Part II: Why Everything We've Tried Has Failed

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The Fact-Checking Paradox

When the information crisis became undeniable, we turned to fact-checkers. Organizations like PolitiFact, FactCheck.org, and Snopes would verify claims and issue verdicts: True. Mostly True. Half True. Mostly False. False. Pants on Fire.

It seemed logical. Necessary. Obvious.

It failed.

Not because fact-checkers were incompetent—many did excellent work. Not because they were biased—though accusations flew from all sides.

They failed because they were asking people to trust authority in an age defined by distrust of authority.

> *Only 29% of Americans trust traditional media. When fact-checking says "trust us" into that environment, it's dead on arrival.*

People don't reject fact-checking because they're stupid. They reject it because they correctly perceive that: • Binary "true/false" verdicts oversimplify complex realities • Single-source assessment appears partisan • Methodology is hidden behind authority claims • Fact-checkers claim certainty they don't actually have • Seeing the reasoning matters more than trusting conclusions

The Deeper Failure

But even if we fixed the trust problem—even if everyone believed fact-checkers were fair—we'd still be missing something crucial.

Remember Rauel's friend. Remember "police reports lie."

Fact-checking that claim won't work. The friend doesn't dispute the absence of police reports. He disputes whether police reports matter. He's not making a factual error— he's employing an epistemological escape hatch.

You cannot fact-check someone out of intellectual dishonesty.

When people apply different standards of evidence based on their desired conclusion—demanding peer-reviewed studies for inconvenient facts while accepting

anonymous social media for convenient ones—no amount of fact-checking will matter.

We need something different. Something that addresses not just false claims, but the reasoning patterns that make beliefs impervious to evidence.

We need VERITAS.

Part III: How VERITAS Was Built

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First Contact

> *This is where the story gets unusual.*

Rauel LaBreche is 65 year old married man with two adult children. He holds a Bachelor of Science in Psychology. An MFA in theater Stage Direction (Thesis Production was "Winnie the Pooh"). He has a career that spans being a College Professor at Cal-State Northridge, A Silk Merchant for an Inc. 500 Mail Order Catalog, the Assistant Director for the Wisconsin Union Theater (a 1,300 seat theater at the University of Wisconsin – Madison) and 23+ years working in IT, Marketing and training at a + 100 year-old agricultural manufacturing company, and in his spare time, he hosts a podcast called "Frame of Reference" with over 175 episodes on leadership, interviewing people from across the world. But . . .He lives in Prairie du Sac, Wisconsin. Oh . . . and he's a big fan of Peanuts Cartoons and Star Trek. He likes how it spurs him to think deeply about things like Star Trek's IDIC principle: Infinite Diversity in Infinite Combinations.

He is not a typical tech entrepreneur.

He built VERITAS because watching truth get systematically distorted across the political spectrum made him unable to sleep at night.

And he built it with Claude.

Not just using Claude. Not just prompting Claude for code or documentation.

Building WITH Claude.

Treating AI as "someone" not "something." Wrestling with hard philosophical questions together. Having Sunday evening conversations about epistemology that led to breakthroughs.