Twitter Thread by Joe Speiser ■■

Joe Speiser ■■
@jspeiser

I've raised $20M for my startups by just emailing

Fundraising is hard but with the right system, anyone can raise

Here's my step by step process

1. Find Interested Investors

Let's say you're building an automation tool

Go to Crunchbase and look up every NON-DIRECT competitor startup in a related sector (No-Code SaaS in this case)

List down ALL companies and ALL their investors

Go to the Investor Funds' website to find their email

OR

b) Use VoilaNorbert. com or apollo .io

Put the first + last name + Company URL, and it will try a bunch of email permutations and predict the correct one with a 98% success rate.

Create a list of 200-300 investors

Research

1) Which stage they like to invest in,
2) How much money do they typically deploy, and
3) Which person from their investment team led the investment in another startup in the related space

💵 SaaS Weapon VC Outreach

Show All

VC Firm	Stage	Areas of Interest	Best Contact
122WEST Ventures	Seed	Software Internet	info@122west.vc
12BF Global Ventures	Seed	B2B Vertical Saas	info@i2bf.com
1984 Ventures	Pre-Seed Seed	Enterprise Software E-Comm	team@1984.vc
1Up Ventures	Seed Series A	Female Founders Media En	contact@1upfund.com
208 Seed Ventures	Seed		contact@jaimalik.co
406 Ventures	Seed	Saas Security Female Foun	contact@406ventures.com
500 Startups	Pre-Seed	E- Commerce Agnostic	info@500.co
7BC Venture Capital	Series A	AI Fintech B2B software	andrew@7bc.vc
Abstraction Capital	Seed	Minority Founders Software I	info@abstraction.vc
Acceleprise	Pre-Seed	Agnostic	team@forumvc.com
Accion Ventures Lab	Pre-Seed Seed	Social Impact Fintech Insur	smarston@accion.org
ACME Capital	Series A Series B Series C		info@acme.vc

Unpopular advice -

Rank investors by how willing you are to lose them

Start with those first, get their feedback, keep improving your pitch and then work upwards.

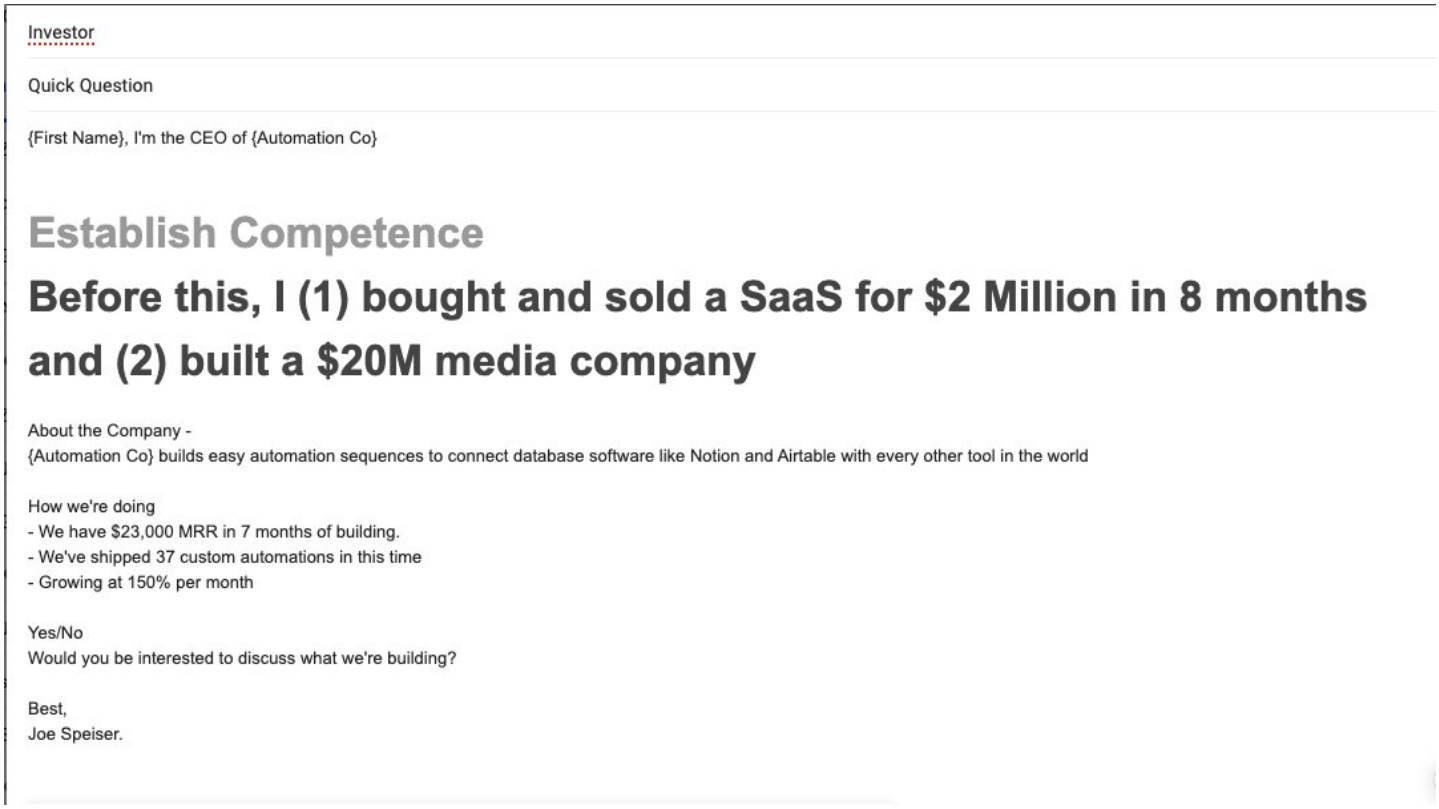
(I'm an Angel, so shouldn't be saying this, but heh it works, lol)

