



FQHC TALENT EXCHANGE

The Talent Drop

AI-Powered Weekly Candidate Matching for California's
Federally Qualified Health Centers

MVP Business Plan • February 2026

The FQHC Staffing Crisis



70%+

of FQHCs face critical
staff shortages



32%

average annual
turnover rate



8,200

estimated annual hires
across CA FQHCs



\$7-9K

lost revenue per
vacancy per day

The Perfect Storm

- H.R. 1 Medicaid cuts threaten coverage for 3.4M Californians
- Alameda Health System cutting ~300 positions — experienced FQHC workers displaced
- Meanwhile, FQHCs desperately hiring for ECM, CCM, and Community Supports programs

Why Existing Solutions Fail FQHCs



Indeed / LinkedIn

Generic — no FQHC filters, no EHR matching, floods HR with unqualified applicants



Traditional Recruiters

Charge 15-25% of salary (\$8K-\$18K per hire) — most FQHCs can't afford it



NACHC Job Board

Passive listing board — no matching, no assessment, no urgency to act



AMN / CHG (Staffing)

Focused on travel/temp nurses and physicians — ignore CHWs, MAs, care coordinators

No one combines FQHC specialization + AI matching + weekly curated delivery + affordable pricing



Introducing the Talent Drop

Every week, FQHCs receive a curated Top 10 candidate list
for each open role — AI-ranked, pre-assessed, ready to hire.



CANDIDATES Build Profiles

AI resume builder captures
skills, EHR, programs



AI SCORES & RANKS

Weighted matching on
12+ FQHC criteria



TALENT DROP Wednesday 9 AM

Top 10 list delivered
to each employer



EMPLOYERS Claim by Friday

Mutual opt-in triggers
introduction

Why the Weekly Drop Changes Everything

Inspired by Date Drop at Stanford — scarcity + cadence + feedback loops



Urgency to Act

Best candidates get claimed first. HR directors who wait miss out — driving faster hiring decisions.



No Applicant Overload

Instead of 200 unfiltered resumes, FQHCs get 10 pre-scored matches. Saves hours of screening.



Feedback Loop = Moat

Every pass/claim/hire teaches the algorithm. Each FQHC's preferences sharpen over time — can't replicate.



Built-in Engagement

Wednesday 9 AM becomes a ritual. 'Your Talent Drop is ready' is the email every HR director opens.



Tiered Value

Free trial = Top 5. Growth = Top 10. Enterprise = Top 10 + 24hr priority claiming. Tangible weekly difference.

AI Matching Engine

Structured, quantifiable criteria — not 'culture fit' guessing

Hard Filters

Binary yes/no

- Licensed in California
- Bilingual (Spanish)
- Background check
- Geographic proximity
- Valid driver's license

Scored Criteria

Weighted & ranked

- EHR system match
- ECM/CCM/BH-ASO exp.
- Years in community health
- Population experience
- Certifications held

