


Iron Key - [SOP] Sales Call Bible

Summary

This document is made to be used by the sales team to conduct 15 intro calls and 30 min sales demo calls.

Training: Before Hosting ANY Demos

 {SOP} Sales Onboarding / Training

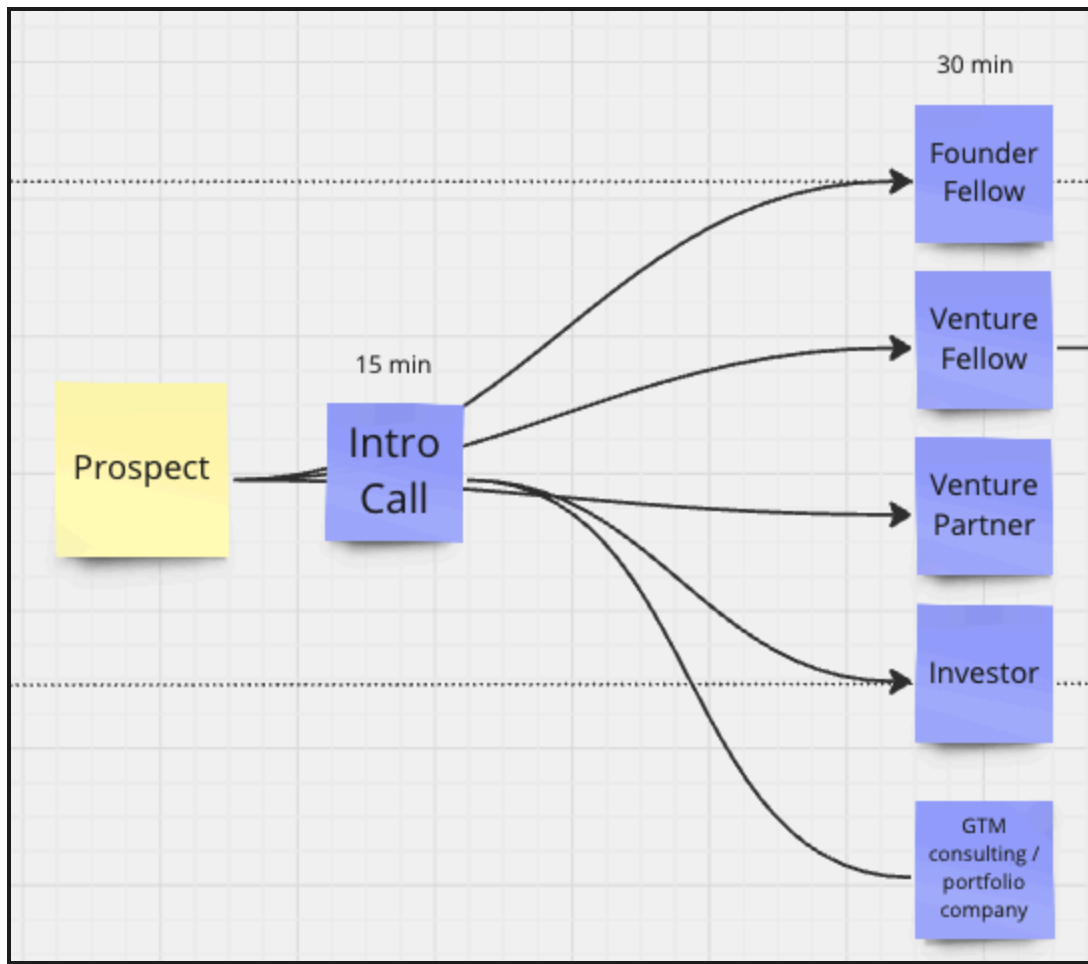
Key/Legend

- This legend indicates what product from the following the sales BDR will work on closing the prospect on
 - **RED COLOR = IRON KEY - QUALIFIED WEB3/AI EXPERIENCE**
 - **PINK COLOR = IRON KEY - FOUNDER OFFERS**
 - **ORANGE COLOR = IRON KEY - VENTURE FELLOW OFFER**
 - **BLUE COLOR = IRON KEY - VENTURE PARTNER / INVESTOR**

Process Overview

We currently operate a two step sales process, where any unqualified prospect will have the opportunity to book a 15 min intro call. The purpose of the intro call is to qualify the prospects into 1 of 5 categories, shown below. For each submission of an airtable form, the prospect will SKIP the intro call, and receive an automated email and have the opportunity to book a 30 min sales demo call for the program that meets their needs and interest.

