



- 3-email onboarding sequence
- Cold outreach template
- Operational templates (thank you, badge, decline, reactivation)



UNIVERSAL ONBOARDING SEQUENCE

Email 1 — Welcome

Subject: Welcome to VERTIKAL — You’re Early. And That Matters

Welcome to VERTIKAL, LLC — the institutional infrastructure for the short-series economy. You’re entering one of four tracks: Founding 50, Investor, Network, or Verified.

We use Supabase magic-link authentication. You’ll receive your role-specific onboarding next.

Email 2 — Orientation

Subject: Your Vertikal Orientation — What You Now Have Access To

VERTIKAL is built on:

- Vertical Originals
- VIBE CODE (timestamped emotional data)
- Closed-Loop Ecosystem
- Institutional Engine (2025–2027 roadmap)

Access links:

- Main: <https://vertikalapp.com>
- Creators: <https://creators.vertikalapp.com>