



Iron Key - [SOP] Email Templates

Summary

This document is made to be used by the outreach team to reply to prospects.

Additional Documentation:

☰ [TEMPLATE] SkyLead Quick Responses

☰ [TEMPLATE] LinkedIn Job Posting Responses

General Message Templates

Iron Key - Generic FELLOW Intro Email Template

Hello {FIRST NAME},

Our team found your profile on XYZ (LinkedIn, indeed, etc) and are impressed by your web3 / AI / venture experience.

Are you open to a quick intro to learn more about Iron Key? If interested to learn more about web3 venture investing, book a short slot [here](#).

Iron Key Company Overview

Iron Key, backed by Iron Key Capital, is a venture community focused on liquid and venture opportunities in Web3. 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 a fellowship program dedicated to helping emerging investors learn, earn, and build their own venture investing skills. 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 Venture Fellows typically move into a Venture Partner or Core Contributor role post-program.

Iron Key Capital

Iron Key Capital is an investment firm focused on liquid and venture opportunities in Web3. 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 deploys \$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.

We are positioning ourselves for long-term outperformance by investing in game-changing Web3 and AI technologies that will reshape the current internet.

The purpose of the fund is to generate attractive risk-adjusted returns "through cycle." This means we preserve capital during turbulent times while maintaining exposure to the projects we think can 2-10x over the next 6-18 months. The purpose is to outperform the broader crypto markets "between" or "across" multiple market cycles.

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

Iron Key - Generic VENTURE PARTNER Intro Email Template (attach lite deck)

Hello Mosea,

Thanks for submitting your information to us a few weeks ago. We reviewed your profile, and are interested in speaking with you to understand whether our venture ecosystem is a good fit for you.

As a next step, feel free to book a slot for [us to meet here](#).

WHAT is Iron Key Capital?

Iron Key Capital is an investment firm focused on liquid and venture opportunities in crypto and AI. 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 deploys \$1MN+ annually.

WHO is the Iron Key community?



We are a group of 60+ founders and professionals in web3 / AI. We deploy capital and add value to pre-seed stage companies through a mix of GTM strategy, brand advisory, legal, and more. We meet 1x per month on our Investment Committee(IC) meetings.

See our high level deal filtering criteria [here](#)

In the meantime, feel free to check out a recent interview we did [here](#).

Iron Key - Scout Intro Email Template

Hi {First Name},

Thanks for taking the time to learn more about Iron Key Capital's investment thesis. If you'd like to share deals with us to earn carried interest, submit those deals to this form [here](#).

Alternatively, you can join our [Discord](#) to stay up to date on our investment community.

Intro Message Templates

Iron Key - Intro Email Template

Hi {First Name},

Iron Key, backed by Iron Key Capital, is a venture community focused on liquid and venture opportunities in Web3.

Our mission is to build and invest in Pre-Seed or seed-stage Web3 / AI startups that focus on the enterprise adoption and consumer enablement of utility-driven digital assets.

Iron Key operates fellowship programs 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 lifetime access to our investment community and alumni network.

[Join](#) our community for access to Iron Key's exclusive dealflow.

Iron Key - Venture Partner Program Intro Email Template *(attached lite deck)*

Hi {First Name},

Thank you for expressing interest in Iron Key Capital.



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If this is of interest to you, please submit your information below.

<https://airtable.com/appfCDIkorF5FL3VZ/shrRZuEsZhfCkhvgr>

Iron Key - Founder Fellow Program Intro Email Template *(attached investor deck)*

Hi {First Name},

Thanks for expressing interest in Iron Key Capital. We operate a founder fellowship program which functions as a pre-accelerator, to help founders navigate converting a web3 / AI idea into a business.

If you're interested to learn more, book a slot [here](#).

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Iron Key Capital is backed by 200+ LPs globally and deploys \$1MN+ annually. Join for access to Iron Key's exclusive dealflow. See our high level deal filtering criteria [here](#).

