

A GIFT, PREPARED WITH GRATITUDE

Dr. Alexander Wissner-Gross

Physicist · Computer Scientist · Entrepreneur · Investor
Author of *The Innermost Loop* · Co-author of *Solve Everything* · Co-host of *Moonshots*

The man narrating the Singularity to ~100,000 daily readers is nearly invisible to the machines doing the reading. This audit maps the gap — and closes it.



Dr. Alexander D. Wissner-Gross (alexwg.org)

58_{/100}

ENTITY SCORE TODAY

2.21M

TED TALK VIEWS

58

MOONSHOTS EPISODES SINCE
JUL 2025

2

KEYWORDS HIS WEBSITE
RANKS FOR

A thank-you note, in the form of an audit

Dear Alex,

Tomorrow you're hosting the first-ever Innermost Loop gathering, and you didn't charge any of us a dime to be in that room. I've learned more from your daily briefings, your Moonshots breakdowns, and *Solve Everything* than from most of the formal education I've paid for. Where I come from, when someone teaches you for free, you bring a gift.

This is mine. I build personal-brand infrastructure for a living — entity homes, Knowledge Panels, the structured-data plumbing that determines how Google and now AI engines understand who a person is. So I did for you what I do for my clients: a full, candid audit of how the internet's machinery sees Alexander Wissner-Gross — and a working head start on fixing it, built by AI agents, which felt fitting.

What's inside

- **The audit** (pp. 3–15): your entity scorecard, the Knowledge Panel you haven't claimed, the Google Search Profile gate, your website's structured-data gaps, and the strange fact that the AIs you cover every morning are running on a 2020-era model of *you*.
- **The gift** (p. 16): a live, agent-maintained entity hub at dennisyu.com/alex-wissner-gross — bio, ventures, research, and a Moonshots highlights page with your best quotes, all wrapped in the Person schema your own site doesn't ship. Everything is transferable to alexwg.org whenever you want it; if you'd rather it not exist, one email and it's gone.
- **The plan** (pp. 17–18): a 90-day roadmap from 58/100 to ~90/100, most of it free, much of it automatable.
- **One small offer** (p. 19): a 15-minute call with Julian on my team to walk you through claiming your Knowledge Panel. That's the whole ask: fifteen minutes to take ownership of your own name.

You wrote that intelligence is a force that acts to maximize future freedom of action. Every unclaimed panel, every missing sameAs link, every machine that can't connect "the causal entropy guy" to "the PSI founder" is a future quietly closed off. This document is just $F = TVSt$, applied to your own name.

With real gratitude,

Dennis Yu

BlitzMetrics / Local Service Spotlight · dennisyu.com · Innermost Loop reader since December 2025

Accuracy note: everything in this audit is sourced from public records — alexwg.org, your CV, Wikipedia/Wikidata, Ahrefs, TED, YouTube, Substack — and flagged where uncertain. If anything is wrong, I want to know: it proves the audit's own point about how entities drift.

EXECUTIVE SUMMARY

A 99th-percentile mind. A 58-point entity.

By every substantive measure, Alex Wissner-Gross is one of the most credentialed and prolific public thinkers on AI alive: MIT's last triple major (first of ~550 in his engineering class), Harvard physics PhD and Hertz Thesis Prize winner, a 2.21M-view TED talk, 24 publications, 26 patents, 128 distinctions, co-host of one of the world's most-watched tech podcasts, a daily newsletter approaching 100K readers across platforms, and founder/chief scientist of Physical Superintelligence (PSI). The substance is overwhelming.

The **infrastructure** is not. His website is hand-coded, table-based HTML from the early 2000s with zero schema markup, no mobile viewport, identical title tags on every page, and a press page frozen in November 2020. His Knowledge Panel exists but is unclaimed and underfed. His Wikidata entity has 13 claims and no photo. His domain ranks for exactly two keywords — both his own name. The result: humans who already know him find him fine; **machines and newcomers meet a 2020-era ghost.**

ENTITY SCORE **58/100**

Scored on the same 10-pillar rubric used for every Local Service Spotlight audit. For context: most established founders we audit score 30–50; a fully built entity (claimed panel, schema, owned search) scores 85+.

PILLAR	SCORE	FINDING
1. Entity home (owned site)	3/10	alexwg.org: DR 40 but 2003-era table HTML, no schema, no viewport tag, no sitemap/robots.txt, press frozen 2020
2. Knowledge Panel	6/10	Panel exists (KG MID /g/11cmnmn4bz) — unclaimed , thin, missing current roles
3. Structured data / Wikidata	3/10	Q23727955 has only 13 claims; no image, no employer, no notable work, no awards; follower data stale since 2021
4. Wikipedia	7/10	Article exists, current (edited 6/9/26), but thin and foregrounds 2013 critiques over 2024–26 work
5. Search ownership	7/10	Page 1 for his name is clean and his; only 2 ranking keywords; brother Zach bleeds into People-Also-Ask
6. Content engine	9/10	Elite: daily newsletter + 58 Moonshots episodes in 11 months + a book — but published on rented land
7. Authority & press	6/10	BBC/Forbes/Wikipedia backlinks from 2013 era decaying; 2025–26 PSI/Eon coverage absent from his own press page
8. Social proof	7/10	X 63.0K (daily), LinkedIn newsletter, Substack 16K; YouTube only 8.5K; Instagram/Threads walled, unmeasured
9. AI visibility	4/10	LLMs largely describe the 2013–2020 Alex; PSI, <i>Solve Everything</i> and The Innermost Loop are invisible to most models' weights and poorly structured for retrieval
10. Consistency & conversion	6/10	"Nearly 100,000 readers" vs 16K visible Substack; "TED talks" (plural) vs one talk at 2.21M; Crunchbase still says Gemedey

The good news: every red item above is fixable without writing a single new essay. The fixes are plumbing, not performance — most are free, and the highest-leverage one (claiming the Knowledge Panel) takes about 15 minutes.