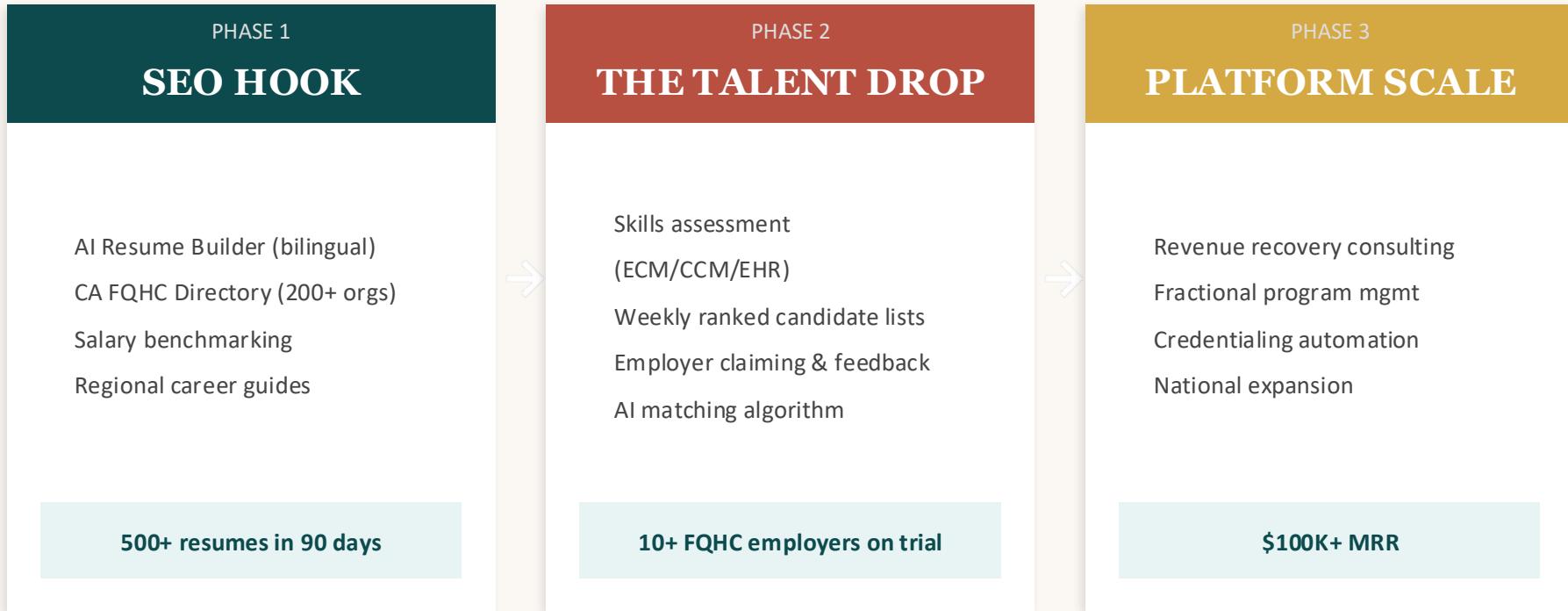
Preference Match

Mutual alignment

- Salary range overlap
- FT vs PT preference
- Start date availability
- Preferred region
- Role advancement goals

Match Score: 0-100 per candidate per role → AI generates ranked Top 10 → You do 10-min quality check

Content-First: Build the Moat Before the Marketplace



Data flywheel: Directory → Resume Builder → Skills Data → Matching Algorithm → Employer Feedback → Better Matches

Assessment-First: Promise Only What You Can Deliver

TIER A

Ready Now

~30%

Experienced FQHC staff with matching EHR + program skills

21-day placement target
Included in Talent Drops

TIER B

Near-Ready

~45%

Transferable healthcare skills, needs minor upskilling

Skills roadmap provided
Queued for future drops

TIER C

Developing

~25%

Motivated but needs training or certification completion

Training resources shared
Re-assess in 60 days

Only Tier A candidates enter Talent Drops — protects brand credibility and employer trust

Pricing: 50-70% Cheaper Than Traditional Recruiters

Traditional Recruiter

\$8,000 – \$18,000

15-25% of first-year salary per placement

FQHC Talent Exchange

\$5,000 – \$8,000

flat fee per placement + optional subscription

Subscription Tiers (Employer)

