

BD Messaging & Sequences

Cold E-mail to CSuite, referencing existing upskilling/ Education Programs.

(Saved as a template in Hubspot) Would like to create nurture sequences to follow up with high engagement/opens

Hi {{ contact.firstname }},

I hope this message finds you well.

{{ placeholder.Reference_post_podcast_company_news }}

I recently started at Paragon One (team out of MIT) where I forge partnerships to run a remote externship/early career program that impacts underrepresented students.

We create opportunities for students by having them work to solve real business impact problems for companies like {{ company.name }}. We scale these externships to many students while minimizing the impact on manager/HR time at companies.

We have partnered with Home Depot, PwC, Facebook/Meta, Pfizer, National Geographic, Snapchat, and Cargill in the past and would like a chance to work with {company name}

Do you have time for an introductory chat in the next few weeks?

Cheers,
{{ sender.firstname }}

Sales Prospecting Email That Led To Atlassian SQL

Subject: Your 1% Impact Pledge

Body:

Hi Laura,

I noticed Milla and Mark are out and referred us to you. I'm with a team out of MIT that has helped Meta, Pfizer, HSBC and Beats By Dre step into an online classroom to impact underserved communities at scale. Your 1% Impact Pledge seems to align with our learning model.

The Paragon One Externship creates an actual work-based learning experience to up-skill and launch the careers of underserved students. We partnered with PwC to impact 25,000+ Black and LatinX students via industry-relevant skills, career guidance, and a professional network while elevating PwC's employer brand and CSR initiative.

Does this sound like a program that would aid your own social-impact initiative?

Learn more here or watch a video about one of our student alums.

Cheers,

Elevator Messaging Framework Q1 '23

Paragon One builds and manages Externships, a 6-week virtual project that advances your DEI hiring or internship goals. Externships equip ambitious Gen-Z students with industry-relevant skills and career guidance. Top students present strategy and findings (across market research, AI innovation, data analytics) in front of your management team.

67% of Externship students are offered a Fortune 1000 job within 12 months of completing the program. Students are sourced per your recruiting or impact criteria from our diverse talent pipeline network of over 500 universities (incl. top HBCU's). The program supports and engages 50X more students with 80% less employee time.

We typically explore externships with recruiting, social impact, HR leadership or C-Suite teams of Fortune 1000 companies. Would love to learn more about your relevant goals with an individual in one of the above areas. Happy to share details on our partnerships with The Home Depot, National Geographic and PwC.

SQL 3 -> SQL 1 Sales Nurturing Templates

Warm Thought Leadership Lead Draft:

Note: The below example is a rare occurrence where a lead **immediately had interest in learning more about the Externship**. That said, we think this will become more common as our new AE and / or Merl gets involved in thought leadership calls.

Subject: _____

Hello Melissa,

Thank you again for the exceptional conversation and insights this morning you provided Jodi and me. [Insert something specific from their responses that to personalize.] I am excited to see your responses to the Impact Report questions on mentorship and your career in social impact.

As promised, I'd like to start a conversation with Jodi and Matt, our CEO, to set up a time to talk about the Externship in more detail. [Can insert personalized comment for how it could relate back to her in some way]

Melissa, please feel free to add the individual you mentioned from HR to this thread so we can get scheduled.

Looking forward to it!

**Warm Thought Leadership New Concept
(Vanessa intros Thought Leader to AE or Partnerships)**

Subject: _____

Hello Melissa,

Thank you again for the conversation and insights this morning you provided Jodi and me. I am excited to see your responses to the Impact Report questions on mentorship and your career in social impact.

As promised, I'd like to start a conversation with Omotunde, our _____, to set up a time to talk about the Externship in more detail.

I shared some details with Omotunde about your team's efforts to reach [X community] through volunteerism. She senses our partnership journey with PwC to up-skill 25,000+ black and latinx students is applicable to [lead's company] efforts. She had a number of questions so I think it'll be a great convo.

Looking forward to it!

Colder Thought leadership New Concept Intro (Vanessa intros Thought Leader to AE or Partnerships After Report is Published)

Subject: _____

Hello Melissa,

Thank you again for contributing to the Impact Report. I thought you'd be interested to hear that your insights were received well. Fortune 1000 teams, including leaders from KPMG, Disney, CNN and ___ read the piece and our team has received a number of positive comments on your piece in particular, the past week.

I was discussing your comments on [company's] volunteerism initiative and the connected best practice with my team member, Omotunde. She senses our partnership journey with PwC to up-skill 25,000+ black and latinx students is similar. She had a number of questions so I wanted to include her here.

Looking forward to sharing more updates on how the post was received!