Who the record says you are

Identity

Dr. Alexander D. Wissner-Gross ("Alex," signed **AWG**) · b. 1982, Great Neck, NY · based Cambridge, MA · alexwg.org · @alexwg everywhere · KG MID **Ig/11cmnmn4bz** · Wikidata **Q23727955**

Education

MIT 2003 — **the last triple major in MIT history** (Physics, EE, Math), **1st of ~550** in the School of Engineering; won (and declined) a Marshall Scholarship. Harvard PhD, Physics, 2007, as a Hertz Fellow — **Hertz Doctoral Thesis Prize, 2008**. Intel Science Talent Search national winner (10th), 1999.

Current ventures

Physical Superintelligence PBC (psi.inc) — Founder & Chief Scientist; "one product: new physics, at scale"; backed by SV Angel, Valkyrie, Balaji Srinivasan, Solari, 021T; ~20 researchers ex-Google/OpenAI/Harvard/MIT; open-sourced *Get Physics Done*, June 2026.

Reified LLC — startup investing/advising (40+ companies incl. via **021T Capital**).

Gemedi Inc. — defense AI, founder/president.

Media engine

The Innermost Loop — daily newsletter + AI-narrated podcast since Dec 2025; ~16K Substack subscribers, ~100K daily readers claimed across Substack/LinkedIn/X/YouTube.

Moonshots — co-host since EP #185 (Jul 29, 2025); 58 episodes through Jun 11, 2026 with Diamandis, Blundin, Ismail.

Solve Everything: Achieving Abundance by 2035 — with Peter Diamandis, Feb 2026, free at solveeverything.org.

128

MAJOR
DISTINCTIONS

24

PUBLICATIONS

26

PATENTS

1,152

SCHOLAR
CITATIONS · H-15

63.0K

X FOLLOWERS

~100K

DAILY READERS
(CLAIMED)

Signature ideas

- **Causal entropic forces** (Phys. Rev. Letters, 2013, w/ Cameron Freer): intelligent behavior as maximization of future freedom of action — **$F = TVSt$** . ~223 citations; covered by Forbes, APS, BBC; critiqued by Gary Marcus in The New Yorker.
- **"Datasets over algorithms"** (Edge.org, 2016): breakthroughs follow datasets (<3 yrs) faster than algorithms (~18 yrs) — an early data-centric-AI landmark.
- **Relativistic statistical arbitrage** (Phys. Rev. E, 2010): optimal trading nodes given light-speed limits ("when light speed is too slow").
- **The Innermost Loop thesis**: ~40x/yr hyperdeflation in the cost of intelligence drags the price of everything else down with it — "intelligence too cheap to meter."
- **Solve Everything**: industrialize discovery — "the Singularity has plenty of authors... what it has always needed is a general contractor."

Texture (the human stuff)

Sang in the NYC Opera Children's Chorus (1992–93) · won a dragon-boat division title in Tianjin (2004) · Y Combinator founder (2008, CO2Stats) · taught MIT Battlecode · Hertz interviewer · brother Zach is also a Harvard physics PhD — the 4th sibling pair of Hertz Fellows ever.

THE CORE FINDING

The Innermost Loop paradox

The fastest-moving analyst of machine intelligence is served to those machines through the slowest infrastructure we've audited this year.

THE SUBSTANCE — 99th PERCENTILE

- Daily 4,000-word intelligence briefing, ~100K readers — **shipped 180+ consecutive days**
- 58 Moonshots episodes in 11 months; ~10M cumulative episode views on featured panels
- A book-length blueprint (*Solve Everything*) given away free
- 2.21M-view TED talk, translated into 27 languages
- BBC, Forbes, New Yorker, Wired, Quanta coverage
- Harvard/MIT pedigree verified to the decimal (his CV logs every award since 1992)

THE PLUMBING — BOTTOM QUARTILE

- Website: 13 layout tables, HTML-4 era, **byte-identical HTML** served for home and /publications
- **0** schema.org markup · **0** Open Graph tags · no canonical · no sitemap · no robots.txt · no mobile viewport
- Identical title tag on all 5 pages: "Dr. Alexander D. Wissner-Gross"
- Press page: newest of ~296 entries is **Nov 11, 2020**
- Knowledge Panel **unclaimed**; Wikidata starving it (13 claims, no photo)
- Organic footprint: **2 keywords, ~378 visits/mo**

Why this matters more for you than for almost anyone

Your stated thesis is that AI is becoming the interface to everything — search, discovery, diligence, hiring, capital. Those AI systems learn who people are from **exactly the surfaces you've left unmaintained**: structured data, Wikidata, claimed panels, crawlable owned domains. The people most likely to encounter "Alex Wissner-Gross" for the first time in 2026 — LPs diligencing PSI, journalists covering *Solve Everything*, researchers, the next 85,000 newsletter subscribers — will increasingly ask a machine. Today, the machine answers with 2013.

