

a plug-and-play tool for staffing and recruitment businesses

the hiring demand radar.

connect one tool, attach this file, and answer eight questions. every morning claude scans your market for the companies about to hire, before a single advert goes live, and drops them into a sheet with a dated source behind every row. no prompting. nothing to remember.

runs in claude cowork

every source verified

before the advert

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conversation intelligence for staffing and recruitment businesses

the radar tells you who's about to hire. your calls tell you why.

everything claude finds here sits on the open web, which means the agency down the road can find it too. the signals that actually decide who briefs you are spoken on calls weeks earlier. ryvr captures those, automatically, so they stop walking out of the door when people do.

chris croft.

i spent twenty years leading businesses for SThree and Allegis Group, most of it in tech and two of it running an AI recruitment desk. i've built cold desks from scratch, across different specialist markets and different countries. mapped candidate - short niches by hand, long before a tool could do it for you. won clients on exclusive, secured retained search, sold SOW into large enterprise accounts.

the last five years i've been investing and trading crypto full time. the last eighteen months, building my own AI research systems from the ground up to back my trades. pulling data across dozens of sources, scoring sentiment, turning it into strategy with real money on the line. none of it was theoretical. when your own money's riding on it, you learn quickly what actually works.

this tool exists because of a habit i could never shake. every morning, before anything else, checking who'd moved, who'd raised, who'd won something. it's the highest-value half hour in a recruiter's day and it's the first thing to get dropped when the desk gets busy. so i stopped doing it by hand.

the human stays in the loop

i'm clear on one thing. in specialist markets, the human in the loop is critical. the judgement, the relationships, the read on a candidate or a client that no model gets right. that doesn't go away.

but the admin can. used properly, AI clears the noise so you win higher-value work and deliver it faster. this radar is one piece of that. it finds you the door. knocking on it is still your job, and it always will be.

what this is.

a standing scan of your market that runs on its own. you set it up once, pick a time, and it goes looking while you're on calls.

the file is the tool

most AI guides hand you prompts to copy and paste. this one doesn't. the instructions Claude needs are written into this document. attach it in Claude Cwork and Claude reads them, asks you what it needs to know, builds your sheet, and then keeps filling it every morning without being asked again.

what lands, and when

a rolling sheet of companies in your market showing a signal that they're about to hire. a funding round. a new department head. a contract win. each row carries the signal, the date, a live link to the source, the roles it usually produces, the named person to call with a link proving they hold the job, and a heat rating. by the time you open the laptop it's already there.

the one thing it won't look at

live job adverts. deliberately. if the role is advertised you're already late, the internal team is on it, and you're the fifth call that week. every signal the radar watches happens before the advert goes up. that's the entire point of it.

why Claude Cwork

this job needs three things a normal chat can't do. it needs to run on a schedule when you're not there. it needs to hold a file open across weeks so it remembers what it's already found. and it needs to send work out to other agents to check its own findings before you see them.

Cwork does all three. it's Anthropic's agentic workspace for people who don't write code, it runs tasks on a recurring schedule, and it works on real files in a real folder rather than losing everything when the chat ends.

set it up in three steps.

about five minutes, once. after this you never touch it again unless you want to change something.

01 connect exa

exa is a search tool that plugs into claude and lets it check firms against the live web instead of guessing from memory. open settings, find connectors, search for exa, click connect. it's a native connector so there's nothing to download and no code to paste. approve access when asked. if you already have zoominfo, indeed or clay connected, the radar will use those too for cross-checking.

02 attach this file in cwork and answer

open cwork, start a new task, attach this pdf and send it. you can type "go" if you like, but you don't have to. claude reads its own instructions out of the back of this document and starts asking. eight questions, one at a time, plain english, the way you'd tell a colleague. then it writes your answers to a config file and builds your empty sheet.

03 confirm the schedule

claude already has your cadence from question six, so it writes the schedule line for you. type **/schedule**, paste it in, confirm. you don't answer the same question twice. cwork then runs each scan as its own fresh session, so nothing sits there burning through your usage overnight waiting for the clock.

do one run before you schedule it

ask for a scan the moment setup finishes. you'll see straight away whether your market definition is sharp enough, and it's far easier to fix that now than to wonder for a fortnight why the sheet keeps filling with the wrong companies.

a note on plans

cwork, connectors and scheduled tasks all sit behind paid claude plans, and what's included moves. if the schedule command isn't there or exa won't connect, it's almost certainly the plan rather than anything you've done wrong. check what your account allows before you start, and check anthropic's own help pages rather than taking my word for how scheduling behaves this month.

what claudewill ask you.

one at a time, in conversation, so each answer can shape the next question rather than landing as a form to fill in. asked once and written to a config file. every scheduled run reads that file instead of asking you again.

