

LinkedIn Outreach – Gasimo Case Study

A 30-Day Done-For-You outreach programme delivering measurable results for an early-stage B2B platform

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The Challenge

Dual Objectives

Generate early fundraising interest whilst simultaneously driving direct business signups, all without distracting the founder from closing deals and delivering value.

The Solution

A structured, founder-led LinkedIn outreach programme targeting both investors and potential customers through personalized messaging and strategic phasing.



Our Approach: Align > Curate > Send > Repeat



Alignment Meetings

Mapped goals, traction, positioning, and constraints with the founding team.



ICP & IIP Definition

Defined clear Ideal Customer and Ideal Investor Profiles for this stage.



List Curation

Built targeted lists from both cold prospects and existing network.



Message Crafting

Personalized messages based on persona, funnel stage, and warmth.



Execution & Feedback Loop

300+ DMs across three phases, iterated weekly on replies and conversion signals.

Four-Phase Outreach to Tangible Results



Phase 1: Direct Angel CTA

Volume: 20 cold DMs to new connections

Approach: Direct angel-round investment ask

Result: 0 replies, CTA was premature without established trust



Phase 2: Value-First Nurture

Volume: 250 DMs to existing connections

Approach: Low-friction product signup invitation building familiarity

Result: 32 replies, 4 direct business signups



Phase 3: Momentum Signal

Volume: 30 targeted DMs citing social proof

Approach: Angel re-engagement with advisor and lead investor momentum

Result: 6 replies, 3 meeting or deck requests



Phase 4: Tactical Opportunity Pipeline (Parallel Process)

Continuously identifying and passing strategic opportunities from our network and research that align with founder goals—building major confidence beyond outreach. This runs in parallel with all other phases.

Measurable Impact

300+

Personalized
Messages

Tailored outreach via
virtual assistant.

4

Direct Business
Signups

New customers from
value-first engagement.

6

Investor
Conversations

Qualified fundraising
discussions initiated.

20%

20% of Angel Round
Committed

Strategic leads and super-
connectors participating

“

Client Testimonial

"We went from no clarity on fundraising to **20% of the round committed.**"

— Founder, Early-Stage B2B Platform

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Reference call available upon request.



Beyond the Numbers

What We Learned



Value-first approach outperformed direct asks



Social proof dramatically boosted trust and replies



Deep personalization beat generic templates



Founder stayed focused on deals while we built momentum

What This Delivered

- Initiation of the angel round with commitments from strategic investors

→ A tested outreach model with real meetings
- The founder stayed focused on closing

→ Confidence, clarity, and momentum for the founder

"Gasimo doesn't just send messages. We co-build momentum, direction, and client confidence."

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