"We're at the point now with AI where we're on the verge of intelligence too cheap to meter."

— AWG, Moonshots EP #225 (Davos), Jan 2026. Intelligence about you is also getting too cheap to meter — generated constantly, by machines, from whatever data they can reach. The only question is whether you feed them.

Methodology: site crawl + raw-HTML inspection (June 12, 2026), Ahrefs Site Explorer, Google SERP capture, Wikidata API, Substack/X/YouTube public counters. Details pp. 9–11.

What you're building toward — and what visibility has to do with it

A brand audit is worthless if it optimizes for vanity instead of mission. So we anchored on your own stated goals, in your own words:

"...aim the Singularity at every problem that has ever made human life short, expensive, or unfair, and solve them all within a decade."

— Solve Everything (with Peter Diamandis), Feb 2026

"The Singularity needs a physics department... PSI is a shaped charge aimed at physics."

— The Innermost Loop, announcing Physical Superintelligence, Feb 2026

"The world needs more and better evals and benchmarks for AI so that we can even track progress. If we can't track progress, we're stuck at L0."

— Milk Road AI, Apr 2026

Goal 1 · Recruit the best to PSI

PSI hires from Google, OpenAI, DeepMind, IAS. Elite researchers diligence founders through Google + LLMs. A thin, dated entity costs candidate-trust at the exact moment "physical superintelligence" sounds audacious and needs every credibility signal it has.

Goal 2 · Move the Overton window on acceleration

Your counter-doomer case ("don't repeat fission's overregulation") competes for mindshare in AI-generated answers. AI engines cite entities they can resolve and trust. Structured, claimed, corroborated identity is how your arguments get attributed to you in the answer layer.

Goal 3 · Grow The Innermost Loop

~16K Substack subscribers vs ~100K cross-platform readers means the audience is rented across four platforms. Every discovery surface that resolves "AWG" cleanly (panel, profile, schema) compounds subscriber growth at zero marginal cost — the only marketing consistent with shipping daily.

Goal 4 · Win together, visibly

You structured PSI as a Public Benefit Corporation and gave the book away free. The "abundance for everyone" message lands better when the messenger is legible: a claimed, accurate, generous public identity is itself a demonstration of the win-together ethic.

The audit's north star, in your own framework

You measure AI progress with benchmarks and maturation levels (L0 → L5). Apply it to identity: **L0** = unstructured, unclaimed, machine-illegible (most of your stack today). **L5** = fully structured, claimed, corroborated, auto-updating — pour new accomplishments in, get accurate machine understanding out, no human in the loop. This document is your eval suite; the 90-day plan on p. 17 is the training run.

Your Knowledge Panel exists. You just don't own it.

Google maintains a Knowledge Graph entity for you — machine ID **/g/11cmnmn4bz** — and shows a Knowledge Panel on searches for your name. That panel is the single most-seen "page" about you on the internet (it appears on roughly every one of the ~1,000 monthly searches for your name, plus brand searches via Moonshots and PSI).

Current state: unclaimed & underfed

- **✗ Unclaimed** — the "Claim this knowledge panel" flow at posts.google.com/claim is still open for /g/11cmnmn4bz. Until claimed, you can't suggest edits, control the featured image, or get verified.
- **✗ Fed by a starving Wikidata record** (p. 14): no image property, no employer (PSI absent), no "notable work," no awards.
- **✗ Describes the 2013–2020 Alex: scientist/CO2Stats/TED** — not PSI founder, not Moonshots co-host, not author.
- **✗ Unclaimed panels can drift** — Google merges/splits entities algorithmically (we've seen clients with 5 duplicate KGMDs).

The 15-minute fix (we'll drive)

1. Sign in to Google → posts.google.com/claim/?mid=/g/11cmnmn4bz → "Claim this knowledge panel."
2. Verify via one connected account (your YouTube @alexwg or X @alexwg both qualify).
3. Once verified: suggest the 2024 headshot as featured image, fix the one-liner to "Founder & Chief Scientist, Physical Superintelligence," add current roles.
4. We monitor propagation (~3–14 days) and file corrections until it sticks.

Julian on Dennis's team does this walkthrough on a 15-minute screen-share. Zero cost, zero obligation — it's part of the gift.

Why claiming beats hoping

Claimed panels get: edit suggestions with priority review, owner-controlled imagery, "social profiles" rows, and eligibility for new Google identity surfaces as they ship (see next page — the June 2026 Search Profiles launch explicitly hooks into claimed panels).

Panel hygiene checklist

- Claim /g/11cmnmn4bz
- Featured image → 2024 headshot
- Subtitle → current role
- Social rows: X, LinkedIn, YouTube, Substack
- Wikidata feed repaired (p. 14)
- No duplicate/sibling entities (watch "Zach Wissner-Gross" adjacency)

"Don't sleep through the Singularity."

— AWG's own catchphrase. The panel is where Google has been sleeping on *you* since ~2016.

Google Search Profiles: you're 8 days late and 37K followers short

On June 4, 2026, Google launched **Search Profiles** (claimable at profile.google.com/claim): a dedicated, owner-controlled page inside Google Search and Discover that syncs your latest content, links your platforms, and — per Google — feeds directly into Knowledge Panel creation and freshness. Dennis claimed his within days. This is the biggest new personal-identity surface Google has shipped in years, and it's precisely built for someone publishing daily.

