

BLOCKBRIDGE

Block Bridge, Inc.

SALES ENGAGEMENT PLAN

Engagement Strategies

1. Education-Led Entry (Top of Funnel)

Goal: Build credibility, capture emails, and establish Block Bridge as the trusted guide.

Tactics:

- Free webinars (“Blockchain 101 for CFOs,” “Stablecoins in B2B Payments”)
- LinkedIn targeting CFO/COO personas with pain-point content (ACH settlement delays, fraud exposure, cross-border costs).
- Whitepaper distribution (Auction Payments, Healthcare Trials, etc.) with gated download .
- Knowledge certificates for completion → create urgency & perceived career value.

Metrics: Webinar attendees (goal: 150+ per session), email list growth, downloads.

Conversion Path: Free webinar → Paid online course (\$149–\$299/user) → Onsite corporate workshop (\$4K+/day).

2. Consulting-Led Engagement (Mid Funnel)

Goal: Convert organizations into pilots/projects.

Tactics:

- Opportunity Mapping Workshops (2–3 day, \$25K–\$50K engagements) to identify blockchain-ready workflows .
- Customized executive decks with ROI scenarios (auction payments = \$20–\$80 per vehicle savings).
- Offer “Blockchain Readiness Report” (audit of reconciliation, compliance, fraud risks).
- Leverage Brad’s resume/credibility (former Experian exec, patented products).

Metrics: Number of corporate discovery sessions booked, proposal volume.

Conversion Path: Workshop → MVP Pilot → Retainer consulting.

3. Pilot-to-Scale Engagement (Bottom Funnel)

Goal: Secure high-value, multi-year contracts.

Tactics:

- Low-Risk Pilots: 12–18 month engagements (e.g., 1 auction + 10 dealers + 1 lender) .
- Bundle education + consulting + pilot support: executive training, compliance architecture, smart contract integration.
- Present pilots as compliance-forward, aligned with GENIUS Act & MOBI standards .
- Publish success stories (case studies: “Auction X reduced disputes by 30% with Block Bridge”).

Metrics: Number of pilot contracts signed, recurring SaaS subscriptions activated.

Conversion Path: Pilot → Scale to multiple business units → Enterprise license / SaaS subscription.

Recommended Prospecting Plan

- Tier 1 (High-Value Targets, Top 25): OEMs, top 5 dealer groups, top 10 lenders, Cox/ADESA. → Direct outreach, C-level webinars, personalized pilots.
- Tier 2 (Mid-Value, Next 50): Regional dealers, mid-size banks, healthcare supply firms, tech partners. → LinkedIn ads, whitepapers, group webinars.
- Tier 3 (Long-Tail, Last 25): Associations, regulators, SMBs, consultancies. → On-demand courses, certifications, conference booths.

Target Client List (100 Organizations)

Grouped into Automotive, Financial Services, Healthcare, Tech/SMB, and Government/Compliance — all directly tied to the pain points and use cases we've documented.

Automotive (30)

- Cox Automotive (Manheim, Kelley Blue Book, vAuto)
- ADESA / OpenLane
- America's Auto Auction
- Copart
- IAA (Insurance Auto Auctions)
- KAR Global
- Auction Edge
- GM Financial
- Ford Credit
- Toyota Financial Services
- Honda Financial Services
- Nissan Motor Acceptance
- Ally Financial (Dealer lending)
- Santander Consumer USA
- Fifth Third Bank (auto finance)
- Huntington Bank (dealer services)
- Lithia Motors
- AutoNation
- Penske Automotive Group
- Sonic Automotive
- Asbury Automotive Group
- Group 1 Automotive
- CarMax
- Carvana
- Shift Technologies
- TrueCar
- NAAA (National Auto Auction Association)
- NIADA (Independent Dealers Association)
- Reynolds & Reynolds (DMS)
- CDK Global (DMS)

Financial Services (25)

- JPMorgan Chase (Corporate Treasury / Auto)
- Wells Fargo (Auto, payments)
- Bank of America
- Citi Treasury & Trade Solutions
- US Bank
- Capital One Auto Finance
- PNC Bank
- Truist
- Regions Bank
- Citizens Bank
- Comerica
- State Street Bank (institutional blockchain pilot)
- Credit Acceptance Corp
- CU Direct (Credit Union Auto Lending)
- CUNA Mutual Group
- Navy Federal Credit Union
- USAA
- Pentagon Federal CU
- Michigan State University FCU
- Green Dot Bank
- Square (Block)
- Stripe
- PayPal
- Circle (USDC issuer)
- Coinbase Institutional

Healthcare / Insurance (15)