Colder Thought leadership -> SIL Concept Intro (Vanessa intros Thought Leader to AE or Partnerships After Report is Published)



Subject: _____

Hello Melissa,



Thank you again for contributing to the Impact Report. I thought you'd be interested to hear that the post was one of our most highly read this year. Fortune 1000 teams, including leaders from KPMG, Disney, CNN and ___ engaged with the piece and our team has been discussing your point on [X] internally.

I was discussing your comments on [company's] volunteerism initiative and the connected best practice with my team member, Merl. We're hosting a virtual conversation with Mastercard and Snap CDO's next month on high-impact volunteerism. We sense your team's efforts are connected and you'd bring a fresh perspective to the conversation.

If you're interested in learning more about the event and panel, I'd introduce you to Merl, our Events Manager, to discuss further details.

Best,

BDR Thought Leadership Cold Intro Test

<p>Test Origin:</p> <p>I wanted to test LinkedIn Sales Navigator among the accounts that I hadn't yet reached or mined leads for, on a Saturday AM. This was just an effort to utilize a new discovery-call / lead-generation strategy Richard and I had discussed. As I started receiving responses, I expanded this list of prospects, including major consumer public companies that I knew had a CSR initiative (but weren't technically F1K).</p>	<div style="border: 1px solid #ccc; padding: 5px;">  You 10:33 AM Event Panelist Nomination - Up-Skilling Communities <p>Hi Rahul, please excuse the random reach out. We're a team out of MIT that is hosting a virtual event series, among a small group of Fortune 1000 CSR and DEI leaders, throughout the coming months regarding up-skilling underserved communities.</p> <p>Mastercard, Snap, Inc., PwC, Shopify, and Starbucks Social Impact leadership were involved in past events, but we sense Shell may have interest in being on the panel for a future conversation. If you're interested in learning more about the panel, I'd have you grab a few minutes with Matt, our CEO, and Cody, the Event Director.</p> <p>We appreciate your team's Social Impact vision and efforts.</p> <p>Joe Dieter</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;">  Rahul Malhotra 10:34 AM </div>										
<p>BD Learnings:</p> <ol style="list-style-type: none"> “Legitimize the startup” - Social Impact leaders respond when we lean into our points of credibility and intrigue - i.e. team out of MIT, reference F1K and corporate brands that attended our first Social Impact Lab). Focus on a singular and clear ask. There's lots of things we could ask them / attempt to hook them on - this was solely about them being nominated to join a fancy new exclusive convo series among their fellow big-brand CSR / social impact leaders. Don't be afraid of odd hour cold pings - F1K social impact higher ups are fortunately (unfortunately) sometimes open to chatting on the weekend as their 9-5 is typically bogged down by lots of meetings and fire-extinguishing. Exclusivity ("small group of F1K leaders") still plays 	<table border="1" style="width: 100%;"> <thead> <tr> <th colspan="2" style="text-align: center;">Initial Lead Engagement Plan</th> </tr> </thead> <tbody> <tr> <td style="width: 50%;"></td> <td style="width: 50%;">1) engage the email intro promptly (within the half-day window it's sent if possible)</td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%;">2) if no lead response within 48 hours, reach via your personal LI and / or Matt's LI personal ping (via Bruna)</td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%;">3) if no response within 48 hours, Matt's LI engages on their posts</td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%;">4) if no response, lead goes back to MQL1 status and we add them to newsletter / SIL panelist backlog list, or plan other ongoing BD strategy to get them reengaged</td> </tr> </tbody> </table>	Initial Lead Engagement Plan			1) engage the email intro promptly (within the half-day window it's sent if possible)		2) if no lead response within 48 hours, reach via your personal LI and / or Matt's LI personal ping (via Bruna)		3) if no response within 48 hours, Matt's LI engages on their posts		4) if no response, lead goes back to MQL1 status and we add them to newsletter / SIL panelist backlog list, or plan other ongoing BD strategy to get them reengaged
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<p>Product Learnings:</p> <ol style="list-style-type: none"> Industry-wide discussions regarding social impact initiatives is desired by social impact leaders. Hearing how other F1K or Public companies are going about their initiatives to deliver impact is of value Up-Skilling Underserved Communities is still a paramount focus of the social impact world 											



Sales Cold Prospecting - Business Impact Metrics Loaded

Subject: Your [Initiative Name] Commitment

Hi Laura,

I noticed Milla and Mark are out and referred us to you. I'm with a team out of MIT that has helped Meta, Pfizer, HSBC and Beats By Dre step into an online classroom to impact underserved communities at scale. Your 1% Impact Pledge seems to align with our learning model.

The Paragon One Externship creates an actual work-based learning experience to up-skill and launch the careers of underrepresented students.

We partnered with PwC to reach 2X the volume of students (saving 58% on their CSR budget), through their initiative to reach 25,000+ Black and LatinX students. Through the externship, students were equipped with industry-relevant skills, career guidance, and a professional network.