Free Trial

\$0/mo

90 days

Top 5 candidates

Basic matching

No priority claiming

Growth

\$999/mo

Annual

Top 10 candidates

Advanced matching

Standard claiming

Enterprise

\$2,499/mo

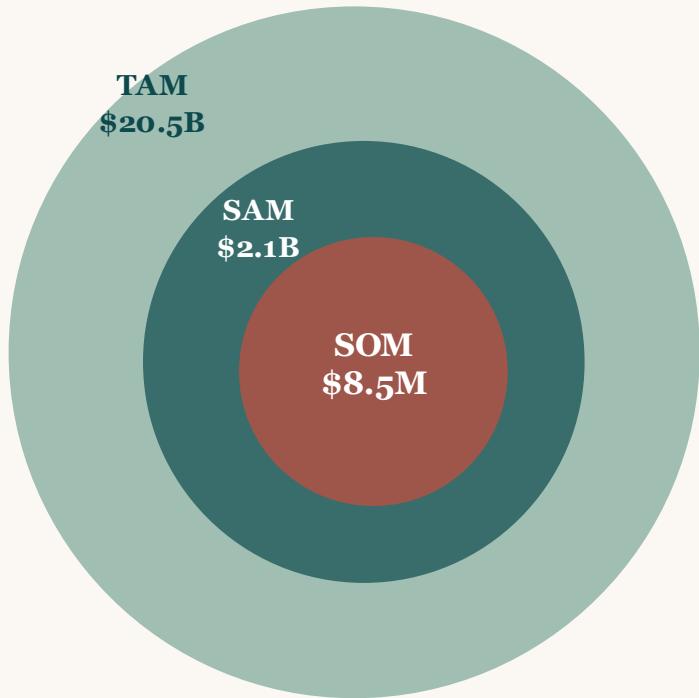
Annual

Top 10 + priority claiming

24hr early access

Dedicated support

Market Opportunity



Market Capture Scenarios

1% capture (Year 1)

82 placements

\$287K-\$492K

3% capture (Year 2)

246 placements

\$861K-\$1.5M

5% capture (Year 3)

410 placements

\$1.4M-\$2.5M

10% capture (Year 4+)

820 placements

\$2.9M-\$4.9M

+ subscription revenue: 15 FQHCs at Growth/Enterprise = \$270K/yr
additional

8,200 target hires/year across 200 CA FQHCs • 1% capture = profitability • 6.7% CAGR through 2030

