

WildonMedia — Canada growth quick wins + YC-ready proposal (OpenClaw installers marketplace)

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A) wildonmedia.com — reach new clients fast in Canada (practical playbook)

- Pick 1 niche + 1 offer for 30 days (e.g., 'local service businesses in GTA' + '\$X/mo lead-gen system'). Don't sell 'marketing', sell an outcome.
- Create 2 landing pages: (1) 'Book a 15min audit' (2) 'Case study / proof'. Add Calendly + 3 qualifying questions.
- Run a simple outbound sprint (2 weeks): compile 200 targets (Toronto/Vancouver/Montreal). Send 2-step email + LinkedIn DM: (i) quick Loom audit (60–90s) (ii) offer a fixed-price starter (e.g., \$499 setup).
- Local SEO quick win: Google Business Profile + 20 citations + 10 local backlinks (sponsorships, chambers, local directories). Focus on one city first.
- Partnerships > ads early: web dev shops, IT MSPs, photographers, print/signage. Offer 10–15% referral + co-branded bundle.
- Cold traffic only after proof: run one offer-focused campaign (Meta or Google) with one CTA. Track calls booked, not clicks.
- Proof flywheel: after each win, publish a 1-page case study + testimonial clip. Reuse as ads + sales deck.
- Pricing: productize 3 tiers (Starter / Growth / Scale) with clear deliverables + 'what success looks like' metrics.
- Sales: same-day follow-up + a 5-slide deck (problem, why now, your system, proof, offer). Keep calls to 20 mins.
- Canada-specific: target provinces/cities with higher SMB density; use 'CAD pricing' + 'Canadian business hours' in messaging.

B) YC application-ready proposal — 'Fiverr for OpenClaw installation'

One-liner: A marketplace where companies hire vetted OpenClaw installers to set up and maintain private, secure personal agents (on VPS/home servers) in hours, not weeks.

Problem: Installing and operating OpenClaw (or similar self-hosted agents) is too technical: Docker/VPS, secrets, messaging setup, security hardening, uptime. Most people give up or run unsafe setups.

Solution: A managed marketplace: pick a package, match with a vetted installer, installer deploys + configures + hands over a working agent with best-practice security. Optional ongoing maintenance.

Why now: Exploding interest in personal agents + more people want privacy/self-hosting. Tooling exists, but 'last-mile' setup is the bottleneck.

Customers: Founders, consultants, small agencies, solo operators, and tech-curious consumers who want a personal assistant/automation but don't want to be DevOps.

MVP: 1) Simple web flow (choose package, connect Telegram/WhatsApp, pick VPS/home device). 2) Installer dashboard (checklist + proofs). 3) Escrow + handoff + ratings.

Business model: Take rate on each install (e.g., 15–25%). Upsell monthly 'care plan' (updates, monitoring, backups, security checks).

Moat: Installer vetting + playbooks, automation scripts, and trust/ratings. Over time: faster provisioning + standardized templates + compliance/security add-ons.

Go-to-market: Start with OpenClaw community + indie hackers. Seed supply (10–20 installers). Sell fixed packages: 'Starter Agent in 2 hours'. Collect case studies.

Success metric: Time-to-working-agent < 2 hours; repeat revenue from maintenance; low incident rate via hardened baseline.

Quick packages (example):

- \$199 — Basic install: deploy + Telegram + 1–2 automations.
- \$499 — Pro: hardened install + 5 automations + backups.
- \$99/mo — Care plan: updates, monitoring, monthly security check.