



THE IRS EMAIL TEAR-DOWN

How one founder went from 0 VC replies to 4 meetings in 3 weeks.

THE PROBLEM WITH MOST COLD VC EMAILS

90% of cold emails get archived



Two paragraphs
about the founder



Vague product
description



"I'd love to
connect"



22-slide deck
attached as PDF

VCs are pattern-matching for signal in a sea of noise. Your email needs to BE the signal.

THE IRS FRAMEWORK

Three components. In this order. Every time.



INSIGHT

Lead with a market insight the VC hasn't heard. Not "AI is transforming healthcare." Something specific that shows you understand the space.



RESULT

One concrete number. Revenue, users, LOIs, pilots. "\$8K MRR after 6 weeks" beats "we're growing fast" every time.



SPECIFIC ASK

"15 minutes this Thursday or Friday to walk through our seed deck." Specific time, format, purpose. Never "I'd love to connect."

BEFORE — The Email That Got 0 Replies

Subject: Exciting opportunity in healthcare AI

Hi [VC Name],

My name is Sarah and I'm the CEO and co-founder of [Company]. I have 10 years of experience in healthcare IT and my co-founder has a PhD in machine learning from MIT.

We're building an AI-powered platform that helps hospitals streamline their patient intake process. We believe this is a massive market opportunity and we're passionate about improving healthcare outcomes for everyone.

We're currently raising a pre-seed round and I'd love to connect and tell you more about what we're building. I've attached our deck for your review.

Would you be open to chatting sometime?

Best, Sarah

85% about the founder. 15% about the opportunity. Generic subject line. No data. No specificity. No insight. Weak close. Deck attached = homework.

WHAT WENT WRONG — LINE BY LINE



"Exciting opportunity"

Most generic subject line in VC inboxes. Tells nothing.



Opening 2 paragraphs

All about her background & credentials. VCs don't care about you yet.



"Massive market opportunity"

Everyone says this. No data, no specificity, no insight.



"I'd love to connect"

Fastest way to get archived. No specific ask, no urgency.



22-slide deck attached

Homework, not a hook. Nobody opens it cold.



"Open to chatting sometime?"

Weak close. Easy to say "not right now" = never.

AFTER — Rewritten With IRS

Subject: 47% of ER visits start with a broken intake form

Hi [VC Name],

47% of emergency room visits involve a patient intake error — wrong meds listed, missing allergies, outdated insurance. It costs hospitals \$12B/year in rework and liability.

We built [Company] to fix this. Our AI pre-fills and verifies patient intake in under 90 seconds. Three pilot hospitals reduced intake errors by 68% in the first month.

We're at \$8K MRR after 6 weeks, scaling to 12 hospitals by Q2.

Raising a \$1.5M pre-seed. Would 15 minutes this Thursday or Friday work to walk through our deck?

Sarah



INSIGHT

Specific stat earns the open.
Problem-first, not founder-first.



RESULT

68% error reduction. \$8K MRR. 12 hospitals by Q2. Concrete proof.



SPECIFIC ASK

\$1.5M raise. Thursday or Friday. 15 minutes. Zero ambiguity.

89 words. Under 60 seconds to read.

No need for deck to be attached. The email IS the pitch.

THE RESULTS

METRIC	BEFORE	AFTER
Emails Sent	40	40+
Open Rate	Unknown	~65%
Replies	0	6
Meetings Booked	0	4
Time to First Meeting	Never	3 weeks

WHAT DECKTOVC FOUNDERS ARE SAYING



Vicki completely restructured our story. We went from zero responses to 8 meetings in 5 weeks.

A.M., Seed, Edu tech

\$1.2M raised



In 3 months of pitching we received an offer from a Series B competitor and got acquired.

P.P., Pre-seed, Mental health

Acquired



We were very fortunate to work with Vicki. Getting acquired would not have happened without her.

P.B., Pre-seed, Energy tech

**Acquired by listed
co.**



Vicki knows exactly what VCs want to see.

K.S., Seed stage, Sports tech

\$2.2M raised

YOUR IRS CHECKLIST

Run every cold VC email through this before you hit send.

INSIGHT

- ✓ First sentence has a specific data point or trend the VC hasn't seen
- ✓ Lead with the problem/opportunity — NOT your background

RESULT

- ✓ At least one concrete number (revenue, users, growth, pilot results)
- ✓ Traction feels real and verifiable, not inflated

SPECIFIC ASK

- ✓ Named a specific time window ("this Thursday or Friday")
- ✓ The ask is one thing (a meeting), not multiple things

FORMAT

- ✓ Email is under 120 words
- ✓ Deck is NOT attached (save it for the meeting)
- ✓ Subject line has a specific insight or number



WANT THE COMPLETE SYSTEM?

The IRS framework is one piece. In the DeckToVC live workshop, you get the full fundraising toolkit: proven deck template, financial model, outreach scripts, VC targeting strategy, and a full week of office hours with direct feedback.

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