

# Building Relationships That Last A Career and Start with an Email Introduction

**Chris Fralic**  
@chrisfralic

**Board Partner**  
First Round Capital

**TED Fellows**  
April 14, 2021



**Chris Fralic**

Board Partner at First Round

Philadelphia, Pennsylvania · 153,597 followers · [My connections](#)

[Contact info](#)

Add profile section

More...



First Round Capital

Villanova University

## About



I joined First Round Capital in 2006 and in 2018 I shifted to Board Partner and now focus on existing investments including Roblox, Warby Parker, Nomad Health, Troops, Outlier, Live Intent, Against Gravity and more. Companies I've worked with who have been acquired include Hotel Tonight (AirBnB), Flurry (Yahoo!), Invite Media (Google), Ring (Amazon), Demdex (Adobe), Adaptly (Accenture), DoubleVerify (Providence Equity), Yapta (Coupa Software), iovation (TransUnion), and Arbor.io and Circulate were acquired by the same company (Axciom) on the same day. Others I've worked with that are now public companies include ScanScout/Tremor (NYSE: TRMR) and MyYearbook (Nasdaq: MEET), and in early 2017 I joined The Meet Group board of directors.

I've always been interested in venture capital, but before I became a VC I spent the bulk of my working life on the operating side of tech companies, from the Personal Computer revolution through the early days of the Consumer Internet and Web 2.0. I've held a variety of sales and business development roles that included VP Business Development at Half.com and a 6 year career at eBay after the acquisition, and led BD at del.icio.us through our Yahoo! acquisition.

Otherwise I like spending time with my family, I like to run (though I'm pretty sure I've run my last marathon), I have a lot of fun skiing in the winter, and I play a decent game of tennis. I'm also interested in how people can connect better in business (LinkedIn inMails are generally NOT a good way to reach me), and you can see a few examples of what I've written on the subject below.



**Chris Fralic**

@chrisfralic

Board Partner @FirstRound. Technology historian and futurist. Student of business.

[firstround.com/person/chris-f...](https://firstround.com/person/chris-f...) Joined June 2006

Edit profile



ORACLE

YAHOO!



# TED5

Technology Entertainment Design

## MEMORANDUM

FROM: Richard Saul Wurman  
 Chairman & Creative Director  
 RE: TED5 Conference

Following is a current progress report on the TED5 Conference which includes an application for registration on the reverse side. I would urge you not to wait if you want to be assured a place at this unique gathering as the audience is limited to 496 persons. My best advice, if this brief note piques your interest is to talk with those who have been to an earlier event.

### When & Where

24-27 February 1994 at the Monterey Conference Center in California, a fine facility with theatre seating. Monterey is a 4-hour drive south of San Francisco on the beautiful Monterey Peninsula. It's just a short drive from Pebble Beach, Carmel-by-the-Sea and not far from the breathtaking scenery of Big Sur. More detailed information about the accessibility of the Conference Center and hotels will be sent to you after registration with information about special air and accommodation rates.

### Speakers & Audience

The audience is the most important part of the TED conference. I believe it is composed of four groups:

- Barry Diller - Chairman, GVC
- 2000 B. Evans - CEO of News Electronic Data (NED)
- Chris Galvin - Sr. Exec. VP & Asst. COO, Motorola
- Bill Gates - Chairman & CEO, Microsoft
- Stephen Jay Gould - Professor of Zoology and Geology at Harvard University and Author, works include The Panda's Thumb and Bully for Brontosaurus.
- Nancy Green - Partner, DeWitt & Green
- Bob Greenberg - President, R/Greenberg Assoc.
- Herbie Haggack - Musician
- Trip Hawkins - CEO, The 3DO Company
- Danny Hillis - Founder, Thinking Machines
- Quincy Jones - Musician
- Kai Krauss - VP-R&D, Curved Space/Design
- Geraldine Laybourne - CEO, Nickelodeon
- David Macaulay - Author & Illustrator, works include Cathedral, City and The Way Things Work
- Heidi Miller - Singer
- John Naisbitt - Author, Megatrends 2000 and Megatrends for Women
- Nicholas Negroponte - Director and Co-Founder of MIT Media Lab
- Donald Norman - Apple Fellow and Author, works include Memory and Attention & Psychology of Everyday Things
- Dean Ornish - Doctor & Author, Reversing Heart Disease
- Neil Postman - Chair of the Department of Communication Arts at NYU, Author of Technopoly
- Tom Rilly - Director of Strategic Relations, SuperMac Technology
- John Sculley - Chairman, Apple Computer
- David A. Smith - President & CEO, Virtus Corporation
- Rick Smolan - Photographer & Creator of From Alice to Ocean
- Oliver Stone - Film Director, "Platoon", "Born on the Fourth of July" and "JFK"
- Chris Whittle - Chairman & CEO, Whittle Communications

Please register me for TED5: U.S.A. \$1,450

CHRISTOPHER FRALIC  
 Name  
SONY NATIONAL ACCOUNT MANAGER  
 Title  
COMPUTERLAND CORPORATION  
 Company  
1206 MOUNTAINVIEW DR.  
 Address:  
WAYNE PA  
 City & State  
19087 USA  
 Zip & Country  
(215) 296-0824  
 Telephone  
(215) 889-7491  
 Fax  
[Signature] OCT 25, 1993  
 Signature

Your signature constitutes acceptance of the policies stated on this form. We reserve the right to limit the number of registrants. We believe that the quality of the TED Conference is based on the diversity of its attendees as well as its speakers. Please note that this registration form is an application for registration only. You will receive a letter of confirmation.



...two children in this age group. -- Bill Dinsmore, The Learning C

I sell computers. My three customers (Sony, Eli Lilly, and Hoffman La Roche) bought almost 5,000 last year, worth \$30 million. I also attend graduate school, and will have my MBA soon after TED5. -- Christopher Fralic, Computerland Corporation

I manage The Lea  
and markets a lin

**Thursday24** **TED5**

8:00 - 9:30 *Registration*  
*Adobe Morning Coffee*

9:30 - 10:00 **Hazel Miller** & **TED ZILLA!**

10:00 - 10:30 **RSW**

10:30 - 11:00 **Bill Gates** Chairman & CEO, Microsoft

11:00 - 12:00 *Adobe Office Break*

**AM**

12:00 - 12:30 **John B.**

12:30 - 1:00 **Kai Krause**

1:00 - 1:30 **Danny Hillis**

Tom



Cold Artichoke Quarters, Fried Ravioli, Herb Foccacia Bread, Soft  
... Soft ... Chicken, Fried Calamari, Crab and



**SONY**

Sony Electronics Inc.  
1 Sony Drive, Park Ridge, New Jersey 07656-8003 Telephone (201) 930-1000

April 14, 1994

Mr. Christopher Fralic  
National Account Manager  
Vanstar  
630 Boulevard  
Elmwood Park, NJ 07407-1937

Dear Chris:

Thank you for the tapes on TED 5. It was an unexpected surprise and is very much appreciated.