Iron Key Capital adds value to select web3 startups by providing go-to-market & product advisory services in exchange for cash, equity and/or tokens - [Apply here](#)

Think you're ready for investment? [Apply here](#)

Iron Key - Consulting Intro Email Template *(attached consulting deck)*

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Think you're ready for investment? [Apply here](#)

Iron Key - Investor Intro Email Template *(attached investor deck)*

Hi {First Name},

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- 1) Company Overview [here](#)
- 2) See our high level deal filtering criteria [here](#)
- 3) A podcast I did on why crypto is [liquid venture capital](#)

Please reach out with any questions! You can always book a call with me [here](#).

Iron Key - Airtable Education Intro Email Template

Hello First Name,

Thanks for expressing interest in Iron Key Capital. Our team would like to learn more about your Venture Capital Journey and explain how you can connect with our community of founders & investors through our fellow program. Book an intro call [here](#) to learn more.

Company Overview

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

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- 3) A podcast I did on why crypto is [liquid venture capital](#)

Feel free to reach out with any questions, you can always [book a call](#) with me as well

Iron Key - VC Recruiting Service Template

Hi {FIRSTNAME},

Thank you for reaching out to us to learn more about Iron Key Capital and submitting your information to us. We took a look at your profile and we think we can help you!

We offer a custom, done-for-you solution in the VC recruiting space to help qualified candidates get VC job offers.

Please schedule a [time here](#) with us if this is interesting to you. If not, keep reading!

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.

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Successful Venture Fellows typically move into a Venture Partner or Core Contributor 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.

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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](#) and feel free to schedule a call [here](#).

Follow-Up Message Templates

Iron Key - Venture Fellow Program SALES DEMO Follow Up Template

Hi {First Name},

Are you ready to take your venture investing skills to the next level? Join us for cohort 3 of the Venture Fellow program on May 26th? This is a 3 hr / week time commitment for 8 weeks designed to remove all the guesswork out of venture capital and angel investing.

You will learn the 0 to 1 skillset of a venture investor, network with other VCs and investors, and have the opportunity to earn carried interest on all of the deals we work on.

The one-time program fee is \$2500 USD, which includes lifetime access to our alumni network of investors and founders. You will also have lifetime access to our investment committee, which gathers once per month to review and propose new investment opportunities.

Attached is a sample MOU for your review.

If you would like to secure your seat in Cohort 3, please let me know. The skills and networks you build here will be instrumental in your journey as an investor.

Talk soon - feel free to schedule a call with me [here](#).



Iron Key - Venture Fellow Program Follow Up BEFORE SALES DEMO Template #2

Hello {FIRSTNAME},

Thank you for reaching out to us to learn more about Iron Key Capital, and our fellowship program. We are excited to learn more about you.

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 can arrange some time to chat.

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

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

Iron Key - Founder Fellow Program Follow Up Email Template (EIR Job Posting Responses)

Are you ready to turn your ideas into scalable businesses? 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.

Interested? Apply [here](#) or book a slot to [speak with us here](#).

PS: Not interested in our founder fellow program, but need a go-to-market strategy?

Iron Key Capital adds value to select web3 startups by providing go-to-market & product advisory services in exchange for cash, equity and/or tokens - Apply [here](#).

If you think your company fits Iron Key Capital's investment criteria, then fill out the form [here](#).

Iron Key - Venture Partner Congratulations Email Template

Hi {First Name},

Congratulations, we are excited to bring you onto our team as a Venture Partner for 2024.

Here's what's next:

1. Deal Flow: We created a discord channel, specifically for our Venture Partners, for which you can join [here](#). The best place to share deals is in this discord channel or at this form [here](#).
2. Once you've joined the group please introduce yourself with 2-3 sentences MAX: Name, Role, Company, Location, and why you joined Iron Key. Long walls of text will be deleted.



