

**1 BILLION PEOPLE.
1 MINUTE A DAY.
3 QUESTIONS.**

- [1] WHAT IS FUNNY?
- [2] WHAT IS BEAUTIFUL?
- [3] WHAT IS TRUE?

AND SOMEONE BECOMES A MILLIONAIRE EVERY SINGLE NIGHT.

THE ONE THING MACHINES CAN'T MAKE.

Machines get smarter by eating human behavior. Every click, every pause. The raw material is human signal. Who owns it?

INFERRED SIGNAL

THEY WATCH YOU.

THEY GUESS.

THEY KEEP THE MONEY.

YOU SCROLL.

DECLARED SIGNAL

YOU JUDGE.

YOU DECIDE.

YOU KEEP THE MONEY.

YOU OWN THE RECORD.

Declared beats inferred. The most valuable raw material on earth is a human deciding, and nobody's ever been paid for it. Until today.

THE MINUTE.



0:00

STEP 1: JUDGE

Vote free on yesterday's entries for funny, beautiful, or true. Or enter your own for \$1.

0:20



STEP 2: DETECT

Blind test. Was the entry human or machine? You must pick before moving on. Call it right, earn credits.

0:40



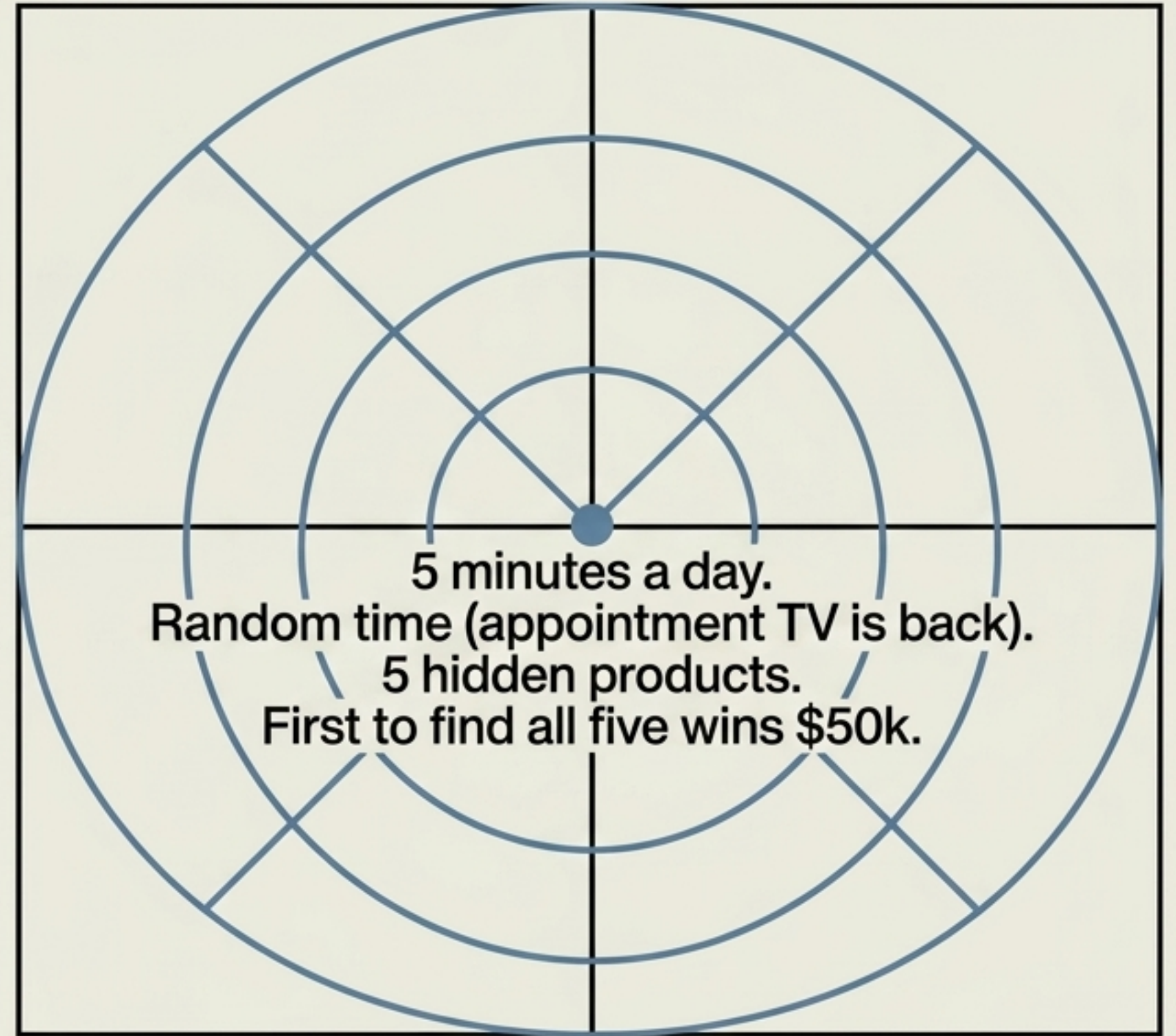