At some point in the near future, you and I should meet and exchange perspectives on both what was presented at the meeting and the technology as it relates to our field and impact.

Thank you again. I look forward to seeing you soon.

Sincerely,

Michael Apruzzese  
Director of Production Services  
SEL Advertising

MA/kea

**WARNING:**  
CONTENTS MAY  
INCLUDE  
DANGEROUS  
IDEAS AND/OR  
WORLD-CHANGING  
INDIVIDUALS.  
PLEASE SIT DOWN  
BEFORE OPENING.

PLAYER

## The first TED Talks ever

Behold, the first five TED Talks posted online, shared with the world on June 27, 2006. Each one is powerful and moving — and still resonates today.



Watch Now



Add to list



AL GORE

### Averting the climate crisis

With the same humor and humanity he exuded in "An Inconvenient Truth," Al Gore spells out 15 ways that individuals can address climate change immediately, from buying a hybrid to inventing a new, hotter brand name for global warming.



HANS ROSLING

### The best stats you've ever seen

You've never seen data presented like this. With the drama and urgency of a sportscaster, statistics guru Hans Rosling debunks myths about the so-called "developing world."



MAJORA CARTER

### Greening the ghetto

In an emotionally charged talk, MacArthur-winning activist Majora Carter details her fight for environmental justice in the South Bronx — and shows how minority neighborhoods suffer most from flawed urban policy.



SIR KEN ROBINSON

### Do schools kill creativity?

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

SUN, JUN 27 6:00 PM

Edit

## TEDTalks Origin Stories

From VINTAGE TECH 🏠



w/ *Chris Fralic & June Cohen* — TEDTalks have now been viewed over 8 billion times, and the first handful of talks launched 15 years ago on June 27th 2006. Join us for some stories with some of the team that helped it get started.



Share



Tweet



Copy Link



Add to Cal

# A Selfless Partner

By [Josh Kopelman](#)

I first met [Chris Fralic](#) in 1996 at a conference—and I remember being super impressed with him and the strength of his network. Chris seemed to know everyone. When I set out to build [Half.com](#), I knew there would be a ton of business development needed—and Chris was my first call.

I took him to lunch and pitched the idea to him. Like a natural salesman, Chris followed up with his own pitch deck for me. Looking back, this isn't too surprising. Chris is a born salesperson. He got his start selling computers and would go on to sell all kinds of software in the early days of the internet. Although I didn't need a pitch deck to convince me to hire him, I'm sure glad he joined [Half.com](#).



Slides from Chris' original pitch deck

Chris joined the [Half.com](#) team in 1999, and we've worked closely together for almost 20 years. And my partnership with Chris has been one of the most important collaborations of my life. So when Howard Morgan and I initially started to think about growing our team in the early days of [First Round](#), Chris was one of our first calls.



ENTERED INTO THE WELDERS  
HALL OF FAME

RAYMOND FRALIC

M.D. 1

WESTINGHOUSE ELECTRIC

JUNE 1923

RETIRED

JUNE 1968

PRESENTED BY ALL OF HIS  
FRIENDS IN SECTION MD-1

GOOD LUCK TO  
YOU  
RAY

**How many jobs have you  
had since high school?**

**CASHFLOW DESIGN, INC.**  
 Full-Service Business Building  
 Development, Construction & Renovation  
 1000 Broadway, Suite 1100  
 New York, NY 10018

**CHRISTOPHER D. FRALIC**  
 President

**Jonathan's**  
 Business Development

**Christopher D. Fralic**  
 President

**WELLS FARGO**

**CHRISTOPHER D. FRALIC**  
 Business Development

**WELLS FARGO**  
 100 Broadway, Suite 1100  
 New York, NY 10018

**THE COMPUTER FACTORY**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**BUSINESSLAND**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**ComputerLand**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**Vanstar**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**CoreTech**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**ORACLE**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**AVI SYSTEMS**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**Nextron**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**Evanta Young Corp**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**half.com**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**ebay**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**ebay**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**del.icio.us**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**TED**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

**First Round CAPITAL**  
 Business Development

**CHRISTOPHER D. FRALIC**  
 Business Development

100 Broadway, Suite 1100  
 New York, NY 10018

1996 Met at TED  
1997-1998 helping out;  
keeping in touch  
1999 Half.com (then eBay)  
2005 del.icio.us  
2006+ First Round Capital





**Ashley Mayer**

@ashleymayer

One thing no one tells you early in your career is how  
insanely valuable your coworker relationships become  
**\*after\*** you leave a company.

7:34 PM · May 3, 2017 · [Twitter for iPhone](#)

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**394** Retweets   **1.5K** Likes

