

# Best practice for asking for introductions: Forwarding Emails

*At Antler, we do “double-opt-in” introductions to investors and advisors, which means both parties agree (“opt in”) to the introduction before it is made - this is fairly customary in the VC ecosystem.*

Whenever a portfolio company would like an introduction, from someone at Antler or any other person (“the introducer”), they should send a “forwarding” email, which literally means it is in a format where it can be forwarded immediately without any changes needed. All the introducer needs to do is add a quick one-liner saying something similar to “see below, are you happy to meet them?”

## Process

Since email introductions are such an important part of making connections between startups and investors/advisors, it's key to follow the process highlighted here to ensure smooth and quick introductions without any unnecessary back and forth; make it as easy as possible for the introducer to make the introduction! If they see an email that requires “work” e.g. editing, asking for more information, they will postpone and likely forget.

The process is as follows:

- 1) ***Work out who the best person is to make the introduction*** - eg. within Antler, we call this the Antler Point of Contact (Antler POC) for an Advisor or Investor
- 2) ***The team sends an email addressed to the Antler POC asking for an introduction.***  
The email should contain
  - a) the “ask”- why do you want an introduction/what do you want
  - b) the *necessary information* for the investor or advisor (detailed further down) to decide if they can and want to help
- 3) ***The Antler POC will forward this email to the investor or advisor.***

Common pitfalls, and solutions, when writing a forwarding email are:

1. **It is not clear what the company does.** Solution: Include a succinct and clear one-liner. Then include a video of the product or pitch, and/or one-pager/“teaser” deck so it is super clear what your company does and why they should stop and take notice. You need to give them just enough information that they are excited about/“teased” to meet you!
2. **Not giving enough detail of the “ask”.** Solution: Test this out on your Antler alumni to ensure it makes sense e.g. I would like to meet developers → I would like to meet individual or small developers that work in London and Amsterdam, to understand how they work with architects and what software they currently use. The latter is much clearer

for the introducer to think about who they know, and if they fit the right profile. It is also clear what they want to glean from the conversations.

3. **Being too humble** - include your current traction and why you're amazing!

## Asking for intros to advisors

Write an email that can be easily forwarded to the advisor. Please include:

- A short background of who you are (2-3 sentences) and link to your web page or app
- A short introduction to your product or service (1 paragraph)
- Why you are amazing (1-2 sentences on what about the team, the model and the market and/or traction will make the advisor excited)
- What you want help with, ideally incl. 2-3 concrete questions
- Link or attachment to what you'd like input on, for example, product roadmap, go-to-market strategy, pitch deck

## Asking for intros to investors

Write an email we can easily forward to the investor (addressed to a particular partner/person at the firm). Please make sure to have done a bit of research on stage, geography and area of interest for this firm and partner/person and why it would be a good fit for your company. In the email, please include:

- A short background of who you are (2-3 sentences)
- A short introduction to your product or service (1 paragraph)
- Why you are amazing (1-2 sentences on what about the team, the model and the market will make the investor excited)
- Why you believe your company is a good match for this particular investor (stage, areas of interest, other similar investments etc)
- Link or attachment to a short version of your pitch deck

## Template email (eg to an investor)

[Replace anything that appear in brackets]

Hi [ANTLER PERSON],

Hope you're doing well and had a great weekend.

As mentioned, it would be amazing to be put in touch with [INVESTOR NAME] at [FUND NAME]. I really love the [FUND / INVESTOR]'s [INSERT YOUR RESEARCH ON THEIR FOCUS/APPROACH, NOTABLE INVESTMENTS IN SIMILAR SPACE, ETC]

I believe [COMPANY] fits their requirements well - [INSERT FIT BETWEEN THEIR STAGE & FOCUS AND YOUR BUSINESS/TRACTION]

I've included a more general intro to [COMPANY] below, along with a few additional links.

It would be awesome to meet with [INVESTOR NAME] at [HIS/HER] earliest convenience in [LOCATION] if possible.

Thanks so much!

[SIGNATURE]

[DESCRIPTION OF COMPANY]:

- A short background of who you are (2-3 sentences), introduction to product or service (1 paragraph), why you're amazing (1-2 sentences).

[RECENT HIGHLIGHTS]:

- Bullets on recent traction; customer, product, partners, fundraising, etc.

[FURTHER LINKS]:

- Links to pitch, website, teaser deck, LinkedIn profiles

## Example email introduction request to an investor

Hi Saira,

As discussed, it would be amazing if we could get an intro to VentureCo. I really love their focus on consumer businesses (e.g. investment in ConsumerCo) and it would really help us to have their support, advice, and investment as we scale.

I believe Airalo fits their requirements well - since founding in January 2019, we've managed to launch our product in X+ countries together with leading telco's, and reached \$X in annualized run-rate revenue.

I've included a more general intro to Airalo below, along with a few additional links.

Thanks so much!

### **Intro to Airalo**

Airalo ([www.airalo.com](http://www.airalo.com)) is the world's first eSIM subscription store. We give travelers instant

access to eSIMs from X+ countries and regions from around the world. As the world's first global eSIMs store, Airalo provides the most affordable, local rates from around the world, all via eSIM compatible smartphones, tablets or PCs. The founding team has long experience from the telco industry, including as the founder of previous successful startups.

After having raised a strong a seed round, and with our product launched and generating revenue, Airalo is currently raising our Series A-round and are looking to speak with investors with experience in scaling consumer products.

**Recent Highlights:**

- X+ countries live with data packs from the leading telcos across all big markets.
- \$X in annualized run-rate
- \$1.75M in seed funding raised from Sequoia and Antler.
- Participating in the Sequoia Surge program in Singapore

**Further Links:**

- Website: [www.airalo.com](http://www.airalo.com)
- How Airalo works: <https://www.youtube.com/watch?v=AOQHiBvARS0>
- Demo Day Pitch: <https://www.youtube.com/watch?v=9JkZcckmQ>
- Bahadir's Linkedin Profile: <https://www.linkedin.com/in/bahadirozdemir/>
- Silicon Canals article with a general intro to Airalo:  
<https://siliconcanals.com/news/airalo-first-esim-sim-store-telecommunication/>
- Feature in E27:  
<https://e27.co/use-this-esim-wherever-you-go-in-the-world-thanks-to-these-2-turkish-entrepreneurs-20191101/>