Profoliofy Vetting System Strategy Document:

1. Document Purpose:

This document outlines the strategic plan for implementing a vetting system within the Profoliofy platform. The goal is to establish trust and credibility among users, attract organizations seeking reliable talent, and ultimately build a monetizable talent marketplace.

2. Vision:

Profoliofy aims to go beyond a simple portfolio builder and become a hybrid platform where creatives, professionals, and students can not only showcase their work but also get hired or contracted by recruiters, companies, and individuals seeking verified, trustworthy talent across various industries.

3. Goals of the Vetting System:

- Build user credibility and trustworthiness.
- Enable organizations and recruiters to identify and hire qualified individuals.
- Create a ranking and discovery system for talent.
- Lay the foundation for a talent marketplace.
- Generate revenue through recruiter access and premium features.

4. Initial Vetting System (Pre-Marketplace Phase):

4.1 Self-Assessed Skills and Portfolio Proof

- Users can tag skills (e.g., Graphic Design, SEO Writing).
- Each skill must be supported with relevant portfolio samples.
- Optional basic quizzes for initial skill validation.

4.2 Peer Review and Endorsements

- Users can endorse peers for specific skills.

- Endorsements from verified users carry more weight.

- Helps in early-stage credibility when recruiters are absent.

4.3 Manual/Admin Verification

- Profoliofy team manually reviews and verifies select early users.

- Verified users receive a "Verified by Profoliofy" badge.

4.4 Gamified Ranking System

- Users earn points for:

  o Completing profiles

  o Uploading proof

  o Receiving endorsements

  o Regular engagement

- Profiles are categorized into tiers: Bronze, Silver, Gold.

5. Marketplace Vetting System (Post-Employer Onboarding):

5.1 Employer Reviews and Ratings

- After each completed job, employers rate users on:

  o Skill

  o Communication

  o Timeliness

  o Overall performance

- Optional written reviews accompany star ratings.

5.2 Public Work History

- Profiles display a timeline of completed jobs and ratings.

- Example: "Hired by XYZ Co. for blog writing – 5 ⭐ "

5.3 Search Filters for Employers

- Employers can search and filter talent by:

  o Skill

  o Location

  o Rating

  o Portfolio strength

  o Verification status

5.4 Badges and Recognition

- Users earn visual badges:

  o Top Talent

  o Rising Star

  o Profoliofy Verified Skill

  o Highly Rated by Employers

6. Additional Vetting Mechanisms:

- **Video Intros:** Short self-introduction videos.

- **Mini Challenges:** Task-based skill verification.

- **Behavioral Profiles:** Soft skill Q&A.

- **Certifications:** Internal or external skill certifications.

7. Revenue Opportunities:

Revenue Stream	Description
Recruiter Plans	Paid access to talent search and messaging features
Featured Profiles	Users pay to appear at the top of employer searches
Commission Model	Platform takes a percentage of job/freelance contracts
Verification Subscriptions	Users pay to fast-track vetting and receive badges

8. Unique Market Positioning:

Profoliofy positions itself at the intersection of portfolios, credibility, and hiring. It bridges the gap between underrepresented talent and organizations seeking reliable workers in fields beyond traditional tech and freelancing domains.

9. Next Steps:

9.1 Mission Statement Finalization "Profoliofy exists to help underrepresented talent build credibility and find meaningful work opportunities through beautiful portfolios and trusted vetting."

9.2 Design Vetting Flow Wireframes Create visual mockups for:

- User profile with badges and ratings
- Endorsement/review interface
- Employer search functionality

9.3 Set Vetting Milestones

- Phase 1: Self-assessment and admin verification

- Phase 2: Peer review and endorsements

- Phase 3: Employer ratings and search system

9.4 Pilot Testing and Feedback Launch a closed beta with selected users to validate the vetting system and gather initial feedback.