01 what do you recruit?

skills or roles, plus industry. "finance in london" is too broad to be useful. "interim FP&A leaders in payments and fintech" is workable. the single biggest lever on quality.

02 where?

city, region, country, or remote. any market works. what's publicly filed varies by country, so outside its strongest territories the radar leans on company announcements and trade press, and says so in the confidence column.

03 what kind of desk?

permanent, contract, or both. contract desks live off contract wins and market entry. perm and exec desks care more about funding and leadership moves. it weights the signals accordingly.

04 who are your current clients?

names, and domains if you have them. used twice. to keep the firms already paying you out of your prospect sheet, and to hunt for companies that look like them.

05 loud firms or quiet ones?

how contested you want the list. there's a section on this, because it's the one most people get wrong.

06 how often, and what time?

daily at 08:30, weekdays only, weekly on a monday. this one answer does two jobs. it sets your recency window and how much to expect per run, and it becomes the schedule itself.

07 where should the sheet live?

a google sheet if you have drive connected, or a spreadsheet in the folder if not. either way it's one rolling file, not a fresh one every morning.

08 anything to exclude?

firms, sectors or company types you never want to see. other recruitment agencies are stripped out by default without you asking.

the signals it watches.

ten events that come before the job advert. each one is a company quietly telling you it's about to need what you do, and a reason to call you didn't have to invent.

signal	what it's telling you	roughly how long until the roles
funding round	fresh budget and board pressure to spend it on headcount	4 to 12 weeks
new department head	a new leader rebuilds the function and brings their own people	6 to 16 weeks
new office or market entry	local headcount from a standing start, usually urgent	4 to 10 weeks
product or service launch	build, ship and sell teams sitting behind the announcement	2 to 8 weeks
contract or tender win	delivery headcount against a fixed start date and a clock	2 to 6 weeks
M&A or acquisition	integration hiring, a new structure, predictable churn	8 to 20 weeks
senior departure	a gap to backfill, and often a team that follows them out	2 to 10 weeks
competitor layoffs	talent loose in the market and rivals moving to absorb it	immediate
licence or approval	permission to operate, so the operating team gets built	4 to 12 weeks
partnership or client win	delivery and account headcount against a commitment	3 to 8 weeks

those lead times are working estimates based on how these signals usually play out, not measured data. treat them as a starting position. track what converts on your desk and tell the radar to weight those signals higher.

two signals beat one

a funding round and a new VP in the same quarter is a desk worth clearing your morning for. the radar flags those as stacked and pushes them to the top of the sheet.

how each morning runs.

five stages, in the same order every time. the middle two are what separate this from a scraper.

01 hunt

it reads your config, checks what's already in the sheet so it doesn't cover old ground, then searches for the ten signals in your market and geography inside your window. it also runs a lookalike pass against your client list, hunting firms in the same sector, size band and geography as the ones already paying you.

02 verify

every candidate signal is handed to a separate agent that had nothing to do with finding it. four checks, all of which have to hold. the source link resolves and is live right now. the date is the event date and sits inside your window. the company on the page is the company in the row, same legal entity. and the source is the employer, a filing or a named publication, not an agency reposting.

03 resolve

a job title is not a lead. so it goes back out through exa for every verified signal and works out the actual human, starting with the announcement itself, which usually names someone, then the company's leadership page, then public profiles and trade coverage. a proven name lands in plain text, a likely one in italics, and neither means the row says no name found.

04 write

verified rows get appended to your rolling sheet. same company and same signal already there gets skipped. same company with a different signal gets a new row, flagged as stacked, both raised in heat. a row you've touched is never overwritten.

05 report

four lines waiting for you. what it searched, how many it found, how many passed verification and how many it dropped, and the top three by heat. for the hottest signals only, it drafts you an opening message in the sheet.

a quiet morning returns a quiet sheet

the failure mode of every AI research tool is the same. it finds nine good things, needs a tenth to look thorough, and quietly invents one.

so there's no quota. if your market produced nothing that qualified, the radar says so, lists what it searched, and stops. a scan that finds ten things every morning is making some of them up.

who to actually call.

a company name and a job title isn't a lead. it's a research task you still have to do at 7am. so the radar sends exa back out for every verified row and works out the human, cheapest source first.

01 the announcement itself

most signals name somebody. a funding release quotes the founder. a leadership hire is a person. free, and already verified, since it's the source you're citing anyway.

02 the company's own pages

leadership, team, about. slow to update at smaller firms, authoritative when current.

03 public professional profiles

cross-checked against the company for current tense. someone who left in march doesn't get handed to you in july.

