

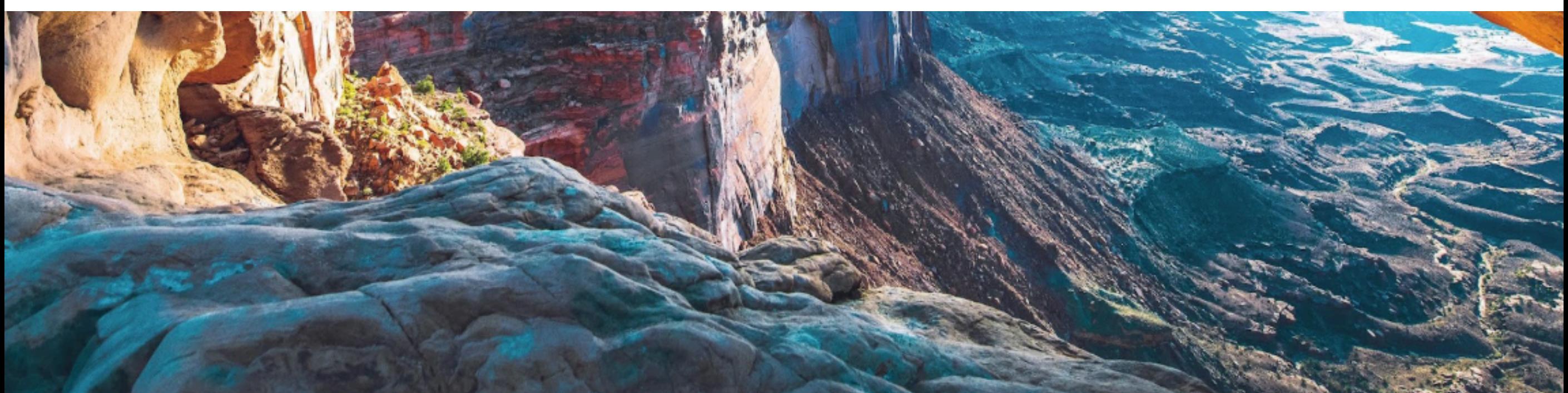


Arches

EXPERT GUIDEBOOK

A PRACTICAL HANDBOOK FOR PROFESSIONALS
COLLABORATING WITH ARCHES

COMPILED BY
ARCHES



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1. Getting Started

The purpose of this guide is to help you understand how expert interviews work, how to prepare effectively, and how to maximise the value of your participation. Whether you are providing insights for market entry, product strategy, investment decisions, or industry benchmarking, your experience plays a critical role in shaping outcomes.

What Makes You an Expert?

A lot of professionals underestimate their knowledge because it feels “normal” to them. But for companies exploring new markets, products, or customer segments, your insights are exactly what they lack.

Here's the type of expertise businesses are actively searching for:

#1. Sales, Business Development & Go-To-Market

Working directly with customers gives you insights into their behaviour, retention, and market expectations.

#2. Operations & Supply Chain

You know what processes actually work, something startups and investors need to understand to scale efficiently.

#3. Marketing, Branding & Social Media

Hands-on experience with campaigns, influencers, content, or digital community building can guide brands entering new markets.



1. Getting Started

#4. Engineering & Technical

Hands-on experience building, maintaining, or scaling systems gives you insight into what works in practice, from technical constraints and trade-offs to implementation challenges companies need to understand.

#5. Research & Insights

You understand how research is conducted, validated, and translated into decisions. Your knowledge helps startups and investors evaluate opportunities, risks, and real-world feasibility.

#6. Healthcare & Life Sciences

Experience in healthcare, pharma, biotech, or medical devices provides critical insight into regulations, clinical workflows, patient needs, and how innovations move from concept to market.

#7. TMT (Technology, Media & Telecom)

Hands-on experience developing products, platforms, or content ecosystems gives you insight into how technology is adopted, monetized, and scaled.

#8. Industrials

Practical experience across manufacturing, engineering, or industrial operations gives you a clear view of how systems run in the real world.



2. The Process

STEP 1. Apply

Your journey begins when you share your background with us. By providing your professional experience and areas of expertise, you help us understand where your strengths lie.

The more precise and up-to-date your profile is, the easier it becomes for us to match you with opportunities that truly fit.

