Evidence Mapping Layer (EML)

1. Vision

The Evidence Mapping Layer (EML) is a **neutral, domain-agnostic trust infrastructure** that maps *claims* made by individuals or entities to **publicly observable evidence** available across the internet.

EML does **not** judge, verify, certify, rank, or approve people. Instead, it provides structured, transparent mappings between:

What is claimed ↔ What evidence exists publicly

This layer can be consumed by multiple platforms and industries where trust, credibility, or expertise matters.

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2. Core Problem

In the modern internet: - Claims are cheap - Proof is fragmented - Trust is implicit and often manipulated

Whether in hiring, education, consulting, creator economies, or public discourse, users are forced to **guess credibility** based on surface-level signals.

EML exists to: - Reduce information asymmetry - Replace blind trust with observable context - Preserve user autonomy in judgment

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3. What EML Is NOT

EML is **explicitly not**: - A hiring decision engine - A resume verifier - A fraud detector - A certification authority - A reputation score - A moral or quality judge

EML never produces binary or normative outcomes such as: - "True / False" - "Qualified / Not Qualified" - "Good / Bad"

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4. What EML IS

EML is a **claim-to-evidence mapping engine**.

It performs the following functions: 1. Extracts explicit or implicit claims 2. Searches for publicly available signals related to those claims 3. Structures and categorizes evidence 4. Reports evidence *coverage*, *recency*, and *relevance* 5. Clearly indicates absence or insufficiency of public evidence

Judgment is always left to the consumer of the data.

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5. Domains of Application (Non-Exhaustive)

EML is designed to be **horizontal**, not vertical.

Initial and future domains include:

5.1 Hiring & Careers

- Resume claims ↔ work history, projects, publications
- Skill claims ↔ code, writing, talks, contributions

5.2 Education & Courses

- Teaching claims ↔ demonstrated expertise
- Course promises ↔ creator's historical output

5.3 Creators & Influencers

- Authority claims ↔ long-term public activity
- Niche expertise ↔ consistency of output

5.4 Consulting & Agencies

- Service claims ↔ case studies, artifacts, public work

5.5 Experts & Thought Leaders

- Opinion authority ↔ background evidence

EML does not specialize in any one domain — platforms do.

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6. Core Abstractions

6.1 Claim

A statement asserting skill, experience, authority, or outcome.

Examples: - "10+ years of backend engineering" - "Expert in distributed systems" - "Advanced trading strategies"

6.2 Evidence

Any publicly accessible artifact that plausibly relates to a claim.

Examples: - GitHub repositories - Blogs or articles - Talks, videos, podcasts - Open datasets - Patents or publications

6.3 Evidence Coverage

A qualitative representation of how well evidence aligns with a claim: - Strong - Moderate - Weak - None publicly found

Coverage is descriptive, not evaluative.

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7. System Principles (Non-Negotiable)

1. **Neutrality** – EML never takes sides
2. **Transparency** – Sources are visible
3. **Non-Finality** – No definitive conclusions
4. **Public-Only** – No private or scraped personal data
5. **Explainability** – Every output must be traceable

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8. Ethical & Legal Guardrails

• Only user-provided subjects are analyzed
• Only publicly available data is used
• No hidden surveillance
• No black-box scoring
• No irreversible reputational labels

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9. Product Strategy

Phase 1: Narrow Entry Point

• Single high-friction domain (e.g., hiring or education)
• Clear value with minimal surface area

Phase 2: Horizontal Expansion

• Additional claim domains
• Cross-platform integrations

Phase 3: Infrastructure Layer

• API-first trust signals
• Platform-agnostic consumption

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10. Long-Term Vision

EML becomes a **foundational credibility layer** for the internet — similar to how payment rails enabled digital commerce.

It does not replace trust. It **grounds trust in observable reality**.

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11. Guiding Sentence (North Star)

> "We do not decide who to trust. We show what evidence exists so others can decide."