

## **Angel Investor Intro Email (Template)**




**Subject:** A World Where Combat Meets Culture — Would Love to Share DOKO with You

Hi [Investor's First Name],

My name is **Treneese Johnson** — I'm an artist, engineer, and founder of a new venture called **DOKO Battlefield**. I've spent the past year building a vision that merges **combat sports, community, and culture** into one unforgettable space — and I'd love the opportunity to share it with you.

**DOKO Battlefield** is a tech-powered, immersive experience where guests train in fencing, archery, kendo, axe throwing, and dagger throwing inside a Japanese-inspired indoor world — complete with blossom trees, dojos, and performance arenas. Every visitor wears a smart wearable that tracks their queue, saves personalized media, and transforms the way we experience competition and community.

This isn't just an entertainment venue. It's a movement:

-  To bring underrepresented combat sports into the light
-  To build safe, beautiful spaces where culture and courage meet
-  To give people a new way to connect, heal, and feel powerful

I'm currently preparing to raise capital for our first flagship location in Atlanta and looking for **angel investors who believe in vision-first brands**, community storytelling, and future-defining experiences. You came to mind because of your work in [insert a personal connection or aligned reason].

Would you be open to a quick 20-minute call or Zoom? I'd love to walk you through our pitch deck, business plan, and where we're headed — and more importantly, share *why* this matters.

Thank you so much for your time and for all the spaces you've already helped bring into the world.

Warmly,

**Treneese Johnson**

Founder, DOKO Battlefield & ELOS Museum

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 [dokobattlefield.com](https://dokobattlefield.com) (coming soon)

 [Attach: Deck PDF, 1-Pager, or Link]

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**Optional PS:**

PS — I also founded **ELOS Museum**, a sister brand to DOKO focused on interactive art, emotion, and expression. Together they'll live under one creative empire. I'd be honored to tell you more.

## How to Approach Angels:

- Keep outreach **personal, heartfelt, and founder-first**
- Lead with your **why** before your **what**
- Include your **Founder Vision Letter**, pitch deck, and 1-pager
- Make them feel like part of something historic and community-building

## Angel Investors (Best Fit for DOKO & ELOS)

These individuals or small groups invest early because they **believe in the founder**, not just the numbers.

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### Creative & Cultural Angels

Name	Why They're a Fit
<b>Troy Carter</b> (Founder of Q&A, ex-manager Lady Gaga)	Invests in creative tech, entertainment, and diverse founders. Passionate about innovation in culture.
<b>Issa Rae (Raedio Ventures)</b>	Invests in Black-led brands, media, and cultural experiences. DOKO's community angle may deeply resonate.
<b>Pharrell Williams / Black Ambition Prize</b>	Grants + angel funding for underrepresented founders. Focus on experiential design, fashion, youth.
<b>Mellody Hobson</b> (Chair of Starbucks, investor/philanthropist)	Believes in equity-driven innovation. Could connect to large networks.
<b>Kanyi Maqubela (Kindred Ventures)</b>	Focuses on founder soul + vision. Known for backing things before they go mainstream.

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### Sports & Athlete-Backed Angels

Name	Why They're a Fit
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<b>Serena Williams (Serena Ventures)</b>	Invests in wellness, culture, family experiences. Has backed experiential & physical spaces.
<b>Stephen Curry (SC30 Inc.)</b>	Supports youth, sports innovation, and immersive community-based brands.
<b>Baron Davis (More Than Us VC)</b>	Deeply involved in creative spaces and Black tech entrepreneurship.
<b>Dwyane Wade / Union Sports &amp; Entertainment</b>	Combines sports, art, and DEI in investments. Very brand-savvy.
<b>Simu Liu (Actor + Investor)</b>	Recently co-founded a VC firm focused on innovation and culture with an Asian and global lens.

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### **Tech / Media Visionaries (Angel Style)**

<b>Name</b>	<b>Why They're a Fit</b>
<b>Ben Horowitz (a16z)</b>	Has deep ties to cultural innovation and supports Black founders through Cultural Leadership Fund.
<b>Charles Hudson (Precursor Ventures)</b>	Known for investing in unproven founders with strong stories. Supports founders of color early.
<b>Arlan Hamilton (Backstage Capital)</b>	Directly supports underestimated founders (Black, LGBTQ+, women). Might give early backing or advice.
<b>Eghosa Omoigui (EchoVC)</b>	Invests in creative + scalable Black-founded companies with global impact potential.

### **Pro Tip: Use a Staggered Contact Strategy**

#### ♦ **Phase 1: Warm-Up (Now)**

- Angels
- Impact + community-focused partners
- Soft intro to 1–2 friendly VCs (advice, not pitch)

#### ♦ **Phase 2: Momentum Build (2–3 Weeks After Final Deck)**

- Strategic entertainment/sports contacts
- Grant applications
- Warm intros to 2nd VC

♦ **Phase 3: Capital Close Push (When You Have Momentum)**

- Family offices
- Larger VCs
- Institutions or international groups