

# He turned \$800 into a \$100M company. In Google's database, he doesn't exist.

Sardor Umrudinov landed from Uzbekistan in 2003 with \$800 and bootstrapped Home Alliance — 502,400+ customers, 1,000+ technicians, 30+ cities, a \$100M+ valuation, zero outside capital. Query Google's Knowledge Graph for his name and it returns **nothing**. Not an unclaimed panel. Not a wrong photo. No entity object at all — the starkest achievement-vs-visibility gap of anyone in the DealCon room.

**\$100M+**

SELF-MADE VALUATION, BUILT FROM \$800 WITH NO OUTSIDE FUNDING

**0.9**

DOMAIN RATING OF SARDORUMRDINOV.COM (COMPANY SITE: 46)

**0**

KNOWLEDGE GRAPH ENTITIES RETURNED FOR "SARDOR UMRDINOV"

**32K**

INSTAGRAM FOLLOWERS — ON THE ACCOUNT GOOGLE DOESN'T EVEN RANK

Prepared for

**Sardor Umrudinov · Founder & CEO, Home Alliance**

by Dennis Yu · BlitzMetrics · June 10, 2026

Data: Ahrefs (pulled 06/10/26), Google Knowledge Graph, homealliance.com, sardorumrdinov.com, Founder 2 Founder

# The biggest business in the room has the most invisible founder — and that's the opportunity

Most founders with weak personal brands have thin proof. Sardor has the opposite problem: **the proof is overwhelming and the entity is nonexistent**. 60 people a month Google his name. They find a scatter of profiles, a staging URL, and PR-wire articles that disagree with each other (\$80M or \$100M? 150 partners or 1,000 technicians?) — because there is no canonical source and no Knowledge Graph node to anchor any of it. He isn't losing the trust battle. He never showed up to it.

## The verdict

**This is an existence problem, not a credibility problem — and existence problems are the fastest to fix.** Every raw material a Knowledge Panel needs is already paid for: a real \$100M+ company with public stats, a 32K Instagram audience, his own M&A podcast (14 episodes), a Forbes Business Council profile, and a DR 46 company domain that can corroborate him on day one. Nothing needs to be invented. It needs to be **assembled into one entity** — a facts-first entity home, Person schema, consolidated handles, and 2–3 independent editorial citations — then claimed.

## What the data says (June 10, 2026)

- **"Sardor Umrudinov": 60 searches/mo**, keyword difficulty 0 — and no Knowledge Panel on the SERP
- **sardorumrdinov.com: DR 0.9, 1 ranking keyword, ~1 visit/mo** — vs. homealliance.com at DR 46 with 2,659 keywords
- His own domain appears **once** in his name's top 10 — at #10, via the contact page
- The #1 result is his **2,248-follower** Instagram; the 32K account doesn't rank
- Knowledge Graph query: **no entity object returned**; no Wikipedia, no Wikidata

## The three questions this audit answers

QUESTION	SHORT ANSWER	DETAIL
1. Gaps	No Knowledge Graph entity (the defining gap) · DR 0.9 personal site with zero structured data · press is 100% contributed/PR-tier · identity split across 9+ handles and two LinkedIn profiles	Pages 3, 5, 7–9
2. Strengths	Verifiable company scale (502,400+ customers, 4.91/5 across 12,574 reviews) · the \$800-immigrant story — a proven editorial magnet · 32K Instagram · his own M&A podcast · Forbes Council, EO, VISTAGE corroboration	Page 4
3. Repurpose	14 Founder 2 Founder episodes → ~140 clips; TechTimes + 6 Q&A interviews → one definitive story article; the vision-site Master Plan → an investor-grade manifesto under his own name	Page 10

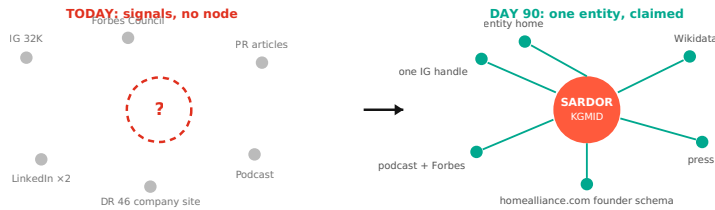
**The 90-day thesis:** create the entity from zero — entity home rebuilt, schema shipped, handles unified, corroboration loop run, KG MID claimed — for roughly **\$14k all-in** (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side). Because 0 of 20 DealCon attendees have a Knowledge Panel, the first mover doesn't just fix a gap — he becomes **the only machine-verified founder in the room**, in front of the exact buyers, sellers, and investors his roll-up platform courts.

Everything in this plan is executable by agents — the same 10-skill Local Service Spotlight library running our other personal-brand builds. Sardor's personal commitment: ~2 hours/week on camera plus approvals.