- UnitedHealth Group
- Anthem/ Elevance Health
- Cigna
- Humana
- Blue Cross Blue Shield Association
- HCSC (Blue Cross IL/TX/OK/NM/MT)
- Centene
- CVS/Aetna
- Kaiser Permanente
- Mayo Clinic Supply Chain
- McKesson
- Cardinal Health
- AmerisourceBergen
- Anthem Insurance Services
- Optum

Tech-Enabled SMB & Enterprise (20)

- Microsoft (Azure Blockchain Services)
- Amazon Web Services (Blockchain, Managed Ledger)
- Google Cloud (Confidential Computing + Blockchain pilots)
- IBM Blockchain (Hyperledger Fabric)
- Accenture
- Deloitte
- EY Blockchain
- PwC Blockchain
- KPMG Advisory
- SAP
- Oracle ERP
- Salesforce (Financial Services Cloud)
- ServiceNow (workflow integration)
- Fiserv
- FIS Global
- Jack Henry & Associates
- Finastra
- Plaid
- Broadridge Financial
- Nasdaq

Government / Regulatory / Associations (10)

- Federal Reserve (FedNow team)
- U.S. Treasury (FinCEN)
- SEC FinHub (Digital Assets office)
- FDIC (Innovation Office)
- OCC (Office of the Comptroller of the Currency)
- Department of Transportation (blockchain pilots for supply chain)
- State of Michigan Treasury (digital innovation)
- MOBI Consortium (Mobility Open Blockchain Initiative)
- WEF Blockchain Council
- ISO Standards Body (DLT integration)

Email Campaign Templates (3-Step Drip)

Email 1 — Awareness (Webinar Invite)

Subject: Faster, cheaper, safer transactions for automotive finance

Body:

Hi [First Name],

I wanted to introduce you to Block Bridge, where we're helping automotive leaders reduce settlement times from days to seconds, cut transaction costs by 80%+, and improve compliance with immutable audit trails.

We're hosting a free executive webinar: "Blockchain 101 for Automotive Finance" on [date/time]. It will cover:

- How stablecoins cut auction payment costs by \$20–\$80 per vehicle
- Why the GENIUS Act makes blockchain adoption inevitable
- Case studies from dealers, lenders, and auctions

Would you like me to reserve you a seat?

Best regards,

[Signed]

Email 2 — Education (ROI Hook)

Subject: What if your payments settled in 3 seconds?

Body:

Hi [First Name],

Dealers and lenders lose millions annually to settlement delays and dispute costs. Traditional ACH/wire processes add \$200–\$600 per vehicle.

Block Bridge helps clients:

- ✓ Save \$20–\$80 per vehicle
- ✓ Eliminate reconciliation delays
- ✓ Cut disputes by 20–30%

I'd be happy to share a Blockchain Readiness Report customized for [Company], showing where the biggest savings opportunities exist.

Would you like me to send over a draft?

[Signed]

Email 3 — Conversion (Consulting / Pilot Offer)

Subject: Let's explore a pilot with [Company]

Body:

Hi [First Name],

We're working with auctions, lenders, and dealer groups on 12–18 month pilots to validate blockchain's ROI in real-world environments. Each pilot includes:

- Executive training & workshops

- Opportunity mapping for payments, compliance, and risk
- Sandbox environment for safe testing

Given [Company]'s role in automotive finance, I believe you'd be an ideal early adopter.
Would you be open to a short call to explore this?

Best,

[Signed]

LinkedIn Messaging Templates

Connection Request:

Hi [First Name], I lead Block Bridge, helping automotive leaders cut costs and settlement times using blockchain. Given your role at [Company], I'd love to connect and share insights from our work with auctions, lenders, and dealer groups.

Follow-Up Message (after connect):

Thanks for connecting, [First Name]. Quick question: how long do your auction payments currently take to settle? We've helped groups reduce settlement from days to seconds using stablecoins, while cutting transaction costs by up to 80%. Happy to share a case study if useful.

Engagement Message (post-webinar or whitepaper):

We just released our whitepaper on streamlining automotive auction payments . It outlines how a pilot program can deliver \$2K+ monthly savings for even small dealers. Would you like me to send it over?

Webinar Invite Script (for outbound calls or LinkedIn voice notes)

"Hi [First Name], this is [Signed] with Block Bridge. We're helping automotive leaders like [peer company] modernize settlement flows with blockchain — cutting costs and disputes while improving compliance.

We're hosting a Blockchain 101 for Automotive Finance webinar next week. It's designed for CFOs, treasurers, and operations leaders. Would you be open to joining? No cost, 45 minutes, and you'll leave with a clearer roadmap on where blockchain makes sense."