

BluLaunch

How to use it — beginning to end

A complete guide for new members, advisors and career staff, institution administrators and the platform owner. Follow your section in order.

The seven life stages

1. Ignite — Explore who you are and what work fits you.
2. Launch — Apply, interview and land the first role.
3. Establish — Start strong, manage the first paycheck.
4. Momentum — Build skills, results and visibility.
5. Advance — Earn the raise, promotion or next move.
6. Freedom — Financial stability and choice.
7. Legacy — Mentor, refer and lift the next person up.

The eleven modules

Home & Life Plan — Your score and your plan
Own Your Path — Career discovery
Tell Your Story — Resume and documents
You're the Brand — LinkedIn, bio, headshot
Make Your Move — Job search and applications
Own the Interview — Interview practice and scoring
Know Your Worth — Offers and negotiation
Own Your Money — Paycheck, budget, credit, benefits
Level Up — Growth after you're hired
The Circle — Mentors and referrals
Launch It Forward — Verified hires become donations

Students & new sign-ups

From your first sign-in to your first job — and beyond

Work through this in order. Each part builds on the one before it, and your readiness score moves every time you finish something real.

Time needed: About 90 minutes to set up, then 20 minutes a week

1. Create your account

Get in and make the account yours.

Sign up

Choose Get Started, then sign up with your email or your Google account. If your school gave you a seat, use your school email so your account links to your campus.

Where: Sign in page

Confirm your email

Open the message we send and click the link. Until you do, you can't save work to your account.

Set your profile

Add your name, school, major and graduation date. This is what advisors and mentors see.

Where: Settings → Profile

Choose your privacy settings

Decide what your school can see and whether your work may be used to improve our AI. Training consent is off unless you turn it on.

Where: Settings → Privacy

2. Answer six questions and get your plan

Setup takes five minutes and starts your score.

Tell us your target

The role you want, the industry, where you want to work, your timeline, your experience so far and what matters most to you.

Where: Setup

Save it

Choose Save and see my plan. You now have a readiness score and a first set of steps.

Read your score

Your score is built from career clarity, resume and evidence, professional brand, job search activity, interview performance and financial readiness. Every change tells you why it moved.

Where: Home

Work today's focus

The home page always shows the single next thing to do. Do that one thing.

3. Own Your Path — find the work that fits

Before the resume, get clear on the target.

Map your major to real careers

See the roles your major actually leads to, with pay ranges and day-to-day work.

Check the skill gap

For any role you like, see what you already have and what's missing.

Save two or three targets

Everything later — resume, job matches, interview questions — is tuned to what you save here.

4. Tell Your Story — resume and cover letters

Nothing is invented. Everything traces to what you did.

Add your evidence

Coursework, projects, internships, jobs, volunteering, clubs, leadership, certifications. The more you add, the better the writing help gets.

Build the resume

The coach turns your evidence into strong bullets. If evidence is missing, it asks you instead of making something up.

Tailor to a job

Paste a posting and get a match score plus the exact wording to fix.

Write the cover letter

Generate a draft tied to the same evidence, then edit it in your own voice.

5. You're the Brand — how you look online

Employers look you up before they call.

Take your headshot

Use the photo studio for a clean professional portrait.

Where: You're the Brand → Headshot

Fix your LinkedIn

Headline, about section and skills, scored for profile strength.

Practice your pitch

A 30-second introduction you can say out loud without reading it.

6. Make Your Move — find and track openings

Real live openings, scored against your own evidence.

Search openings

Type a role and a place, then search. Openings come from major job sites, federal jobs and employer career pages, and each one shows a match score for you.

Where: Make Your Move

Open a job

Tap an opening to read the full description, why it fits you and the skills it asks for.

Save it, then apply

Save to your pipeline before you apply so nothing gets lost.

Work your pipeline

Move each role through Saved → Applied → Interview → Offer, and log follow-ups. Advisors can see where you're stuck.

7. Own the Interview — practice like it's real

A video interview with a live AI interviewer.

Start a session

Pick the role you're aiming for. You'll get a different interviewer and different questions every time.

Allow camera and microphone

On a phone, tap the screen once when it asks — that's what lets the interviewer speak out loud.

Answer out loud

Speak your answers like a real interview. There's nothing to read or type.

Read your scorecard

After the interview you get scores for your answers, eye contact, presence and pacing, plus the questions to practice again.

8. Know Your Worth — the offer

Understand it before you accept it.

Enter the offer

Salary, bonus, benefits, start date and location.

See the whole picture

Total compensation broken down, not just the salary number.

Compare offers

Put two or more side by side on the things that matter to you.

Rehearse the ask

Practice the negotiation conversation before you have it.

9. Own Your Money — your first paycheck

Education and planning, not financial advice.

See your take-home

What actually lands in your account after taxes and deductions.

Build the monthly plan

Rent, loans, emergency fund, retirement contribution and spending.

Test a real decision

Ask whether a specific apartment or car payment is safe, recommended, a stretch or risky.