# Google's Knowledge Graph has **no record** that Sardor Umrdinov exists

The Knowledge Graph is Google's database of real-world entities — people, companies, things — each with a machine ID (KG MID). It powers Knowledge Panels, connects a person to their company, and is what AI assistants lean on when someone asks "who is...?" We queried it for "Sardor Umrdinov" via the BlitzMetrics KG Explorer on June 9–10, 2026. **It returned nothing.** No node, no KG MID, no entity to claim.

## What "no entity" looks like — and what Day 90 looks like



**60/mo**

PEOPLE SEARCH HIS EXACT NAME — AND MEET AN UNVERIFIED SCATTER

**0 + 0**

WIKIPEDIA ARTICLES + WIKIDATA ITEMS ABOUT HIM (NAMESAKES ONLY)

**0 / 20**

DEALCON ATTENDEES WITH A KNOWLEDGE PANEL — FIRST MOVER WINS THE ROOM

**Why it matters:** with no node, Google cannot connect "Sardor Umrdinov" to Home Alliance, the \$100M story, or anything else — so it shows a directory of links instead of an identity. AI assistants doing buyer, seller, and investor diligence inherit the same void and improvise from PR wires. And since 2025, a Knowledge Panel (or 100K+ followers) is the entry ticket to Google's **Search Profiles** — the panel is the dealmaker's way in.

**Why it's winnable from zero:** keyword difficulty on his name is 0, no competing "Sardor Umrdinov" entity exists anywhere, and — unlike most founders — he already owns a **DR 46 corroborating domain** (homealliance.com) plus a Forbes Council profile, podcast directories, and 284 all-time referring domains pointing at his personal site. The graph below is assembly work, not fame work. Full path: page 11.

# The raw material is exceptional. None of it is wired together.

Authority programs usually stall because the proof is thin. Sardor's proof is the deepest in the DealCon cohort — verifiable company scale, a story editors demonstrably love, a real audience, and his own content engine already running.

ASSET	THE EVIDENCE	WHY IT CONVERTS
<p><b>A</b></p> <p><b>A real \$100M+ company</b> homealliance.com</p>	<p>502,400+ customers · 1,000+ technicians · 30+ cities · 15,000+ memberships · 6,360,000+ calls · 70% NPS · 4.91/5.00 across 12,574 reviews — all published on the company's own About page. Bootstrapped from \$800; no outside investors.</p>	<p>Numbers this concrete are rare in personal branding. Every stat is a headline, a schema fact, and an ad creative.</p>
<p><b>A</b></p> <p><b>The story</b> \$800 → \$100M, no VC</p>	<p>Uzbekistan to LA in 2003 with \$800; dishwasher, waiter, painter; repaired commercial laundry machines; built Home Alliance into a subscription-first, tech-enabled platform in a \$600B industry (TechTimes, Dec 2024). Authority Magazine literally headlined him "<b>Living Proof of the American Dream.</b>"</p>	<p>The exact archetype editors, conference bookers, and algorithms reward — already validated by every outlet that's touched it.</p>
<p><b>B+</b></p> <p><b>32K Instagram</b> @sardorumr, 387 posts</p>	<p>His largest owned audience, posting consistently — founder lessons, immigrant-story reels, business breakdowns. Largest social following among DealCon attendees' personal accounts.</p>	<p>A live creative-testing pool for Dollar-a-Day: winners are already marked by organic engagement.</p>
<p><b>B+</b></p> <p><b>Founder 2 Founder</b> his own M&amp;A podcast</p>	<p>14 episodes by June 2026 on Apple/Spotify/YouTube; 45–75-minute conversations with operators — a \$300M merger CEO, a roll-up builder on shared services + AI, a Canva operator, M&amp;A attorneys. He is already producing exactly the content a dealmaker brand needs.</p>	<p>~10 hours of unmined long-form video = the entire 90-day clip supply, already recorded.</p>
<p><b>B</b></p> <p><b>Corroboration-grade affiliations</b></p>	<p>Forbes Business Council (profile ranks #2 for his name) · Tech Coast Angels · VISTAGE · Entrepreneurs' Organization · speaker, Business Booster 2025 ("How to Build a \$100M+ Business") · mentor on Intro.co.</p>	<p>Exactly the third-party signals a Knowledge Panel claim leans on — already in place.</p>
<p><b>C+</b></p> <p><b>An ecosystem with a thesis</b> vision.homealliance.com</p>	<p>Founder Letter, Master Plan, roll-up platform, M&amp;A advisory (homeservicesadvisory.com), Academy, Opportunity Grant, contractor capital arm, A to Z Capital Advisors. A genuinely differentiated "AI operating system for home services" position.</p>	<p>Investor- and seller-facing substance most personal brands fake — his is real but buried on subdomains. (C+ only because nobody can find it from his name.)</p>

**The asymmetry:** for most attendees, the expensive part of this program is earning the proof. Sardor's proof is earned, published, and current. The only missing layer is the one that costs the least — **entity plumbing and distribution.**

