Hi [name]

I'm Andy Sharp, Founder of Low Power Company ([LoPoCo](http://lopoco.com/" \t "_blank)), we are a startup that provides ultra-efficient servers.  Our products use 1/4 of the electricity and HVAC of conventional servers. Our LP-4250 model was rated by Power Assure Corporation as the most efficient server certified to date. Our servers run cool and quiet producing much less heat and vibration, the two causes of most server failures.

When we designed our servers we had companies like yours in mind - that could greatly increase their margins with a decrease in electricity consumed.  We are already working with Light & Motion, Pogoseat, Symsoft Solutions.

[insert how you came across them\*\*] and I thought you would be a good contact at [company] and would be interested in LoPoCo's servers.

We have an eval server in your area, if you’d like to schedule an evaluation to compare us to your current servers. Or give us a call if you’d like to learn more about our servers.

Thanks!

Andy Sharp

LoPoCo  
Lopoco.com

\*\*previous projects, youtube tape, past experience working somewhere else, etc

\*\*\*signature should include a lot more links to things like twitter of you and others, etc that would give them a deeper knowledge of you and the company.  More familiarity means trust, trust is good!