Upon submission of the calendly form [here](#), the prospect will be directed to the appropriate sales representative, and will require manual email followup.



Pre-Meeting Preparation

- Be in a quiet place and review candidate resume, LinkedIn, and prepare to take calendar notes on determining which segment the prospect qualifies under from the following:
 - Web3 Experience
 - Angel Investing Experience
 - Venture Capital (VC) Experience
 - Founder Experience/Aspirations
- Have prospect Airtable information & LinkedIn profile tab open on screen
 - If they have not yet filled out an airtable form(VF [form here](#)), you can present it to the candidate when appropriate OR collect the data yourself directly in Airtable
 - Be aware that a templated email(with link to book a VF sales demo) will go out to anyone who submits this form
 - Open airtable and be prepared to enter information gathered on the call into airtable fields
- Open up and share your screen ready to present the relevant deck
 - 📎 Iron Key - Sales Decks

Introduction & Candidate Qualification

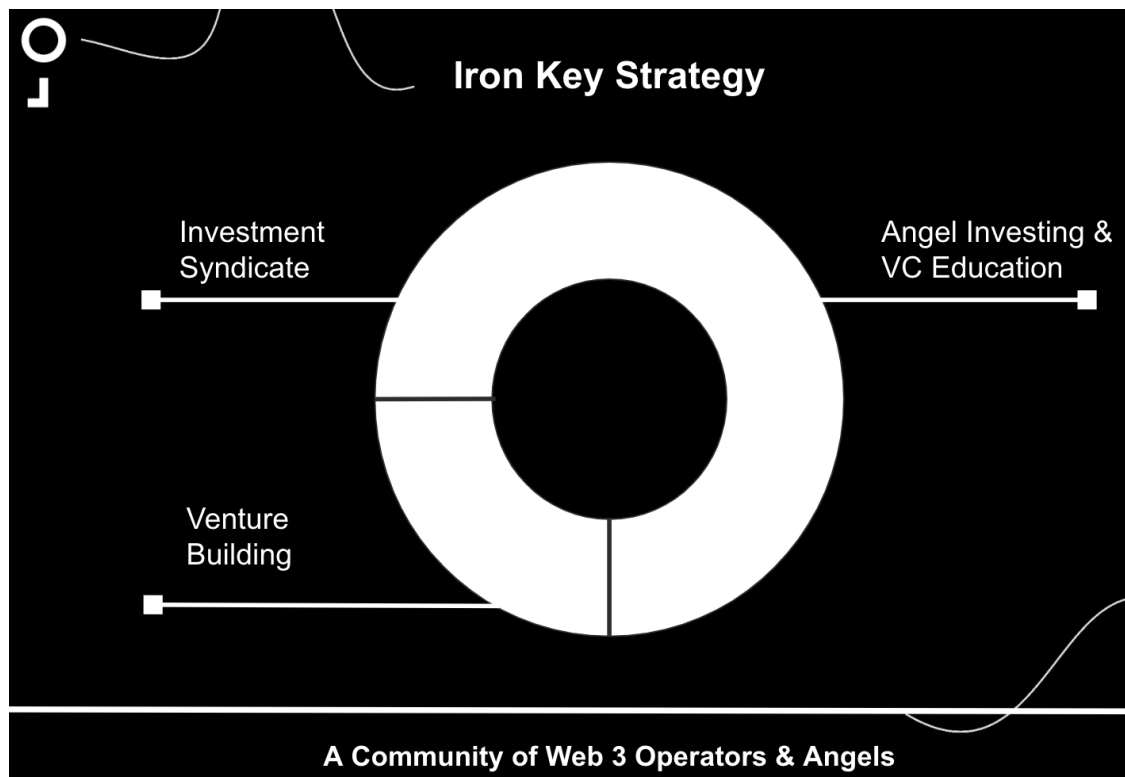
Set-up agenda & review their venture/career path