# Seven gaps, ranked by what they cost him

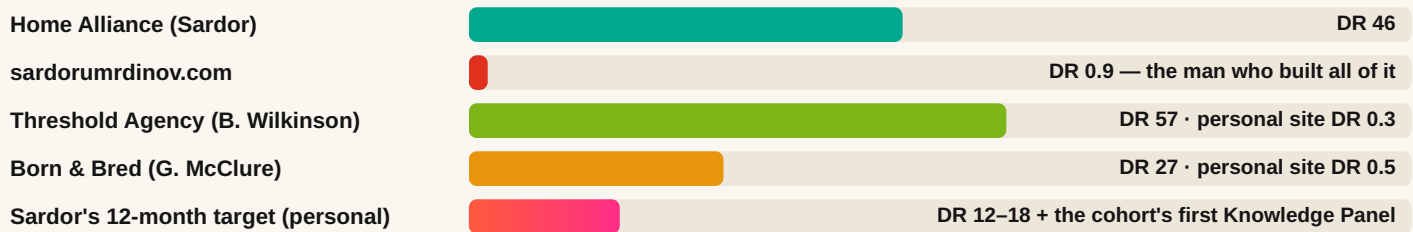
Grades measure how each channel performs for a founder of this scale — not effort. The pattern across all seven: **signals exist, but nothing consolidates them into one entity.**

GAP	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
<b>F</b> No Knowledge Graph entity	KG query returns <b>zero results</b> for his name. No Wikipedia, no Wikidata, no panel on a 60-search/mo name. The single clearest create-from-zero case we have scored — in a cohort where 0/20 have a panel.	The page-11 path: entity home + Person schema + corroboration + Wikidata → claim the new KGMID.
<b>F</b> sardorumrdinov.com his "entity home"	DR 0.9, <b>1 ranking keyword</b> , ~1 visit/mo, despite 192 live referring domains (mostly PR-wire syndication — quantity without quality). A client-rendered Lovable one-pager: <b>zero JSON-LD, no Person schema, no sameAs, not even an H1 in the served HTML</b> . Google's index still shows stale old-site pages (/home/, /contact).	Rebuild as a facts-first, server-rendered entity home with Person schema; 301 the stale URLs.
<b>D</b> Press is PR-tier only	TechTimes, Good Men Project, SF Weekly <b>Marketplace</b> (sponsored section), Ritz Herald, ValiantCEO, IdeaMensch, Entrepreneur.org, two Authority Magazine Q&As — all contributed, syndicated, or pay-to-play formats. <b>Zero independent staff-written editorial</b> . Google and AI engines weight these weakly for notability.	Pitch the no-VC \$100M angle to trade + business press (2–3 earned placements). Page 11, step 4.
<b>D</b> Identity fragmentation	Two Instagrams (@sardorumr 32K / @sardorum 2,248), two X handles (@SardorUmrDinov_, @umrdinov), two Threads, <b>two LinkedIn profiles</b> (/in/sardorum + /in/sardor-umrdinov) — and his LinkedIn headline currently leads with <b>A to Z Capital Advisors</b> , not the \$100M company he's known for.	One handle set, one bio, one role string, everywhere; merge/retire duplicates.
<b>C</b> Conflicting facts in the wild	\$80M valuation (Good Men Project era) vs. \$100M+ (2024–26); "150 partners" (2021–23 interviews) vs. "1,000+ technicians" (site today); "20,000 households/yr" (TechTimes) vs. "502,400+ customers" (cumulative). With no canonical facts page, every diligence check picks a different number.	The entity home becomes the dated, sourced system of record; updates ripple outward.
<b>C</b> Founder invisible on his own DR 46 domain	homealliance.com's Organization schema has <b>no founder property</b> ; the About page gives him one paragraph and a quote; the only CEO-titled page is a <b>customer-complaint form</b> ("Office of the CEO"). His strongest SEO asset corroborates nothing about him.	Founder bio block + Person/founder schema on /about; link it to the entity home.
<b>C+</b> Content engine without a factory	14 long-form podcast episodes, LinkedIn native videos, 387 IG posts — but episodes aren't cut into clip systems, point at no canonical articles, and the podcast's own "connect" links route to the <b>2,248-follower</b> Instagram, not the 32K one.	Content Factory on the back catalog (page 10); fix the podcast links this week.

# Biggest business, near-smallest entity — the room's widest gap

We pre-scored the ~20 attendees of the June 2026 DealCon M&A intensive: web research plus Ahrefs domain ratings plus Knowledge Graph checks. The pattern held for everyone — **0 of 20 have a Knowledge Panel** — but Sardor's ratio of real-world scale to digital entity is the most extreme.