Go-to-Market Strategy

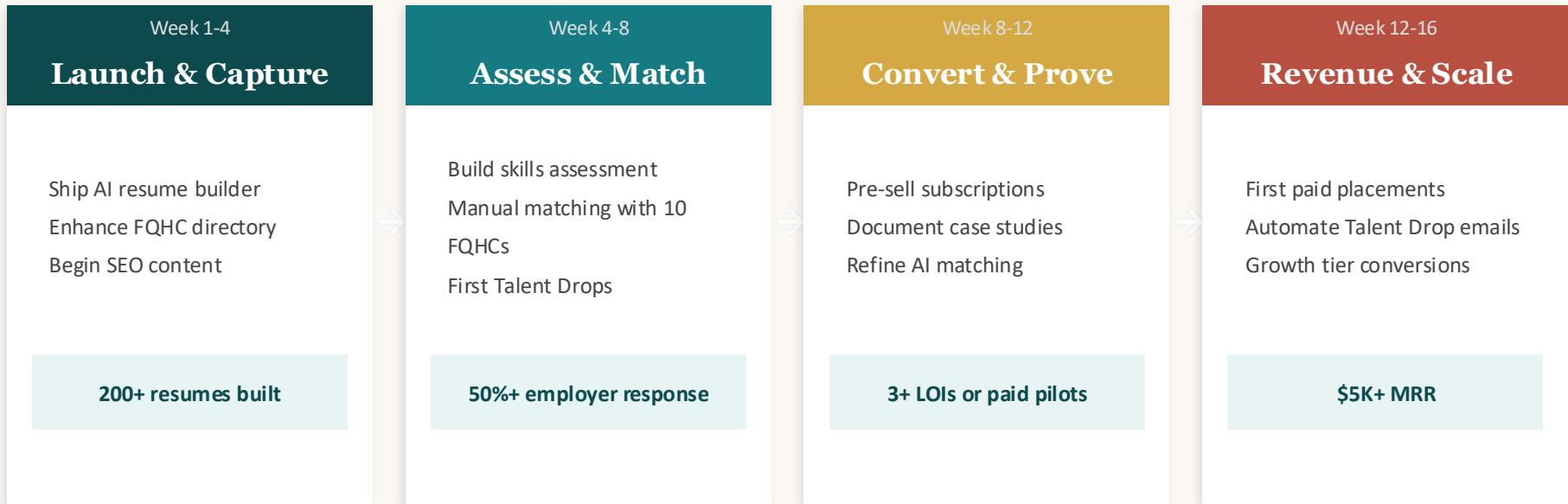
Candidate Acquisition

- AI Resume Builder — free, bilingual, FQHC-keyword optimized
- SEO: FQHC directory pages rank for career searches
- LinkedIn content targeting displaced health workers
- Community outreach: workforce boards, CHW programs, CPCA
- Bilingual career guides (EN/ES) for CHW workforce
- Referral program: placed candidates refer peers

Employer Conversion

- 90-day free trial — low barrier, prove the Talent Drop value
- Direct outreach to CA FQHCs with known vacancies (HRSA data)
- CPCA conference sponsorship and networking
- Case studies: document time-to-fill, cost savings, retention
- Peer network effect: 1 happy FQHC = referrals across region
- Enterprise upsell: priority claiming drives upgrade urgency

16-Week Validation Playbook



Kill Criteria

- <50 resumes in Month 1 → pivot content strategy
- 0 employer responses to Talent Drops → reassess value prop
- No paid conversions by Week 16 → consider consulting-only model

MVP Build Plan: Claude Code + Founder

\$0 developer cost — AI builds the platform, founder focuses on revenue



WEEK 1-2

AI Resume Builder

Next.js + Supabase + LLM API
FQHC keyword optimization
Bilingual (EN/ES)
Skills data capture to DB



WEEK 2-4

FQHC Directory

200+ org profiles from HRSA
EHR systems, programs,
salaries
Interactive CA map
SEO-optimized pages



WEEK 4-6

Assessment Engine

ECM/CCM/EHR scoring
Tier classification (A/B/C)
Candidate dashboard
Employer intake forms



WEEK 6-8

Talent Drop System

AI matching algorithm
Weekly ranked list generator
Email delivery (Resend)
Claiming + feedback loop

Tech stack: Next.js • TypeScript • Tailwind CSS • Supabase • Vercel • Claude API • Resend

Success Metrics

500+

Resumes built
in 90 days

Demand validation

60%

Assessment
completion rate

Candidate quality

<21 days

Tier A candidate
placement time

Speed metric

10+

FQHC employer
trials initiated

Employer interest

\$10K

Monthly recurring
revenue by Mo 6

Revenue target

85%+

90-day candidate
retention rate

Placement quality



The 30-Second Pitch

California's FQHCs have 8,200 open positions a year and no specialized way to fill them. Traditional recruiters charge \$10K+ per hire. Indeed floods them with unqualified applicants.

The FQHC Talent Exchange uses AI to match community health workers to open roles and delivers a curated Top 10 candidate list every Wednesday — the Talent Drop. Employers claim their picks, and we place them in under 21 days at half the cost.

1% market capture = profitability. We're starting in California with a free AI resume builder and FQHC directory to capture demand, then scaling the Talent Drop nationwide.

What Happens Next



This Week

Finalize resume builder prompts, set up Supabase schema, begin Claude Code build



Week 2

Ship AI resume builder MVP — start capturing candidate data and skills profiles



Week 3-4

Enhance FQHC directory with enriched data — launch SEO content pages



Week 5-6

Build skills assessment + employer intake — begin outreach to 10 target FQHCs



Week 7-8

First Talent Drop — deliver ranked candidate lists to pilot FQHC employers



Week 9-16

Iterate matching algorithm with feedback — convert trials to paid — first placements