Hi,

Upon brainstorming the ideas of crafting a narrative to express my intention, I came across deterrents for which I need feedback and guidance. Precisely, I think that words and sentences are mere strategies to express my intent, but those strategies are generating some ambiguity, or are failing to be in the constraints of guidelines. So, I am going to discern the previous mail that I sent, annotating them with my intent, and hopefully get some valuable inputs to help me with the trail to follow.

**Your idea, business model and its USP:**

What makes a product incredible? Is it its value? Here at Les Frites, we plan to create value using gourmet French fries as seed. [That part tries to illustrate my idea].

Our project is a fusion of innovative ideas from **retail food** industry. [This part seeks to express our business model. Also, taking the paradigm of lean startup into account, without a feedback loop any further details we put in might be far-fetched speculations]

Fast growing QSR sector of India lack dedicated French fries brands such as French Fry Heaven. Most of QSR players in India, just serve regular generic fries. Neither do they offer large varieties of seasonings and sauces. Also, the possibility of pairing it with Indian snacks to market a meal remain unexplored. [Here we trying to state our USP]

**Growth / traction achieved till date (in numbers)**

Niche light bearers such as Chipotle Mexican Grill, Texas Roadhouse, and Starbucks progenitor Giornale offer plenty of hard-learned lessons of the domain. Among many of their inspiring tales, the upfront requirement of capital after ideation phase, **without any market traction**, and difficulty witnessed in raising it, may dent our tranquillity but hardens our zeal.[ We are trying say that our sector poses high barriers so we can’t have any traction before funds and through examples from our segment I want to establish confirmation of this existing issue in reader’s mind through facts.]

**Team profile (with LinkedIn links) and team member expertise**

I, Prateek Rastogi (Managing Director), and Naveen Veeravalli (Director of Operations) contrive to capture that untapped value, just as we captured untapped memories together at IIT Guwahati.[ I mentioned the team, and their future roles in the venture. Also, I want reader to focus on strong team dynamics that will improve our efficiency]

**High level projections, future strategy & expansion plans**

Taking a leaf from QSR industry trends, we will strategically launch in a Tier II tourist city. That will not only allow us to build innovative products at lower costs, but also shield us from competition in our infancy. [Here we aspire to give the readers high level projections of what really will be our most preferred go to the market strategy.]

The large corpus of culinary language, available in the form of books, will be the syntax of top-down driven product development. We desire to leverage human enterprise to rapidly create value by licensing our experience to the potential risk takers, and a tourist town will essentially be a great marketing avenue to reach these free sprites. Thus, helping us in our vision of being an asset-light company that is a storehouse of IP and a mere enabler of value unit transactions. [This part address the issues of our future plans and expansion issues so as to maximise the shareholder value. I also feel that humans are the performance bottlenecks and management issues, so we need to keep their numbers minimal and optimize the revenue generated per employee. Maximal automation will be the goal. Of course, the whole argument is delicate with various intricacies]

**Investment raised till date and investor profile (with LinkedIn links)**

High barriers of entry, especially initial capital requirements, are holding us back from bringing this idea to the life. So, we started raising seed capital few days ago to overcome this obstacle. As of now, traction, the prime attribute of high-growth tech driven business models at this stage, has been our pain point.[ We are trying to tackle main point of the positive rejections we got mentioning that after finding some traction in next 1-2 years, they will look into it. But, if we don’t have any funds now, how our idea will even be morphed into a product. So far, we are stuck in a sort of deadlock. This is an attempt to express that deadlock and explain why we haven’t able to raise investment till date]

**Total funds needed now, it's use and expected traction that would be achieved on its burn**

As Goethe articulates “Daring ideas are like chessmen moved forward. They may be beaten, but they may start a winning game”, we seek to raise a cumulative seed amount of ₹60 lakhs, preferably in convertible debt, to aid us in crossing this divide. Those funds will assist to fill the gaps in typical startup costs associated with this segment. The capital will be utilized in a span of 12 months during which we aim to reach profitability. [Self-explanatory]

**Soft commitments for current round from current/other investors (along with LinkedIn links) & its terms**

Therefore, with the past inspired bias, we believe that high-growth business models in the networked markets, a significant subset of which can be found in tech driven businesses, generate unexpected rewards. Yet, the evangelists of that belief, in the form of capital commitments, eluded us so far. [ As we don’t have soft commitments right now, and the inspiring responses we received so far are not enough for the birth of this product. So, I thought the best way will be to inspire and polarize the reader to take action, which will also generate high quality leads. Also, the reason why overall tone of the mail is inspiring.]

I hope my intent was appropriately conveyed in those annotations. Please give me an idea about how the best introductory mails in my stage i.e. idea before product detangle the inherent contradictions. Any examples of the best mails, average mails, and worst mails in this category will immensely help me in my quest.

Thank You,

Regards,

Prateek Rastogi