## Company authority vs. the founder's personal site (Ahrefs DR, 0–100 log scale)



COHORT BENCHMARK	THE ROOM (20 SCORED ATTENDEES)	SARDOR
<b>Knowledge Panel</b>	0 of 20 — nobody is a verified entity	None — and uniquely, <b>no KG object at all</b> ; first claim wins the room
<b>Business scale</b>	Agencies and operators, most in the \$1M–\$30M range; one public-company founder; host with \$2B+ in exits and a tiny footprint	<b>\$100M+ self-reported valuation</b> — among the largest businesses in the cohort
<b>Personal audience</b>	Mostly <5K followers on any single channel; strongest personal brand: a Forbes 30-under-30 investor	<b>32K Instagram</b> — the largest personal social audience we scored
<b>Owned content engine</b>	A handful run podcasts or YouTube; most produce nothing recurring	Hosts his own M&A podcast + posts video weekly — engine running, exhaust disconnected

**The inversion:** in this room, digital authority correlates with **nothing** — the biggest checks and the best stories belong to the least visible people. That's the demo: take the room's most extreme case (a \$100M founder with no entity), create the entity in 90 days, and every other attendee sees their own before/after. Sardor isn't just a client; he's **the proof case**.

Cohort data: BlitzMetrics DealCon pre-score leaderboard, June 2026 — Ahrefs public DR + web research + KG Explorer checks per attendee. Individual attendee scores shared with each attendee, not published.

# A DR 46 empire next door to a DR 0.9 ghost town

<p><b>2,659</b></p> <p>KEYWORDS RANKS FOR (520 IN TOP 3) · ~6,000 VISITS/MO</p>	<p><b>1,908</b></p> <p>LIVE REFERRING DOMAINS TO HOMEALLIANCE.COM · 25,277 LIVE BACKLINKS</p>	<p><b>1 kw</b></p> <p>TOTAL RANKINGS FOR SARDORUMRDINOV.COM · ~1 VISIT/MO · DR 0.9</p>	<p><b>192</b></p> <p>REFERRING DOMAINS TO HIS PERSONAL SITE THAT PRODUCE ALMOST NOTHING</p>
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**homealliance.com** strong, but founder-blind

<b>DR 46, real equity</b>	2,659 organic keywords, ~6,021 visits/mo (Ahrefs est. value ≈\$2,300/mo), 5,110 all-time referring domains. A legitimate authority asset.
<b>Schema audit (fetched 06/10/26)</b>	Organization, Product (4.9 aggregate rating), and Breadcrumb schema present — but <b>no founder property, no Person entity, no link to his personal site</b> . The domain's authority transfers zero entity signal to Sardor.
<b>About page</b>	One leadership paragraph + a pull quote + photo. The stats wall (502,400+ customers, 6.36M calls) sits on the same page — unconnected to the founder who earned it.
<b>"Office of the CEO"</b>	The only CEO-titled page on the domain is a <b>complaint-escalation form</b> . Searchers looking for the founder find customer-service triage.

**sardorumrdinov.com** a ghost with good intentions

<b>Right idea, wrong build</b>	Recently rebuilt (Lovable) with strong positioning — "Building the AI Operating System for Home Services." But it's a client-rendered JS app: <b>no JSON-LD, no Person schema, no sameAs graph, no H1 visible to crawlers</b> .
<b>Mid-migration mess</b>	The Lovable staging URL (creative-copycat-web.lovable.app) still ranks <b>#5 for his own name</b> — above his actual domain — while Google's index serves stale old-site titles ("Business Mentor") and orphan pages (/home/, /contact).
<b>192 referring domains, DR 0.9</b>	The links exist — mostly PR-wire syndication — but carry so little weight the domain rounds to zero. New <b>quality</b> links (editorial, podcast show notes, the DR 46 company site) are what move it.
<b>No facts layer</b>	No stats bar, story, press wall, testimonials, or connect block — none of the eight sections of a facts-first entity home that feeds a Knowledge Panel.

## Domain authority, side by side (Ahrefs DR)



**The one-hour unlock nobody has done:** add a founder bio block and Person/founder schema to homealliance.com/about, linking to the entity home. It points the strongest domain he owns at the entity Google can't see — the single cheapest authority transfer available anywhere in this plan.

EXHIBIT B

# The diligence moment: what 60 searchers/month get for "sardor umrdinov"

A seller weighing his roll-up offer, an investor reading the vision site, a journalist on deadline — they all Google him. Ahrefs SERP, June 10, 2026:

