



Networking Email Template

Practitioner Networking – Potential Investor

Potential Investor Networking

I. Background

- Investment banking practitioners network with other high-finance professionals to build and maintain investor relationships.
 - i. High-Finance Professionals: Finance practitioners that either buy or sell securities, or manage client portfolios.
- A transaction requires a seller and a buyer. Investment bankers are typically on the “sell-side”, meaning that investment banking practitioners sell securities. Therefore, investment bankers like to keep warm relationships with a wide-range of potential investors.
 - i. For example: Hedge funds, private equity funds, venture capitalists, family offices
- It is not uncommon for investment bankers to send cold emails to intriguing buyers in the sectors they cover – asking for a quick Introductory Call to better understand the buyer’s investment thesis.
 - i. Buyers publicly announce certain activities (e.g., raising new funds or completing transactions).

- ii. Bankers are keenly aware of the investors in their sector and continuously forge relationships with participants that could potentially come into their deals.

II. *Tips and Tricks for Effective Practitioner Networking*

- Networking emails should be short and concise.
- Networking emails should have a call-to-action.
- Networking emails should acknowledge a recent event, relevant to the recipient (the investor).
 - i. “Congratulations on raising your recent fund”
 - ii. “Congratulations on your participation in the [x] deal”
- The practitioner should highlight the types of deals that they bring to market and note that these deals would fit the investor’s investment thesis.
 - i. Investors do not want to be shown deals far outside of their mandate.
- Networking emails should always have the bank’s company overview with relevant statistics.
 - i. Bank description, roster of practitioners and their contact information, relevant sectors and types of advisory services offered, number of transactions, and total transaction volume (in Enterprise Value \$)

III. *Email Template Examples*

Hi [Potential Investor’s name],

Hope all is well.

My name is [banker’s name] and I am a [position] at [bank x].

Congratulations on your recent [Series C investment] in [target name]. I have always been a big fan of [target name]’s [distribution model] and [thesis around DevOps].

At [bank x] we've done more than [#] deals in the [x] sector for more than [\$xx] billion in transaction value. We typically advise clients from [Series B] to [IPO], and occasionally do [sell-side M&A advisory].

If your team has availability, we would really like to learn more about [name of fund]'s investment thesis.

Please find [bank x]'s company overview attached for your reference.

Best,

[Banker's Name]

[Email address]

[Phone number]

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