

Subject: Founding Team Opportunity: [Market Name] Expansion

Dear [Recipient Name],

I am writing to you because of your impressive track record in [Recipient's Field/Skill]. I am currently assembling the founding core team for [Company Name]'s expansion into [Market/Industry Name], and I believe your expertise aligns perfectly with our vision.

We have already achieved [Mention one key milestone, e.g., \$X revenue, X users, or successful seed round] in our primary market. Now, we are looking for a [Job Title/Role] to take full ownership of [Specific Responsibility] as we scale this new territory from the ground up.

This is a unique opportunity to join at the foundational level, where you will have:

- Direct influence over the strategic direction of the expansion.
- Significant equity/ownership stake in this new venture.
- The chance to build your own department and culture.

I have attached a brief overview of our roadmap and the specific impact this role will have. I would love to hop on a 15-minute call to share our vision for [Market Name] and see if there is a mutual fit.

Are you available for a brief chat on [Day] or [Day] at [Time]?

Best regards,

[Your Name]

[Your Title]

[Company Name]

[LinkedIn Profile/Website]