#	RESULT	WHAT THE DILIGENCE READER CONCLUDES
1	Instagram @sardorum — his <b>2,248-follower</b> account	The small account ranks; the 32K flagship (@sardorumr) is nowhere in the top 10
2	Forbes Councils profile (DR 94)	Legit — but a membership directory, not coverage
3	LinkedIn /in/sardorum	Headline leads with "A to Z Capital Advisors" — the \$100M company reads like a footnote
4	Video pack: "He Built A \$100M Home Service Company From Scratch" + LinkedIn clip + Uzbek-language interview	The best proof on the page — none of it on a property he controls
5	<b>creative-copycat-web.lovable.app — a staging URL</b>	His bio, served from a rented subdomain literally named "copycat"
6	His YouTube channel ("Entrepreneur Investor Mentor")	Exists, ranks — another silo
8	Authority Magazine Q&A (Medium, 2021)	A five-year-old contributed interview with the \$80M-era numbers
9	Intro.co booking page — paid mentorship	"Book a call" before "who is this?" is ever answered
10	<b>sardorumrdinov.com/contact — his only owned ranking</b>	His domain enters its own name's results in last place, via the contact page
—	<b>Knowledge Panel: ABSENT</b>	No photo, no role, no company link — no identity at the moment trust is decided

### The empty-result problem, AI edition

Ask an AI assistant "who is Sardor Umrdivov?" and it has only this scatter to work from: PR-tier articles with **conflicting facts** (\$80M vs. \$100M+; 150 partners vs. 1,000+ technicians), a LinkedIn headline pointing at a different company, and no canonical bio anywhere. With no Knowledge Graph node and no Wikidata item, every AI answer about him is improvised — and during a roll-up negotiation, an improvised answer is a risk he doesn't control.

### The namesake risk

"Sardor" is a crowded name-space: Wikipedia lists footballers (Sardor Rashidov, Sardor Mirzaev), and Uzbekistan's former presidential-administration head **Sardor Umurzakov** sits one typo away with a real Wikidata entity. Today "Umrdivov" is unambiguous — he can own it outright. Left vacant, the void fills with whatever the algorithms find next. Claiming the entity now is cheap; evicting a wrong association later is not.

Source: Ahrefs SERP overview, US, June 10, 2026 (positions, SERP features, domain ratings as returned); Ahrefs Keywords Explorer ("sardor umrdinov": 60/mo, KD 0). AI-visibility characterization based on the verifiable source pool above; engine outputs vary by day and model.

# One real audience, split across nine doors

Sardor's social problem isn't output — he posts consistently — it's **routing**. Two of everything, and the wrong one keeps winning: Google ranks the 2,248-follower Instagram #1 while the 32K account doesn't chart, and his own podcast links fans to the small account.

CHANNEL	WHAT WE FOUND	MOVE
<b>B</b> Instagram @sardorumr 32K · 387 posts	The flagship: founder lessons, immigrant-story reels, business breakdowns; bio links @home_alliance. Real, engaged, and his single biggest distribution asset — yet invisible in his own name's search results.	Canonical handle. Add entity-home link in bio; feed Dollar-a-Day from its proven posts.
<b>D</b> Instagram @sardorum 2,248 · 196 posts	Parallel English account following 3,343 people; <b>this</b> is the account Google ranks #1 for his name and the one Founder 2 Founder's "connect" links point to. The audience walks in the small door.	Bio-redirect to @sardorumr (or merge); repoint every podcast/show-note link.
<b>C</b> LinkedIn /in/sardorum 500+ connections	Active, posts native video ("How to Maximize Your ROI as a CEO," Aug 2025 — ranks in his name's video pack). But the headline leads with A to Z Capital Advisors, a <b>duplicate profile</b> (/in/sardor-umrdinov, "CEO/Founder at Home Alliance") splits the entity, and the audience is a fraction of his IG — on the one platform where his M&A buyers actually live.	Headline → "Founder & CEO, Home Alliance"; merge the duplicate; 3 posts/week from the clip engine; thought-leader ads.
<b>C</b> YouTube own channel + podcast	Channel ("Entrepreneur Investor Mentor") ranks #6 for his name; Founder 2 Founder episodes run 45–75 minutes. No clips program, no keyword titling system, no cards/end-screens pointing at owned pages.	Shorts from every episode; titles + descriptions link the entity home as canonical.
<b>D</b> X / Threads / Facebook	Two X handles (@SardorUmrdivov_, @umrdinov), two Threads mirrors, Facebook /sardorum, plus Home Alliance Academy posting his videos — thin, fragmented surfaces that dilute the sameAs graph.	Pick one X handle; park the rest with pointers; list every live profile in Person schema.
<b>C+</b> Podcast & guesting graph	Host of Founder 2 Founder (Apple, Spotify); 2025 guest spots — Founder's Story (S2 E155), BizBlend, GrowthReady, PodMatch profile. Good third-party surface; none of it links back to an entity home, because there isn't one.	Update every show-note bio link once the entity home ships; 2 new guest spots/month.

**Cadence verdict:** he already behaves like a creator — weekly posts, monthly long-form episodes, on-camera comfort in two languages. The fix is not "post more." It's **one handle, one bio, one destination URL**, so the algorithmic credit from 387 posts and 14 episodes stops splitting six ways.

# Six assets, already paid for — and exactly what to make from each

Repurposing beats creating. Everything below exists today; the Content Factory turns each into one canonical page plus a clip pool, all pointing at sardorumrdinov.com.

