willem wrote and forward it to Carmen.

**Review and forward**

[Decline intro](#)

Best,  
[Bridge](#)

---

"Hi Carmen! I loved the 20VC episode :)

I would love to chat; We are building Hush, an AI-powered social feed to see what your friends, not followers are upto and what they think of the place. These generate unique data from users to power a personalized AI, delivering curated suggestions tailored to your tastes.

Our team consists of Experts in AI and design and won the Apple Design Awards and the Apple App of the Year 2024." - Willem



**Willem Van de Mierop**

**Founder**

Hush

2024 Apple Design Award & App of the Year II Building Hush

Backed by Tiny I Angelinvest

## Connector next steps

When a Connector receives your request they can chose to;

1. Forward the intro
2. Request changes
3. Decline the intro



4. (and while not an option we offer, they can of course ignore the request, or miss it if they are busy, on vacation etc...)

## Willem & Carmen

Waiting on you to forward



**Willem Van de Mierop** Founder, Hush  
Accepted



**Carmen Rico** Founding Partner, Cocoa

Fundraising just now

Forward intro

Request changes

Decline intro

Tuesday, January 21st



**Bridge** 8:51 PM

Automatic intro confirmation email reminder sent to You

Monday, January 20th



**Willem** 8:51 PM

Intro to Carmen is requested

### Reason for intro

Hi Carmen! I loved the 20VC episode :)

I would love to chat; We are building Hush, an AI-powered social feed to see... [more](#)



**Willem Van de Mierop**  
willem.vandemierop@ayes.ai

**Founder**  
Hush

2024 Apple Design Award & App of the Year || Building Hush Backed by Tiny | Angelinvest

Edit reason

View BridgeGPT's analysis

When Connectors forward intros they can add a personal vouch/message

CR

From

connor.murphy@techstars.com

To

carmen@cocoa.vc

Subject

Intro to Willem Van de Mierop (Hush)

Hi Carmen,

Hope you are well. Would you be interested in an intro to Willem Van de Mierop?

I invested - All 3 founders have a background in AI and Willem now lives in NYC

They are looking to build Tiktok for physical spaces.

They already know this market well having just won the Apple Design Award for their navigation app for visually impaired users. Willem would love to chat. No problem if not a fit.

To accept the intro simply click 'Accept Intro' and I'll connect you both.

Accept intro

No thanks | Snooze

Warm regards,  
Connor

Sent using Bridge

Willem Van de Mierop

Founder  
Hush

2024 Apple Design Award & App of the Year || Building Hush...

"Hi Carmen! I loved the 20VC episode :)

I would love to chat; We are building Hush, an AI-powered social

Edit template

Preview

Send

## What does the recipient see?

The recipient gets an email from the Connector containing your intro request and the Connectors personal vouch/message. This email is sent from the Connectors email account. The recipient has the option to accept or decline the intro.

By default, Bridge schedules a follow up reminder email like this to the recipient after 5 days if they have not actioned the intro request.

### Intro to Birgitta Hedin Curtin

✦ Summarise this email



**Connor Murphy** <connor@brdg.app>

to Ben ▾

Hi Ben,

Hope you are well. Would you be interested in an intro to [Birgitta Hedin Curtin](#)?

Looks like a high end quality producer with the maturity to do steady volumes in case you are looking for organic smoked salmon with an Irish accent. She works with a lot of Michelins and does about 45M in sales per year

To accept the intro simply click '**Accept Intro**' and I'll connect you both.

**Accept intro**

[No thanks](#) | [Snooze](#)

Warm regards,  
Connor

Sent using [Bridge](#)



**Birgitta Hedin Curtin**

**CEO**

**[Burren](#) Smokehouse**

Founder of [Burren](#) Smokehouse 1989. A multi award winning artisan smokehouse producing a range of [Burren](#) Smoked Irish Organic Salmon. Visitor Centre near [Clif...](#)

"Connor told me about your supply chain business. It sounds very interesting as a concept! Maybe we could do business? We supply mainly B2C. The [Burren](#) Smokehouse is Situated near one of the most visited Irish Tourist attraction. - the Cliffs of Moher. We have operated Food Tourism for 35 Years and we have Built a large database of private online customers generated by them visiting us."

## What happens if the Connector declines my request?

You will get an email from the Connector with a reason they have declined.

## What happens if the Recipient declines to accept my request?

The Connector will get an email from the recipient saying that they cannot accept the request. Currently the intro requester is not automatically informed of this. In most cases, the Connector will let the Requester know but this is not done by Bridge. This means intros that have been declined might show as “pending” to recipients when they have been declined. Bridge are looking at updating this flow to let the recipient know.

## What happens if the Recipient ignores the request?

People are busy. They miss emails and sometimes miss or chose to ignore requests. This is outside Bridge’s control, but to help reduce this, by default Bridge schedules 1 reminder 5 days after the request is forwarded (this can be turned off by Connectors).

Bridge are working on a story to automatically mark this as unresponsive after X days and let the the requester know that the intro request was not successful.

## How to see the status of my intro requests?

Go to [intros](#) and search for the Recipient or Connector to see all your intros and requests related to that person and their current status.