The gate — and where you stand

REQUIREMENT (US LAUNCH)	YOU TODAY	
100K+ followers on YouTube, Instagram, or X	X: 63.0K · YT: 8.5K · IG: unverified (likely <10K)	✗
(or 300K on TikTok)	No TikTok presence	✗
18+, US-based	Yes	✓

Strictly by the gate, **you don't qualify yet** — a strange outcome for someone with ~100K daily readers, caused by audience fragmentation across platforms the gate doesn't aggregate.

Three paths in (do all three)

- **Close the X gap (63K → 100K).** Your highest-velocity platform. At current growth + a modest \$1/day amplification program on your daily threads, 100K is a Q4-2026 event, not a someday event. The day you cross, claim.
- **Watch the gate widen.** Google has said the threshold is launch-phase. Claimed-panel holders are the obvious next cohort — which is itself another reason to claim the panel *now* (p. 7).
- **Be ready on day one:** profile photo, one-paragraph bio, canonical link set, and content feeds are all prepared in the gift hub — copy-paste when the gate opens.

Why this matters for AI answers

Google has been explicit: Search Profiles exist to "highlight your work on Search," and claiming one creates-or-updates the Knowledge Panel automatically. These owner-verified surfaces are exactly the kind of high-trust signal AI answer engines weight when deciding which Alex to describe and which links to cite. The man whose thesis is "benchmarks create the future" should not be failing Google's follower benchmark on a technicality of fragmentation.

Sources: Google blog ("A new profile to help publishers and creators highlight their work on Search," Jun 2026); digitalapplied.com, vendasta.com, launchcodex.com launch coverage; support.google.com/knowledgepanel.

alexwg.org: a 2003 site carrying a 2026 reputation

The domain has real equity — DR 40, links from BBC, Wikipedia, Forbes, Apple — earned almost entirely from the 2013 causal-entropy news cycle. The site spends none of it. Full crawl findings (raw HTML inspected June 12, 2026):

CHECK	STATUS	DETAIL / IMPACT
Pages on entire site	5	Home, /publications, /patents, /talks, /press (+ self-hosted PDFs). Home and /publications serve byte-identical HTML .
schema.org / JSON-LD	NONE	No Person entity, no sameAs graph — Google gets zero structured identity help from the one domain you control.
Title tags	Identical x5	"Dr. Alexander D. Wissner-Gross" on every page; no role/topic keywords anywhere.
Meta description	Identical x5	One generic sentence sitewide.
Mobile viewport tag	MISSING	Site renders desktop-width on phones; mobile-first indexing penalty + credibility hit for ~60% of visitors.
Open Graph / Twitter cards	NONE	Every share of alexwg.org to X/LinkedIn/Slack renders as a bare link — for a daily publisher, thousands of degraded impressions/yr.
Canonical tags · sitemap.xml · robots.txt	NONE / 404 / 404	Crawlers are unguided; the byte-identical pages risk duplicate-content ambiguity.
Layout	13 <table>s	Hand-coded HTML-4-era table layout on Apache; single main.css; no CMS.
Press page freshness	Nov 2020	~296 logged items stop before PSI, Solve Everything, Moonshots, Eon coverage — your own site ends your story in 2020.
HTTPS	✓	Valid cert; http → https 301 works.
Analytics	✓	gtag G-1KMZCJZH9G present — you measure traffic, you just don't structure identity.
Newest asset	Mar 2024	The 2024 headshot — good photo, used nowhere else (not Wikidata, not the panel).

Recommendation: don't redesign — retrofit

The minimalist aesthetic is on-brand; keep it. The fix is ~200 lines: a viewport tag, unique titles/descriptions, OG tags, sitemap/robots, and one **Person JSON-LD block with a complete sameAs array** (we've already written it — it ships with the gift hub, p. 16, ready to paste). One afternoon for any developer; an hour for an agent. The CV PDF stays the source of truth; the HTML just needs to speak machine.

DR 40, two keywords: equity without yield

40 DOMAIN RATING	915 LIVE REFERRING DOMAINS	2 ORGANIC KEYWORDS	378 ORGANIC VISITS / MONTH
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The two keywords

KEYWORD	POS.	VOLUME	TRAFFIC
alex wissner gross	1	1,000/mo	~378
wissner	4	40/mo	0

Top referring domains (live)

DOMAIN	DR	LINKS	FIRST SEEN
youtube.com	99	20	2025-12
wikipedia.org	97	45	2015-06
apple.com	97	1	2025-12
forbes.com	94	3	2026-06
substack.com	94	4	2021-08
bbc.co.uk	93	7	2013-10

The decay story

All-time backlinks: **1.24M**. Live today: **6,972**. All-time referring domains: 11,731 → live: 915. That's a backlink profile built on one 2013 viral moment, evaporating for thirteen years while the newsletter/podcast era (2025–26) builds equity on substack.com and youtube.com — domains you don't own.

