Business Weighting in MountainShares: Support for Low-Interaction Entities

Principle of Equitable Market Participation

The MountainShares system is built to create a fair, inclusive, and vibrant digital economy across West Virginia, with special care to ensure no community member or local business is left behind. The platform's AI-driven mediation and democratic architecture include mechanisms to address disparities in user interaction and participation.

Adaptive Weighting for Low-Interaction Businesses

Core Mechanism

- **Dynamic Market Weighting:**
  Businesses that receive fewer interactions (such as sales, customer engagement, or community votes) may receive algorithmic boosts or heavier relative weighting in marketplace presentation, search results, or featured listings.

- **Goal:**
  The aim is not to guarantee absolute equality, but to ensure businesses with lower exposure or lower activity have a fair opportunity to "catch up"—making the overall marketplace healthier and more distributed.

Implementation Approaches

Method	Description	Result
AI-Powered Discovery	Ms. Jarvis actively surfaces low-interaction businesses to relevant users, especially in searches and recommendations.	Helps balance visibility for newer or smaller businesses.
Community Incentives	Users may receive added rewards or recognition for engaging with underrepresented businesses (e.g., bonus EMS or badges).	Encourages broader economic participation.
Proportional Listing	Algorithms periodically re-weight exposure or listing order so that all businesses have a chance to appear, regardless of historic volume.	Prevents a "winner-takes-all" effect.
Transparent Monitoring	All participation levels are logged and summarized so businesses and the community can see where focus is needed and progress is tracked.	Builds trust and accountability.

Limits and Ethical Guardrails

- **No Forced Parity:**
  The system is not designed to force all businesses to exactly the same interaction level, but to close unfair gaps and prevent systemic exclusion.

- **Community Consultation:**
  Major weighting adjustments or policy changes require community discussion and approval, ensuring democratic legitimacy and consent.

- **Merit Still Matters:**
  Quality, service, and community alignment will always impact long-term results, but the playing field is intentionally made more level for those needing initial support.

Example Scenario

If a local hardware store receives much less foot traffic or online engagement than larger retailers in Mount Hope, WV, Ms. Jarvis may feature it more prominently to users who have not shopped there, recommend it in relevant barter/trade contexts, and highlight its offerings during local heritage or emergency events—until its engagement approaches the average for the community.

Bottom Line

Yes, businesses with less user interaction will benefit from adaptive, AI-driven weighting in MountainShares—receiving algorithmic support until their engagement reaches a healthy proportion of the community average. This preserves a thriving, diverse ecosystem and empowers local stores, services, and cultural contributors to grow alongside larger or more established peers.