EXISTING ASSET (REAL, VERIFIED)	THE REPURPOSE PLAY	OUTPUT
<b>TechTimes feature</b> — "The New Face of American Entrepreneurship" (Dec 17, 2024): \$800 arrival, \$600B industry, subscription-first model, 20,000 households/yr	Seed of <b>THE definitive article</b> — "From \$800 to \$100M Without a Dollar of VC" — published on the entity home as the canonical Sardor story, with dated facts, schema, and every press link as a citation.	1 definitive article · 10 quote cards · the About copy for every profile
<b>Founder 2 Founder back catalog</b> — 14 episodes, 45–75 min each: \$300M merger integration, roll-up shared services + AI, Canva's operator on scale, M&A attorneys	<b>The clip engine.</b> Each episode → 1 blog recap on the entity home + 8–12 captioned clips → IG Reels, LinkedIn, Shorts — every description linking the canonical recap. His M&A guests are lighthouse audiences: tag, cross-post, borrow their reach.	~140 clips + 14 articles from footage already recorded
<b>The immigrant → \$100M story on camera</b> — Founder's Story S2 E155 (Jul 2025), BizBlend (Jun 2025), Uzbek Diaspora interview, "He Built A \$100M Home Service Company From Scratch"	Cut the single best telling into a <b>3-minute hero film</b> for the entity-home masthead; the rest become a "story" highlight + the #1 Dollar-a-Day asset (his origin story is the proven engagement winner across channels).	1 hero film · 12 story clips · the cover creative for ads
<b>Six Q&amp;A interviews</b> — Authority Magazine x2 (2021, 2023), IdeaMensch, ValiantCEO, Logo.com, Good Men Project	Mine into a <b>story bank</b> : 25+ quotable answers on decisions, hiring, frugality, the American Dream → carousel posts, short scripts, and the testimonial/press wall of the entity home (with sameAs links each way).	25+ posts · press wall · schema citations
<b>Home Alliance proof wall</b> — 502,400+ customers, 6.36M calls, 4.91/5 from 12,574 reviews, 70% NPS, 1,000+ techs (homealliance.com/about)	Turn company stats into <b>founder proof</b> : a stats bar on the entity home, "what it took" post series (one stat, one story each), and the credibility block in every podcast pitch.	Stats bar · 8-post series · press kit
<b>The vision site</b> — Founder Letter, Master Plan, Why We Win, roll-up model (vision.homealliance.com)	Rewrite as a signed, public <b>"Master Plan" manifesto under his own name</b> (the Tesla-roadmap format) on the entity home — the investor/seller magnet his subdomains hide today — then serialize into a LinkedIn essay series.	1 manifesto · 6 LinkedIn essays · investor one-pager

**Factory rule (4 P's):** Plumbing first (entity home + schema), then Publish (definitive article + recaps), then Promote (Dollar-a-Day on proven clips), then Perform (MAA: metrics → analysis → action, weekly). One recording in, ten assets out, all roads to one canonical URL — that's what converts 14 idle episodes into entity signal.

# Creating an entity from zero: five steps, in order

Most panel projects start by fixing a confused entity. Sardor's starts cleaner: **an empty slot with his name on it**. The sequence below is the BlitzMetrics method — the same plumbing behind our other founder builds — adapted to a create-from-zero case.

## 1 Build the entity home (the system of record)

Rebuild sardorumrdinov.com server-rendered and facts-first: hero + authority image → stats bar → story → what I do (Home Alliance · roll-up/M&A · mentoring) → featured interview → testimonials → as-seen-on → connect. 301 the stale /home/ and old-site URLs; canonicalize and de-index the Lovable staging subdomain that currently outranks the real domain.

## 2 Ship the schema graph

Person JSON-LD on the entity home — name, jobTitle, founder-of Home Alliance, alumniOf, birthplace narrative, and a **sameAs** array listing every consolidated profile (one IG, one LinkedIn, one X, YouTube, Apple/Spotify podcast pages, Forbes Council, Crunchbase, The Org). Mirror it from the other side: add **founder** markup to homealliance.com's Organization schema — the DR 46 vote no one has cast.

## 3 Make every corroborator agree

One name, one role string ("Founder & CEO, Home Alliance"), one headshot — across LinkedIn (merge the duplicate profile, fix the A-to-Z-first headline), both Instagrams (consolidated), X, Crunchbase, ZoomInfo, The Org, PodMatch, Intro.co, and the Forbes Council bio. Reconcile the public numbers to the entity home's dated facts page (\$100M+ current; \$80M-era citations annotated).

## 4 Earn 2–3 independent editorial citations — the real gap

Everything written about him so far is contributed or PR-wire. Pitch the angles editors actually take: bootstrapped-to-\$100M with zero VC in a \$600B industry; the contractor-economics story (Academy, Opportunity Grant, capital arm); the immigrant-founder roll-up thesis. Targets: home-services trades (ACHR News, Contracting Business), LA business press, and one national business feature. Then create the **Wikidata item** citing the strongest sources.