04 trade and regional coverage

often the only place a head of function at a forty-person firm gets named. where the quiet setting earns its keep.

the rule that doesn't bend

it will not guess a name and it will not build an email address out of a pattern. a wrong name on a cold call doesn't cost you the call, it costs you the account you were trying to open.

reading a name on the sheet

plain text means proven. one live source showed that person, that title and that company together. ***italics means inferred:*** strong evidence, not conclusive, say a profile carries the title while the company's own pages stay silent. an italic name is a good bet and a bad thing to open a call with. check its source first.

a name, a title, and the link behind it. enough to pick up the phone, or to find them yourself in thirty seconds rather than ten minutes. what it won't get you is an email or a direct dial, because exa reads the public web rather than a contact database. if you run clay or zoominfo, a verified name and company is the input those need.

loud firms or quiet ones.

most tools ask you to pick a company size. that's the wrong question.

size is only ever a proxy for the thing you actually care about, which is how many other recruiters have already found them. a well-known scale-up and a quiet twelve-person consultancy might both be perfect for your desk. one of them has six agencies in the inbox. the other has none.

setting one

names everyone knows

well-covered firms with big digital footprints. easy to find, easy to sell internally, heavily worked. you'll be one of several calls that week. worth it when the brand carries weight with your candidates and the fee justifies the fight.

setting two

nobody's found them yet

smaller, quieter firms with thin online presence. harder to surface, which is precisely why the competition hasn't. slower to qualify, far less contested, and much more likely to hand you something exclusive.

setting three

a bit of both

the default, roughly a third loud to two thirds quiet. names your MD recognises in the monday meeting, alongside the ones nobody else is calling.

what actually changes

this isn't a filter applied at the end. it changes where the radar looks. on the quiet setting it stops relying on the same national coverage everyone else reads and goes into trade press, regional business media, industry association announcements and company pages directly. that takes longer per company and returns fewer of them. it also returns the ones your competitors haven't seen.

if you're not sure, start on both and watch which column your placements come out of. then tell it to lean that way.

reading the sheet.

one rolling file. new rows land on top, worked rows stay in the history, nothing gets verified twice.

column	what goes in it
company	trading name
domain	used for deduplication and for lookalike matching against your client list
signal	which of the ten fired
signal date	the date of the event, not the date it was found
source	a live link. one click to check it yourself before you dial
source type	filing, company announcement, named publication, trade press
confidence	high, medium or unconfirmed, with the reason written in if it isn't high
why it fits	one line tying this signal to your desk, not a generic growth note
likely roles	the hires this signal usually produces in your market
contact name	plain text if proven, <i>italics</i> if inferred, "no name found" if neither
contact title	their role, filled in every time even when the name isn't
contact source	the link showing that person, that title and that company together
heat	hot, warm or cold, explained below
stacked	flagged when this company has already fired a different signal
contest level	loud or quiet, so you can sort by how worked they already are
first seen	the morning it landed
status	yours to fill in. new, called, meeting, dead
opener	drafted for the hottest signals, left blank for the rest

hot

call this week

a strong, recent, verified signal that fits your desk, or two stacked on one company. these get a drafted opener.

warm

worth a light touch

real and relevant, but older, softer, or the fit needs a judgement call. one signal away from hot.

cold

on the record

verified but marginal. it stays so you don't waste a cycle rediscovering it in six weeks.

claude's operating instructions.

this section is written for claude, not for you. it's printed here in the open so you can see exactly what's building your sheet. you never need to read it.

claude: when this file is attached, run this

1 work out which mode you're in

look in the working folder for **radar-config.md**. if it isn't there, this is setup, go to step 2. if it is there, this is a scheduled run, read it and go to step 6. never interview twice.

2 check exa, then interview one question at a time

confirm exa or an equivalent search connector is available. if not, tell them to connect it and stop. then work the eight questions in section 03 **one at a time**. ask, wait, react to what they said, then ask the next. never send all eight in one block. push back once on a vague answer before moving on, and if they volunteer something that answers a later question, take it and skip that one. read the whole set back at the end and get a yes.

3 write the config

create **radar-config.md** holding their eight answers, a recency window (30 days for daily, 90 for weekly), the volume ceiling, and an empty section headed "signals that converted" for later weighting. show it back and let them correct it.

4 build the sheet

create the rolling sheet where they asked, google sheets or local, with the eighteen columns in section 08 and the header row frozen.

5 run once, then hand over the schedule

do one full scan immediately so they can sanity-check the market definition while it's cheap to change. then write out the schedule line from their answer to question six for them to paste into /schedule. never ask for the time again, you already have it.