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# The Big Picture





**“Leadership Is  
How To Be, Not  
What To Do”**

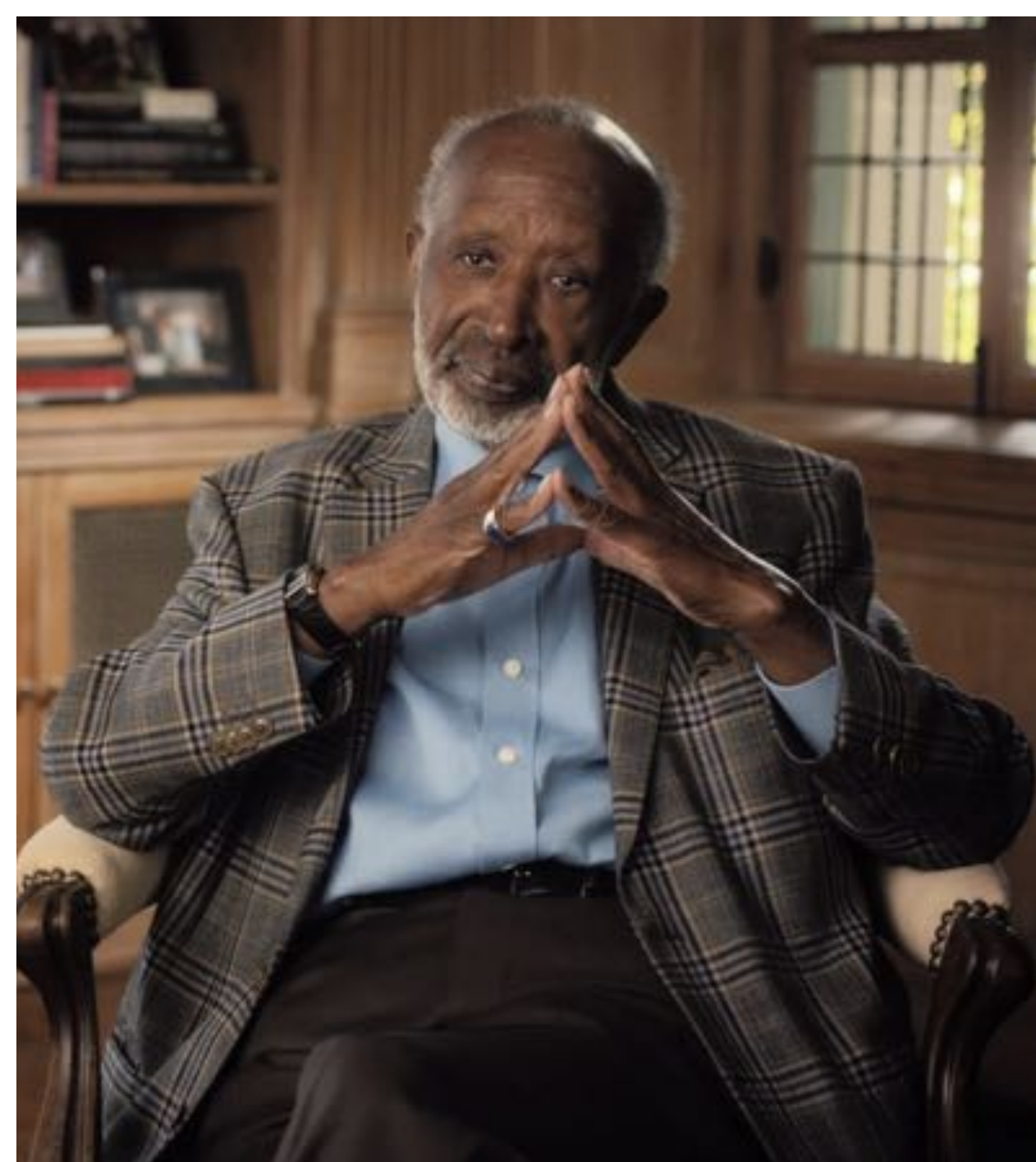
Frances Hesselbein



“The Purpose  
Of A Business  
Is To Create  
A Customer”

Peter F. Drucker





“I don't have  
problems. I  
have friends.”

Clarence Avant

## #80 Chris Fralic

Board Partner, First Round



Midas List newcomer Chris Fralic can partially thank his son for his successful investment and exit in online gaming company Roblox. The partner at First Round Capital passed on the company at first but after his 8-year-old son tried it and couldn't stop playing it, he came around for the next round. It paid off when Roblox went public in March 2021 at a \$30 billion valuation. Fralic already had a handful of notable exits under his belt too like Ring, acquired by Amazon in 2018 for \$1 billion, and Hotel Tonight, acquired by Airbnb in 2019. Fralic also sits on the board of the Computer History Museum and has over 1,000 items in his personal computer collection.

### ON FORBES LISTS

#80 The Midas List: Top Tech Investors 2021

FORBES LIST

# The Midas List

The World's Best Venture Capital  
Investors In 2021

EDITED BY ALEX KONRAD, REPORTED BY REBECCA  
SZKUTAK AND NINA WOLPOW

PRODUCED IN PARTNERSHIP WITH  
TRUEBRIDGE CAPITAL PARTNERS

### STATS

AGE 58

NOTABLE DEAL **Roblox**

RESIDENCE **Philadelphia, Pennsylvania**

CITIZENSHIP **United States**

MARITAL STATUS **Married**

CHILDREN 1

### EDUCATION

**Master of Business Administration, St. Joseph's College (NY); Bachelor of Arts/Science, Villanova University**



**1) People Only Remember  
The Winners**

# What is your Brand?





**Chris Fralic** 

@chrisfralic



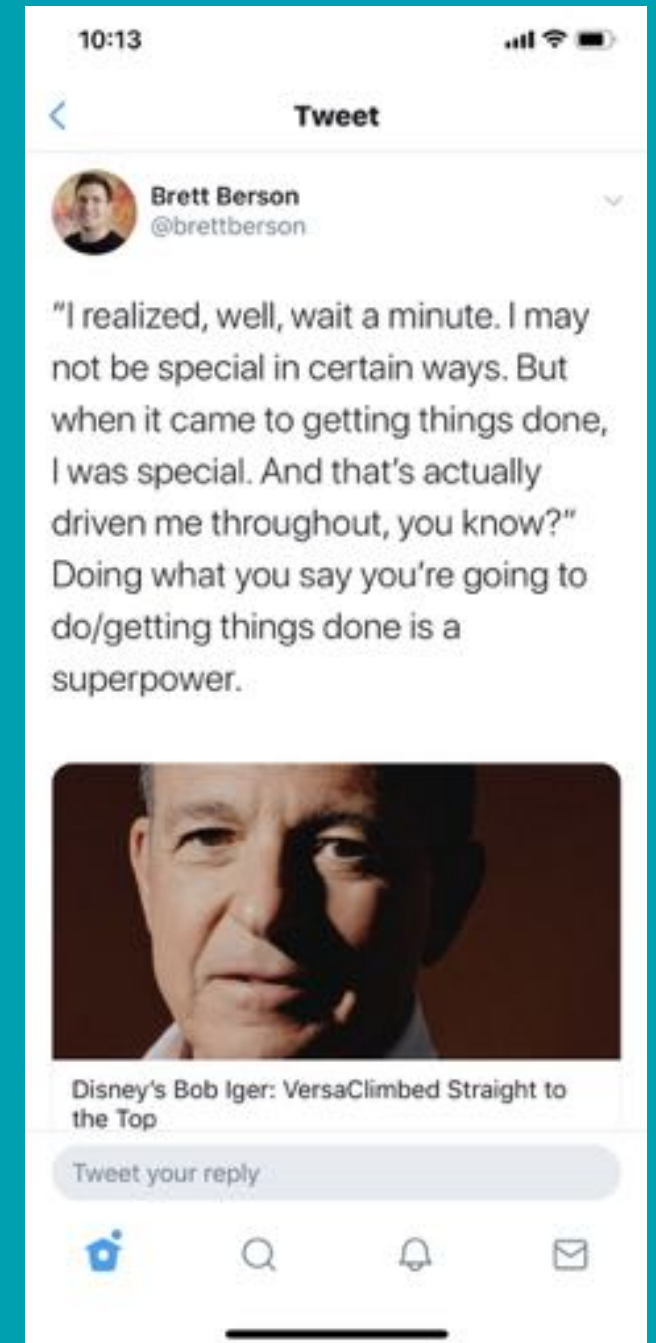
Your brand is what people say about you when you're not in the room. It's their first reaction when they see an email from you in their inbox. You build that brand - or not - with every interaction.