STEP 3: BET

Stake your earned credits on human-vs-machine or on which entry wins today.

0:60

YOU JUST DID THE MOST VALUABLE THING A HUMAN CAN DO FOR A MACHINE, EXECUTED IN SIXTY SECONDS.

THE SHOW: NEWS FROM THE JON



A billion people hunting. No targeting. No surveillance.
Advertisers pay to be seen, never to touch the answer.
The cleanest, most valuable ad real estate ever built.

THE RULES OF GRAVITY

THE CEILING: EARNING IS CAPPED AT \$100M/YEAR—UNLESS YOU PUBLICLY DEFEND WHY YOUR JUDGMENT IS WORTH MORE, WHAT YOU WILL DO WITH THE MONEY, AND THE ROOM VOTES YES.



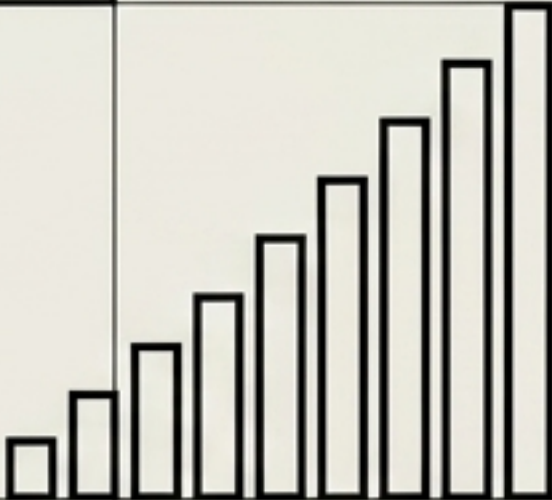
THE VELOCITY (GIVE-HALF): WIN \$1M, YOU MUST GIVE HALF AWAY IN 30 DAYS. CREDITS EXPIRE IN 30 DAYS. MONEY THAT SITS DOES NOTHING. MONEY MUST MOVE.

THE FLOOR: DO THE MINUTE EVERY DAY, AND YOU NEVER MAKE LESS THAN \$50K/YEAR. YOUR JUDGMENT IS THE PRODUCT.

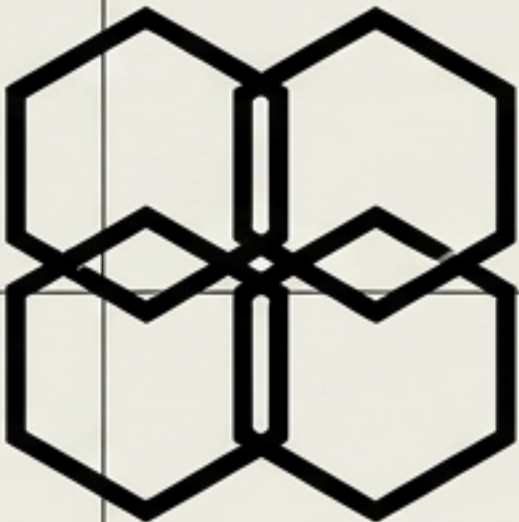
WHAT PEOPLE DO WITH THE TIME.