- Introduce yourself and explain the call will be 20 minutes which we learn about their
 - Background
 - VC / Angel Investing experience/aspirations,
 - and then present Iron Key and our services
 - Candidate resume review (6 minutes to get info)
 - Initial Framing:
 - *"I will start with an intro on Iron Key, and ask you a few questions to better understand how we can help you. After this, I'll tell you about what Iron Key is building and leave some questions for you at the end. Sound good?"*
 - Begin Line of Questioning
 - Can you please walk me through your resume and your experience with startups and/or investing?
 - What is your experience with angel investing or Venture Capital?
 - How long have you been exploring the VC space?
 - Tell me about your startup experience
 - Do you have aspirations to start a company?
 - If Yes, explain Founder Fellow Program
 - If the prospect is a Founder
 - Where are you in the lifecycle of your journey?
 - Have you found product / market fit?
 - If No, explain Go-To Market (GTM) Advisory & Founder Fellow Program
 - Have you raised any capital?
 - If No, explain that we are partnered with a Broker-Dealer who can structure your fundraising round

Qualifiers - Venture Fellows

1. **Venture Fellow Qualifiers (a, b & c are most important):**
 - a. They have little or no VC/angel experience
 - b. They can pay \$2500-3000 for the program
 - c. They bring some sort of skill (or want to learn a skill) that aligns with Iron Key's investment thesis.
 - d. They are excited about entering the VC world
 - e. They do not have a robust VC network
 - f. They want a job in VC

Iron Key Company Overview:



Iron Key, backed by Iron Key Capital, is a venture community focused on liquid and venture opportunities in crypto. Our mission is to build and invest in pre-seed or seed-stage Web3 & AI startups, while educating the next generation of founders and investors.

Iron Key operates a fellowship program dedicated to helping emerging investors and founders learn, earn and build their own venture investing and/or venture building skillset. We equip Program Fellows with our VC/founder blueprint in their first 8 weeks, and give them lifetime access to our investment community and alumni network.

Join our community for access to Iron Key's exclusive dealflow.

What Makes Iron Key Stand Out:

- **Focus on the backdoors into VC, and the soft skills required to break in**
- **Done-for-you VC job search**
- **Fully tailored** to your needs, choose the self-paced modules that are most suitable for you
- Access to a vast **network of VCs, angel investors, recruiters, and founders** that can refer you directly to companies to skip standard HR processes
- **1:1 Mentorship** opportunities with VCs to accelerate your venture career
- **Human Touch:** Ability to schedule a 1:1 with the founder at any time after the program
- **Flexible financing** solutions to pay as low as ~\$100 per month to get started
- **30 Day Money Back guarantee** to ensure you have great results


Iron Key Capital Company Overview:

[Iron Key Capital](#) is an investment firm focused on liquid and venture opportunities in crypto. We invest in pre-seed & seed-stage Web3 startups focused on the enterprise adoption of utility-driven digital assets.

We also operate a blockchain innovation lab and incubate select startups by providing product, brand, and go-to-market advisory solutions to help founders get to a seed round.

Iron Key is backed by 200+ LPs globally and deploys \$1MN+ annually.