## 2) INTENTIONALLY Build Your Brand and your Relationships



### 3) Authenticity

# 4) Do What You Say You Are Going To Do





**5) Follow Up on commitments  
and all worthwhile interactions**



**Linda Xie**

@ljxie

Underrated: Sending a follow-up to someone who has helped you (e.g. made an intro, gave advice, etc) on how things went. I received two email updates out of the blue and it completely made my day.

7:12 PM · Mar 19, 2019 · [Twitter Web Client](#)

---

**168** Retweets   **1.5K** Likes

---

**The Goal?**

**ADDING VALUE IN ALL YOU DO**

# Two Way Learning



# 6) How to Work a Conference (or a Zoom)

**Have an elevator pitch  
- but don't pitch**

**Make a good impression  
and a connection - so  
you can follow up later**

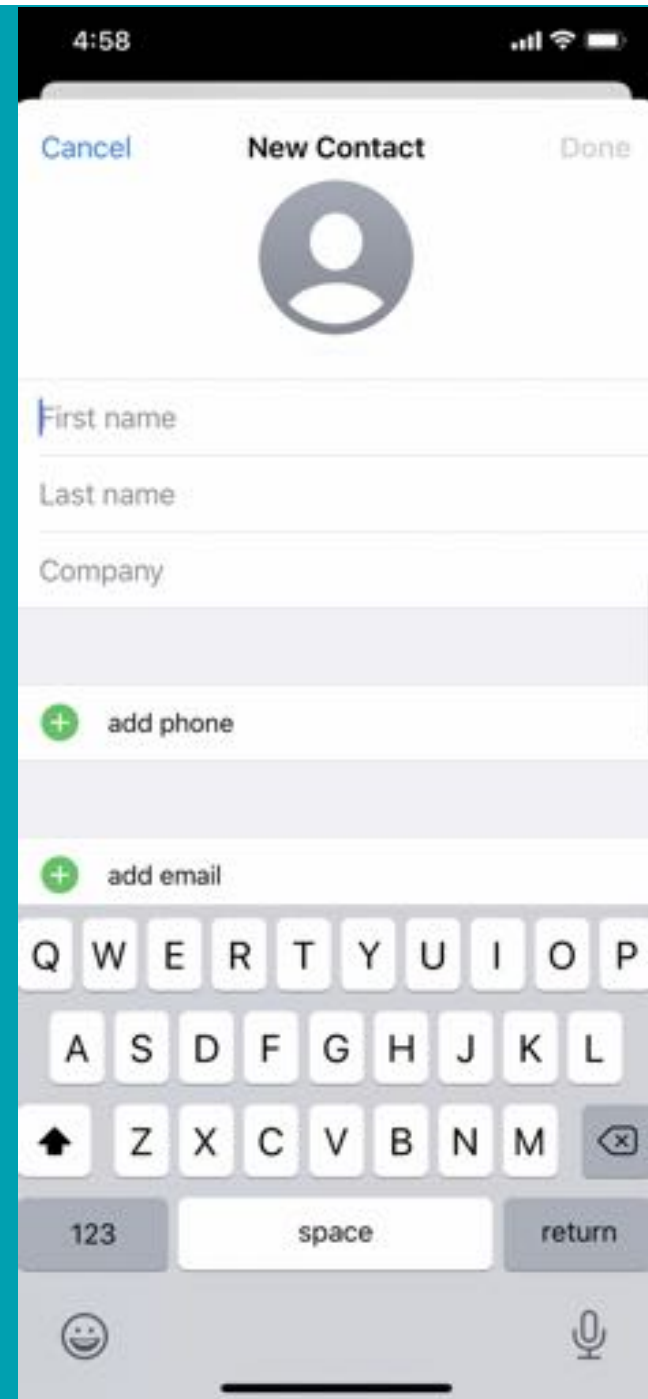
**“What's your ratio of questions to answers, and can you double it?”**



**Ask a good question early**

**Video**

# 7) CRM: Manage and maintain your contacts starting now





**John Carmack** ✓

@ID\_AA\_Carmack



I am almost flagrantly irresponsible about maintaining contact information. I should "know everyone" at this point, but I have generally failed to take the minimal steps to maintain contact with even people I think highly of. I get by, but there are advantages to networking!