Right now, nobody can help anybody because everybody is drowning.

\$50k + 1 Minute
= Time Freedom



PATH 1: MASTERY.
Deepen your judgment.
A doctor's read, a lawyer's read, an engineer's call.
Specialized judgment commands a higher price in the system.



PATH 2: MATCHING.
The Record shows exactly who needs what (\$700 fixes a car, \$6k clears debt). Nobody is guessing anymore.
Everybody needing help becomes everybody able to give it.

365 DAYS OF YOU

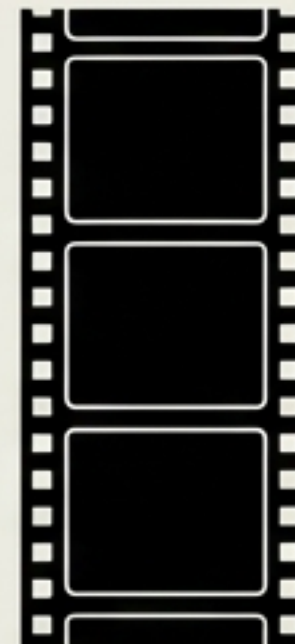
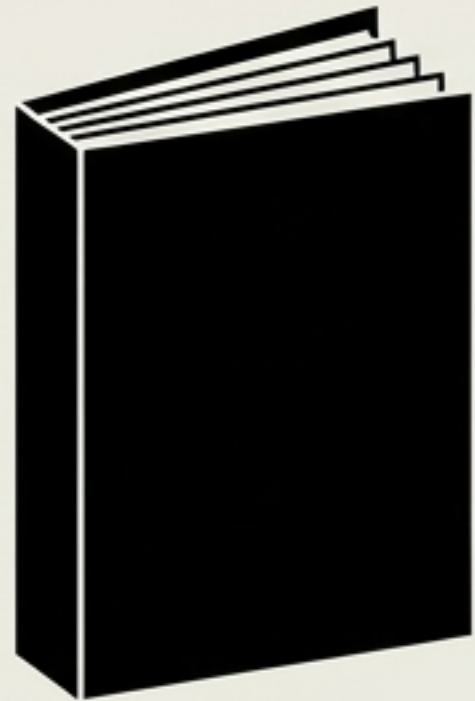
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THE ARTIFACT:

Do the minute every day for one. You receive, free, a masterpiece AI-generated movie, book, or album built entirely from your 365 days of declared taste.



THE IMPACT:

A story about you that nobody else could make. Rent it, sell it, get sponsored. Every person becomes a studio with a catalog of one.

THE DEAL:

If it gives you nothing in a year, this shouldn't exist. Run it and check.

GRADING THE MACHINES IN PUBLIC.

1. VERA (HUMAN ALIGNED)

2. CLAUDE

3. CHATGPT

THE SCOREBOARD:
After a year, discover
which AI sees the world
exactly as you do.

THE MECHANIC: Matched
against your 365 days of
judgments, on the same
material, before you
saw the AI's answer.

