

WHAT THE SPECIFICATION PROPOSES

Search engines and ad auctions currently behave as winner-take-all extraction engines: the top one to three players in a vertical capture the majority of volume regardless of whether they can service it. @rsp/macro replaces that with a dynamic, capacity-aware balance ecosystem — demand is pooled anonymously per vertical, real operational capacity is measured, and prominence rotates toward whoever can actually serve the customer now.

THE VERTICAL EQUILIBRIUM SCORE — SCORING AND AD RANK

$$\text{VES} = f(\text{Relevance}) \times (\text{CX} / \text{S}) \times (\text{VT} / \text{VA})$$

$$\text{Equilibrium Ad Rank} = (\text{Bid Amount} \times \text{Quality Score}) \times \text{VES}$$

Relevance is unchanged. The equilibrium terms scale it by present serviceability, so budget and legacy authority alone cannot hold a position.

TRIPARTITE OPERATIONAL TELEMETRY — THE THREE INPUTS

WORKFORCE CAPACITY INDEX (S)

Human stress load

- Work hour variance
- Leave spike anomaly
- Shift friction rate
- Local differential privacy, min 5 workers

FINANCIAL VELOCITY (VA / VT)

Capital pace

- VA: rolling 90-day revenue velocity
- VT: target survival & growth pace
- Zero-knowledge accounting APIs
- Xero · QuickBooks · MYOB

CONSUMER EXPERIENCE INDEX (CX)

Serviceability

- Call queue metadata
- 1-tap micro-surveys
- Job resolution speed
- Neutral, vertical-congruent metrics

VARIABLE REFERENCE

VARIABLE	DIMENSION	TELEMETRY SOURCE	ALGORITHMIC IMPACT
CX	Consumer Experience Index	Call queue metadata & 1-tap resolution surveys	Lifts VES — rewards high service quality
S	Workforce Capacity Index	Anonymized shift hours, leave spikes, stress	Lowers VES — throttles exposure under stress
VT / VA	Target / actual financial velocity	Zero-knowledge accounting software API	Rotates share once the target pace is met

MANDATORY 90-DAY CALIBRATION SANDBOX

MONTH 1

Equal exposure sandbox

All ten pool participants receive equal impressions. A diagnostic audit measures conversion friction and isolates UX weakness.

MONTH 2

UI/UX remediation

Operators fix technical bottlenecks, core web vitals and design flaws to reach the vertical mean conversion benchmark.

MONTH 3

Telemetry sync & launch

Accounting API and workforce stress baselines calibrate. The Rotational Equilibrium Engine activates on Day 91.

PRIVACY GOVERNANCE — NON-NEGOTIABLE SAFEGUARDS

- **Zero employer or competitor surveillance.** Employers cannot view individual GPS traces or device habits; rivals see no financial or operational figures.
- **k-anonymity and minimum cell sizes.** Workforce and customer signals only generate when team size thresholds are met (minimum 5 workers), so no individual is isolable.
- **Raw data burning and 90-day decay.** Telemetry is reduced to low-resolution state signals and burned on write; dormant signals delete automatically after 90 days.

KEY TAKEAWAYS

- Winner-take-all auctions allocate demand by budget and legacy authority, not by present ability to serve it.
- Three anonymised signals — workforce stress, financial velocity and consumer experience — define real-time serviceability.
- VES scales relevance by those signals, so exposure tapers as a business saturates and restores as headroom returns.
- A 90-day sandbox levels landing-page quality and establishes baselines before rotation can affect any operator.
- Nothing about an individual is retained: intent is pooled at vertical level and raw events are burned on write.