STEP 2. Get to Know Your Rights & Responsibilities

Your Responsibilities

- Be honest and accurate about your experience, background, and expertise.

Your Rights

- You can decline to answer any question that may put your career, company, or compliance obligations at risk, including anything related to trade secrets, confidential information, or topics covered under an NDA.
- You have the right to know that your discussion will not be shared with third parties or used for any purpose beyond the agreed consultation without your consent.

STEP 3. Accept the Terms & Conditions

Once you accept our Terms & Conditions, there are no additional tasks required on your side.

Your information is securely stored in our system, and we will only reach out when a relevant project arises, meaning no unnecessary messages and no obligations.

This step simply ensures compliance and confidentiality for both you and the client.



2. The Process

STEP 4. Get Matched

When a suitable project becomes available, you will receive clear details upfront, including a summary of the topic, the type of client, the key questions they wish to explore, a brief compliance check, and the proposed rate and interview schedule. You remain in full control, and participation is always optional.

STEP 5. Share Your Insights

If you choose to proceed, you will share your knowledge through a consultation format that fits the project, typically a phone or video call, a short survey, or a brief advisory conversation. These sessions are designed to be straightforward, respectful of your time, and focused on practical insights gained through your real-world experience.

STEP 6. Get Paid

After each completed interview, you receive compensation for your time and expertise. Payments are processed in the month following your consultation and can be sent via Wise transfer to your bank account, via PayPal, or as a gift card if you prefer.



3. FAQ & Pro Tips

Q1. Do You Need My CV?

A: You do not need to provide a CV to participate.

While having one is useful, our system already synchronises with your LinkedIn profile. Any changes you make on LinkedIn will automatically update on our side, making it the easiest way to keep your expertise visible and current.

Keeping your LinkedIn profile updated with recent projects, job roles, and niche skills increases your likelihood of being matched. Clients often look for very specific experiences, and even small details can open the door to opportunities.

Q2. When will I get a project?

A: There's no fixed timeline for project invitations. They depend on real client demand and how closely your expertise matches a specific request.

Demand can vary by industry; some areas move quickly, while others may be quieter for a period of time.

When a project does align with your background, we'll reach out with clear details upfront, including:

- Topic overview
- Client type
- Key questions
- Compliance requirements
- Proposed fee and schedule

This way, you always know exactly what to expect before deciding whether to participate.



3. FAQ & Pro Tips

Q3. How do I get paid?

A: Payments can be made through Wise, PayPal, or gift cards (if available). Compensation is processed the month after your consultation is completed. Your Arches coordinator will confirm payment details during the project.

Q4. What if the client asks uncomfortable questions or something outside the brief?

A: You are not required to answer anything you are not comfortable sharing. Simply let the client know the question is outside your scope, confidential, or sensitive.

You may redirect the conversation to areas you are allowed and able to discuss. Your safety and compliance always come first. Please inform Arches if this happens.

Q5. Are there scenarios where I might not get paid?

A: Payment is guaranteed as long as the consultation is completed and complies with the agreed scope.

Non-payment may occur only if:

- The expert does not attend the scheduled consultation
- Confidential or restricted information is shared, breaching compliance
- The discussion significantly deviates from the agreed-upon topic

Our team always communicates expectations clearly to avoid confusion.



3. FAQ & Pro Tips

Q6. Do I need to pay any fee to join the Arches Expert Network?

A: No. There are zero fees to join or participate.

Being part of the Arches network is completely free.

Experts are compensated for their time, not the other way around.

Q7. My area of expertise isn't listed in the guidebook. Can I still register?

A: Absolutely. The industries listed in this guidebook reflect the most common areas of current demand, but they are not exhaustive. The project's needs change frequently based on client priorities.

If your expertise falls outside the listed fields, we still encourage you to register ; your experience may be highly relevant to upcoming projects. To stay informed about emerging demand areas, you can also reach out to us via [LinkedIn](#), or the [contact form](#) on our website.

Your knowledge has value, regardless of industry. If you have hands-on experience, there is a strong chance it can support real business decisions.





Arches

The information contained in this guidebook is strictly confidential.
It shall, under no circumstances, be disclosed to any party other than the intended
recipients.

Any breach of information to unauthorized parties will result in damages to the company
and our clients.

STRICTLY CONFIDENTIAL