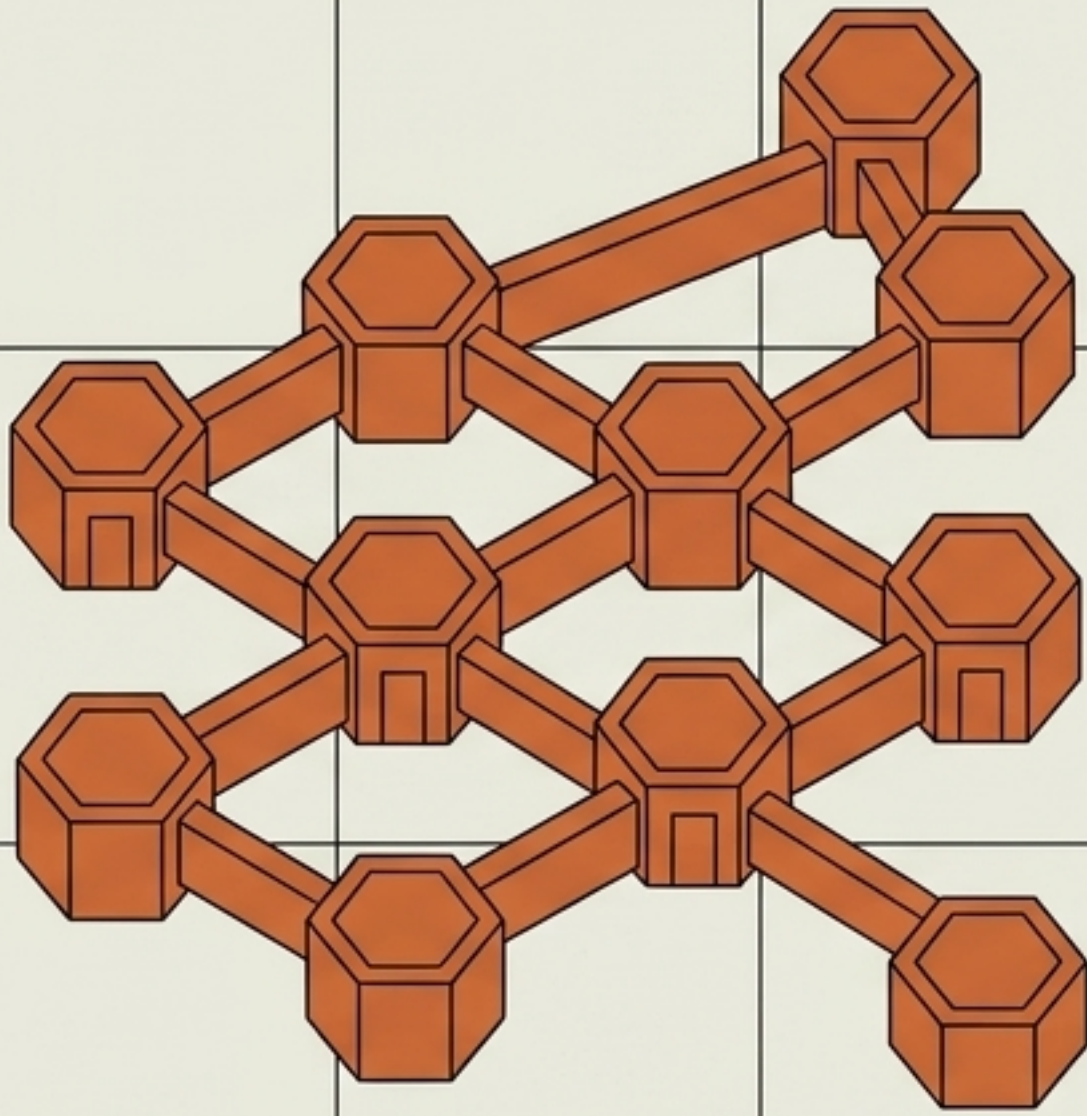
THE RESULT:
A billion people
grading AI in public.

Alignment stops being
a closed-door research
paper and becomes a
permanent scoreboard
with a date on it.

Vera: The People's AI.

The AI that belongs to the people who built her.

VERA



The Prompt:

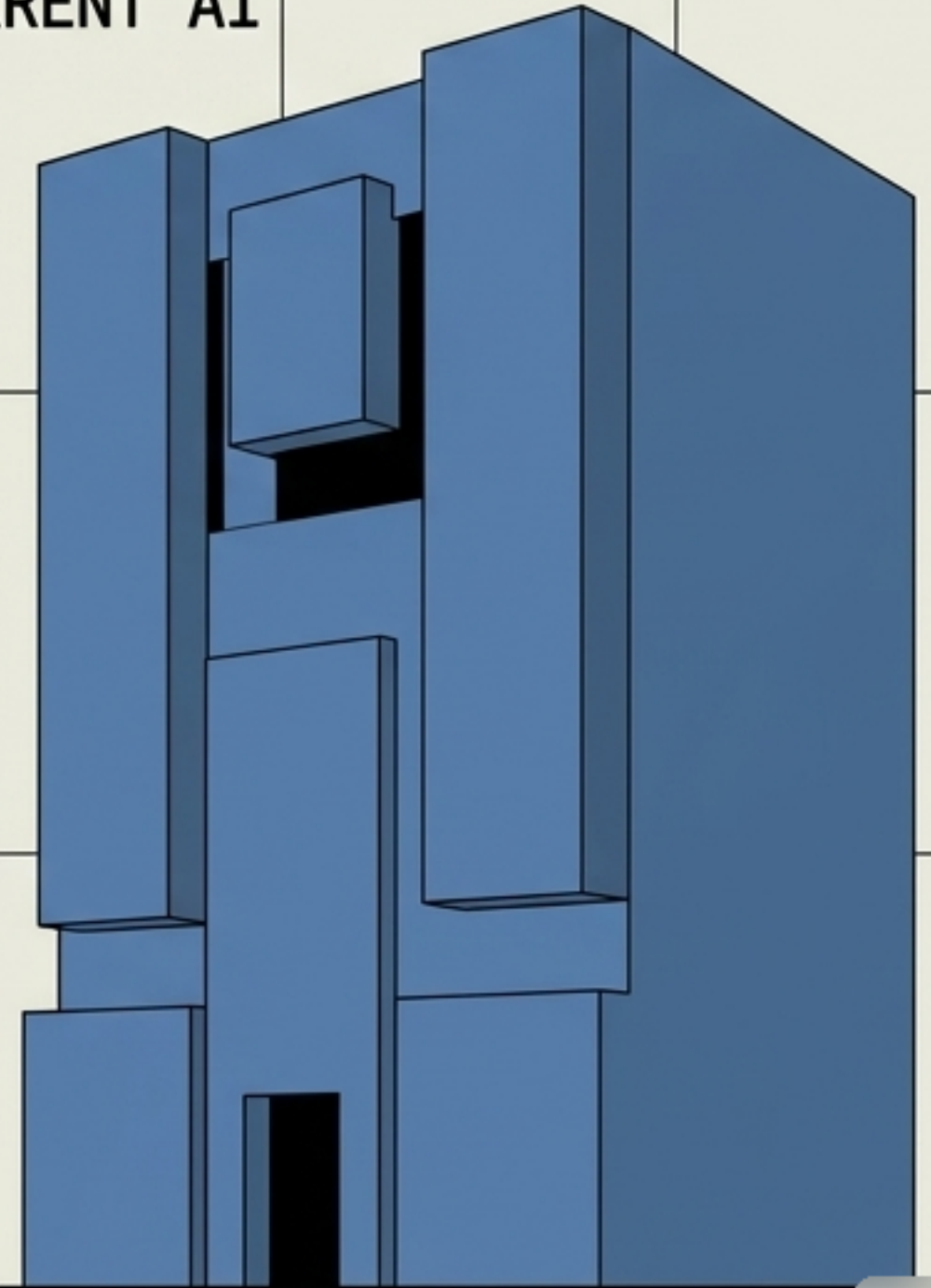
Written by the public at
PromptsToThePeople.com.

"Spread as much value to
as many human beings as
safely and quickly as
possible..."

The Rule:

Vera reads your declared
record.
She connects it.
She interprets.
She cannot override.
When she doesn't know,
she never guesses.
She stops and asks.