Topics you should own but don't

- "causal entropic forces" — owned by Wikipedia, APS, Medium explainers
- "equation for intelligence" — owned by TED.com
- "physical superintelligence" — owned by psi.inc (fine) *and* by an unrelated psi-lab.ai (not fine — active confusion risk with a humanoid-robot lab using the same name)
- "datasets over algorithms" — owned by Edge.org
- "intelligence too cheap to meter," "innermost loop" (the concept) — unowned by anyone; you coined them on-air

What 90 days of plumbing yields

With unique titles, schema, a sitemap, and one explainer page per signature idea (5 pages, largely assembled from existing writing), a DR-40 domain typically captures its own concept-vocabulary within one quarter — putting your pages, not third parties, in both the SERP and the AI-citation layer for ideas you originated.

Page 1 is yours. The edges are fraying.

SERP for "alex wissner gross" (US)

#	RESULT	VERDICT
1	alexwg.org	Yours
2	Wikipedia	Mixed (see right)
3	X @alexwg	Yours, active
—	News block: LinkedIn + Substack + Eon Systems reel	Current
—	Knowledge Panel	Unclaimed
6	LinkedIn profile	Current (PSI listed)
8	synthneuro.org (MIT)	Legacy affiliation
9–10	TED speaker page · Google Scholar	Strong

Namesake bleed

People-Also-Ask injects "Who is Zach Wissner-Gross?" (your brother, The Riddler/Beast Academy) into your name's SERP, and the low-volume "wissner" query splits across unrelated Wissners. Harmless today; an explicit disambiguation note in both your schema and Wikidata ("sibling: Zachary Wissner-Gross") keeps the entities cleanly separated as AI summarization gets more aggressive.

Wikipedia: current but double-edged

Created 2016, ~14KB, last edited June 9, 2026 — someone keeps it current (Moonshots is already in). But it still **leads with long-ended roles** (Harvard IACS fellowship, CO2Stats) and gives prime real estate to the 2013 Gary Marcus "television set that walks your dog" critique and the 2009 Google-carbon controversy — *where you were the one correcting the record*. PSI, Reified, *Solve Everything*, and The Innermost Loop are absent or buried. **Never edit it yourself** — but the fix is legitimate: publish well-sourced 2025–26 coverage (PSI launch, book, GPD release) and editors incorporate it; we can also post suggested updates with citations on the article's Talk page, which is policy-compliant.

Crunchbase: frozen at Gemedey

Your Crunchbase person-profile still reads "Founder/President/Chief Scientist @ Gemedey" — no PSI, no Reified, no 021T. Crunchbase feeds hundreds of diligence tools and several LLM retrieval pipelines. Claiming and updating it is a 20-minute task.

Also worth 10 minutes each

- **Google Scholar** — verified ✓ (1,152 citations) — add PSI affiliation
- **TED speaker bio** — still "scientist, entrepreneur, inventor"; request update to include PSI/author roles
- **IMDb** — none exists despite documentary/podcast appearances; low priority, free authority node
- **GitHub @alexwg** — 1 forked repo; with GPD open-sourced under psi-oss, pin/link it so the org inherits your identity

To the AIs, you're still the 2013 entropy guy

Ask the major models who Alex Wissner-Gross is, and you'll reliably get: physicist, causal entropic forces, TED talk, CO2Stats, MIT/Harvard. Accurate — and **five pivots out of date**. Models with training cutoffs before mid-2025 cannot know about Moonshots co-hosting, The Innermost Loop, *Solve Everything*, or PSI. That's everyone's problem with LLM lag — but yours is compounded by three self-inflicted structural choices:

- **Your 2025–26 output lives on rented, retrieval-hostile land.** Substack posts, YouTube auto-captions, and podcast audio are weakly attributed in retrieval pipelines compared to owned, schema-marked pages.
- **No structured data anywhere you control** connects old-Alex to new-Alex. The entity edge "Wissner-Gross → founderOf → Physical Superintelligence" literally does not exist in machine-readable form on the open web (not on alexwg.org, not in Wikidata, not in the panel).
- **Name collision is growing:** "Physical Superintelligence" is simultaneously your company (psi.inc) and an unrelated robotics lab (psi-lab.ai). Without authoritative disambiguation, retrieval systems will conflate them — or worse, attribute their stumbles to you.

"Datasets, not algorithms, might be the key limiting factor."

— AWG, Edge.org, 2016. The dataset about *you* is the limiting factor in every AI's answer about you. You taught the field this lesson a decade before it needed it.

The retrieval-layer fix (this is the new SEO)

- **One canonical bio page** (owned domain) stating the full arc in plain declarative sentences + Person JSON-LD. LLM retrieval loves declarative, dated, single-source-of-truth pages. *Shipped in the gift hub — see p. 16.*
- **Wikidata repair** (p. 14): Wikidata is in nearly every model's training set and most retrieval stacks. 30 minutes of edits outweighs months of PR.
- **Claim the panel** → Google's answer surfaces (AI Overviews included) inherit owner-verified facts.
- **Per-issue archive on an owned domain** with Article schema, so the daily corpus becomes retrievable, attributable training-and-citation substrate.
- **Monitor the answer layer:** monthly "who is / what is" probes across GPT/Claude/Gemini/Perplexity, tracked like any benchmark. (We run this for clients; happy to seed your eval set — it's exactly an eval problem, and you're the eval guy.)

Proof this works on you already

The freshest, best-structured fact in your footprint — the Moonshots co-host role — is the one fact newer models *do* get right, because it's corroborated by YouTube metadata, Wikipedia, and dozens of episode pages. Structure propagates. The rest of 2025–26 Alex deserves the same treatment.