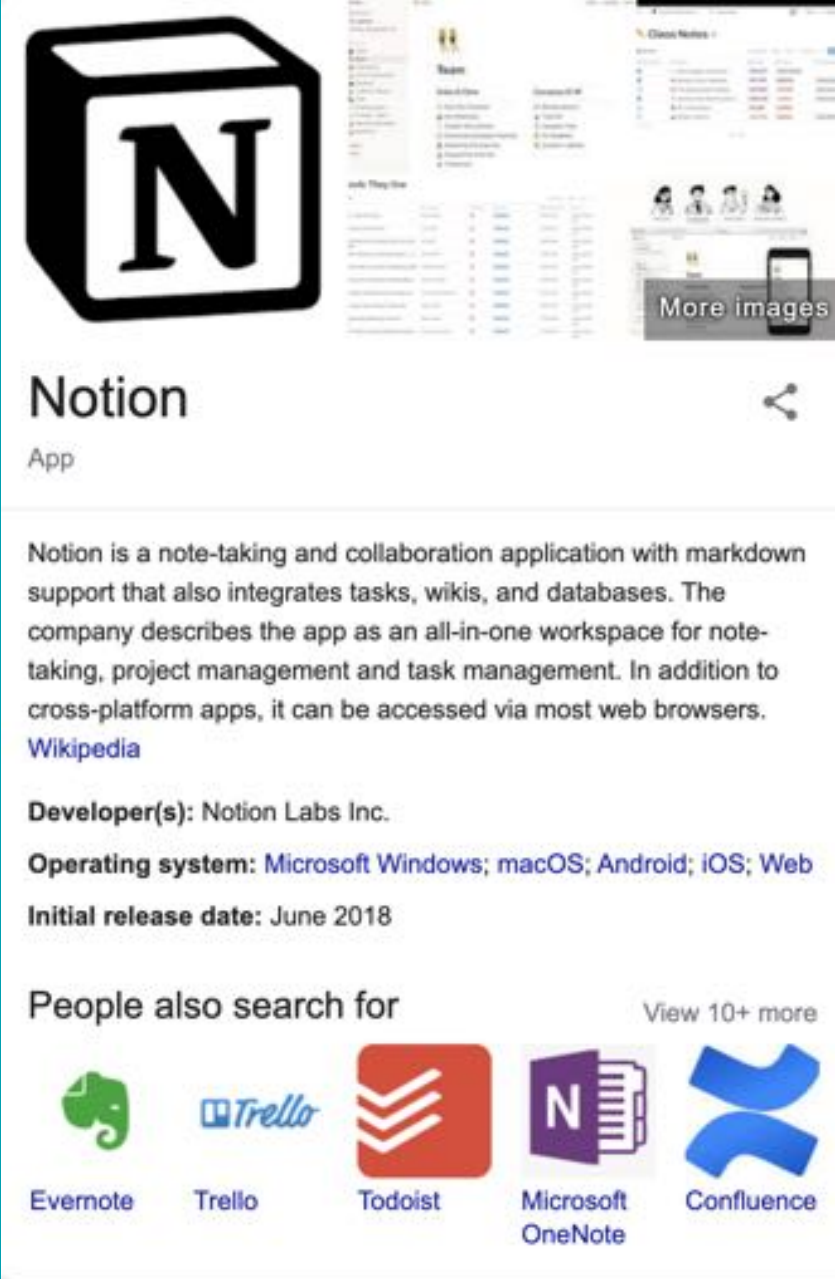
8:10 PM · Mar 2, 2021 · Twitter Web App

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**21** Retweets   **7** Quote Tweets   **705** Likes

# 8) Have a system for GTD - Getting Things Done

To Do Lists  
Organizing  
Prioritizing



The image shows a screenshot of the Notion app page on an app store. At the top left is the Notion logo, a black cube with a white 'N' on its side. To the right of the logo is a preview image of the app's interface, showing a dashboard with various widgets and a 'More images' button. Below the logo and preview, the word 'Notion' is written in a large, bold font, followed by 'App' in a smaller font. A share icon is visible to the right of the app name. Below this, there is a paragraph of text describing the app: 'Notion is a note-taking and collaboration application with markdown support that also integrates tasks, wikis, and databases. The company describes the app as an all-in-one workspace for note-taking, project management and task management. In addition to cross-platform apps, it can be accessed via most web browsers.' This is followed by a blue link to 'Wikipedia'. Below the description, the developer is listed as 'Notion Labs Inc.', the operating systems as 'Microsoft Windows; macOS; Android; iOS; Web', and the initial release date as 'June 2018'. At the bottom, there is a section titled 'People also search for' with a 'View 10+ more' link. This section contains five icons: Evernote (green elephant), Trello (blue 'T' logo), Todoist (red 'T' logo), Microsoft OneNote (purple 'N' logo), and Confluence (blue 'X' logo).

**Notion**  
App

Notion is a note-taking and collaboration application with markdown support that also integrates tasks, wikis, and databases. The company describes the app as an all-in-one workspace for note-taking, project management and task management. In addition to cross-platform apps, it can be accessed via most web browsers.  
[Wikipedia](#)

**Developer(s):** Notion Labs Inc.  
**Operating system:** Microsoft Windows; macOS; Android; iOS; Web  
**Initial release date:** June 2018

People also search for [View 10+ more](#)

Evernote Trello Todoist Microsoft OneNote Confluence



**Kanyi Maqubela** ✓

@km

**Tactical skills worth learning:**

- How to ask for an introduction
- Introducing yourself crisply over email
- Persuasive follow-up

**I (often subconsciously) decide if someone is more or less of a pro based on how they do these things.**

1:57 PM · Aug 12, 2019 · [Twitter for iPhone](#)

---

**72** Retweets   **395** Likes

9) Get really good at email

# NAILING AN EMAIL INTRODUCTION

@CHRISFRALIC

CHRIS FRALIC, FIRST ROUND CAPITAL



HAS SENT 81,000+ WORK EMAILS SINCE 2007

ONCE SENT ON BEHALF, GIVE THEM TIME TO RESPOND BEFORE CONTACTING.

CREATE VALUE FOR EVERYONE



VAGUE REQUESTS FOR HELP WASTE EVERYONE'S TIME.

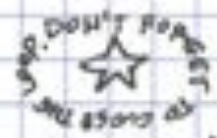
\* FOR MORE & EXAMPLE, VISIT FORBES: [GAIN AND SAVE RIGHT NOW](#) JULY 11, 2013 ARTICLE BY CHRIS



INCLUDES WHAT THE INTRODUCTION WANTS TO ACCOMPLISH

+  
OPENING PARAGRAPH & CUSTOM SUBJECT LINE

BEWARE OF MULTIPLE FONTS.



MAKE IT PERSONAL  
• WHO YOU ARE  
• TO WHOM MATTERS

**BOLD THE ASK**

HYPERLINK VS. INCLUDE THE LINK



LESS = MORE

NO GRAPHICS IN SIGNATURE LINE BECAUSE SHOWS UP AS ATTACHMENT IN RECIPIENT EMAIL





# Make it easy to help you

Relatively SMALL asks

Simple, time bounded

You've done the prep work

# Make it easy to say no

“No need if not a fit”

“No need to even REPLY if this isn't of interest”

# Subject Lines Matter

Specific

Customized

Mention Names and Companies and Context



Let Some  
Personality Show

**Chris Fralic**  
**Board Partner, First Round**  
37 E. 28th St. NYC 10016  
917-843-2023 mobile  
[chris@firstround.com](mailto:chris@firstround.com) and [@chrisfralic](https://twitter.com/chrisfralic)

Check out the [FAQ's](#) and our latest [First Round Review](#)

# Put your contact info on your email signature

Bonus points - record a voicemail message

# Less Is More

Shorter emails have larger impact

**Personalize everything**



**From:** Chris Fralic [<mailto:chris@firstround.com>]

**Sent:** Saturday, June 08, 2013 9:26 AM

**To:** Peter Bryant; Satish Rao

**Subject:** Thanks, and an invitation to honor Beth Comstock of GE as Leader of the Future

Peter and Satish:

I enjoyed the Castrol event and you did a very nice job pulling it together – I hope my part added something to the day, and sorry I had to leave early. Please take a look below – no obligation at all if not interested, but I know you do work with GE and are close to Viv, and though you might be interested. Thanks again!