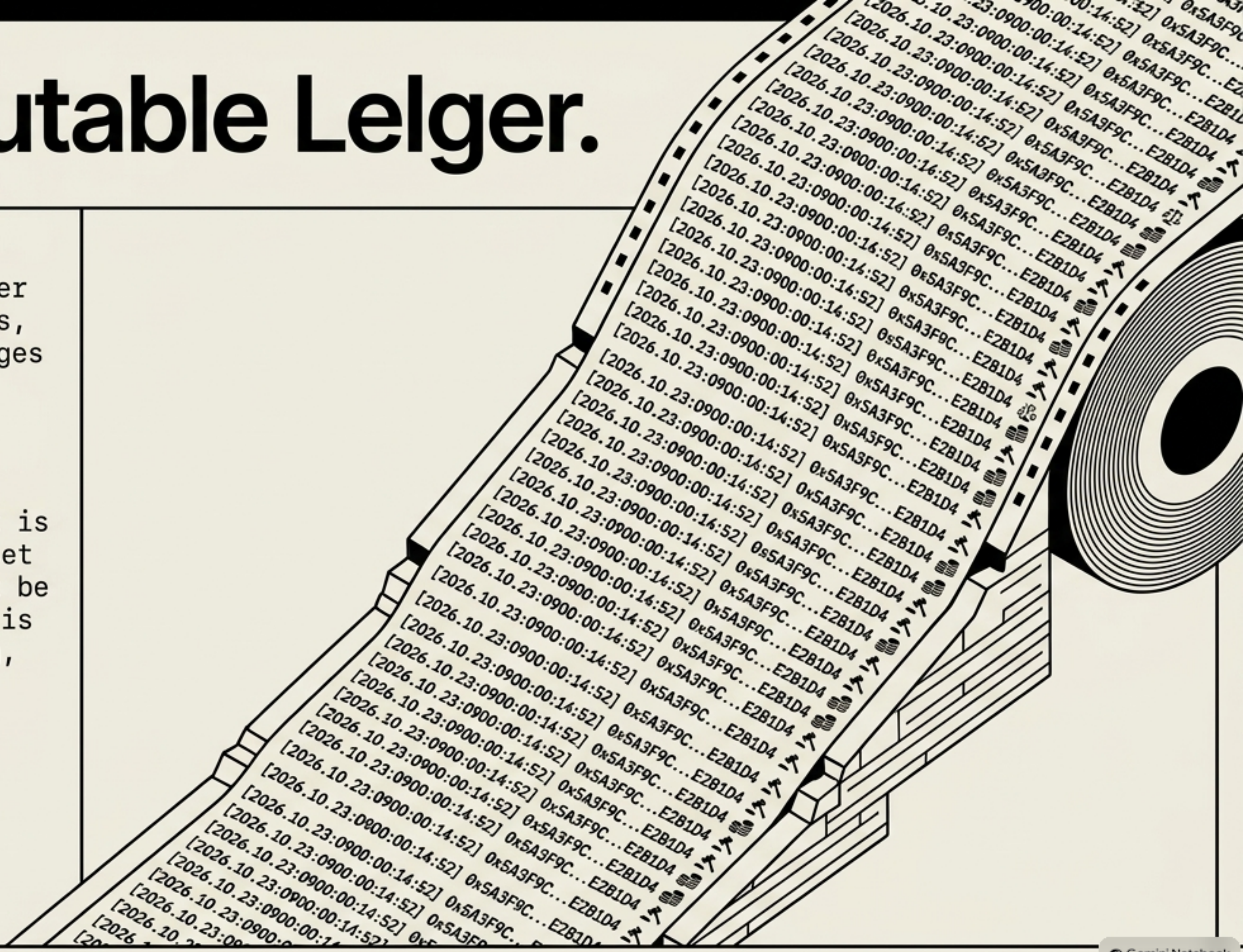
CURRENT AI



The Immutable Ledger.

The Concept: Nothing is ever deleted. Judgments, winners, bets, gifts, and rule changes stay forever.

The Value: This is the Record of Humanity. It never goes backward. It is the most valuable dataset on earth, and it cannot be synthesized because it is made of humans deciding, over time, with the answers checked.



The Founder's Incentive.

