neonvest

SAMPLE · CLIENT AND INVESTOR DETAILS REDACTED

INVESTOR OUTREACH STRATEGY

How we reach investors for

Who we approach, in what order, what we say, and how it changes as replies come in

Warm network first, then the extended network, then targeted outreach on the approved names. Every approach opens on the investor's own investment or background, and every name is checked against your exclusion list before anyone is contacted.

THE SHAPE OF IT

Warm first. Then targeted. Then iterate.

Supercharger introductions go out first, one at a time, for feedback on the story as much as for capital. What they push back on sharpens the investor profile, and the outreach behind them is re-cut and re-written against it.

PREPARED BY

neonVest Deal Team · November 2026

HOW WE WILL APPROACH THEM

Three groups, three ways in

GROUP	WHO THEY ARE	HOW WE APPROACH THEM	SIZE
Warm network	Superchargers: members of our investor network who invest personally and declare both the freight side and the software side of your business.	One at a time, warm. You see each investor and the ask before we make the introduction.	**18**
Extended network	Operator-angels who have invested in freight, logistics, AI or B2B software, or who come from those businesses.	Each approach opens on their own investment or background, by email and LinkedIn.	**304**
For your clearance	Angels who back or run a company close to yours.	Approached only if you tell us to.	**32**

The sequence

- **Week 1:** warm introductions to the first Superchargers, for feedback on the deck and the narrative.
- **Week 2:** targeted outreach starts on the approved names, by email and LinkedIn, each message written for the investor it goes to.
- **Ongoing:** further routes matched and approved as replies come back, and a monthly review of what was sent, who replied, what was booked and what to change.

A sample opener

Hi [redacted],

You backed [redacted], which takes manual coordination out of warehouse operations. [redacted] is doing the same for freight execution: it built a freight network first, then built AI agents to run the manual work on every load, and now sells that software to shippers and freight brokers. Agents handle over half the loads in its own brokerage today.

It is raising a seed bridge. Would it be worth a short call with the founders?

The opener names the investor's own holding first, then the company in one sentence, then one proof point and one ask. Revenue and round terms are kept for the call.

ITERATION

What the replies told us, and what changed

Every reply and every meeting is read for what it says about the profile. In the first full month the email channel ran at the highest reply rate on our book. The objections were just as useful.

8.1%
email reply rate, first full month

26
investor replies in the month

6
investor meetings held

WHAT WE HEARD	WHAT IT MEANT	WHAT WE CHANGED
Four firms said the round was smaller than where they usually come in.	A point about their mandates, not about the company. None of them questioned the product.	The next screen tests a firm's stated minimum cheque before it enters the list, so it does not recur.
Attention moved when the conversation reached the AI and the software as products sold to others.	The operating history is the proof, not the pitch.	Openers now lead with the software and use the brokerage as evidence.
The one objection pressed twice was competition.	Investors need the answer in one line before the call.	A competition line added to the details reply, and to the deck.
A corporate investor offered three introductions into enterprise shippers.	For this company a route to a customer may be worth more than a cheque.	Corporate venture opened as its own route, with a deployment ask rather than an investment ask.

THE DETAILS REPLY

When an investor says yes to the first email, they get a short details reply: what the company does in two sentences, four proof points, and an offer to set up the call. **No revenue or amount-raised figures go in writing**; those are earned on the introduction call.

A real outreach strategy and its first month of results, with the company, the investors and every identifying figure removed.