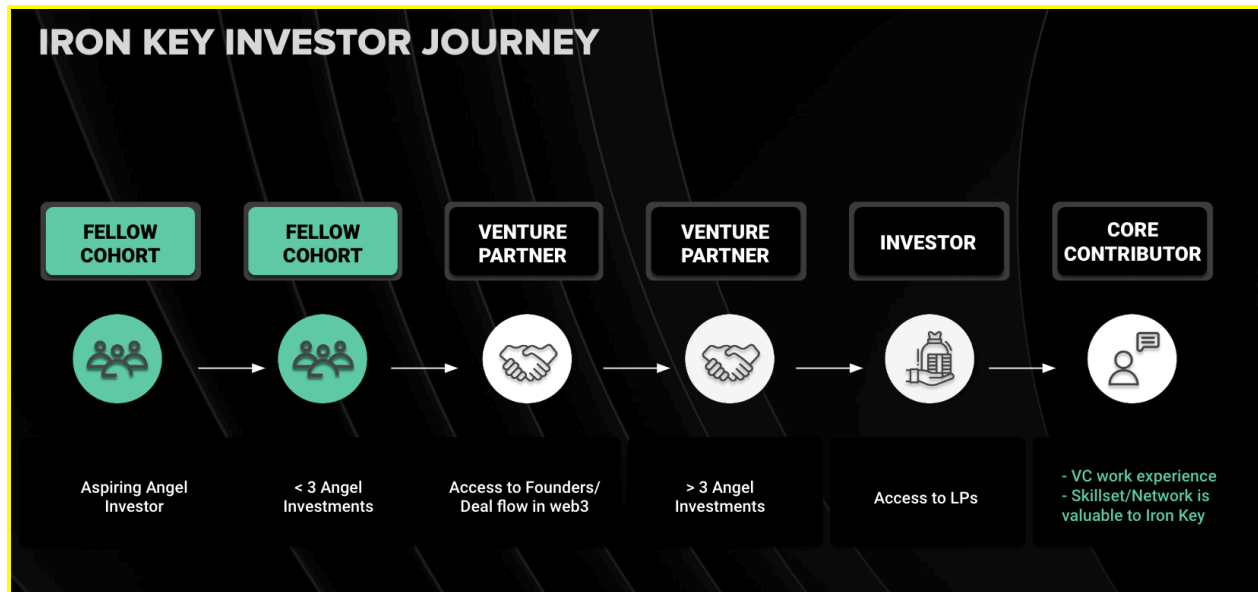
Present Iron Key's Packages:

1. Explain the differences between Venture Partners and Fellows
 - a. Fellows want to sharpen their venture sword, and build a skillset in private market investing
 - b. Partners contribute capital, deal flow, mentorship, and investor relationships.
 - c. If they are interested in learning more about VC, go into the VF pitch and reference this deck
 - i.  Venture Fellow Deck (2).pdf
2. Explain how we work with Founders
 - a. We have a Founder Fellow cohort for 1st-time founders, offer GTM services for cash/equity and also write 100-200k checks into pre-seed / seed stage Web3 / AI companies
3. Let the prospect ask questions about the service and make a recommendation based on their questions, background, and budget
4. Once anchored on a package explain how their able to finance the package
5. Ask when they would want to get started and [schedule the next step](#)
6. Interested in VC jobs?
 - a. Iron Key has built a custom tool to uncover off-market VC job opportunities that we provide free of charge to our community members. This is available to all members after they graduate from the Fellow Program

Note: *If there isn't interest in a specific package, but you believe this person will be an asset to Iron Key in some capacity, feel free to drop a note to Joseph in Slack.*

Call out how the best way to get involved is to start with the Fellow program. You will have lifetime access to our resources and community for life, and it is the best way to take the guesswork out of venture capital and angel investing.

Breakdown The Roles @ Iron Key:



