



## VERTIKAL Institutional Onboarding Suite

This document packages the full onboarding and outreach system for VERTIKAL, LLC — including branded email sequences, track-specific messaging, and the automation map for Zapier, Supabase, Airtable, and Cloudflare integrations.



## UNIVERSAL ONBOARDING SEQUENCE (All Tracks)

### Email 1: Welcome to VERTIKAL

- Subject: "Welcome to VERTIKAL — You're Early. And That Matters"
- Content: Institutional intro, Supabase access, track overview, next steps

### Email 2: Orientation

- Subject: "Your Vertikal Orientation — What You Now Have Access To"
- Content: Ecosystem overview, product pillars, access links

### Email 3: 7-Day Activation Plan

- Subject: "Your 7-Day Activation Plan — Let's Begin"
- Content: Day-by-day onboarding tasks per track



## TRACK-SPECIFIC ONBOARDING + OUTREACH



Creators