Chris

I serve on only one non-profit board, and it's the [Frances Hesselbein Leadership Institute](#), where I'm Chairman. Frances is the former CEO of the Girl Scouts USA, a Presidential Medal of Freedom recipient, and Peter Drucker once said she could run any company in America. You can get a good sense of her [here](#) in this recent [TED Talk](#).

I'm pleased to invite you to **join us as we honor Beth Comstock, CMO of GE as our Leader of the Future Award recipient on Monday, October 21, 2013 in NYC.** Beth is one of the most well-known and respected Chief Marketing Officers in the world, and her story of personal development, leadership, and driving innovation at scale make her a great example for others.

Previous award recipients include Alan Mulally of Ford, A.G. Lafley of Procter & Gamble, and last year [Mike and Kass Lazerow of Buddy Media](#). More details on the Award and the various levels of support and options to attend are attached and can be found [online here](#).

Thanks so much, I'm happy to answer any questions you may have, and I hope you can join us.

**Chris Fralic**

**Partner, First Round Capital**

200 Park Ave. SOUTH Suite 1501

New York, NY 10003

917-843-2023 mobile

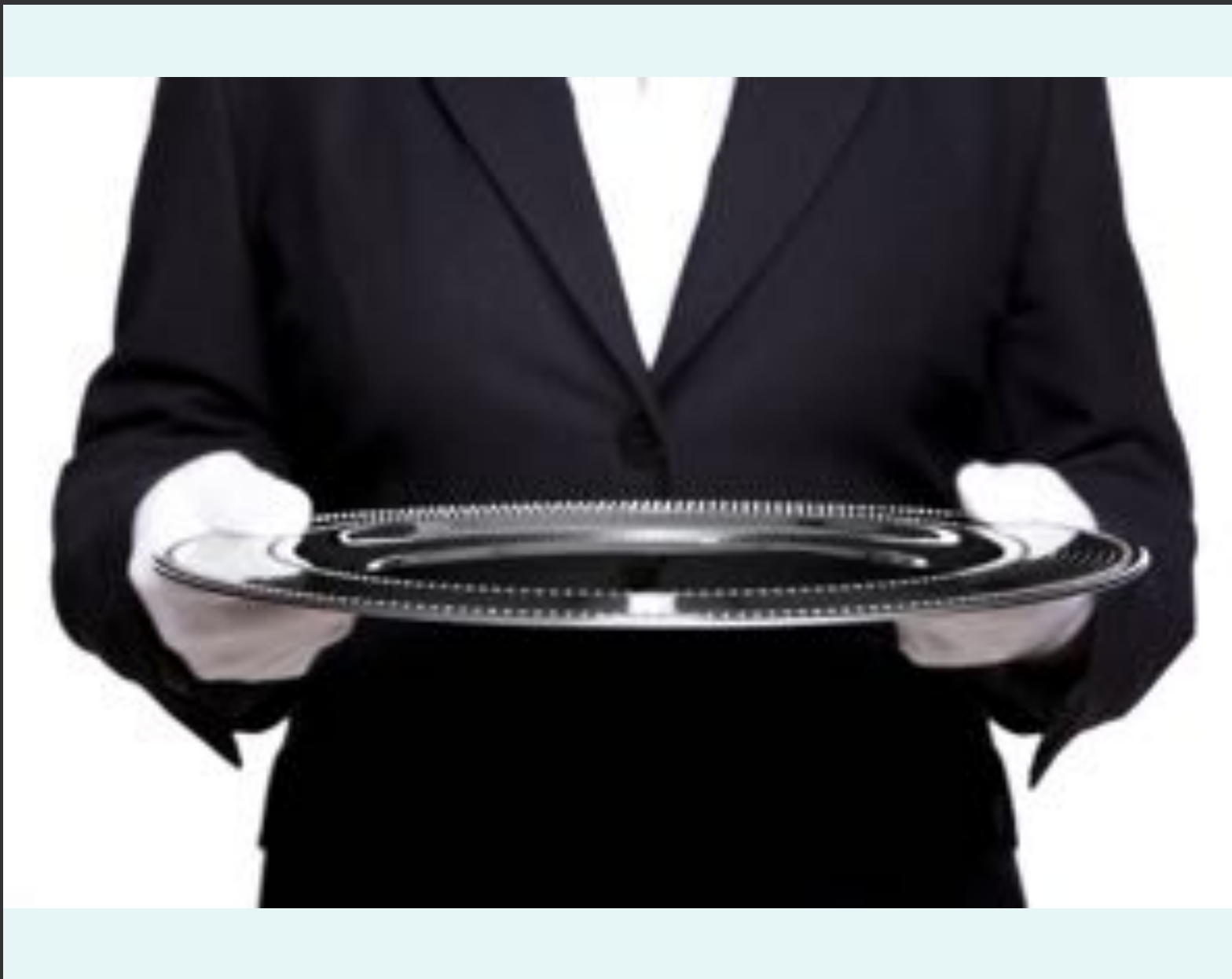
[chris@firstround.com](mailto:chris@firstround.com)

[@chrifralic](#) and [NothingToSay.com](#)

**You sent an email but didn't  
hear back. How many times  
should you follow up?**



**ASK  
PERMISSION  
FIRST:  
The DOUBLE  
OPT-IN  
Introduction**



**The SILVER  
PLATTER Email**

***S*** self-contained w/ all info (new email)  
***I*** in your voice (not mine)  
***L*** links or Attachments included  
***V*** value to the TARGET  
***E*** email, company info, phone number  
***R*** relevant Subject Line

# Introduction



Phil [REDACTED]

Wed, Mar 17, 2:00 PM (3 days ago) ☆ ↶ |

To: John, me

Chris, John

Please accept the following introduction:

[REDACTED] when I was in the ownership group. He is currently still in professional sports management with the NY Yankees organization, but he has developed a sports-themed business model (Barrens) with high-tech features and has aspirations to go national. Initially, sees a pilot in the Delaware Valley.