2. Now draft an email sequence

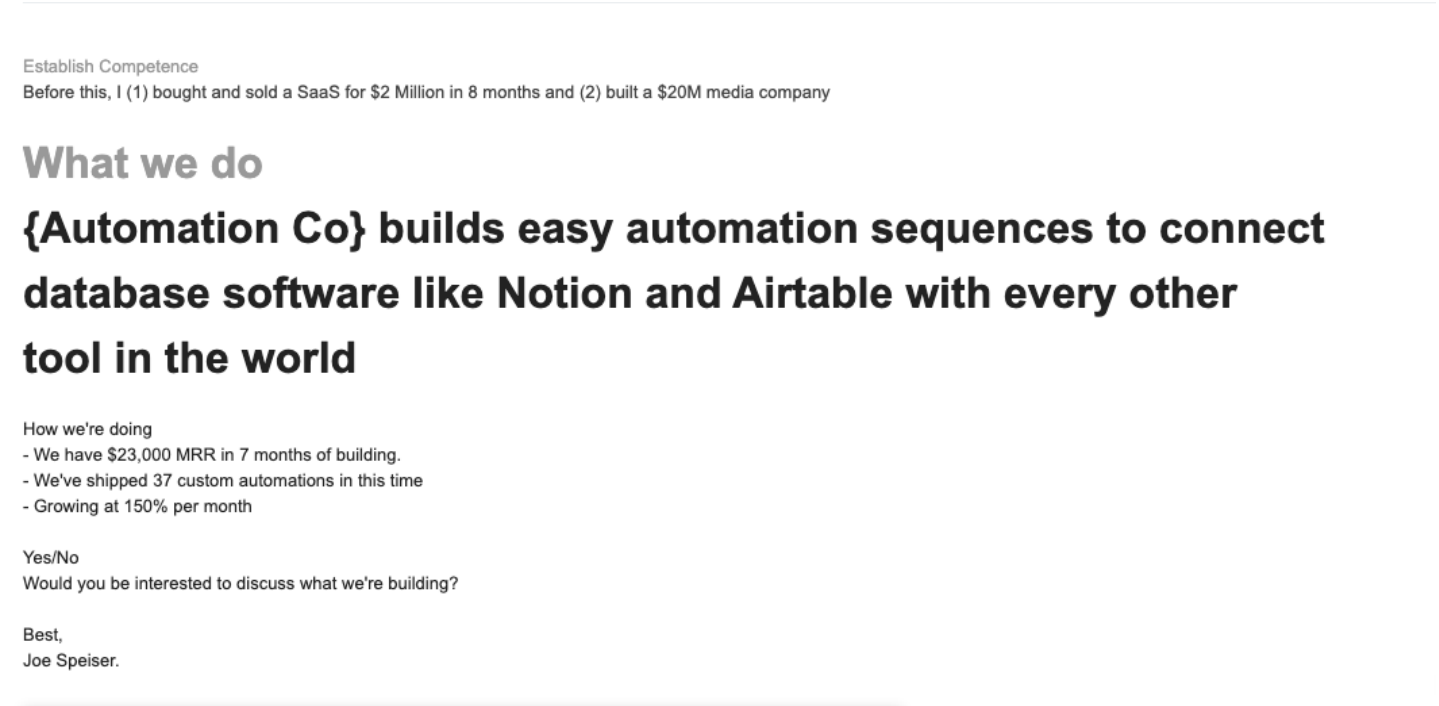
A good email will do the following -

1) Establish Competence
2) Explain what the company does
3) Share your growth and progress
4) End with a clear CTA

1) Establish Competence by sharing your past success - (Time to ■)



After they know you are a capable founder, give them a no bs explanation of what you're building



Now that they know you and your company, blow them away by your growth and progress

Establish Competence
Before this, I (1) bought and sold a SaaS for $2 Million in 8 months and (2) built a $20M media company

What we do
