

The screenshot displays the AirBeta dashboard for 'ACME Creative Agency'. The main content area features four summary cards: Applications, Active Testers, Referrals, and Avg AI Score. Below these is a navigation bar with tabs for Applications, Testers, Referrals, Feedback, and Settings. The 'Applications' tab is selected, showing a table of applicants. The table has columns for Applicant, Company, AI Score, Tier, Status, Source, Applied, and Actions. Two applicants are listed: John Miller (Milbird, AI Score -, Tier -, Status pending, Applied 14d ago) and John Malko (AI Score -, Tier -, Status pending, Source friend, Applied 15d ago). The interface includes a sidebar with navigation options like Dashboard, Documentation, CLIENTS, DIGITAL ASSETS, FLYING LICENSE, Startup Package, Startup Wizard, AirBeta, Investor Deck, WEBSITE, AI, SETTINGS, and PLATFORM. The top navigation bar shows 'Air4media Pilot v10 BETA', 'ACME Creative Agency OWNER', and 'ACME Creative Agency'.

# AirBeta

AirBeta is your beta program control center — manage applications, testers, referrals, feedback, and automated emails all in one place.

## Key Features

- **Dashboard Stats:** Live counts of total applications, active testers, referrals, and average AI score at a glance
- **AI-Powered Scoring:** Every application is automatically scored on Fit (35%), Urgency (25%), Value (30%), and Referral bonus (10%) — totaling 0-100 with a tier recommendation
- **Follow-Up Questions:** Borderline applications (score 40-79) receive AI-generated follow-up questions to gather more context before a final decision
- **Application Pipeline:** Review, approve, reject, or waitlist applicants individually or in bulk
- **Tester Management:** View all active beta testers, their tiers, referral codes, feedback counts, and last-active status
- **Referral Leaderboard:** Track which testers are referring the most people, see conversion rates, and promote top referrers to higher tiers
- **Feedback Tracker:** Collect and triage bugs, ideas, improvements, and questions — with a top-reporters leaderboard

- **Email & Settings:** Customize automated email templates, preview them, send test emails, and manage referral rules

## How to Use

### Reviewing Applications

1. Click the **Applications** tab to see all incoming applications with AI scores and status badges
2. Click any row to open the full detail — including the score breakdown (Fit, Urgency, Value), AI rationale, and any follow-up answers
3. Select a **tier** (Explorer, Builder, or Pioneer) and optionally add review notes
4. Click **Approve**, **Reject**, or **Waitlist** — the applicant receives an automatic email
5. To act on many at once, check multiple rows and use the **Approve Selected** or **Reject Selected** batch buttons

**AI Score Guide:** 80-100 → Pioneer · 60-79 → Builder · 40-59 → Explorer · 20-39 → Waitlist · Below 20 → Reject

### Managing Testers

1. Click the **Testers** tab to see all approved testers
2. Filter by tier (Explorer, Builder, Pioneer) or status (Active, Inactive) using the filter bar
3. Click a tester to view their profile, referral code, referral history, and feedback count
4. Click the toggle icon on any row to activate or deactivate a tester instantly
5. Select multiple testers and click **Deactivate Selected** to remove access in bulk

### Referrals

1. Click the **Referrals** tab to see overall stats (total referrals, conversions, conversion rate, participation rate) and the leaderboard
2. Each approved tester has a unique referral code — top referrers are ranked automatically
3. Testers who refer enough people earn tier upgrades:
  - 3 referrals → tier upgrade
  - 5 referrals → early access (direct to Pioneer)
  - 10 referrals → lifetime beta
4. Click the chain icon on any leaderboard row to see every person that tester referred
5. Click the upgrade arrow to check eligibility and apply a tier promotion manually

## Feedback

1. Click the **Feedback** tab to see all tester submissions and the top-reporters leaderboard
2. Filter by type (Bug, Idea, Improvement, Question, Other), priority, or status
3. Click any item to read the full description, then update its **Priority** (Low → Critical) and **Status**
4. Status progression: Submitted → Reviewed → Planned → In Progress → Implemented → Shipped (or Won't Fix)
5. Select multiple items and click **Delete Selected** to remove resolved or irrelevant entries

## Settings & Emails

1. Click the **Settings** tab to configure available spots, the application form headline, and referral rules
2. Select any lifecycle event (Application Received, Follow-Up Ready, Approved, Rejected, Waitlisted, Referral Success, Tier Upgraded, Inactive Reminder, Feedback Acknowledged) to edit its subject and body
3. Click **Preview** to see the rendered email, or **Send Test** to deliver a sample to your inbox
4. Use **Send Inactive Reminders** to re-engage testers who haven't been active in a set number of days

## Tips

- The **Application Form** link (top right) opens the public apply page — share it with candidates to start filling your pipeline
- Approving an application automatically creates the tester record, issues a referral code, and sends a welcome email
- Borderline applicants (score 40–79) may receive follow-up questions — their answers feed into a re-evaluation before a final recommendation appears
- The master referral code (shown in the Referrals tab) gives applicants a bonus AI score boost at evaluation time
- Testers inactive for 7+ days can receive a win-back email via the **Send Inactive Reminders** button in Settings