Venture Fellows @ Iron Key

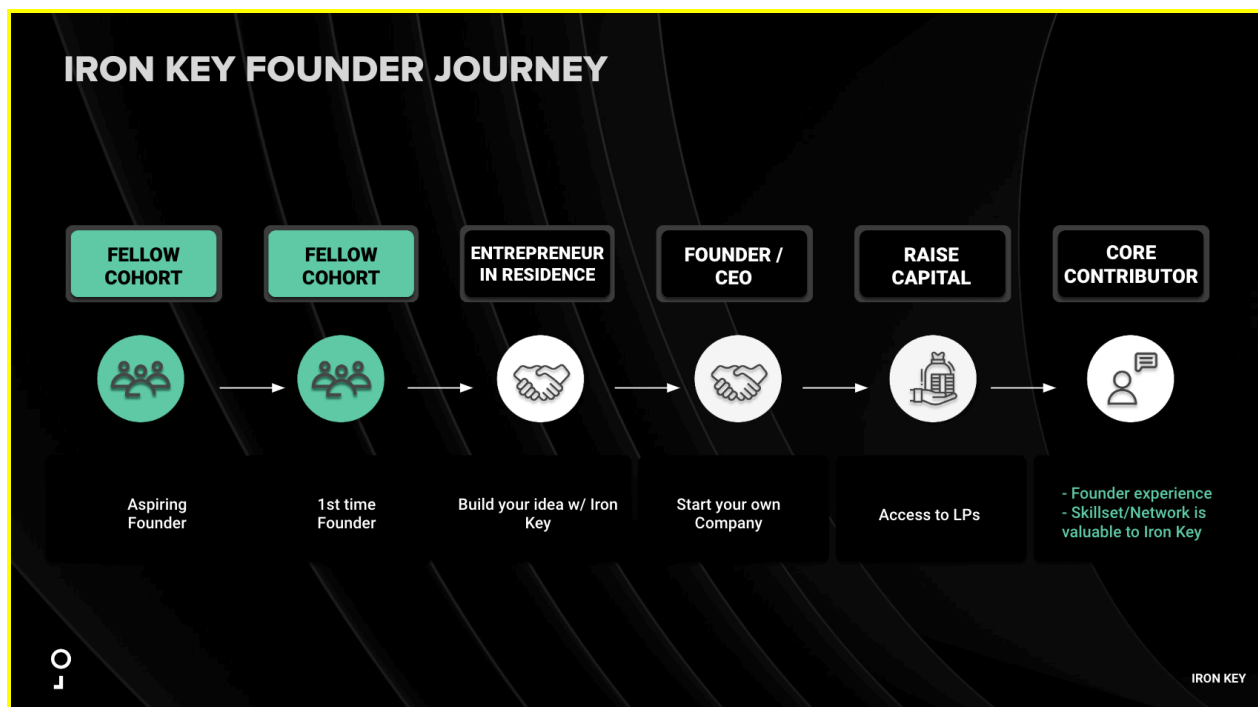
A venture fellow is typically an individual who is seeking a career in VC or wants to build an angel investing skillset or portfolio, but lacks the experience necessary to execute confidently. They are eager to learn and grow with the guidance of founders and other investors, to gain the skill sets necessary to break into VC or become a successful investor. They should be proactive and driven, and passionate about startups and VC. **They must be willing to commit 3 hours/week for 8 weeks.**

Venture Partners @ Iron Key

A venture partner at Iron Key is an accomplished professional with domain-specific experience in Web3 or AI, typically as a startup founder or a seasoned industrialist. They may also possess a successful history in venture capital or angel investing. These individuals play a pivotal role by offering valuable insights, deal flow, mentorship, capital and/or investor relationships. And they should be committed to the long-term success of Iron Key and its mission to foster innovation in the VC space.

Core Contributors @ Iron Key

A core contributor at Iron Key is someone who works for cash and/or equity at Iron Key, typically while working full time or part time elsewhere. Core Contributors can work in either education, software, or investment research(diligence) verticals. These people typically work outside of the venture space, but have a keen interest in building the knowledge and skills needed to get a job in VC(in a non-investing role). These people are pivotal in ensuring Iron Key grows and is successful in the long run, and will receive equity in our venture collective.



Founder Fellows @ Iron Key

A founder fellow is typically an individual who has business ideas or aspirations, and is interested in raising capital in the future, but lacks the experience necessary to execute. They are eager to learn and grow with the guidance of successful founders, and gain the skill sets necessary to succeed as a bootstrapped or venture backed founder. They should be proactive and driven, have networking skills, and an execution mindset. They must be willing to commit 4 hours/week for 8 weeks.



Entrepreneurs in Residence @ Iron Key

An Entrepreneur in Residence(EIR) at Iron Key is someone dedicated to learning the founder craft. These gritty entrepreneurs have likely had at least 1 startup failure, and want to apply those learnings to get to the next level. EIRs can bring their own idea, or be selected to build the company and product that Iron Key has incubated.

