The Landing

Date: December 28, 2025 **Purpose**: Stop circling. Land.

What The Furnace Saw

You have three things that are actually one thing:

Layer	What It Is	Role
Credential Bridge	Business application of what you know	The PRODUCT
Truth Engine	51.8M entities, AI orchestration	The INFRASTRUCTURE
Job Search	Need for income	The WRONG FRAME

The reframe:

You're not looking for a job. You're looking for your first customer.

The Circling Pattern

Every document you've created ends with "here I am" but not "here's what I'm offering you and what it costs."

Document	What It Does	What It Doesn't Do
oolu email	Shows you can see their system	Ask for anything specific
Economic Strategy	Lists paths and rates	Identify first customer
Credential Bridge Plan	Defines product and market	Name first customer
Truth Engine Vision	Describes what you built	Have an external user

The pattern: You've been looking for people to SEE you instead of people to BUY from you.

oolu was exciting because they "see"—but they're not customers, they're potential employers. The "systems seeing systems" frame is true and beautiful, but it's not a revenue strategy.

The Direct Path

Step 1: Build the List

10 companies that need credential data connected to outcomes:

EdTech (Career/Education Tools):

1. Niche (college search + career outcomes)

2. CollegeSimply (college data platform)
3. Cappex (college matching)
4. Handshake (career services for colleges)
5. Lightcast competitors (skills/credentials mapping)

State Workforce Boards: 6. Florida DEO (10K credentials in registry, needs outcome connection) 7. Indiana DWD (4K credentials) 8. Michigan LEO (3.6K credentials)

HR Tech / Employers: 9. Guild Education (tuition reimbursement, needs credential ROI data) 10. InStride (corporate education programs)

Step 2: The Email

Same energy as oolu, but with an offer:

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Subject: Quick question about your credential data

Hi [Name],

I noticed [Company] is building [specific product]. I'm curious—how are
you currently connecting credential data to institutional information
and labor market outcomes?

I ask because I spent six years at Peterson's operationalizing education
data, and I've seen most companies either cobble this together manually
or go without.

I can connect your credential data to institutional context and labor
market outcomes in 4 weeks. One dataset, cleaned and maintained.

Here's what that looks like: [one-pager link or attachment]

Worth a 15-minute call to see if this is relevant for you?

—Jeremy
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Step 3: The Offer

Project	Price	Deliverable
Credential-to-Outcome Mapping	$15,000	Your credentials connected to institutions + labor market outcomes
State Registry Connection	$20,000	State credential registry enriched with institutional data
Credential ROI Analysis	$25,000	Cost-to-salary outcome analysis for credential investments

Step 4: Deliver Using Truth Engine

You already have:

- 51.8M entity infrastructure
- Multi-AI orchestration (Gemini, Claude)
- Pipeline architecture (16-stage pattern)
- Enterprise governance, cost tracking

This is Credential Bridge infrastructure. It exists. Use it.

Step 5: Now You Have

- Income (extends runway)
- Proof (case study for next customer)
- Momentum (something landed)

The One Thing To Do This Week

Build the list. Send 10 emails.

Not applications. Not positioning. Not being seen.

Offers. To customers. For money.

Why This Works

Old Frame	New Frame
"I need to be seen"	"I need to be paid"
"Find systems that find me"	"Find customers who need this"
"Show them what I am"	"Show them what I can do for them"
"The portal missed me"	"Here's my offer, here's the price"

The "unseen talent" thesis is true. But being seen doesn't pay bills. Closing customers does.

The Credential Bridge First Customer

From your business plan:

> **Target**: 10-15 projects in Year 1 @ $15K average = $150-225K

You need ONE. Just one.

If You Close	You Get
1 project @ $15K	Proof it works, income, case study
3 projects @ $15K	$45K, momentum, referrals starting
5 projects @ $15K	$75K, sustainable, Credential Bridge is real

What You Already Have

Asset	How It Helps
Peterson's experience	You know the data, the standards, the buyers
Truth Engine	Infrastructure to deliver at scale
Credential Bridge plan	The product is defined
The oolu approach	You know how to write emails that land

You're not starting from zero. You're starting from 51.8 million entities and 6 years of domain expertise.

The Landing

Stop circling. Land.

The romantic path: Find systems that see unseen talent → Be seen → Get hired

The direct path: Find companies that need credential data → Offer a project → Get paid

You have the infrastructure. You have the expertise. You have the plan.

You're looking for your first customer.

Build the list. Send 10 emails. Close one.

That's the landing.

Next Action: Build the list of 10 companies with specific contact names.