# Cleared Advisory Pilot Plan — Self-Reported Clearance Model

## 🚀 Key Change

We do not validate, confirm, or maintain clearance records. All clearance details are self-reported by candidates at registration, with a disclaimer making it clear that:  
- Candidates are responsible for providing accurate, current information.  
- Employers/recruiters must independently verify all clearance claims before hiring.

## TL;DR — Top 7 Priorities

- Liability protection (non-negotiable): Privacy policy, Terms of Service, data handling rules, and a self-report disclaimer stating we do not validate clearance levels.

- Demand before supply: Lock 3–5 anchor employers (LOIs or emails confirming participation) with 20–50 active reqs.

- Supply seed: Recruit 75–150 cleared professionals who self-report clearance type and dates.

- Concierge matching ops: Manual matching workflow using candidate profiles + job requirements; recruiters verify details on their end.

- Clear success metrics: Time-to-first-match (<48h), interview rate (≥25%), employer satisfaction (NPS ≥40).

- Pricing experiment: Test free-to-paid transition and see which model sticks after pilot.

- Instrumentation: Simple tracking sheet + weekly reporting for matches, interviews, and offers.

## 4-Week Pilot Timeline

* Week 0: Prep & Guardrails

- Draft Privacy, ToS, Data Policy, and Self-Reported Clearance Disclaimer.

- Create employer LOI + 1-pager.

- Build candidate & employer intake forms (with “Select Your Clearance” dropdown).

- Set up tracking board + messaging templates.

* Week 1: Secure Participants & Start Matching

- Close 3–5 employer LOIs.

- Onboard 50+ candidates.

- Send first curated matches within 48 hours of employer intake.

* Week 2: Scale Volume

- Reach 100+ candidates and 20+ live roles.

- Book 10+ interviews.

- Collect first round of employer and candidate feedback.

* Week 3: Conversion Push

- Aim for 3+ offers or written intent to hire.

- Identify which pricing arm converts best.

* Week 4: Wrap-Up & Next Steps

- Final KPI check.

- Close pilot contracts.

- Prep for full rollout.

## Workstreams & Milestones

* Compliance & Risk

- Draft ToS, Privacy, and Self-Reported Clearance Disclaimer.

- Remove all backend clearance verification logic.

- Milestone: All compliance docs approved by Aug 15.

* Employer Acquisition

- Target small/mid defense contractors, cleared staffing firms, program managers.

- Milestones: 3 LOIs by Aug 19, 5 LOIs by Aug 22.

* Candidate Acquisition

- Channels: referrals, veteran communities, LinkedIn groups.

- Milestones: 50 candidates by Aug 21, 100 by Aug 28.

* Matching Operations

- Intake → Self-report clearance → Match to roles → Send to employer.

- Recruiters responsible for verifying all clearance claims.

- Milestone: SLA for first match ≤48 hours.

* Pricing & Revenue

- Test free-to-paid model during pilot.

- Milestone: Choose final pricing model by Sep 10.

* Marketing & Comms

- Create employer and candidate one-pagers.

- Add disclaimer clearly to all public-facing materials.

- Milestone: All assets ready by Aug 16.

## Pilot KPIs

- Time-to-first-match: <48 hours

- Interview rate: ≥25%

- Offer rate: ≥15%

- Employer NPS: ≥40

- Candidate NPS: ≥40

## Risks & “Don’t Skip” Items

- Self-reported clearance accuracy: mitigate by strong disclaimers and employer verification responsibility.

- Two-sided imbalance: adjust targeting quickly if supply/demand skew.

- Employer feedback lag: set response SLAs in LOIs.

- Scope creep: stick to 2–3 role families for pilot.

## Next 48 Hours — Action Checklist

- Approve Privacy/ToS + Self-Report Disclaimer

- Finalize employer LOI & price test

- Build intake forms (self-report clearance dropdown)

- Stand up tracking board + weekly reporting

- Outreach to 10 employers (close 3 LOIs)

- Recruit first 30 candidates