

03 Sop Library

Icarus Orbital Systems — SOP Library

Repeatable playbooks for pitch operations · investor conversations · tech-spec maintenance.

SOP-01 · Investor packet revision (per major iteration)

Trigger: new investor segment, new tech milestone, or quarterly refresh.

Steps: 1. Pull existing draft from `Investor_Packet_v1_DRAFT.html` . 2. Run content through `_skills/icarus-pitch-producer/SKILL.md` for any new sections. 3. Voice-gate: zero hype words (“revolutionary”/“10x”/“disruptive”). Verify with `voice-keeper-sandi` . 4. Number-verify every claim. Cite source. 5. Troy sign-off (he’s CVO; no packet ships without his read). 6. Designer pass for visual consistency. 7. Print one test copy before any production run.

SOP-02 · Investor conversation (cold or warm)

Pre-call: - Research the investor (fund focus · prior space deals · partner backgrounds · public statements on space sustainability). - Prepare 3 questions Sandi will ASK them (not just answer). - Confirm whether they’ve received the packet.

During call (30-45 min): - 0-2 min: small talk · explicit transition - 2-5 min: their interest in space (lets them anchor) - 5-15 min: Sandi’s pitch · architectural posture · no hype - 15-25 min: their questions · honest answers (don’t overpromise) - 25-30 min: explicit ask if a fit (next step ·

capital amount · timing) - 30-35 min: their questions back about us · Sandi's questions back about them - 35-40 min: confirm next step in writing

Post-call (within 24h): - Personalized followup email (not template) referencing 1-2 specifics from the call - Send any promised materials - Log in `Conference_Log.md` or follow-up tracker

Anti-patterns: - ❌ “Revolutionary” · “10x” · “game-changing” — flag yourself if you say these - ❌ Promise dates we can't hit - ❌ Disclose advisor names without permission - ❌ Generic followup emails

SOP-03 · Tech-spec change request

When: New propulsion data · capture-mechanism revision · OPS architecture update from Troy.

Steps: 1. Troy submits change as markdown PR or written brief. 2. Update `IOS_*.md` master files in `02_Projects/Icarus/`. 3. Update `_knowledge/ICARUS_FOUNDER_PACKET.md` if change affects pitch. 4. If change is substantive (new mechanism · new capability), trigger SOP-01 (packet revision). 5. Version-bump packet (v1.X) and re-run change through pitch-producer skill.

SOP-04 · Conference logistics (pre-event)

T-30 days: - Confirm conference dates · location · expected attendance - Book travel + lodging - Confirm conference table assignment

T-14 days: - Order printed packets (50 minimum) and flyers (100 minimum) - Generate real QR for flyer (after packet PDF hosted) - Pack iPad with demo loop

T-7 days: - Test all materials at home - Print backup copies - Confirm any scheduled investor meetings during conference

T-1 day: - Tech check (laptop · iPad · cables) - Print backup of contact list - Pack everything in carry-on (NEVER check the packets)

SOP-05 · Post-conference triage (24-48h after return)

Steps: 1. Pull every business card · every email captured · every promise made. 2. Score each lead: A (committed interest) · B (curious) · C (just polite). 3. A-leads: personalized followup within 24h with specific offer (deeper packet · call · introduction). 4. B-leads: warm followup within 7 days · soft introduction to ongoing newsletter. 5. C-leads: add to mailing list · no individual follow-up. 6. Update `Conference_Log.md` with outcomes per conversation.

SOP-06 · Quarterly investor newsletter

Cadence: Once per quarter. Short. Substantive.

Structure: - One milestone hit (specific · verifiable) - One challenge encountered (honest) - One thing we're working on next quarter - No fluff. No "exciting times!"

Voice: Same as packet. Architectural. No hype.

SOP-07 · Press / media inquiry

When: Reporter or podcast host reaches out about Icarus.

Steps: 1. Sandi or Troy responds within 48h (whichever has bandwidth). 2. Confirm scope of coverage · publication date · their angle. 3. Decide: yes / no / not yet (if pre-seed and they want a major announcement, "not yet" is often right). 4. If yes: provide the media kit (logo · 2-paragraph company description · founder bios · 3 photos). 5. After publication: log link · share if positive · respond if mischaracterized.

Cross-references

- `[[01_strategy]] · [[02_action_plan]] · [[05_gap_analysis]]`
- `[[../..../sandi-system-engine/_skills/icarus-pitch-producer/SKILL.md]]`
- `[[../..../sandi-system-engine/_skills/voice-keeper-sandi/SKILL.md]]`