

KAOS: The Investor Outreach Playbook

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1. The Goal: Get in Front of the Right Investors

This document is not a theoretical exercise. It is a practical, step-by-step playbook for securing the meetings that will lead to your **\$3–5 million seed round**. The goal is to move from a well-researched business plan to a series of productive conversations with investors who have the capital, conviction, and network to help you build KAOS into a category-defining company.

Your objective is to run a structured, professional, and efficient fundraising process. This means being prepared, targeting the right people, using the right channels, and managing momentum. This playbook will show you how.

2. The Toolkit: Your Fundraising Assets

Before you send a single email, you need to have your toolkit ready. These are the assets you will use to tell the KAOS story.

Asset	Purpose	Status
1. Investor Pitch Deck	The primary storytelling document for initial meetings.	Complete
2. Hype Video (Short)	The high-energy, 82-second video to grab attention and get the first meeting.	Complete
3. Business Plan (PDF)	The detailed, 13-section document for investors who want to go deep.	Complete
4. Data Room	A secure online folder (e.g., Google Drive, Dropbox) containing all supporting documents.	To be created
5. Target Investor List	A spreadsheet of 50–75 target investors, prioritised and researched.	To be created
6. Outreach Scripts	Pre-written email and LinkedIn templates for warm and cold outreach.	Included in this playbook

Action Item: Create the Data Room. It should contain:

- The Investor Pitch Deck (PDF)
- The Business Plan (PDF)
- The Hype Video (MP4)
- A detailed financial model (Excel/Google Sheets)
- Team bios / CVs
- Product roadmap
- Any existing customer contracts or letters of intent (LOIs)

3. The Strategy: Warm Intros First, Cold Outreach Second

The single most effective way to get a meeting with a VC is through a **warm introduction** from someone they trust. This could be a founder of one of their portfolio companies, another investor, a lawyer, or a mutual contact from your professional network. Cold outreach can work, but it has a much lower success rate.

Your strategy should be to systematically map your network to find the warmest possible path to each of your target investors. Only when you have exhausted all warm intro possibilities should you move to cold outreach.

4. The Target List: Who to Contact and How

This is your starting target list, focused on the highest-priority investors identified in the business plan. You should expand this to 50–75 names.

Tier 1: Australian Lead VCs

Firm	Key Contact(s)	How to Pitch	Notes
Blackbird Ventures	Tom Humphrey (Partner, AI focus), Niki Scevak (Partner)	Direct submission via website. Blackbird is known for being open to cold outreach. Submit your deck directly through their “Get Investment” portal [1].	They explicitly state “no warm intro required.” They review every submission. Make sure your deck is compelling and your vision is huge.
Square Peg Capital	Jethro Cohen (Principal, Sydney), Dan Krasnostein (Partner, Melbourne)	Warm intro is strongly preferred. Use LinkedIn to find a mutual connection to one of their investment team members. If no warm path, a targeted email to a specific partner is the next best option.	Square Peg has a clear thesis on agentic AI workflows. Reference their investment in Source in your outreach to show you’ve done your homework.
AirTree Ventures	John Henderson (Partner), Raaj Rayat (Principal)	Warm intro is strongly preferred. AirTree receives a high volume of pitches. Use their team page [2] to identify the right person and then find a mutual connection on LinkedIn.	AirTree has a strong track record in enterprise SaaS. Emphasise the global potential and the strength of your team.

Tier 2: Accelerators

Program	Application Deadline	How to Apply	Notes
Startmate	May 10, 2026	Online application via their website ^[3] .	The application is detailed. Start early. Focus on your team, your unique insight, and your traction (even if it's just early customer conversations).
Y Combinator	Rolling applications	Online application via their website.	YC is the global gold standard. The application is famously concise. Focus on clarity, traction, and a massive market.
Antler	Rolling applications	Online application via their website.	Antler has a strong Australian presence and is very active at the pre-seed/seed stage.

Tier 3: Government Grants

Program	How to Apply	Notes
R&D Tax Incentive	Engage a specialist RDTI consultant (e.g., BDO, PwC, specialist firms).	This is the most important grant to apply for immediately. It provides a 43.5% cash rebate on your R&D spend. The process is complex, so use a specialist.
Industry Growth Program	Direct application via business.gov.au .	This is a competitive grant. Your application needs to be strong and align with the program's objectives. Focus on commercialisation and job creation.

5. The Execution: Your 8-Week Outreach Plan

This is a week-by-week action plan to get you from where you are today to having multiple investor conversations in flight.