I've known Chris a long time, and I thought he might want to take a look at the concept and see if there would be interest at all.

Hope you can have a conversation soon.

[REDACTED]

WRONG

Fwd: intro opt-in: Jorge Torres // HBCU.vc



Nicholas Chirls <nick@notationcapital.com>

Jun 4

to me

Chris - See below re invitation from Jorge...let me know if you're open to connecting. Good guy and good initiative...

Hope you're well!

Nick

----- Forwarded message -----

From: **Jorge M. Torres** <mail@jorgetorres.com>  
Date: Mon, Jun 4, 2018 at 12:21 PM  
Subject: intro opt-in: Jorge Torres // HBCU.vc  
To: Nicholas Chirls <nick@notationcapital.com>

Nick,

Thanks for offering to introduce me to Chris Fralic. As you know, I'm working with [HBCU.vc](#), and we want to invite him to speak at our event in New York on July 14th. Can you please forward this note to Chris so he can consider opting into the introduction?

Thanks!  
Jorge

///

We want to invite Chris to speak at the next [HBCU.vc](#) venture capital boot camp. HBCU.vc is a non-profit dedicated to training the next generation of black and Latino venture capital investors. We do this by providing college students a two-year VC fellowship where they learn the theory and practice of investing in innovation.

We're impressed by Chris' [approach](#) to building a strong professional network. The college students in our audience rarely have the opportunity to hear directly from an investor how his approach to building relationships helps him succeed. Thus, we want Chris to speak on **building authentic professional relationships**.

Here are the details:

- Date: July 14, 2018\*
- Time: 10:30 A.M.
- Location: Two Sigma Ventures, [100 8th Avenue](#)
- Audience: College students
- Format: 30-minute fireside chat or presentation (speaker's choice)

\*The event is on a Saturday to accommodate the work schedules of college students. We realize it might be a big lift to join us on a weekend, but we think Chris will find it a worthwhile investment of his time.

The students in the audience will have a strong demonstrated interest in venture capital. We're also inviting a select number of Chris' colleagues from New York's VC community to join us. We'd be pleased to share more detail and answer any questions that would help him decide if this is the right opportunity to engage with us. Thanks!

# RIGHT





Nicholas Chirls <nick@notationcapital.com>

Jun 4



to me

Chris - See below re invitation from Jorge...let me know if you're open to connecting. Good guy and good initiative...

Hope you're well!

Nick

----- Forwarded message -----

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Subject: intro opt-in: Jorge Torres // HBCU.vc  
To: Nicholas Chirls <nick@notationcapital.com>

Relevant Subject Line

In his voice

Nick,

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Self Contained

Thanks!  
Jorge

///

We want to invite Chris to speak at the next [HBCU.vc](#) venture capital boot camp. HBCU.vc is a non-profit dedicated to training the next generation of black and Latino venture capital investors. We do this by providing college students a two-year VC fellowship where they learn the theory and practice of investing in innovation.

We're impressed by Chris' [approach](#) to building a strong professional network. The college students in our audience rarely have the opportunity to hear directly from an investor how his approach to building relationships helps him succeed. Thus, we want Chris to speak on **building authentic professional relationships**.

Links throughout

Value to me

Here are the details:

- Date: July 14, 2018\*
- Time: 10:30 A.M.
- Location: Two Sigma Ventures, [100 6th Avenue](#)
- Audience: College students
- Format: 30-minute fireside chat or presentation (speaker's choice)

