ADVUMAN — UK-India CETA Sprint

6-Week Execution Plan | Quantitative Early Warning System

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Primary Focus: Customer Acquisition + External Marketing + LinkedIn + Pilot Delivery

Success Criteria (Day 42 — CETA Goes Live)

• 3 SME operators receiving weekly quantitative intelligence briefings

• Each briefing includes: σ deviation from baseline, trend velocity, pressure attribution

• 6 LinkedIn posts published, growing engagement, positioned as UK-India trade voice

• Clear signal on willingness to pay / expand from pilot operators

What Pilots Receive (Sample Output)

Two tiers based on recipient role:

Tier	Recipient	Content
Executive Brief	C-suite, Directors	State label (optional) + headline σ + top 3 drivers
Operations Brief	Ops managers, Compliance	Full metrics, all attribution, signal-level detail

The Critical Constraint

If you don't have 3 qualified operators by end of Week 2, the plan fails. Customer acquisition is the critical path. This is your full-time job for the first 14 days. The quant methodology only matters if someone receives it.

PHASE 1: ACQUIRE PILOTS (Week 1-2)

Goal: Lock 3 pilot operators. Understand their role level for brief customization.

Task	Deadline	Output
Build hit list: 30 UK-India SME exporters (textiles, leather, gems, marine)	Day 3	Spreadsheet: company, contact, sector, decision-maker level
LinkedIn Post #1 (CETA awareness)	Day 1	Posted
Direct outreach: 10 conversations booked	Day 7	Calendar confirms
Qualify 5 operators (pain confirmed)	Day 10	Verbal yes + role level noted
Lock 3 pilots with onboarding scheduled	Day 14	3 confirmed
LinkedIn Post #2 (sector insight)	Day 7	Posted

HARD GATE (Day 14): 3 pilots confirmed. Role levels documented. Onboarding calls scheduled.

PHASE 2: DELIVER QUANTITATIVE VALUE (Week 3-4)

Goal: Deliver briefings WITH weighted z-scores and deviation metrics.

Task	Deadline	Output
Operator intake calls (sector, products, risk tolerance, preferred brief tier)	Day 17	Intake docs completed
Deliver Briefing #1 (weighted z-scores, baseline deviation, attribution)	Day 21	Sent via email/WhatsApp
Feedback calls: "Did the σ numbers make sense? Was attribution useful?"	Day 24	Feedback documented
LinkedIn Post #3 (CETA implementation)	Day 14	Posted
LinkedIn Post #4 (operator pain framing)	Day 21	Posted
Deliver Briefing #2 (with EWMA baseline)	Day 28	Sent

HARD GATE (Day 28): All 3 operators received 2 briefings with quantitative metrics. At least 1 confirms value.

PHASE 3: PROVE & SHOW (Week 5-6)

Goal: Full attribution. Testimonials. CETA launch moment.

Task	Deadline	Output
Deliver Briefing #3 (full attribution: source %, pathway %, jurisdiction %)	Day 35	Sent
Collect testimonials / quotes	Day 38	2-3 usable quotes
Retro calls: Will they pay? Refer?	Day 40	3 calls completed
LinkedIn Post #5 (CETA countdown)	Day 28	Posted
LinkedIn Post #6 (CETA live + proof)	Day 42	Posted with social proof

HARD GATE (Day 42): 9 briefings delivered. 1+ testimonial. Clear pay/expand signal.

Pilot Intake Questions (Day 17)

1. What products do you export? (HS codes if known)

2. What's your typical shipment frequency to UK?

3. Who in your org needs this intelligence? (Role level)

4. What's the last trade disruption that cost you money?

5. Do you prefer headline summaries or detailed breakdowns?

Weekly Rhythm

Day	Your Focus
Monday	Operator touchpoints, follow-ups
Tuesday	Outreach (Phase 1) / Feedback calls (Phase 2-3)
Wednesday	Briefing delivery to operators
Thursday	LinkedIn content prep and posting
Friday	Review week, sync with Danha

Key Risks You Own

Can't find 3 operators by Day 14: Start outreach Day 1. Use LinkedIn to surface inbound. Tap personal networks. Don't wait.

Operators don't understand the metrics: Ask in intake: 'Do you prefer headlines or detail?' Adjust tier accordingly.

Operators ghost: Onboarding call within 48 hours of confirmation. Make them invest time upfront.