DOCUMENT 01 · FOR HAND-PICKED ALSM MENTORS · FIELD SOP

ALSM Mentor Field Playbook & *15-Minute College Pitch Ready-Reckoner*

How to walk into any Medical, Allied Health, Nursing, Physiotherapy, Clinical Nutrition, or AYUSH College, demonstrate the 4-in-1 institutional solution in 15 minutes, and launch a Founding Department Cohort.

⏱ 15-Minute Principal / Dean Pitch Flow

📲 3-Minute Live iPad Simulator Script

🛡 Complete Objection-Handling & Mentor Honorarium Matrix

The 15-Minute Principal & Dean Meeting Architecture

4 CALM BEATS · ZERO HARD SELLING · LIVE VERIFICATION



PART 1 · THE OPENING HOOK (MIN 0–3)

What to Say When You Sit Across the Principal

Never pitch software features first. Open with institutional empathy for the 4 regulatory demands sitting on their desk:

🎯 **The Hook:** "Respected Principal / Dean, every college today is asked to deliver NCAHP 40-hour clinical logbooks, NAAC 1.3.2 value-added skill courses, NAAC 3.4 community research publications, and stronger graduate placements—usually as four separate expenses."

🌿 **The Bridge:** "Under Dr. Suresh Kumar Vunnamatla, MBBS, ALSM Campus unites all four into one living clinical Gurukulam inside your department—paired with an assigned ALSM Mentor."

Play Video 1 (52s Principal Story) on iPad

PART 2 · THE 3-MINUTE LIVE SIMULATOR (MIN 3–8)

Show, Don't Tell: `campus.alsmmed.com/?view=simulate`

Hand your iPad or phone to the Principal/HOD and tap through three live screens in 180 seconds:

- **Minute 1 (Student View):** Show the `/?join=HIMS-7842` sovereign privacy choice, 6-Stage Health Spectrum, 24-Hour Chrono-Plate & Qualitative Plate Score, and ICMR Asian-Indian BCA (Thin-Fat TOFI flag).
- **Minute 2 (HOD View):** Show the `N >= 10` k-anonymous HOD Cohort Pulse and 2,000-row DPDP-safe research export.
- **Minute 3 (Faculty & Mentor Stamp):** Tap the 1-Tap NCAHP Act 2021 Faculty Stamp and Level 3 E2A ALSM Mentor Sign-Off.

Zero App Store Download Required

PART 3 · YOUR ROLE AS ASSIGNED ALSM MENTOR

Dignified Mentorship & Honorarium Structure

As a hand-picked ALSM Mentor, you are not a software salesperson—you are the visiting clinical torchbearer for the college cohort:

- **Case Roundtables:** Lead 1 Monthly (Tier 2) or Fortnightly (Tier 3) 60-minute Clinical Case Roundtable reviewing real CMG & Chrono-Plate cases alongside college faculty.
- **Level 3 E2A Portfolio Sign-Off:** Co-certify graduating students' 40-hour clinical logbooks so they graduate with a Verified Digital Coach Profile.
- **Institutional Honorarium:** Structured visiting mentor honorarium + Founding Mentor recognition at Reversathon (25 Dec) & Holisticon (26 Dec).

Co-Anchored with College Faculty

PRINCIPAL / HOD QUESTION	YOUR CALM, EVIDENCE-BASED ALSM MENTOR ANSWER	PROOF DOCUMENT TO HAND OVER
1. "We don't have management budget this semester."	"Your college treasury spends **₹0**. Under the NAAC 1.3.2 Value-Added Course (VAC) pass-through model, students contribute **₹150–₹200/month** (`₹2,000/year`) on their annual skill course receipt. `₹1,800` activates their full 1-year HNTP + ALSM	**Doc 03:** CFO Institutional Pricing & Zero-Burn VAC Sheet

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	Campus + Mentor seat, and **₹200/student stays inside your College's Department Innovation Fund**. Or, to start immediately with 60 students this month, our **₹95,000 Fast-Track Founding Pilot** sits below the ₹1 Lakh Principal discretionary threshold."	
2. "Our students already have a packed university syllabus."	"ALSM Campus does not add extra classroom burden—it digitizes the fieldwork they already do. During routine hostel/OPD/community postings, students log 24h Chrono-Plate recalls and ICMR BCA checks on their phones in 4 minutes, automatically completing their **40-Hour NCAHP Supervised Clinical Logbook**."	**Doc 04:** NCAHP Act 2021 & NAAC 40-Hour Credit Dossier
3. "What about student & patient data privacy (DPDP Act 2023)?"	"Every student chooses a **3-Tier Sovereign Privacy Mode** on day one (`Pseudonymous 8-Digit ID`, `Anonymous`, or `Voluntarily Named`). All peer/community QR screenings undergo submit-time PII scrubbing, and HOD dashboards enforce strict `N >= 10` k-anonymity."	**Doc 02 & Doc 05:** Executive Brochure + HOD Research Engine
4. "How does this help our faculty publish research?"	"When 100 students each screen 20 peers or community members using our 5-Survey QR Station, your department automatically builds a **2,000-participant DPDP-anonymized Indian metabolic & dietary dataset** in one semester—ready for 3 to 5 Scopus/PubMed papers."	**Doc 05:** HOD Epidemiological Research & Publication Engine

Dr. Suresh Kumar Vunnamatla, MBBS · Physician, Educator & Founder, ALSM (Since 2002)
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