## 5 Monitor, then claim

Watch the Knowledge Graph for the new node (we re-query weekly). When the KG MID appears, claim the panel via Google's "get verified" flow + Search Console, attach the headshot and canonical facts, and keep the corroboration loop running so the panel enriches instead of stalling.

**His unfair advantages:** a DR 46 domain he controls outright (step 2's reciprocal schema is usually the hardest vote to get); a Forbes Council profile already ranking #2 for his name; podcast directory pages on Apple/Spotify; and a name with zero entity competition. Most create-from-zero cases have none of these.

**Honest timeline:** steps 1–3 ship in the first 45 days. Editorial citations and Wikidata land in days 45–90. New entities typically surface **weeks-to-months after corroboration matures** — we file the claim the day the KG MID exists, and the 90-day exit criterion is "node live or claim pending," not a guaranteed panel date. No one can honestly promise Google's clock.

# Four phases, run by agents — mapped to the Local Service Spotlight library



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
<b>Days 1–14</b> Unify & harvest	<ul style="list-style-type: none"> <li>Buy-box + one-sentence differentiation: "the immigrant founder building the AI operating system for home services" (personal-brand-strategist)</li> <li>Mine all 6 interviews + 14 episodes + IG into a ranked proof library (positive-mentions-harvester)</li> <li>Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer)</li> <li>Handle consolidation: one IG/X/LinkedIn; duplicate-profile merge filed; podcast links repointed; LinkedIn headline fixed</li> </ul>	Proof library ≥50 scored items · one bio/headshot/role string everywhere · F2F links hit the 32K account · merge requests filed
<b>Days 15–45</b> Build the home	<ul style="list-style-type: none"> <li>sardorumrdinov.com rebuilt facts-first, server-rendered, Person schema + sameAs (personal-brand-website-agent)</li> <li>Staging-URL de-index + 301 map for stale pages</li> <li>Definitive article: "From \$800 to \$100M Without VC" (definitive-article-writer)</li> <li>Founder bio + founder schema on homealliance.com/about (knowledge-panel-entity-seo)</li> <li>Film day: hero-story narration + 6 short masters in one afternoon</li> </ul>	Entity home live · schema validates · his domain #1–3 for his name · definitive article indexed · DR 46 founder link live
<b>Days 46–75</b> Distribution	<ul style="list-style-type: none"> <li>Content Factory on the F2F back catalog: 14 recaps, 100+ clips, all canonical-linked (content-factory)</li> <li>Dollar-a-Day live on Meta + LinkedIn + YouTube at \$30/day (dollar-a-day-strategist); first kill-the-bottom-90% cycle</li> <li>Editorial outreach wave: 10 pitches → 2–3 earned placements; Wikidata item drafted (knowledge-panel-entity-seo)</li> <li>2 podcast guest bookings/month with the new press kit</li> </ul>	3 channels publishing weekly · ads spending \$30/day under benchmark CPV · ≥2 editorial placements in motion · Wikidata live
<b>Days 76–90</b> Claim & hand off	<ul style="list-style-type: none"> <li>KG re-query cadence; KG MID located → panel claim filed via Search Console (knowledge-panel-entity-seo)</li> <li>AI-engine audit: ChatGPT/Perplexity/Gemini describe him correctly and cite the entity home (ai-search-visibility)</li> <li>Handover: skills installed on his team's side; QA loop self-documenting (recursive-self-improvement-qa)</li> </ul>	Entity node live or claim pending · AI answers consistent with the facts page · his team runs the weekly loop without us

## The dashboard Sardor sees weekly (baseline → Day-90 target)

"SARDOR UMRDINOV" SEARCHES/MO	PERSONAL DR	KG ENTITY	OWN-DOMAIN RANK, OWN NAME	IG IDENTITY	INDEPENDENT EDITORIAL
60 → 150+	0.9 → 5–10	None → Node live / claim filed	#10 (contact pg) → #1–3 (home)	Split 32K/2.2K → One canonical handle	0 → 2–3 placements

Year-1 continuation: personal DR 12–18, panel live and enriched, branded search 300+/mo, definitive article cited by AI engines, Search Profiles eligibility via the panel.

