



[Company Legal Name]

[Address]

[City], [State] [ZIP Code]

[WebSite Address]

[Date]

[Investor Name]

[Investment Company Name]

[Investor Address]

[Investor City, State Zip]

Dear [Investor First Name],

It was great talking with you today. I've enclosed a copy of the Executive Summary from our business plan for your review. I really appreciate your responding to [name of person who referred you]'s suggestion that we meet. After speaking with you, I'm hopeful that the nature of our company, our area of focus, and our approach to [xxx] align with your interest in an investment opportunity in the [Industry] market. I believe [Company] is an excellent fit for the type of investment you described.

As you evaluate this investment, you will probably find these key points of considerable interest:

- [Company] recently [briefly discuss your company's most significant major accomplishment of the past year].
- [Company] has always put [xxx] ahead of [xxx]. We have consistently maintained the highest levels of [xxx] and [xxx], earning [industry / community / national / etc.] awards and commendations for [xxx].
- Business growth has always been managed with a view to [xxx] and [xxx]. We take great pride in the fact that we have [xxx] since [xxx].
- According to [name the source of the statistics you are about to quote], growth is forecast at [00]% new [type of customers] customers in our targeted segment every year for at least the next [00] years.
- As [Company]'s [xxx] solves the critical issue of [xxx] for [00]% of customers, growth forecast at \$[00] million annually leads us to expect that an investment now will yield handsome returns by [Month / Quarter], 20[xx].

Our funding requirement of \$[000] million will be used to [xxx]. Planned investment strategy is for combined equity and cash value to the Investor. We are, of course, open to negotiation in some areas. Our forecasts indicate that Investor(s) can anticipate exit by 20[xx].

The attached Executive Summary should answer most of your questions regarding this [Company] opportunity. We are prepared to make a full presentation, at your earliest convenience. [Company] must move swiftly to take advantage of the opportunity to [xxx]. I will call early next week to arrange an appointment.

Should you have questions in the meantime, please feel free to contact me on my cell phone at, [Telephone].

We look forward to meeting with you.

Best regards,

[Owner/Founder]

Founder & CEO

[Founder email]