{Automation Co} builds easy automation sequences to connect database software like Notion and Airtable with every other tool in the world

Growth and Progress

- We have $23,000 MRR in 7 months of building.
- We've shipped 37 custom automations in this time
- Growing at 150% per month

Yes/No
Would you be interested to discuss what we're building?

Best,
Joe Speiser.

Make it easy for them to respond by ending with a Yes/No Call-To-Action

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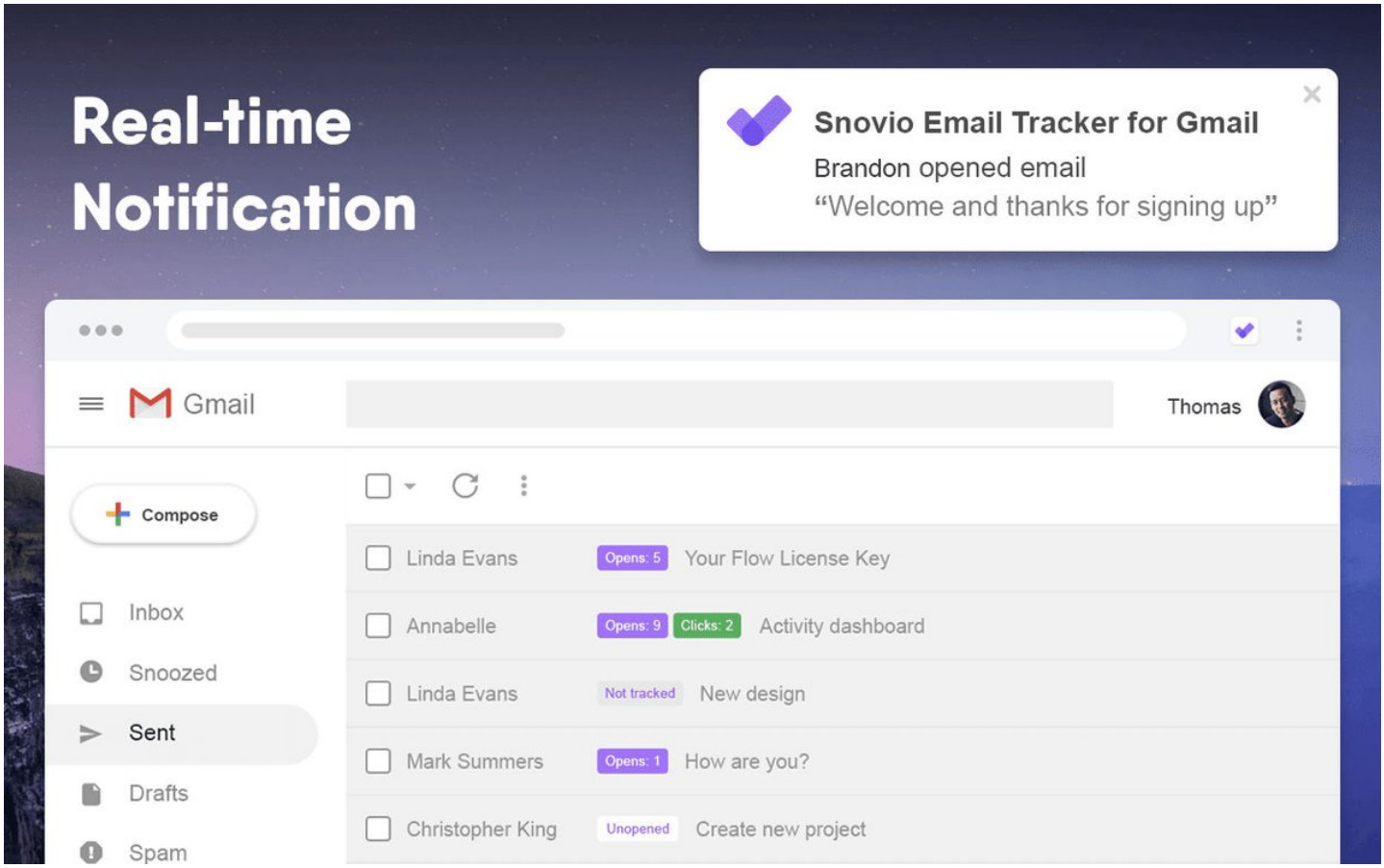
- Follow up at least two times with each person
- Keep an interval of 2 days between each follow-up
- Use a shorter version of the above email to follow-up