The screenshot shows the 'Intros' section of the Bridge interface. At the top, there are buttons for 'Request intro' and 'Make intro', along with a settings gear icon. Below these, a summary bar shows 'To-do 499', 'All 8094', and 'People'. The main area is divided into three tabs: 'Offered by you' (0), 'Received from others' (2), and 'Requested by you' (0). A search bar at the bottom left contains the text 'Bijan'. Below the search bar, a section titled 'Waiting on Bijan to accept' displays a list of intro requests. The first request is from 'You' (Accepted) and the second is from 'Bijan Sabet' (Pending). At the bottom of this section, it says '3mos ago by David Cohen'.

## How does feedback work?

By default, if you are introduced to someone via Bridge, you will receive a feedback request from the Connector 14 days later (with a reminder on day 28) to see how the intro went. This feedback request will be sent to both the Requestor and the Recipient.

## Feedback on your intro to Ben King (Herd Market) ➤



**Connor Murphy** <connormurphy@gmail.com>

to Aydin ▼

Hi Aydin,

How was your intro to Ben King?

Great!

OK

Not good

Not connected yet

Warm regards,  
Connor

Sent using [Bridge](#)

### Why should I give feedback?

Connectors love to hear feedback on how an intro went. This helps close the loop and it can also result in them thinking of more intros to offer you based on your feedback. It is best practice to close the loop and Connectors appreciate it.

Requesters also often want to give feedback, but are so busy doing outreach during fundraising, sales etc.. that they can forget to give feedback and appreciate the reminder.

Recipients can also use feedback to help Connectors in their network know if it was a good introduction for them.

In short, feedback helps Connectors to quickly understand if they are building or burning bridges.

### How do Connectors use feedback?

Connectors use feedback to make better introductions by learning how previous introductions went. This helps them to coach requesters and better tailor future intros to the needs of recipients.



**Arun Srinivasan**



81% Great

10% Ok

9% Not good

Based on your network's feedback on intros to Arun Srinivasan

Feedback replies received 32



**Ben B.** Great!



**Kingsley K.** Great!



**Sebastien T.** Great! Hi Connor!

The intro was great thank you. I just had a call with Arun this week and will work on getting him to join Latitude59 in May :) I'll drop you a line to get you involved as well. ... [more](#)



**Jaysri T.** Great!



**Jitesh L.** Great! Amazing call! Hoping to help him hire the CoS and have asked for his apartment in case Arun moves to US haha.

Thank you for the intro.



**Fabien N.** Great!



**Mark O.** Great! Great guy - I have Seamus and our guys coming up with some ideas for him while I'm away on leave but did the call with him before I left with three of our best! Hopefully we deliver something use... [more](#)



**John M.** Great!



**Katharina W.** Great! Thanks so much, was a great chat and I'm glad we got to reconnect for the round! Thank you as always :)








**Carmen R.** Great! He's an absolute star, as you are! So impressed by him, the product and all the customer love :). Thanks for convincing him of taking the call! And very much looking forward to co-investing soo... [more](#)

## What are intro outcomes?

Intro outcomes are a new feature that allows participants of completed introductions to add details of any outcomes related to that intro. They can assign an optional monetary value and

comment to the outcome. This is shared with the Connector as additional feedback on their original intro. So for example, if an intro resulted in you closing \$4M from an investor, adding this outcome helps recognise the impact the Connector had on your company.

### Recent Portfolio Outcomes

 Organization	# Value added	 Date added
 mrgn.ai	\$250,000	Feb 05, 2025
 greendeck.co	\$13,000,000	Jan 21, 2025
 clarisights.com	\$1,000,000	Jan 16, 2025

## Can I see who I am sharing with?

You can see who you are sharing your network with [here](#).

You can also search for an individual and see on their profile page if you are collaborating with each other.

### COLLABORATE



**Anthony is sharing**

1.38K contacts, 745 organizations



**You are sharing**

30.5K contacts, 14.9K organizations



**Share settings**


## How do I stop sharing my network?

To stop sharing with anyone click into their profile and select the “...” menu where you will see the option to “Stop collaborating”. Once you click this your network will no longer appear in their search results. You will still have access to their network if they continue to share with you. The other person will not see any notification that you have stopped sharing with them.



## Options

+ Make intro

 Copy intro link

 Stop collaborating



 Who introduced you?

Anthony Alepra's information is from their Bridge member profile.  
[Why can't I edit this contact?](#)

## Why is Techstars using Bridge?

To provide a better customer service to Founders. Bridge helps Techstars standardise how they make intros and gives Techstars the visibility into any bottlenecks and areas where Founders need help. This data can be used to help more Techstars Founders discover more intro paths and more intro targets that might be a great fit for their companies as investors, customers, hires etc...

Techstars has already successfully used Bridge to make over 40K intros and drive inbound investor interest to Founders via their [Investor Reveal](#) and Fundraising newsletters. By expanding Bridge access to all our Founders, Techstars can provide more outbound fundraising opportunities to Founders.

## How do I know I have pro access?

You should not encounter any paywalls. If you do let [connor@brdg.app](mailto:connor@brdg.app) know stating that you are encountering paywalls. Include your company URL and Techstars class details. Pro access means that you can see intro paths, connection rankings and request intros.

## How do I delete my Bridge account?

You can instantly delete your account via the [Account Settings page](#). Scroll to the bottom and hit "Delete Account"