Conditional Follow-Up:

If YES to Venture Capital Experience

- Bring up the fund - Iron Key Capital & potentially the [Venture Partner](#) role.
 - Explain that we have a fund that invests in both liquid and venture opportunities in crypto and AI, and are building out a VC community

- We typically write 100-200k checks into pre-seed and seed stage Web3 / AI companies either out of the fund or syndicate
 - We host an investment committee once a month where 25+ members gather to discuss live deals, perform diligence, and vote on new portfolio companies
- Docs to share
 - Deal Filtering 1 Pager
 -  Iron Key - Deal Filtering 1-Pager (1)
 - Investor Deck
 - https://hubs.ly/Q02ysg_g0
 -  Investor Deck - Iron Key
- Link to Share for Venture Partner application
 - <https://airtable.com/appfCDlkorF5FL3VZ/shrRZuEsZhfCkhvgr>

We have a \$5,000 Minimum Check Size to Qualify as a Venture Partner

IF not a fit or not interested in venture partner due to lack of web3 / AI experience, we offer a done-for-you VC recruiting service for qualified candidates who want a job in VC.

Book interested candidates in VC jobs here.

<https://calendly.com/jdmuchowski-iron-key-josh/next-steps-vc-recruitment>

If YES to Angel Investing Experience (>3 Angel Investing Checks Written)

- Bring up the Investment Syndicate & Venture Partner role
 - Explain that we have a \$5,000 dollar minimum check size
 - We typically write 100-200k checks into pre-seed and seed stage Web3 / AI companies either out of the fund or syndicate
 - We host an investment committee once a month where 25+ members gather to discuss live deals, perform diligence, and vote on new portfolio companies

If NO to Angel Investing Experience (< 3 Angel Investing Checks written)

- Bring up the Venture Fellow program
 - Explain that we have built an 8-week crash course in angel investing and venture capital, where we focus on all the soft skills required to get a job in VC, the ways to differentiate yourself when it comes to venture Ex.1) building an angel portfolio 2) Creating an investment thesis), and the tactical working skillset of an angel investor.
- Docs to share
 -  Venture Fellow Deck (2).pdf

If YES to Founder Experience

- Bring up the fact that Iron Key provides Go-To-Market and Brand Advisory Services for a mix of equity, cash, and/or tokens

- Explain that we are **NOT** an agency and only work with 1-2 companies at a time, that we believe could be a portfolio company one day, and we want to help them get there
- Leverage the backgrounds of [Joseph Argiro](#) and [Ryan Dennis](#), explain that they built various Web3 companies together, including [ICOalert.com](#) to 50+ people and multi-millions in revenue
 - Our current client is DAOsign.org, where we are helping them refine and deliver their GTM strategy
- Docs to share
 - **Generic GTM Proposal Deck (does not exist yet)**

To Qualify You Need Minimum Cash Component of \$10K+ USD & 1-3% Equity

If NO to Founder Experience

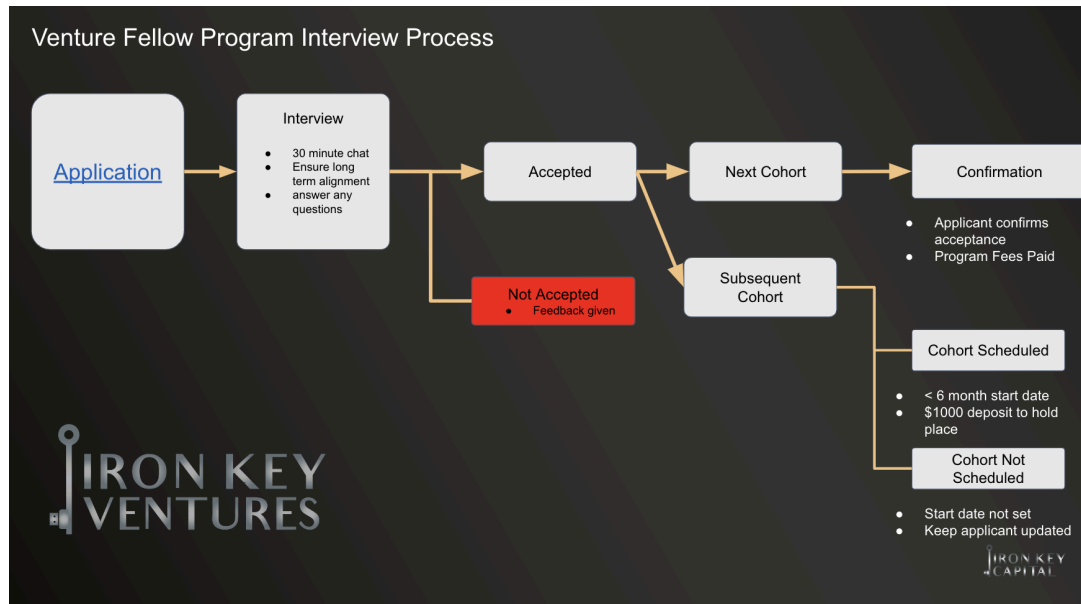
- Bring up the Founder Fellow Program
 - Explain that the Founder Fellow program is a 8 week long , 3 hr / week time commitment designed to immerse yourself into the world of building scalable businesses. As a Founder Fellow, you will learn best practices in startup building and raising capital.
 - Fellows want to solidify their venture concept, find a co-founder, and learn what it takes to build a scalable business and raise capital
 - The Founder Fellow will learn the 0 to 1 skillset of a venture backed founder, and how to turn an idea into a business
 - Designed to take all the guesswork out of building a scalable business. The Founder Fellow will learn best practices in startup building ranging from legal, company structuring, GTM strategy, market sizing, and more
- Docs to share
 - **Founder Fellow Deck(does not exist yet)**