We also elevated PwC's employer brand and volunteerism program satisfaction. 96% of HBCU & HSI Students saw PwC as a "very desirable" place to launch their career after participating in the Externship, whereas just 68% felt this prior to the Externship.

Does this sound like a program that would aid your own social-impact initiative?

Learn more here or watch a video about one of our student alums.

Cheers,

Cold Prospecting - Business Impact Metrics Light

Subject A: Your [Initiative Name] Commitment


Subject B: 58%

Subject C: Engagement Rates Falling

Hi Laura,

I noticed Milla and Mark are out and referred us to you. I'm with a team out of MIT that has helped Meta, Pfizer, HSBC and Beats By Dre step into an online classroom to impact underserved communities at scale. Your 1% Impact Pledge seems to align with our learning model.

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underrepresented students. We partnered with PwC to reach 2X the volume of students (saving 58% on their CSR budget), through their initiative to up-skill 25,000+ Black and LatinX students. We also elevated PwC's employee satisfaction with the volunteerism program by 27%.

Does this sound like a program that would aid your own social-impact initiative?

Learn more here or watch a video about one of our student alums.

Cheers,

Examples:

[Topic] is my mission as well!

[Idea] to help you with [challenge]

How to [accomplish a goal]

How we can further [X]

Our biggest challenge is [Y]

Hi (Name),

I noticed [something custom from their LI post or blog and love that you care about X, Y, Z].

At Paragon One we've been able to help internationally recognized enterprises like National Geographic, Meta, and PwC meet their DEI and employee engagement goals [could also insert "Upskilling, Social Impact, etc" goals] while having double the impact with the same budget.

Would you be interested in partnering together to further the mission of [X, Y, Z]

Highlights of our externship platform:

- Double the impact with the same budget for similar spend initiatives*
- Easy to implement <1 hr / week from employees ongoing*
- Worked with PwC to successfully up-skill 25,000+ Black and Latinx students*

1. Subject: Externships: Guiding Students & Volunteers To Major Impact

Hi (Name),

There's an opportunity for Paragon One (team out of MIT) to run a remote "externship" program for [company]. Our externship is a real-work-based learning experience aiding employability for underserved communities and a high-impact volunteering opportunity for your employees.

We aided PwC's effort to up-skill 25,000+ Black and Latinx students for future business careers, resulting in legitimate social impact and an elevated employee and customer-facing brand.

Highlights of our externship platform:

- Double the impact with the same budget for similar spend initiatives*
- Easy to implement <1 hr / week from employees ongoing*
- Worked with PwC to successfully up-skill 25,000+ Black and Latinx students*

Is this type of program of strategic interest to [company]? View a case study [here](#).



Cheers,

Cold Prospecting - DEI Employer Brand Elevation Value Claim Emph

Subject Line Options:

Amplify Your DEI Initiatives

Social Impact Thought Leadership Opportunity - DEI Innovators

Top Career Destination for HBCU's [insert underrep community of focus]

HBCU Students Choose [Company Name]

Elevate Retool Your School [Initiative Name]

Hi XXX,

Please excuse the random reach-out. I noticed you mentioned X about reaching X communities / students on LinkedIn.

The Paragon One Externship creates an actual work-based learning experience to up-skill and launch the careers of [insert relevant community - i.e. HBCU, HSI] students. We partnered with PwC to impact 25,000+ Black and LatinX students via industry-relevant skills and career guidance while increasing PwC's appeal as a career destination, among HBCU students, by X%. The program also led to 92% of PwC employee participants being able to confidently engage with PwC DEI focused initiatives. (perhaps choose one of the 2 stats)

We've noticed [COMPANY NAME] initiative to [DEI program descrip]. We'd love to know more about your role in supporting those opportunities.

Is talking about how the externship might support your longterm goals something we could chat more about on a call?

XXXXXX

Cold Prospecting - CSR Learning / Up-Skilling Value Claim Emph

Subject Line Options:

Showcase Your Up-Skilling Initiatives


We've Noticed Your [Name of Upskilling Initiative] - Can we help amplify it?

Hi XXX,

Please excuse the random reach-out.

I'm with a team out of MIT that has helped Meta, Pfizer, HSBC and Beats By Dre step into an online classroom to impact underserved communities at scale.

The Paragon One Externship creates an actual work-based learning experience to up-skill and launch the careers of underserved students. We partnered with PwC to impact 25,000+ Black



and LatinX students via industry-relevant skills, career guidance, and a professional network while elevating PwC's employer brand and CSR initiative.