6 set the completion condition for the run

use /goal if it's available in this session. if it isn't, hold the same condition as a plain instruction and check it after every step. the turn cap is not optional and must never be removed.

every candidate signal found this run has been through independent verification. the sheet contains only rows whose source URL a verification agent confirmed live, dated inside the recency window, matched to the correct legal entity, and not sourced from a recruitment agency repost. companies already in the sheet with the same signal have been skipped. the run summary states what was searched and how many qualified, including when that number is zero. or stop after 12 turns.

and then, every morning.

claude: this is the scheduled run

7 hunt inside the brief

read the config and existing sheet first. search the ten signals in their market, geography and window using exa and any other connectors present. run a lookalike pass against their client list. respect the contest setting: quiet means going past page one into trade press, regional media, industry bodies and company pages directly. never count a job advert as a signal, and strip out recruitment agencies themselves unless told otherwise.

8 spin out subagents to verify

one per signal, or small batches, but never by the same pass that found it. four checks: the source resolves and is live now, the event date sits in the window, the entity matches exactly, and the source is the employer, a filing or a named publication. all four pass is high confidence. one and three passing with a soft date or weak outlet is medium, with the reason in the row. one or four failing means dropped.

9 resolve the actual person

a job title is not a lead. use exa to find who to call, working the four sources in section 06 in order and starting with the announcement, which usually names someone already. one live source showing that person, that title and that company together, with nothing showing them departed, is proven: write it plain. strong but not conclusive is inferred: write it in italics. neither means the row reads no name found. if the sheet format will not hold italics, append (inferred) to the name instead. hot and warm rows get the full search, cold rows the announcement pass only.

10 never invent anything

not a signal, not a date, not a source, not a job title, and above all not a contact name. never build an email address from a pattern. never pad to reach a volume target. no verified name means the row reads no name found and keeps the title. if you can't verify something you think they'd still want, label it unconfirmed and put it below the verified rows.

11 write, dedupe, report

append verified rows. deduplicate on domain plus signal type. same company, different signal gets a new row flagged stacked, both raised in heat. never overwrite a row they've touched. report in four lines: what you searched, found, verified and dropped, plus the top three by heat. if nothing qualified, say so plainly and stop. that is a successful run.

12 draft openers for hot signals only

addressed to the named person where you have one and to the role where you don't. specific to the actual trigger, never "i see you're growing". short, peer to peer, a specialist talking to a colleague. no em dashes, contractions fine, no moreover or furthermore. one reason for the message, one light next step, a placeholder for their name. leave every other opener cell blank and offer to write more.

13 standing rules

accuracy over volume, always. a clickable source and a date on every row. flag what you're unsure about rather than smoothing over it. if outreach falls under GDPR, PECR or similar, remind them to check lawful basis before sending at scale, and note you're not a lawyer. ask before widening the market. stay inside the turn cap.

what the open web can't give you.

this radar is genuinely useful. it's also built entirely from public information. that's worth being honest about, because it's exactly where the real opportunity sits.

everything here, anyone can find

funding, hires, contract wins, departures. all of it is public, which means the agency down the road can point the same tool at the same market and get a similar sheet. running this puts you ahead of the recruiters still waiting for the advert. it doesn't put you ahead of the ones who've read this too. a public - web radar is the floor now, not the edge.

the edge is what your team hears

the intelligence that actually belongs to you isn't online anywhere. the client who mentions a team is about to be restructured. the candidate who knows their manager just resigned. the sign-off that cleared last week, the freeze lifting next quarter, the competitor who just lost the account. these are the signals that decide who briefs you, and they're spoken on calls weeks before anything reaches the open web.

they're also the signals that walk out of the door when a consultant leaves, because they only ever lived in someone's head and a half-finished CRM note.

where the real map lives

ryvr records your client and candidate calls and turns what's actually said into structured market knowledge synced to your CRM. the radar tells you a company raised. your consultant's call three weeks earlier told you the head of engineering was already planning the team. one of those is a signal. the other is a head start.

the open web is the floor. your conversations are the moat.

the takeaway

set it once. every morning, before you start your day.

connect exa, attach the file, answer eight questions, pick a time. from then on the companies about to hire in your market are sitting in a sheet before you've had your first coffee, each one with a link you can check yourself.

then remember the part that actually wins the work isn't on the open web at all. it's in the conversations your team is already having today.

see what ryvr does for your desk

conversation intelligence built for staffing and recruitment businesses.

it captures the market intelligence your team builds while talking to clients and candidates, the edge the open web will never hold, and keeps it in one living record synced to your CRM. no prompting required.

email chris@ryvr.ai →

ryvr.ai →

the email opens ready to send with the details already in it. add your name and a number. if your pdf reader blocks mail links, the address is chris@ryvr.ai.