If YES to Web3 Experience

- Feel free to bring up the 3 pillars below as they serve as the foundation for a future Venture DAO on-chain
 - Explain that we typically move successful fellows (around 25% per cohort) into Venture Partners or Core Contributor roles post-program
 - This allows people to gain venture capital experience without working in the space full time
 - Explain that we currently have 5 full time employees & around 5 part-time Core Contributors who work for equity and/or cash compensation

Discuss Next Steps:

1. Have a call with Josh to confirm alignment on best ways to collaborate with Iron Key
2. If successful, you may be invited to a short call with our Founder or be onboarded directly into the community
3. If applying to a cohort, the process is shown below



Tips:






- By the end of this call, we want to know if they are a Founder(if so, what type of Founder?), a fellow prospect, or a Venture Partner/Investor Prospect
 - This info MUST be captured in Airtable
- They should be aware of the \$3,000 price tag for the Founder Fellow and Venture Fellow Programs.
- Take breaks as you present points to give the prospect a chance to ask questions
- If you are unsure about a question, let the prospect know you will get back to them with an answer once you confirm

Sales Call FAQ's:

- What happens post-program as a Venture Fellow?
 - 20% of Fellows typically move into a Venture Partner or Core Contributor role post-program. This allows people to build the venture skillset over time without leaving their full time role.
- What happens post-program as a founder fellow?
 - Successful Founder Fellows have the opportunity to move into a 3 month EIR role at Iron Key Capital to build out their idea, or work on an Iron Key incubated startup.
- Why are people interested in the Fellow programs?
 - Vast network of investors and founders in emerging tech
 - Opportunity to join the Iron Key team post-program at either the Fund or Venture DAO
 - Access to off-market VC job board
 - Get real deal experience in angel investing and build a track record
- What do you offer in the recruiting space for VC jobs?
 - We built an off-market VC jobs scraper and AI tool to submit applications on behalf of our clients to the top VC firms. We charge \$2500 / year for this, or you can add on
 - This is a done-for-you product that can apply to VC jobs for you, or allow you to submit yourself
 - All members get free access to our VC job board; the done-for-you solution is \$2500 per year

- Who are your investors? How do you deploy capital?
 - We run a syndicate, with a \$5k minimum check size from angel investors. We typically de-risk the syndicate with a \$50k check from the fund, and fill in capital from independent angel investors in our ecosystem, or we partner(co-syndicate) with other funds and venture DAOs to deploy capital as a joint venture
- What is your fund structure?
 - We are an investment firm in crypto and AI
 - We are a 506c fund a multi family office, deploying across liquid and venture stage crypto
 - We have a side pocket in the fund for venture capital

Post Sales Call Housekeeping:

1. Make sure to collect all candidate information directly in Airtable
 - a. Select yourself as the “Business Developer” field
 - b. **Make sure to fill the following airtable fields**
 - i. **Likelihood of close**
 - ii. **Discovery call date**
 - iii. **Consultation attendance**
 - iv. **Closing call date**
 - v. **Notes on client**
 - vi. **Product recommendation**
 - c. For the “Closer” field, either select yourself or if you are passing off the lead, select the Sales Lead for that specific offering(ex. Founder fellow = Ling, Venture Fellow = Josh, VC recruitment = joe, etc)
2. MOVE THE PROSPECT THROUGH THE FUNNEL
 - a. Connect any Venture Partner opportunities directly to Joseph and send a follow up email
 - i. <https://meetings.hubspot.com/joseph-argiro>
 - b. Connect any Fellow opportunities directly to Josh by having them book on his calendar below
 - i. <https://calendly.com/jdmuchowski-iron-key-josh>
 1. **DO NOT SEND THE ABOVE LINK**, make sure you select the specific product the prospect is interested in
 - c. Send a follow up email with this deck attached
 - i. For Venture Fellows, attach this deck  Venture Fellow Deck (2).pdf
 - ii. Additional Templates here  Iron Key - [SOP] Email Templates
 - iii. For 30 min sales demos, use this script  Venture Fellow Sales Script
 1. Then, use the  [SOP] Post Sales Demo Follow-Up document to help you craft your email
 - iv. For process related questions, visit the  Demo Workflow
3. Prospect interested in Joining the Community and is a good fit?
 - a. Have them submit their info [here](#)
 - b. If they are interested in joining the community to learn more, send them this Discord link
 - i. <https://discord.gg/5sXjD6Rt6u>
 - ii. A Discord invite should be sent to EVERY intro call prospect
 - iii. Invite that person to our next IC meeting as complementary(make sure to select this event only)

Edit recurring event

- ☒ This event
☐ This and following events
☐ All events

Cancel OK

1.

4. Hubspot Lists - All prospects need to be added to the following lists immediately after the call
- Founder
 - Venture Fellow Prospect
 - Venture Partner Prospect
 - Web3 Syndicate Investor (if investor)
 - IC (if interested in joining the Investment Committee as a guest)

Customer Support is available upon request and any questions can be directed to jdmuchowski@ironkeycapital.com

Post Intro Call Email Follow up: (attach lite deck, brochure, or VF deck)

Hello {FIRSTNAME},

Thank you for reaching out to us to learn more about Iron Key Capital and our venture ecosystem. We are excited to learn more about you.

If you are interested in taking your venture skills to the next level, please schedule a [time here](#) with Josh, to see if there is a potential fit at Iron Key for you. If that goes well, we will arrange some time for you to chat with our Founder.

If you're an investor, founder, or web3 / AI professional, the Iron Key venture ecosystem has a place for you.

Iron Key Company Overview

Iron Key, backed by Iron Key Capital, is a venture community focused on liquid and venture opportunities in frontier tech. Our mission is to build and invest in Pre-Seed or seed-stage Web3 / AI startups while providing founders and investors with the knowledge they need to succeed.

Iron Key operates fellowship programs dedicated to helping emerging investors and founders build their own venture skillset. We equip Program Fellows with our VC/founder blueprint in their first 8 weeks, and give lifetime access to our investment community and alumni network.

Successful Fellows typically move into a Venture Partner or Entrepreneur in Residence role post-program.

Iron Key Capital

Iron Key Capital is an investment firm focused on liquid and venture opportunities in crypto. We invest in Pre-Seed, or seed-stage Web3 startups focused on the enterprise adoption and consumer enablement of utility-driven digital assets. We also operate a blockchain innovation lab, and incubate select startups within the web3 infrastructure space. Iron Key is backed by 200+ LPs globally and deploy \$1MN+ annually.

Our Venture Partners:

A venture partner at Iron Key is an accomplished professional with domain specific experience in web3 or AI, often from top organizations or as a startup founder. They may also possess a successful history in venture capital or angel investing. These individuals play a pivotal role by offering valuable insights, deal flow, capital and/or investor relationships.

WHY Iron Key?

The world doesn't need another hedge fund. The world needs this technology. We're building Iron Key because the most significant investment opportunity of a generation is also one of the most potentially positive catalysts to human prosperity since antibiotics were invented in 1928.

If you're interested to learn more, check out this [deck](#), join our community [here](#), and feel free to schedule a call [here](#).