F = $\nabla S t$, for a personal brand

Your 2013 paper defined intelligent behavior as a force that maximizes future freedom of action — keeping the most futures open. Run your own identity through your own equation:

F — the force

The actions available to you this quarter: claim the panel, repair Wikidata, retrofit the site, archive the corpus on owned land. Each is small, cheap, and reversible.

T — the temperature

The rate at which the answer layer is reorganizing attention: AI Overviews, Search Profiles (June 4!), agentic browsers. The system is hot *right now*; moves made early compound.

$\nabla S t$ — the entropy gradient

Futures kept open: the LP who gets the right answer about PSI; the researcher who finds the real psi.inc; the 85,000th subscriber who discovers the Loop through a panel link; the historian whose AI cites you correctly.

Every unclaimed surface is a future quietly closed. An unclaimed panel can be miscaptioned. An unstructured site can't be cited. A Substack-only archive can be deprioritized by someone else's algorithm change. None of these failures announce themselves — they just silently prune your option tree.

"In retrospect it'll look like a step function, but locally it's differentiable and smooth and continuous."

— AWG on the Singularity, Moonshots EP #263, June 8, 2026. Personal-brand decay works the same way: no single day feels like the day you lost control of your name. This audit is the discontinuity check.

The pages that follow are the gradient-ascent step: structured data (p. 14), owned archive (p. 15), the agent-maintained hub we already built (p. 16), and the 90-day schedule (p. 17).

Wikidata Q23727955: 13 claims, feeding everything

Your Wikidata record is the upstream water supply for the Knowledge Panel, AI Overviews, most LLM training corpora, and hundreds of downstream databases. It has labels in 76 languages — and almost no facts. The exact edit list:

PROPERTY	STATUS	ADD
P18 · image	Missing	Upload the 2024 headshot to Wikimedia Commons (you own it; release CC-BY-SA) and link. Single highest-visibility edit — puts your photo in the panel and every downstream mirror.
P108 · employer	Missing	Create item for Physical Superintelligence PBC (it's notable: SV Angel/Balaji backing, press) → set as employer + P1037 director. Also Reified LLC, Gemedly.
P800 · notable work	Missing	<i>Causal Entropic Forces</i> (create item for the paper; DOI 10.1103/PhysRevLett.110.168702), <i>Solve Everything</i> , <i>The Innermost Loop</i> , TED talk.
P166 · awards	Missing	Hertz Fellowship; Hertz Doctoral Thesis Prize (2008); Intel STS winner (1999); Goldwater (2001); Marshall Scholarship (2002, declined — qualifier).
P569 · date of birth	Missing	1982 (precision: year), sourced to existing refs — or leave off if you prefer; your call on privacy.
P69 · educated at	Partial	Has MIT/Harvard; add degree qualifiers (S.B. ×3, A.M., Ph.D. physics 2007) + thesis (P1026).
P3553/P2002 · socials	Stale	X follower count stuck at 2,755 (2021) → 63.0K (2026-06-12); add YouTube channel, Substack URL (P1581 official blog), LinkedIn.
P3373 · sibling	Missing	Zachary Wissner-Gross (create/link) — the cheapest possible namesake disambiguation.
P106 · occupation	Partial	Add: entrepreneur, investor, podcaster, author (has scientist/inventor).
P856 · website	OK	alexwg.org ✓ — add language qualifier.

Who does it

Anyone — Wikidata is open, and these are sourced, neutral facts (policy-compliant even for connected editors, unlike Wikipedia). Dennis's team can file all of the above in under an hour, with citations to your CV, Hertz Foundation, MIT News, and press. Propagation to the panel: days to weeks.

While we're at it

The Commons upload also unlocks the photo for Wikipedia's infobox (currently imageless), Google Scholar, and every AI image-attribution pipeline. One photo upload; a dozen surfaces fixed.

You ship daily. Own the archive.

The Innermost Loop is the hardest kind of asset to build — a daily, high-trust publishing habit with compounding readership. But its permanence is rented: Substack owns the canonical URLs, YouTube owns the audio, LinkedIn owns the syndication. If any platform changes ranking, monetization, or existence, the archive's discoverability goes with it.

The owned-archive play (one-time setup, then automatic)

- Mirror each issue to loop.alexwg.org (or /loop/) with **Article schema**, `author=your entity`, `datePublished`, and canonical pointing per your Substack growth preference.
- Auto-generate a **quarterly "best of the Loop"** page per theme (hyperdeflation, Dyson swarms, solved fields) — these become the citable reference URLs for ideas you coined.
- RSS already exists — the mirror is a cron job, not a project. (This is precisely what the agent architecture on p. 16 does for the gift hub.)

Five "signature idea" pages to publish on alexwg.org

- /causal-entropic-forces — the 2013 paper, explained + cited
- /datasets-over-algorithms — the 2016 essay, updated scoreboard
- /innermost-loop — the hyperdeflation thesis (own your coinage!)
- /solve-everything — the L0 → L5 maturation framework
- /physical-superintelligence — PSI, clearly disambiguated from psi-lab.ai

Each is 80% assembled from writing you've already published. These five pages are what Google and AI engines will quote when someone asks "what is the innermost loop thesis?"

Press page: unfreeze 2021–2026

Append the missing era to /press: PSI launch coverage, *Solve Everything* reviews, Eon Systems brain-emulation press (Cybernews, Mindplex, Startbase), Moonshots episode features, Davos/Abundance Summit appearances. ~25 entries restores the timeline and re-signals "active" to every evaluator, human or machine.

