BLOCK BRIDGE

Block Bridge, Inc.

SALES & MARKETING PLAN

1. Strategic Objectives

- **Revenue Goals (Year 1)**: $724.5K target across education, consulting, pilots, based on:

    o 500 online training users × $199 = $99.5K

    o 200 certifications × $75 = $15K

    o 12 corporate trainings × $5K = $60K

    o 24 consulting engagements × $15K = $360K

    o 2 pilots × $50K = $100K

    o Sales uplift = $90K

- **VC Alignment**: Prove demand with paid training, 8–12 consulting engagements, and 2 pilots. Add efficiency metrics: target CAC <$5K per pilot; LTV >3× CAC.

- **Vertical Focus**: Prioritize automotive in Year 1; conduct healthcare/supply chain market research in Q1 2026 before expansion.

- **Positioning**: "Your trusted, no-hype guide to enterprise blockchain."

2. Target Segmentation

Tier 1 (High Value – 25 Accounts)

- OEMs (GM Financial, Ford Credit), top dealer groups (Lithia, AutoNation), major lenders (Ally, JPMorgan), and auction houses (Cox, ADESA).

- **Entry Strategy**: Leverage warm intros via associations (NAAA, NIADA) and partners before approaching OEMs and top banks.

Tier 2 (Mid Value – 50 Accounts)

- Regional banks (> $1B assets), mid-tier dealer groups, healthcare supply firms.

- **Approach**: Whitepapers, group webinars, and case study distribution.

Tier 3 (Long Tail – 25 Accounts)

- Associations (MOBI, WEF Blockchain Council), regulators, SMBs.

- **Approach**: On-demand training, certifications, and conference booths.

Buyer Personas

- **CFO**: Focus on cost reduction, faster cash flow.

- **CIO/CTO**: Low-disruption integrations, sandbox pilots.

- **Compliance Officer**: Immutable audit trails, regulatory readiness.

3. Messaging Framework

- **Problem**: High costs, settlement delays, compliance blind spots.

- **Solution**: Education → Consulting → Pilot pathway.

- **Proof Points**:

    o $20–$80 savings/vehicle (industry estimates, validation via pilots).

    o 20–30% fewer disputes (based on blockchain case studies, Deloitte/IBM reports).

    o GENIUS Act ensures regulatory momentum.

- **Objection Handling**:

    o *"Blockchain is too complex"*: Our run-alongside-legacy model minimizes disruption.

    o *"Costs outweigh benefits"*: Pilots show ROI within 12 months.

- **Testing Plan**: A/B test taglines and webinar invites for vertical resonance.

4. Marketing Operations

Channels

1. **Webinars (monthly)**: Scale to 200–300 registrants with co-hosting (e.g., MOBI).

2. **LinkedIn**: 3–5 weekly posts; paid campaigns ($50K/year) with $100 CPL target.

3. **Whitepapers/Case Studies**: Automotive auction flagship; expand to finance and healthcare.

4. **Events (6/year)**: Budget $66K ($11K/event). Target NADA, Used Car Week.

5. **Video Content**: Explainers, customer testimonials, pilot demo recaps.

Year-1 Content Themes

- Q4 2025: Auction payments, GENIUS Act impact.

- Q1 2026: Finance pain points, reconciliation.

- Q2 2026: Healthcare compliance case study.

- Q3 2026: Cross-border settlement.

5. Sales Operations

Funnel Stages

1. **Top Funnel**: 6 webinars → 1,200+ leads (goal). Conversion benchmark: 5–10% to mid-funnel.

2. **Mid Funnel**: 24 discovery workshops; 8–12 consulting wins. CAC target: <$5K.

3. **Bottom Funnel**: 2 pilots ($50K+ each). Entry criteria: ROI workshop completed + executive sponsor confirmed.

Outreach Tools

- Email drips (Awareness → ROI → Pilot invite).

- LinkedIn messages with tailored ROI case studies.

- Personalized voice notes for webinar invites.

- CRM automation + AI lead scoring (HubSpot/Close).

Sales Enablement Tools

- Microsoft Teams (call recording/analysis).

- DocuSign (proposals/contracts).

- LinkedIn Sales Navigator.

6. Metrics & Dashboards

Marketing KPIs

- 6 webinars × 200+ registrants = 1,200+ leads.

- Email list growth: +1,000/quarter.

- LinkedIn impressions: 10,000+/week with ads.

Sales KPIs

- 24 workshops delivered.

- 8–12 consulting engagements closed.

- 2+ pilots contracted.

- Pipeline: $1M+ weighted, 15% close rate.

VC Metrics

- CAC <$5K, LTV >3× CAC.

- Paid education buyers >500.

- At least 1 referenceable case study by end of Year 1.

Dashboard Alerts

- Pipeline < $500K → trigger review.

- Webinar attendance < 100 → adjust campaign spend.

7. Execution Timeline

Q4 2025: Launch Blockchain 101 course + certificate, 2 webinars, 1–2 corporate trainings. Build pilot pipeline.

Q1 2026: Monthly webinars; 4+ consulting engagements; publish auction case study.

Q2 2026: Launch 1 pilot post-consulting wins. Publish pilot demo recap video.

Q3 2026: Expand webinars to healthcare/finance. Syndicate courses via LMS partners. Target 2nd pilot.

Contingency: If no pilots by Q2 → pivot to scaling education revenue and extending consulting workshops.

8. Team Roles

- **CEO (Brad Smith)**: Strategic sales, partnerships, solution oversight.

- **Marketing Director (Patrick Kehoe)**: Content calendar, paid ads, event execution. KPI: 80% on-time campaign delivery.

- **Sales (BD hire)**: Named-account prospecting, proposals, CRM hygiene. KPI: 25% SQL-to-opportunity conversion.

- **Contractors/Partners**: Dev shops vetted with SLAs; compliance/legal partners; LMS syndication.

Growth Plan: By Year 2, scale to 5–7 FTEs (2 consultants, SDR, admin support).

9. Risk Mitigation

- **Regulatory**: Counsel + fallback rails.

- **Enterprise Inertia**: Free audits, phased workshops.

- **Talent**: Backup dev contractors and SLAs.

- **Market Sentiment**: Track quarterly blockchain adoption surveys.

- **Financial**: Maintain 12-month runway; contingency budget if revenue misses 25%+.

10. Summary

This playbook provides:

- **Data-driven assumptions** with explicit revenue math.

- **Realistic conversion benchmarks** tied to CAC/LTV.

- **Clearer execution contingencies** if pilots slip.

- **Growth and scaling considerations** for team, budget, and vertical expansion.

It arms sales with scripts and funnel stages, gives marketing leaders a full-year content roadmap and budget, and assures investors with measurable KPIs and safeguards for execution risk.