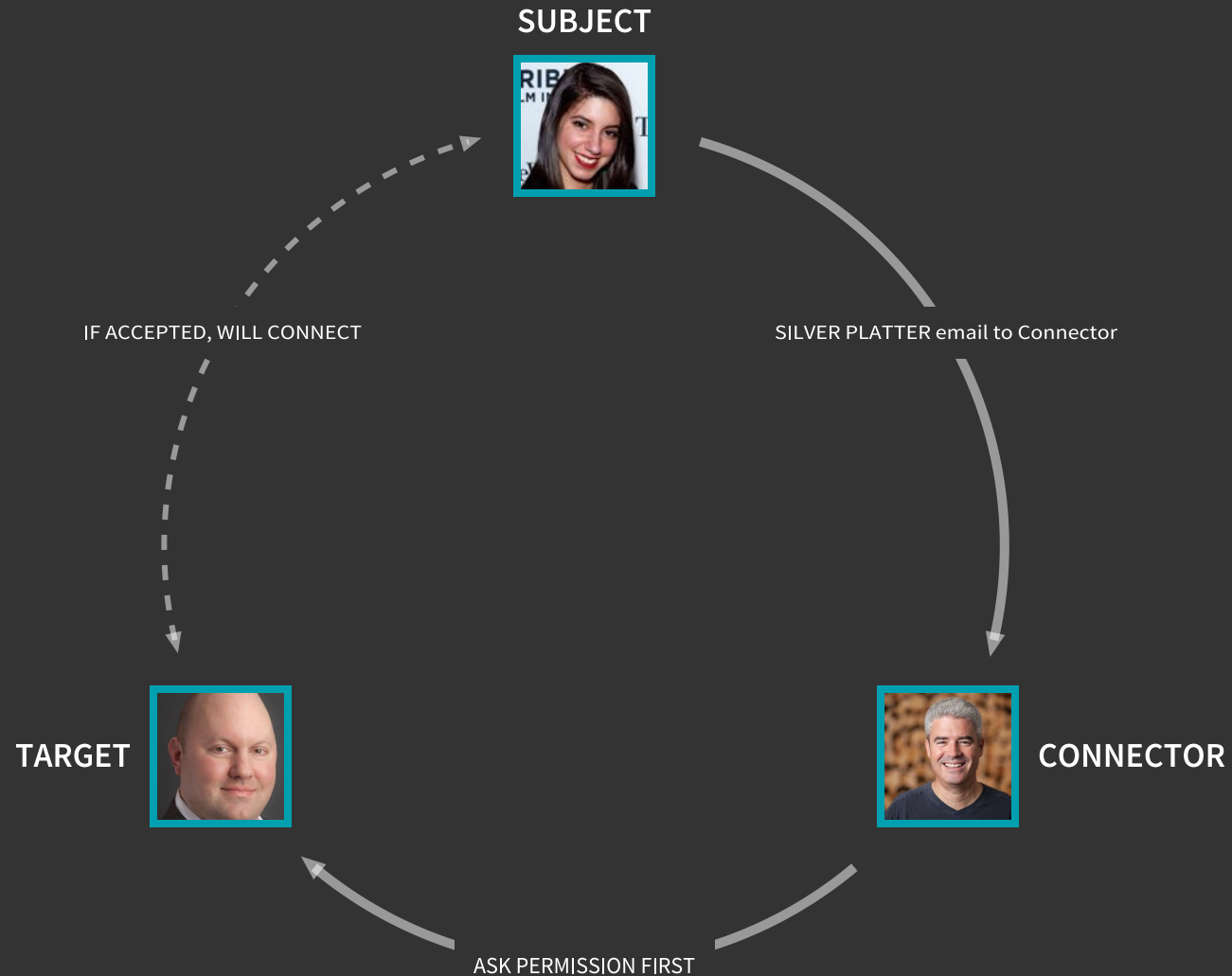
Email and contact info

\*The event is on a Saturday to accommodate the work schedules of college students. We realize it might be a big lift to join us on a weekend, but we think Chris will find it a worthwhile investment of his time.

The students in the audience will have a strong demonstrated interest in venture capital. We're also inviting a select number of Chris' colleagues from New York's VC community to join us. We'd be pleased to share more detail and answer any questions that would help him decide if this is the right opportunity to engage with us. Thanks!



# Double Opt-In and SILVER Platter Email flow





Auren Hoffman 🍷 • 1st

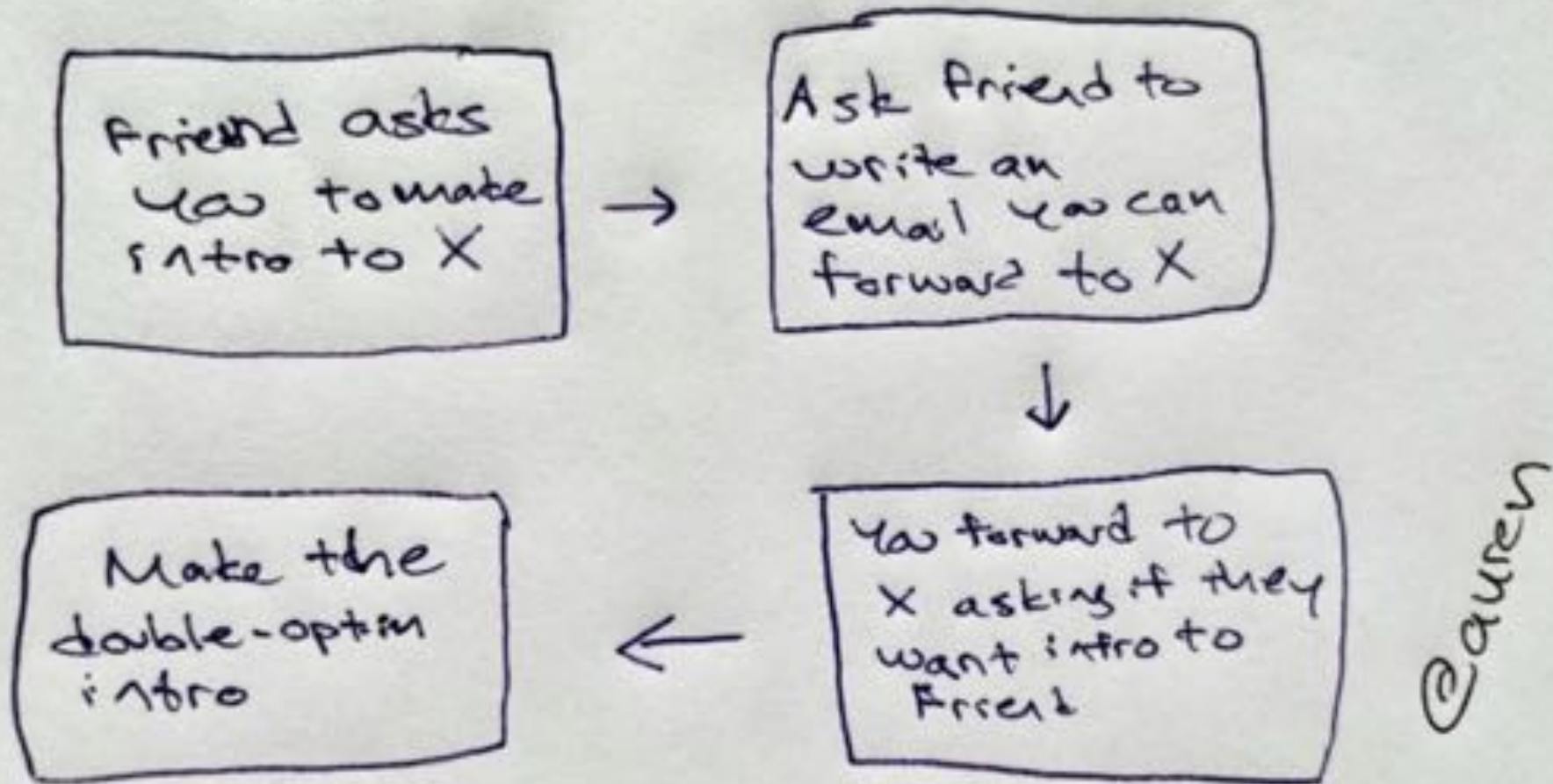
CEO SafeGraph. fmr CEO at LiveRamp. GIS nerd.

1d • 🌐



Diagram of how to make an email introduction

## How to Make an email introduction



# EXERCISE - on your own right now, for 10 minutes

- Craft an email to someone in the TED Universe (current or prior, speaker or Fellow, attendee or employee) that asks for a 15 minute call or Zoom for their feedback or advice on a specific thing
- You have 10 minutes on your own to draft it NOW

***S*** self-contained w/ all info (new email)  
***I*** in your voice (not mine)  
***L*** links or Attachments included  
***V*** value to the TARGET  
***E*** email, company info, phone number  
***R*** relevant Subject Line

# EXERCISE - PART 2

- You'll then be moved to a breakout room where your small group will review and share everyone's email
- The breakout room will provide at least ONE POSITIVE and ONE CONSTRUCTIVE piece of feedback for each person
- We'll review one or two when we're all back in the Zoom

10) Add  
One Extra,  
Thoughtful  
Outreach a Day



Q&A  
THANKS!