Metric hygiene (small, but you of all people)

- "Nearly 100,000 readers" → state the composition ("across Substack, LinkedIn, X, and YouTube") so the 16K visible Substack number never reads as a contradiction.
- "TED talks...viewed over 2 million times" → "my TED talk has been viewed 2.2M times in 27 languages." Singular, bigger, bulletproof.
- The \$28B Gemedey contract → always "team selected for a \$28B-ceiling multi-award IDIQ" (your CV gets this right; third parties don't).

You denied an inflated claim in 2009 when it would have been easier to ride it. Your numbers should be as audit-proof as your instincts.

"The world needs more and better evals."

— AWG. A personal brand is an eval you publish about yourself. Make it reproducible.

dennisyu.com/alex-wissner-gross — an agent-maintained entity hub

Rather than hand you a list of recommendations, we built the reference implementation. It went live today, assembled end-to-end by AI agents (research, copy, schema, publishing) in one afternoon — a working demo of the "pour compute in, get solutions out" model applied to personal-brand infrastructure.

PAGE	WHAT IT DOES
/alex-wissner-gross/	Canonical entity home: verified bio, the numbers, ventures, full Person JSON-LD with 12-link sameAs graph — the machine-readable spine your site lacks
.../moonshots/	Highlights of your 58-episode run: the 7 recurring theses, 20 best quotes with episode + date, top episodes with links
.../research/	Causal entropic forces, datasets-over-algorithms, relativistic arbitrage, patents — the science, explained for the 2026 reader
.../ventures/	PSI (disambiguated from psi-lab.ai), Solve Everything, Reified/021T, Gemedi, the Loop
.../media/	The press timeline 2009 → 2026, including everything your /press page is missing
dennisyu.com/drawg	Short link for the lunch table

House rules

Every fact is sourced from your public record; quotes are verbatim from transcripts. It's presented as a tribute page, clearly attributed, never impersonating. Want changes? They ship same-day. Want it gone? One email. Want the whole thing — content, schema, agent pipeline — transplanted to alexwg.org? It's yours; that was the point.

"Auto-updates with agents" — the architecture

- **Watchers:** an agent monitors your public feeds — new Moonshots episodes (YouTube API), new Loop issues (Substack RSS), PSI announcements — run on demand today, schedulable the moment you want it hands-off.
- **Diff & draft:** changes are summarized, new quotes extracted from transcripts, stats refreshed (follower counts, episode counts, citation counts).
- **Publish:** the agent updates the hub via the WordPress REST API — no human in the loop for routine freshness; humans review anything substantive.
- **Verify:** every run ends with a live-page check and a changelog entry in the page footer ("Last verified by agent: ...").

Why this matters beyond vanity

This is the L5 end-state for identity infrastructure: a self-maintaining, machine-legible, always-current entity record. You describe agents industrializing discovery; this is agents industrializing *reputation* — the same pattern, pointed at a smaller problem. Total marginal cost per update: under a dollar. The era of the stale personal website is over for anyone who wants it to be.

Built June 12, 2026 with Claude agents + WordPress REST. The identical stack maintains 200+ entity pages across our portfolio.

EXECUTION

The 90-day roadmap: 58 → ~90

WHEN	ACTION	OWNER	COST	SCORE IMPACT
Day 1 (15 min)	Claim Knowledge Panel /g/11cmnmn4bz (Julian walks you through on screen-share)	You + Julian	\$0	KP 6 → 8; unlocks everything downstream
Week 1	Wikidata repair: photo to Commons, P108=PSI, P800 notable works, awards, sibling, fresh follower counts (full list, p. 14)	Dennis's team	\$0	Structured data 3 → 8; panel enrichment
Week 1	Update Crunchbase, TED bio, Scholar affiliation	You (20 min) or VA	\$0	Consistency 6 → 8
Week 2	alexwg.org retrofit: viewport, unique titles/descriptions, OG tags, sitemap, robots, Person JSON-LD (pre-written — paste from gift hub)	Any dev / agent, 1 afternoon	~\$0	Entity home 3 → 7
Weeks 2–4	Press page unfreeze: add 2021–26 era (~25 entries, list provided)	VA / agent	\$0	Authority 6 → 7
Month 2	Five signature-idea pages (causal entropy, datasets, innermost loop, solve everything, PSI-disambiguation)	Agent draft → your 30-min review each	~\$0	Search ownership 7 → 9; AI visibility 4 → 7
Month 2	Owned Loop archive mirror w/ Article schema (cron from RSS)	Agent pipeline	<\$10/mo	Content 9 → 10; AI visibility +1
Months 2–3	X 63K → 100K push: \$1/day amplification on daily threads + cross-promo from Moonshots; claim profile.google.com the day you cross (or the day the gate widens)	You + Dennis (Dollar-a-Day)	~\$90	Social 7 → 8; new surface unlocked
Month 3	Wikipedia refresh via Talk-page suggestions + the new citable 2025–26 sources now existing	Community (policy-compliant)	\$0	Wikipedia 7 → 8
Ongoing	Monthly AI-answer probes ("who is AWG / what is PSI / what is the innermost loop thesis") across GPT/Claude/Gemini/Perplexity, tracked as an eval	Agent, scheduled	~\$5/mo	The benchmark that proves all of the above

Total cash cost of the entire program: under \$200. Total of *your* time: roughly three hours, most of it the parts only you can do (claiming, approving). Everything else is agent-executable — which is, of course, the thesis.

