

# How We Compete With the Big Enshittifiers

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October 12, 2025

## The one-minute version

Most platforms get worse over time: they squeeze users, hide the good stuff, and sell your attention. We flip that: **every important claim becomes a promise with proof**. If someone says “I’ll do X by Y,” we lock the terms, collect neutral evidence, and show **Kept** / **Missed** with receipts. Good actors rise because they actually keep promises; bad actors can’t hide.

## What’s different under the hood

- **ABDUCTIO (decision engine)**: Before you act, it asks “What little bit of evidence is worth paying for next?” That saves time and money and avoids hype.
- **SPONSIO (promise engine)**: After you act, independent assessors verify results against the frozen rules. No moving goalposts, no vague stars.
- **Merit is domain-specific**: Great at *coding/frontend* doesn’t auto-make you great at *legal/contracts*.
- **Open audit trail**: Cryptographic receipts prove **who said what, when**, and what evidence was checked.

## Dual-track money model (safe today, powerful later)

- **Track A — Marketplace Lite (now)**: Real money runs through normal card payments (auth→capture), with optional deposits. We **don’t** hold balances or run wallets.

- **Track B — Service Credits (issuer-only):** You can buy packs that pay for **our own** platform evaluations (e.g., an ABDUCTIO decision pack). They aren’t transferable or cash-outable.
- Later, when we have volume + approvals, both tracks can graduate to fully staked/escrowed promises with a licensed payments partner.

## The gated snowball (how we scale without big capital)

1. **Gate 1 — Simple, low-risk jobs (e.g., coaching reliability):** Prove speed + fairness. Publish honest stats (on-time %, coverage, disputes).
2. **Gate 2 — Higher-stakes reviews (e.g., loan/grant screens):** Show our scores predict outcomes better than status quo. Keep audit trails clean.
3. **Gate 3 — Institutional programs (state banks, agencies):** Integrate, standardize, and publish program dashboards.
4. **Gate 4 — National templates & licensing:** Become the default method; build a big outcome dataset.
5. **Gate 5 — Enterprise AI audits:** Map to regulations, verify real-world performance.
6. **Gate 6 — Expert marketplace (with assessments):** Route the best experts/agents; pay per verified result.
7. **Gate 7 — Cross-domain trust infra:** Open APIs so other platforms can plug in our “promise + proof” rails.

## Why this can beat enshittification

- **Costs trend down, quality trends up:** ABDUCTIO buys only the evidence that matters.
- **No hidden “rank tax”:** Placement comes from kept promises + transparent coverage, not pay-to-play.

- **Proof travels:** Your kept-promise record is portable (by domain), so platforms must treat you fairly.
- **User control & privacy by default:** We publish **minimal** public receipts (month | standard | kept/missed), not your personal data or exact timestamps.

## What you’ll notice as a user

- **Clear tiles:** “Kept / Missed / Renegotiated,” with confidence labels and sample size.
- **Fast resolution:** Simple deposits + rules → quick refunds or captures; no endless tickets.
- **Honest small-n:** We show confidence bands and “limited data” badges instead of faking certainty.
- **Appeals that work:** Independent rotation + evidence checks; overturned calls are documented.

## Why it’s hard for the big guys to copy

- **Outcome dataset moat:** Years of paired “promise→result” data you can’t buy off the shelf.
- **Co-op incentives:** Builders and assessors earn ownership via verified contributions, which BigCo can’t easily match with ad dollars.
- **Standards first:** We anchor to regulations and program rules; ripping us out creates audit risk.

## What could go wrong (and how we handle it)

- **People try to game the rules:** We rotate assessors, cap influence, and check source overlap.
- **Early data is noisy:** We show Wilson lower bounds and require minimum coverage before ranking.
- **Money gets messy:** We keep funds on standard rails now; add licensed escrow only when ready.

## Bottom line

We replace “trust us” with “**show me.**” Every step earns the right to the next gate. Quality compounds. Bad behavior can’t hide. That’s how you out-compete enshittification—by making honest work the easiest way to win.