YC-ready proposal — OpenClaw installers marketplace

"Fiverr for OpenClaw installation" • 2026-02-12

< 2 hours	take-rate + care plan	playbooks + trust
Time-to-value	Revenue	Moat
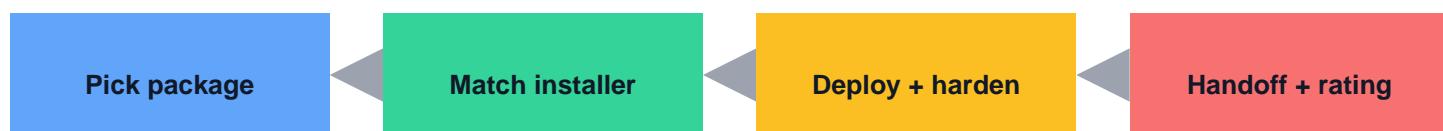
One-liner

A marketplace where people hire **vetted OpenClaw installers** to deploy a **private, secure personal agent** (VPS/home server) in hours — with optional ongoing maintenance.

The core loop (infographic)

Pick package	◄	Match installer	◄	Deploy + harden	◄	Handoff + rating

Problem → Solution
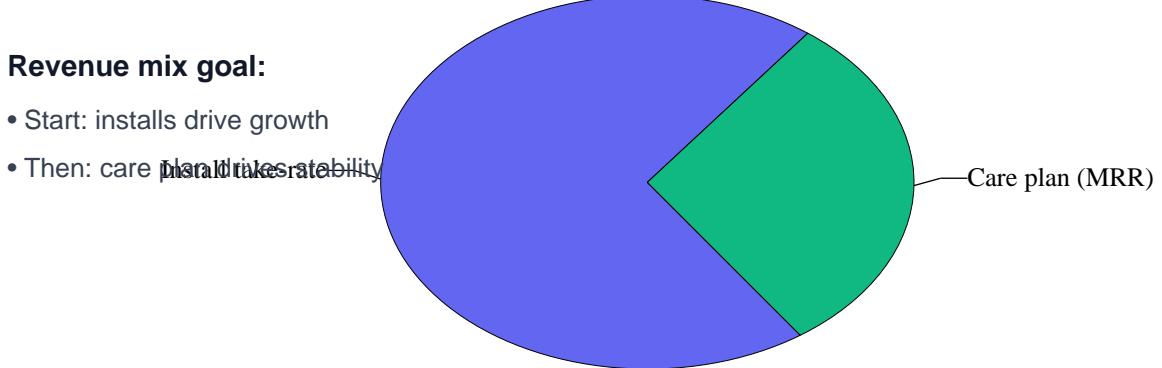
| **Problem**	**Solution**
Self-hosted agents are DevOps-heavy: Docker/VPS, secrets, messaging, security, uptime. Most users stall or run unsafe setups.	Standard packages + vetted installers + checklists. Installer ships a working agent with a hardened baseline, then hands it over.

Business model (visual)

Revenue mix goal:

• Start: installs drive growth

• Then: care plan drives stability

install takes rate

Care plan (MRR)

Example packages

Basic	Pro	Care plan
$199	**$499**	**$99/mo**
• Deploy + Telegram	• Hardened baseline	• Updates
• 1–2 automations	• 5 automations	• Monitoring
• Handoff	• Backups	• Monthly security check