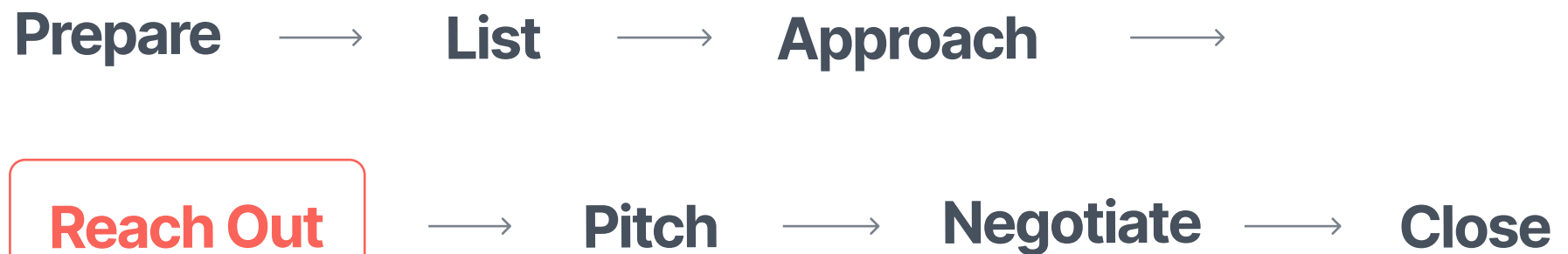


# How to fundraise like the best startups



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Reaching out to investors  
is the step of the fund  
raising process in which  
founders make the most  
mistakes.

# DO NOT!

1/3

## Cold email

It sends a clear message:

**you do not want to bother.**

Also avoid LinkedIn,  
personal email addresses  
and generic decks@ etc.

**DO NOT!**

**2/3**

**Delegate**

Investors want to feel that  
you care.

They expect to exchange  
with the CEO throughout  
the process.

**DO NOT!**

**3/3**

**Use fund raising  
firms**

They **won't save you much  
time** in the end.

**My advice, stay away!**

Now let's look at **what**  
**works** every time!

# Warm intro

Go through your network  
and find someone who  
knows the person you're  
trying to get in touch with.

# Portfolio

Browse through the VC's portfolio to identify companies you know.

This is the **best introduction** you can hope for!



# Forwardable email

Make it extremely easy for  
someone to help you.

Forwardable emails is the  
way! [Read more here.](#)

# Follow up

Once introduced, **follow up**  
**2-3 times** to remind them.

The whole process is  
manual, takes time and  
cannot be automated nor  
delegated.

It is **your job!**

# Found this post useful?

## Save it for later.

