

6 Cold Email Templates to Pitch a VC

Customize these six basic template examples to make your brand shine for every VC you email:

Template 1: Asking for Friendly Advice

Hi Olivia!

My name is Ted and I'm one of the co-founders of RateYourCup, a social media site for coffee-addicts to share and rate their favorite local brews.

I'm reaching out because you backed BeerReviewsNearYou, which I'm a huge fan of, and I wanted to get your advice about taking our site to the mobile app market.

BeerReviewsNearYou and RateYourCup operate on the same idea and could have the same mega earning potential.

You probably don't have time to meet for a cup of the city's highest-rated coffee, but if you'd share a few minutes of your time, I'll send a hot cup straight to your office.

Attached you'll find our pitch deck with more info.

Thanks for your time — I look forward to hearing your reviews about a different sort of brew in the future!

Notes:

Template 2: The Specific Dollar Ask and Game Plan

Good morning, Craig!

I read post ABC on your blog and noticed you have a particular interest in startups in the retail and fitness markets. I'm Bethany Katz, founder of [Company Name], and we specialize in both of those.

Users of our app pay a monthly membership fee, set fitness goals, and receive gift cards to spend at their favorite stores if they meet them. Missing goals incurs a penalty fee and provides accountability.

We've helped our 900,000+ users lose a collective 400,000+ pounds so far and have given out gift cards totaling over \$1 million.

By partnering with select retailers and buying gift cards at a discount in bulk, we earn a profit from the subscriptions while still affording the pay outs. Plus, when we drive traffic to retailers, we also receive a commission for hitting certain bonuses.

We're looking to take our business to the next level with an investment of \$500,000. If this sounds like a good fit for your unique expertise, help us reach our goals today.

Check out our one-pager and pitch deck attached to this email.

Thanks for your time!

Notes:



Template 3: For Similar Investments

Hello Courtney,

I'm Maggie from KiDIY, a subscription service that sends kids a different DIY activity to complete every month — including all the supplies and materials they'll need to create a masterpiece entirely on their own. Think of it as BlueApron for arts and crafts.

When I read about your recent investment in GlitterDelivery, I was completely wowed by your savvy marketing focus and expertise with subscription services in the creative world.

KiDIY currently has:

- Over 300,000 monthly subscribers who are mainly parents signing up for their 4–12-year olds.
- \$800,000 in operating revenue, but not quite enough to expand our services outside the tri-state area.
- 10 dedicated vendors and suppliers for our kits (and looking for more!).

I know you're crazy busy, but if you could give us a few pointers on how to take our concept to the next level, we would really appreciate the advice!

Attached you'll find the KiDIY pitch deck with all our updated info.

Thank you for your (invaluable!) time — we can't wait to DIY something awesome together :)

Notes:

Template 4: Reaching Out to a Brief Connection

Hi there Katie!

We met briefly at the BBQ Pitmasters Convention last month when we were discussing the best (sleeper) cities for authentic 'cue.

I'm Hank, one of the co-founders of The Great American Swine Sampler, a monthly subscription service delivering subscribers the best BBQ from around the country.

I know you're crazy about all things hog-related so I think your expertise, network of other pig purveyors, and fine-tuned palate could be a match made in heaven for us.

We're currently pulling in over 5,000 new subscribers every month with practically zero marketing effort on our end. Things are getting crazy around here! Check out the attached pitch deck to see our numbers for real.

I'd love to send you a sample of our current features if you're interested! Let's connect on LinkedIn (I sent over a request). Now do you prefer the pulled pork or the ribs? :)

Many thanks for your time!

Notes:

Template 5: Break the Ice Gracefully

Hey there, Gavin!

Apologies for emailing you out of the blue; I usually try to get an introduction from someone in my network, but you're a unique outlier :)

I found your profile while I was looking for venture capitalists investing in the post-consumer materials market. I'm Patrick, the founder of PlayTrash. We've been making pet toys out of recycled materials for the last 2 years.

Given your focus on the environment, and our growing following on social media and our killer sales, I believe we could be an unstoppable force together.

PlayTrash has currently pulled in:

- Over \$1 million in sales since we started
- Over 1,000 new monthly email subscribers
- Endorsements from top magazines, TV shows, Instagram celebrities, and more.

My attached deck has more info. I'd love a few pointers about which area would be most profitable for our growth. Are there any new recyclables on the market we should know about?

Thanks for your time!

Notes:

Template 6: Appeal to their Experiences

Good afternoon, Sam!

While reading your whitepaper on “How to Succeed in the Dating App Startup World,” I realized our company was ready for expansion, but not primed for growth, as you explained so well.

My name is Viola and your weekly blogs and whitepapers gave me the inspiration to create the Single Cat Lady app, which helps single women with cats find the human loves of their life.

We currently have over 1 million members (and counting), but we haven’t been able to crack our highest monthly subscriber mark or top our highest revenue month. Should we invest in additional features or market our services more?

You went through a similar dilemma with your first dating app, only I haven’t met an investor willing to contribute \$50,000 like you did. I was hoping you’d check out my attached deck and give me some pointers for how to go from here (since I’ve taken your advice and it’s gone well thus far!).

Thanks for everything you do!

Notes:

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