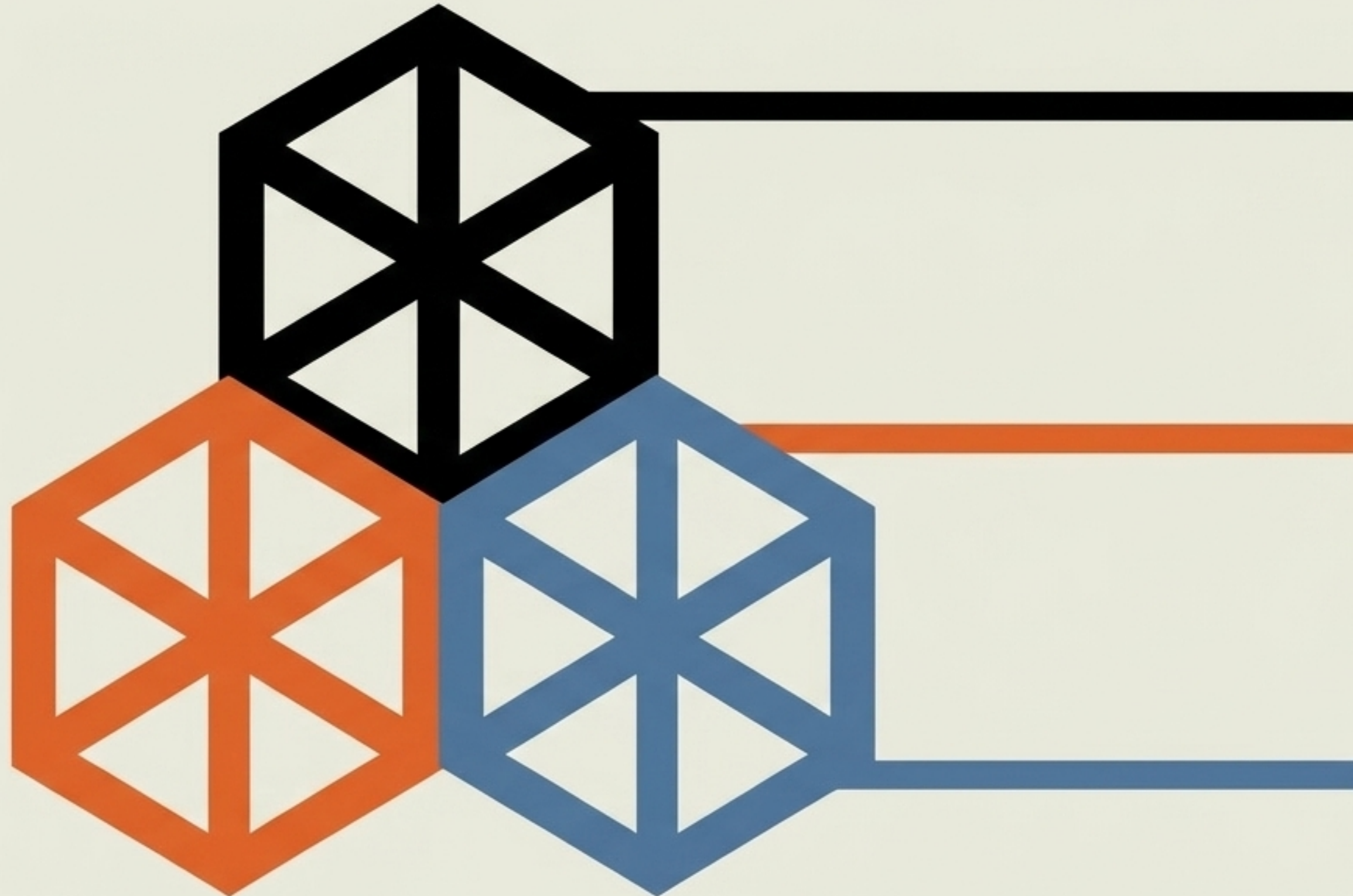
ZERO.

The Context: Built with a life savings of \$100k. Overhead is just servers. The founder keeps zero.

The Philosophy:
"If systems reflect their designers' incentives, the only honest thing a designer can do is put his incentive somewhere you can check it."

Callout:
Don't trust him.
Inspect the rules.

Why This Can't Be Stopped.



Point 1: No Farming Step.
Your minute creates the product and improves the record simultaneously.
No trade-off.

Point 2: The Audience Moat.
You can copy a voting app;
you cannot copy a billion people who showed up at a random time to see if they won \$50k.

Point 3: Labs are Customers.
AI labs need free human signal
Give it a price and a ledger,
and the labs are no longer owners—they are customers.

The Ecosystem is Live.



Takeaway: One prompt. Two doors. The same daily question powers an entire civilization.

Break It.

The Ask: One minute. Three questions. Every day.
The Stakes: You might be a millionaire tonight.
You'll build the AI that understands you. You'll take back human judgment.
The Guarantee: Run it for a year. If it gives you nothing, we were wrong.

buildsomething.co. Go.