Week 1: Preparation & Asset Finalisation

- Finalise Target Investor List:** Expand the list above to 50–75 names in a spreadsheet. Add columns for: Firm, Key Contact, Contact Email/LinkedIn, Warm Intro Path, Status.
- Build Data Room v1:** Create the secure folder and upload all the assets from your toolkit.
- Map Your Network:** Go through your target list one by one. Use LinkedIn's mutual connections feature to identify who in your network can provide a warm introduction.
- Draft Outreach Emails:** Customise the templates below for your top 10 target investors.

Week 2: The First Wave (Warm Intros)

- Request Warm Intros:** Reach out to your mutual connections. Be specific in your request. Provide them with a short, forwardable blurb about KAOS that they can use (see template below).
- Submit Accelerator Applications:** Complete and submit your applications for Startmate, Y Combinator, and Antler. The deadlines are approaching.
- Engage RDTI Consultant:** Have your first meeting with an R&D tax incentive specialist.

Week 3: Follow-Up & The Second Wave

- Follow Up on Intros:** If you haven't heard back, send a polite follow-up to your introducer.
- Initiate Cold Outreach:** For investors where you have no warm path, begin sending your personalised cold outreach emails.
- LinkedIn Engagement:** Start engaging with your target investors' content on LinkedIn. Like, comment, and share their posts. This builds familiarity before your email lands in their inbox.

Week 4: First Meetings & Momentum

- Prepare for First Meetings:** Your first meetings will be scheduled for this week. Prepare your pitch, anticipate questions, and have your own questions ready for the investor.
- Send Post-Meeting Follow-Ups:** Within a few hours of each meeting, send a thank you email summarising the key points and outlining the next steps.
- Continue Outreach:** Keep the pipeline full. Continue requesting warm intros and sending cold emails.

Weeks 5–8: Deep Dives & Term Sheet Negotiation

- Manage the Process:** You will now be in multiple conversations at different stages. Keep your spreadsheet updated. Maintain momentum.
- Run Deep-Dive Sessions:** Be prepared for product demos, financial model reviews, and reference calls.
- Create Urgency:** As you get closer to a term sheet from one investor, let other interested investors know. This can accelerate their decision-making process.
- Negotiate & Close:** Work with your lawyers to review and negotiate the term sheet. Aim to have the round closed and the money in the bank by the end of Week 8.

6. The Scripts: What to Say and Write

The Warm Intro Request (Email to Your Mutual Connection)

Subject: Intro to [Investor Name] at [VC Firm]?

Hi [Mutual Connection Name],

Hope you're well. I'm currently raising a \$3-5M seed round for my new company, KAOS, an AI orchestration platform for enterprises.

I saw you're connected to [Investor Name] at [VC Firm]. Given their focus on [enterprise software / AI], I think they'd be a great fit. Would you be open to making a brief email introduction?

I've included a short, forwardable blurb below to make it easy. Let me know!

Best,

[Your Name]

Forwardable Blurb:

Hi [Investor Name], hope you're well. I wanted to introduce you to [Your Name], the founder of KAOS. They're building an enterprise AI orchestration platform to solve the massive execution gap in enterprise AI — think Kubernetes for AI agents. They've already built the product, have early traction, and are seeing huge interest. I thought it might be a great fit for your thesis. I'll let you two take it from here!

The Cold Outreach Email

Subject: KAOS: The OS for Enterprise AI

Hi [Investor Name],

I've been following [VC Firm]'s work for a while, and your investment in [Portfolio Company] was particularly interesting. It seems you have a strong conviction in [their investment thesis, e.g., the future of enterprise automation].

I'm the founder of KAOS, an AI orchestration platform that solves the single biggest problem in enterprise AI today: the 95% pilot failure rate. We provide the governance and integration layer that enterprises need to move AI from experiment to execution.

Here's a quick 82-second video that shows what we do: [Link to your Hype Video]

We're currently raising a \$3-5M seed round to scale our engineering team and acquire our first 15 enterprise customers. Would you be open to a 20-minute call next week to see if this aligns with your thesis?

Best,

[Your Name]

The LinkedIn Strategy

- **Connect:** Send a personalised connection request to your target investors. Mention a piece of content they wrote or a podcast they were on.
- **Engage:** Don't just be a passive connection. Like, comment, and share their posts. Add value. Ask intelligent questions.
- **Post:** Share your own content. Post the hype video. Write about the AI execution gap. Share your wins. This makes you a known quantity before you even reach out.

7. Conclusion: Execute the Playbook

This playbook provides the map. Now it's time to execute. Fundraising is a sales process. It requires discipline, persistence, and a thick skin. You will get a lot of