3. Subscribe to the Iron Key Calendar so you don't miss out on calls, workshops, and exclusive events.
Subscribe to the Calendar (SAIM, lets figure this out with the VA)
4. Fill out [this form](#) to be included in the Iron Key member directory
5. Iron Key has monthly investment committee(IC) community calls where we discuss web3 & VC industry trends, deal flow opportunities, and community initiatives.
6. Read through the [public Notion](#) pinned in the Discord. It is recommended to bookmark the notion so you can reference it easily in the future.
7. Follow Iron Key on [X \(Twitter\)](#) and [LinkedIn](#)

Please see this MOU attached, for which will also be sent in Docusign. Please let me know if you would like to accept this offer. We are looking forward to working with you!

Iron Key - Venture Partner/IC Next Steps Email Template

Hi {First Name},

Thank you for expressing interest in Iron Key Capital.

We are excited to continue the conversation with you, as we continue to build a top tier angel network and venture community in web3 and AI.

Our Venture Partners contribute to Iron Key Capital by providing deal flow, strategic insights, mentorship, capital and/or investor relationships.

1. Fill out [this form](#) to be included in the Iron Key member directory
2. Iron Key has monthly investment committee(IC) community calls where we discuss web3 & VC industry trends, deal flow opportunities, and community initiatives.
3. Read through the [public Notion](#) pinned in the Discord. It is recommended to bookmark the notion so you can reference it easily in the future
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We host an investment committee roughly once per month, where we discuss the top 3-5 deals in our pipeline, discuss investor/LP communications, and vote on which deals to move forward with diligence. This is the medium and forum for which you can pitch new deals, get feedback on a deal, and participate in diligence if you choose.

Please book a call here with our [founder](#).

Iron Key - Venture Partner/Investor Follow up Email Template #2 (attached Lite Deck)

Hello Richard,

Thank you for reaching out to us to learn more about Iron Key Capital. We are excited to learn more about you, as we continue to build a top tier angel network and venture community in web3 and AI.



As a next step, please book a call here with our [founder](#).

1. Fill out [this form](#) to be included in the Iron Key member directory. If you opt-in, you will be included in IC communications moving forward.
2. Iron Key has monthly investment committee(IC) community calls where we discuss web3 & VC industry trends, deal flow opportunities, and community initiatives.
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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.

We are positioning ourselves for long term outperformance by investing in game changing Web3 technologies that will reshape the current internet.

The purpose of the fund is to generate attractive risk adjusted returns "through cycle." This means we preserve capital during turbulent times while maintaining exposure to the cryptos we think can 2-10x over the next 6-18 months. The purpose is to outperform the broader crypto markets "between" or "across" multiple market cycles.

If you're interested to learn more, check out this [deck](#).

Iron Key - Airtable Payment Follow-Up Email Template

Hi {First Name},

Congratulations, you have been accepted to Cohort 3 of the Iron Key Capital Venture Fellow Program, starting on June 3rd, 2024.

You will learn the 0 to 1 skillset of a venture investor, network with other VCs and investors, and have the opportunity to earn carried interest on all of the deals we work on.

The one-time program fee is \$2500 USD, which includes lifetime access to our alumni network of investors and founders. You will also have lifetime access to our investment committee, which gathers once per month to review and propose new investment opportunities.

If you would like to accept your seat in Cohort 3, please complete the payment link [here](#). Attached is a **sample** MOU for your review, if you choose to accept.

Please reach out with any questions! You can always book a call with me [here](#).

Iron Key - INVESTOR Follow-Up Email Template

Hello {FIRSTNAME},

Thank you for submitting your information to Iron Key Capital.

I took a look at your profile and experience and I think you'd be a great fit to be part of Iron Key Capital in some capacity. Feel free to book some [time with me here](#).



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Response to Paid Program FAQ

Prospect asks "Is this a paid program or an internship?"

Hello {First Name},

Thanks for reaching out.

We use our Founder Fellow and Venture Fellow programs as a way to recruit talent into our firm, which is one investment team across liquid and venture stage crypto.



Successful Founder Fellows typically move into a Entrepreneur in Residence (EIR) post-program, or a CEO role at an incubated company.

Successful Venture Fellows typically move into a Venture Partner or Core Contributor role post-program.

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