Set savings goals

Track credit, loans and savings milestones over time.

10. After you're hired

BluLaunch doesn't end at graduation.

Level Up

Your first 90 days, check-ins, achievements and the path to a raise or promotion.

The Circle

Keep your mentor, or become one.

Launch It Forward

When you refer a student and the hire is verified, BluLaunch donates to a school in your name. You never receive the money yourself.

Stay connected

Your account becomes the alumni experience: growth, money, network and mentoring.

Advisors & career staff

Find the students who need you, before it's too late

Your day starts on the Vortex dashboard. It tells you who is stuck and why, so you spend your hours on the students who need a human.

Time needed: About 45 minutes to learn, 15 minutes a day to run

1. Get set up

Account, role and caseload.

Accept your invitation

Your campus administrator invites you and assigns your advisor role. Sign in with your school email.

Confirm your caseload

Check the students assigned to you. You see your students, never another advisor's or another school's.

Set your alert preferences

Choose which warning signs you want surfaced first.

2. Your daily run

Fifteen minutes, in this order.

Read the scorecards

Enrollment, activation, readiness and outcomes for your cohort at a glance.

Where: Vortex

Open the top alert

Alerts name a real pattern, such as students with many applications and no interviews.

See who's affected

Every alert opens the list of students behind the number.

Open a student

Their stage, score, applications, interviews, resume and evidence in one view.

Act

Leave a note, assign a step, book a meeting, or flag for intervention. Everything you do is logged.

3. Working a cohort

Move groups, not just individuals.

Filter by stage

See how many students sit in Ignite, Launch and beyond, and how long they've been stuck.

Spot the stall

Stalled counts and transition rates show where your cohort loses momentum.

Run a campaign

Assign the same step to a filtered group — a resume refresh, a practice interview, a money session.

4. What you can and can't see

Boundaries are enforced by the platform.

Financial detail is private

Students' personal money numbers are never shown to staff. You see whether the module is being used, not the amounts.

Alumni choose

After graduation, graduates decide what their school can see. Their choices are shown to you plainly.

Everything is logged

Administrative and verification actions are written to an audit trail.

5. Reporting outcomes

The numbers leadership asks for.

Track First Destination

Readiness, interviews, offers, hires and knowledge rate update as students progress.

Export

Pull the cohort view for your own reporting. Estimates are labelled as estimates.

Institution admins

Roll out BluLaunch across your campus

You own seats, cohorts, staff roles and the outcome reporting your leadership sees.

Time needed: About two hours for first setup

1. First setup

Get the institution live.

Confirm your institution profile

Name, logo, colleges and departments.

Set up sign-in

Email sign-in works immediately. Single sign-on is configured with your IT team during onboarding.

Load cohorts

Upload your student list with graduation year, major and college so students land in the right cohort.

Invite staff

Add advisors and career centre staff and assign their caseloads.

2. Seats and access

Who gets in, and to what.

Assign seats

Seats activate when a student first signs in. Unused seats stay available.

Watch activation

The activation rate tells you whether the rollout is actually landing.

Manage upgrades

Premium features are granted at the institution level, not by students.

3. Configure the readiness score

Make the score mean what your campus means.

Set the weights

Choose how much career clarity, resume, brand, job search, interview and financial readiness each count.

Review the reasons

Every score change carries a reason code so staff can explain it to a student.

4. Outcome reporting

What you report upward.

First Destination

Knowledge rate and career outcomes rate, side by side, updating live.

Cohort comparison

Compare colleges, majors and graduation years.

Impact

Verified hires generated through mentor referrals, and the donations they produced for your school.

Export and share

Export the views your accreditation and leadership reporting needs.

Super admin

Run the whole platform

Super admin access is limited to the BluLaunch owner account. This is the control layer above every institution.

Time needed: Reference — use as needed

1. Command center

Everything across every client.

Platform view

All institutions, seats, activation, readiness and outcomes in one place.

Where: Admin

Switch client

Open any institution's view without leaving your account. Every switch is logged.

Health and usage

Track AI usage, job feed activity and cost per institution.

2. Premium grants

Premium photo and advanced features.

Grant to a person or an institution

Premium is never student-facing. You attach it to a subscriber or a school.

Set the quarterly allowance

For example ten premium portraits per student per quarter.

Watch the spend

Cost per portrait and projected annual cost are shown before you commit.

3. Brand Studio

Social and brand presence.

Plan by stage

Content is organised around the seven life stages.

Generate and approve

Draft posts and visuals, then approve before anything is used.

4. Billing and contracts

Money in.

Plans and pricing

Institutional contracts, seat counts and renewal dates.

Payments

Review transactions and subscription state.

5. Integrity and safety

Protect the record.

Audit log

Every administrative and verification action, with who and when.

Verification

Hires are verified before any Launch It Forward donation is generated.

Data boundaries

Institutions never see another institution's data, and no one sees a student's private financial detail.