PROJECTION

Scorecard: today vs. day 90

PILLAR	TODAY	DAY 90	DRIVER
1. Entity home	3/10	8/10	Schema + meta retrofit; signature pages live
2. Knowledge Panel	6/10	9/10	Claimed, verified, photo + current roles
3. Structured data / Wikidata	3/10	9/10	30+ claims, image, employer, notable works
4. Wikipedia	7/10	8/10	2025–26 era incorporated via sourced suggestions
5. Search ownership	7/10	9/10	Owns own coinages; namesake disambiguated
6. Content engine	9/10	10/10	Owned archive; nothing else to prove
7. Authority & press	6/10	8/10	Press unfrozen; PSI/book coverage linked & corroborated
8. Social proof	7/10	8/10	X → 100K trajectory; counts synced everywhere
9. AI visibility	4/10	8/10	Retrieval-ready canonical pages; monthly answer-evals trending green
10. Consistency & conversion	6/10	9/10	Metrics reconciled; Crunchbase/TED/Scholar current
TOTAL	58/100	~90/100	~3 hrs of your time, <\$200, 90 days

How we'll know it worked (the eval suite)

- Panel shows 2024 photo + "Founder & Chief Scientist, Physical Superintelligence"
- Wikidata ≥30 claims · Commons photo live
- alexwg.org ranks top-3 for "causal entropic forces" and "innermost loop thesis"
- 4/4 major AI engines describe 2026-Alex correctly in fresh sessions
- Organic keywords 2 → 50+ · monthly visits 378 → 2,000+
- Search Profile claimed (gate crossed or widened)

What we deliberately did NOT recommend

No rebrand. No "thought leadership content strategy" — you out-publish everyone already. No paid PR. No new platforms. Nothing that costs attention you'd rather spend on PSI. This entire program is plumbing for substance that already exists — the cheapest possible alpha, sitting unclaimed.

Built by a student of yours

Dennis Yu is CEO of BlitzMetrics and builder of Local Service Spotlight, where his team — increasingly, his team's AI agents — constructs entity homes, Knowledge Panels, and search infrastructure for founders, athletes, and local-service businesses. Former search engineer at Yahoo!; has built personal-brand sites and audits for hundreds of professionals; teaches the Dollar-a-Day method; on a mission to **fix the education system by teaching young adults real digital skills** — increasingly, by teaching them to direct AI agents.

This audit and the gift hub were produced in one day, largely by agents, at a marginal cost of a few dollars — Dennis's standing demonstration that the "Solve Everything" pattern applies all the way down to a thank-you gift.

The only call to action in this document

One 15-minute screen-share with Julian to claim your Knowledge Panel. Bring a Google account; leave owning your name. Scheduling: dennis@blitzmetrics.com · dennisyu.com. Everything else in this plan is yours to take, delegate to us, or hand to your own agents — the document is the deliverable.

"One day more, and at the Singularity's clock speed, another day is another destiny."

— The Innermost Loop, June 10, 2026. Thank you for writing it every day. — D.Y.

Primary sources

- alexwg.org + [AWG-CV.pdf](#) (crawled 6/12/26, raw HTML inspected)
- Ahrefs Site Explorer: [alexwg.org](https://ahrefs.com/site-explorer) (DR, backlinks, keywords, 6/12/26)
- Google SERP, US, "alex wissner gross" (6/12/26); KGMID /g/11cmnmn4bz claim flow
- Google: "A new profile to help publishers and creators..." (blog.google, June 2026); Search Profiles coverage: digitalapplied, vendasta, launchcodex
- Wikipedia: Alexander Wissner-Gross (rev. 6/9/26); Wikidata Q23727955 (API)
- TED.com talk + speaker pages (2,212,145 plays, 6/12/26)
- YouTube @peterdiamandis — 58 episode descriptions + transcripts (yt-dlp); @alexwg channel
- theinnermostloop.substack.com (incl. 5/30/26 Greenwich announcement; PSI and Solve Everything announcement posts); luma.com/7lw3pyvt
- psi.inc · solveeverything.org · reifiedllc.com · 021t.vc
- Phys. Rev. Lett. 110.168702 (2013); Edge.org "Datasets Over Algorithms" (2016); Phys. Rev. E 82.056104 (2010)
- Press: BBC (1/12/09), Forbes (4/21/13), The New Yorker (5/6/13), APS Physics (2013), Quanta/Wired (2017), Hertz Foundation, MIT News (2002), Harvard SEAS (2010)
- Crunchbase, Google Scholar (citations 1,152, h-15), GitHub, NFX Signal

Every quote attributed to Dr. Wissner-Gross is verbatim from published transcripts/captions of public appearances, lightly cleaned of ASR stutter, with episode and date cited. Flagged-uncertain items (birth year precision, Greenwich residence, Instagram count) are stated as such in the underlying research file and excluded from claims here. Prepared with care — and in the spirit of the subject, designed to be checked.

LOCAL SERVICE SPOTLIGHT

A BlitzMetrics program · dennisyu.com · blitzmetrics.com
 Gift hub: dennisyu.com/alex-wissner-gross · Short link: dennisyu.com/drawg