We've noticed COMPANY NAME has an initiative to UPSKILLING INITIATIVE. We'd love to know more about your role in supporting those opportunities. Through our virtual externship partnership with National Geographic Society and The Nature Conservancy, our externs engaged with underrepresented students to equip them with marine and freshwater conservation skills, leading to more knowledge of environmental challenges and further education on National Geographic and Nature Conservancy initiatives.

Here's a video to learn more: <https://youtu.be/GEiPC9RDh0A>

We recognize how important upskilling is for reaching your longterm CSR goals and we want to help support you in that mission.

Is talking about how the externship might support your longterm goals something we could chat more about on a call?

XXXXXXX

Cold Prospecting - High Impact Volunteerism / Mentorship EE Value Claim Emph

Subject Line Options:

Champion Your Employee Engagement Initiatives

Employee Engagement Leaders - Opportunities to Bolster Your Initiative

Hi XXX,

Please excuse the random reach-out.

The Paragon One Externship creates an actual work-based learning experience to up-skill and launch the careers of underserved students. We partnered with PwC to impact 25,000+ Black and LatinX students via industry-relevant skills and career guidance, while creating [X value towards employee engagement / volunteerism initiative]..

We've noticed COMPANY NAME has an initiative to EMPLOYEE ENGAGEMENT INITIATIVE. We'd love to know more about your role in supporting those opportunities.

Our virtual externship partnership with The Home Depot,

- Created new high impact volunteering opportunities for their team that directly aligns with CSR initiatives, furthering employee engagement.
- Leveraged the skills of their team to mentor underserved students
- Developed and maintained trust in the values and mission of THD's employer and customer brand

You can learn more about our partnership with The Home Depot here:



<https://youtu.be/MD31bX4wjM4>

Is talking about how the externship might support your longterm goals something we could chat more about on a call?



Value Prop Hierarchy - CSR Learning Innovators

1. **Externships are a Seamless, Custom & Scalable Educational Platform Experience** (*that we can clearly demo*, proprietary / custom curriculum, we align with your CSR Learning and **Skill-Development** goals, low-lift (1-HR / WK), high-service / seamless experience, fully remote / globally accessible, scalable model, F1K becomes classroom).
2. **P1 Connects The World's Most Ambitious Underserved Communities to Fortune 1K brands** (student audience tailored to your impact initiatives / values: women STEM, Black, LatinX)
3. **Paragon One Strengthens a Fortune 1000's Employer-Brand** (align with your employee's values, gain an edge over competition in retaining talent & attracting new talent, **utilize your team's talents via skill-based volunteering and expand skill based volunteering goals**, elevate your relevance to Gen Y, Z workforce)
4. **Paragon One Strengthens Your Customer-Facing Brand And Investor-Facing Brand** (PR / MKTG opportunity, foster further customer brand loyalty by aligning with their values, positively impact community, globe, make them feel good when they buy from you)
5. **Externships = Real-Work Experience** (versus non-work-based online learning or soft impractical internship experience)
6. **Externships Cultivate Gen-Z Innovative Strategy That Leads To Real Business Impact** (Web3 Strategies, Product Innovation, Market Research, Student Output = "legitimate-value" that impacts exec-level strategy)
7. **P1 Guides All Aspects Of The Student and Company Externship Journey** (you invest just 1 hour per week, P1 offers strong program management: clear communication orchestrating entire process from beginning to end)
8. **Robust and Predictive Soft & Hard Skill Assessment**
9. **Powerful Talent Sourcing / Underserved Talent Recruiting Pipeline**
Future: The Externship Generates Powerful Insights On Talent-Success Predictions, Social Impact Reach, & Redefines Skill-Based Volunteering (employer brand, volunteer / mentorship elevation)

Value Prop Validation Process:

We've Validated These Value Claims Via a Roster of Satisfied Fortune 1000 Enterprise Customers and Thousands of Satisfied, Upskilled Fortune 1000 Hired Students, A Strong Demo Experience

- Shown Via Demo-ification / Clear Example of Externship Journey
- Video & Still Case Studies
- Qual & Quant Data / Proof-Point Validators of Program Impact.
- Discuss / Nominate *Top 10 Metrics (various by prospect)*

- 
- 
- *45% Of Externs Hired By Fortune 1000's In 6 Months*
 - *150+ Countries Represented*
 - *54%Of Externs are Women*
 - *77% Of Externs from Underserved Minority Backgrounds*
 - *15% Of Externs Identify as LGBTQ*
 - *1 HR Per week of HR leader's time*
 - *Quick-Hit Case Study Highlights: Nat Geo: 300+ Externs From 80 Countries Aiding Local Conservation Challenges , PWC: Major Lever In Initiative of 25,000+ Black and LatinX Students Up-Skill Initiative, Meta NPS Repeat Rec's*
 - *___ Student Applicants*