

Tech Startup Buyer Persona for Cold Emailing

Name

Jordan Lee

Role

Chief Technology Officer (CTO)

Company Size

11-50 employees

Industry

SaaS / B2B Tech Startup

Demographics

- Age: 28-42
- Location: US, UK, EU tech hubs
- Education: STEM Degree
- Experience: 6-15 years in tech/startups

Goals

- Accelerate product development
- Scale company operations efficiently
- Adopt tools that save time/cost
- Hire and retain top tech talent

Challenges

- Limited budget and resources
- Time constraints, wearing multiple hats
- Proof of ROI for new solutions
- Finding reliable partners/vendors

Buying Triggers

- Recent funding round
- Rapid scaling/hiring need
- Upcoming product launch
- Negative reviews of current vendors

Objections

- No time to evaluate new product
- Concern about vendor reliability
- Budget is tight this quarter
- Prefer internal solutions or open-source

Best Cold Email Approaches

1. Personalize using recent company news/funding
2. Be brief and get to value in first sentence
3. Share relevant social proof (case studies, logos)
4. Suggest a simple call to action (e.g., 15-min call)

Example Cold Email Angle

Subject Congrats on your Series A — quick idea to accelerate growth

Hi Jordan,

Body Noticed your recent funding—congrats! Many SaaS CTOs use **[Your Solution]** to speed up dev cycles without recruiting overhead.

Would a short call next week make sense?

- [Your Name]