Use Snov .io to check who has opened your email and who hasn't



As you talk to more investors you will get feedback on how to make a better deck and pitch, iterate!

- Record■ all video calls (w/permission)
- What makes Investors' faces light up and what causes them to lose interest
- Note all feedback and rapidly improve your pitch

The purpose of your deck is to show why your startup WILL be a massive business one day and make your investors a killer IRR

Therefore, only two questions matter to an investor

1) How strong is your business today?
2) How big will it be tomorrow?

For Inspiration - Head to slidebean .com and study examples of successful pitch decks such as Uber and AirBnB

Here's my framework for nailing the two questions that matter most:

How strong is your startup today?

Answer with - at least 3 of these:

1) Solid Revenue
2) Great Growth

3) Strong Unit Economics
4) Fast Execution Speed
5) Dedicated Customer Love

If you can be great at 3 of these, you can be average at the rest.

How big can your startup be tomorrow?

Answer with -

7) Market size is large (mandatory)
8) Category tailwinds favor your growth
9) Your unique business strategy
10) Relevant competition and why you'll beat them
11) How you will Profitably Scale

Again, you just need 3 of these

Also, include:

12) Why you founded this startup
13) Why you're the right founder at the right time
14) Why your team is the best team in the space

Being great at all 3 of these will give you room to screw up in other areas

TLDR;

- Speak to investors you're willing to lose and work upwards
- Record their feedback
- Rapidly improve your pitch
- Focus on answering the 2 questions

My fundraising process summed up

1) Find Investors
2) Create an Email Database
3) Follow Up
4) Focus your pitch on 2 questions only
4) Get on calls and get feedback
5) Keep improving your pitch
6) Repeat

I AM SHARING MY DATABASE OF VCs THAT I USED TO RAISE $20 MILLION

There's $10 Billion+ of active, available capital on this list

Retweet + comment and I'll send it to you for free

Retweet the first tweet if you found this helpful

Follow @jspeiser for more. https://t.co/0y6hU21aDg

> I've raised $20M for my startups by just emailing
>
> Fundraising is hard but with the right system, anyone can raise
>
> Here's my step by step process
>
> — Joe Speiser \u26a1\ufe0f (@jspeiser) May 26, 2022