# \$30/day: \$10 each on Meta, LinkedIn, YouTube — aimed at sellers, investors, and techs

Dollar-a-Day doesn't buy traffic — it buys **repetition with the few thousand people who matter to a roll-up**: owners who might sell, investors reading the vision site, and the trade audience he recruits from — using creative his 32K Instagram has already proven. Annual cost: \$10,950.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
<b>Meta (IG+FB)</b> retargeting first	homealliance.com visitors (~6K organic/mo + direct), IG engagers of @sardorumr, lookalikes of members; geo: his 30+ metros	Immigrant-story reels (his proven top performers), review/NPS proof cards, hero-film cutdowns	~\$300 @ \$10-15 CPM → <b>20,000-30,000 impressions</b> — the "everywhere" effect during live deals
<b>LinkedIn</b> thought-leader ads	Home-services owners (\$1-10M cos.), PE/search-fund investors, franchise operators; plus the DealCon/EO/VISTAGE orbit as lighthouse audiences	F2F episode clips (\$300M merger, roll-up economics), Master Plan essay excerpts, milestone posts	~\$300 @ \$35-75 CPM (decision-maker premium) → <b>4,000-8,500 impressions</b> on exactly the M&A audience
<b>YouTube</b> in-feed + in-stream	Custom-intent: searched "sell my HVAC business," "home services M&A," "start an appliance repair business"; viewers of trade/business channels	Hero story film, F2F segments, Academy/Opportunity Grant explainers for tech recruiting	~\$300 @ \$0.05-0.12 CPV → <b>2,500-6,000 completed views</b> of long-form proof

### Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: point winners at audiences of his podcast guests, Forbes Councils, EO/VISTAGE, and trade-event lists — borrowed credibility at \$10/day prices.
5. Weekly MAA scorecard; agents run the loop, Sardor sees one page.

### What a year buys

**~290,000-460,000 targeted impressions + 30,000-72,000 completed video views**, concentrated on a few thousand sellers, investors, and trade prospects — meaning the owner he emailed Tuesday sees the \$800-story Wednesday and a \$300M-merger clip Friday.

Secondary effect: branded-search lift. Sustained \$1/day exposure on a 60-search/mo name is the cheapest way to push it toward 150-300/mo — which itself feeds the entity signal Google watches.

Benchmark sources: Meta global avg CPM ≈\$11.76, US \$10-16 (Uproas, Braffon); LinkedIn median CPM \$31-38, decision-maker premium 2-3x (TheB2BHouse, HockeyStack); YouTube CPV \$0.026-\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use conservative spend after fees. Same benchmark set used across our 2025-26 audits.

# Conservative math: the program pays for itself on recruiting alone — deal flow is the asymmetric upside

Three levers, every assumption visible, against **~\$14k all-in cost** (\$10,950 media + ~\$3k tooling; agent labor starts on our side). This is a sized hypothesis, not a forecast — ranges deliberately wide, conservative case used for claims.

LEVER (MECHANISM & SOURCES)	CONSERVATIVE	EXPECTED	AGGRESSIVE
<b>1. Roll-up &amp; M&amp;A deal flow</b> platform.homealliance.com + homeservicesadvisory.com source sellers; 90% of decision-makers are more receptive to outreach from consistent thought-leadership producers (Edelman×LinkedIn, ~3,500 execs)	+4 qualified seller conversations/yr — pipeline only	+12 conversations, <b>1 incremental LOI</b>	+24 conversations, 1–2 incremental closed tuck-ins
<b>2. Technician &amp; partner recruiting</b> 1,000+ techs across 30+ cities; assume 15–25% annual churn → ~150–250 hires/yr; \$2,000 blended trade cost-per-hire (held below SHRM's \$4,700 all-roles avg); strong employer brands cut cost-per-hire up to 50% (LinkedIn employer-brand research)	5% efficiency on 150 hires → <b>≈\$15k saved</b>	15% on ~175 hires → <b>≈\$52k saved</b>	30% on 250 hires → <b>≈\$150k saved</b> + faster fills in new metros
<b>3. Investor &amp; partnership surface</b> vision site openly courts investors (ir@); 73% of decision-makers say thought leadership is more trustworthy than marketing materials (Edelman×LinkedIn)	A verified entity + Master Plan manifesto warms every investor and franchise-partner conversation his subdomains currently cold-start — strategic upside, <b>unquantified by design</b>		
<b>Year-1 hard-dollar floor (lever 2 only)</b>	<b>≈\$15k — ~1× cost, plus pipeline</b>	<b>≈\$52k — ~4× cost + 1 LOI</b>	<b>≈\$150k — ~11× cost + tuck-ins</b>

**The kicker no row captures** In home-services M&A, buy-side economics on even one tuck-in typically run 2–5% of deal value — **a single incremental closed acquisition repays the ~\$14k program many times over.** The model doesn't need it to break even; it's the reason to run it.

## What this model is NOT

It doesn't claim consumer-revenue lift (memberships, bookings) — homealliance.com already does that job, and attributing it to founder brand would be double-counting. It doesn't promise a panel date (page 11). And it doesn't replace operations: deals still need diligence, techs still need training. Authority shrinks the **trust hours** in front of each — the part Sardor currently pays for in cold starts.

## Why the conservative case is hard to miss

It requires only a 5% recruiting-efficiency gain on the low end of his own hiring volume, four seller conversations all year from ~350k targeted impressions, and zero closed deals. Meanwhile the permanent assets — entity home, schema graph, definitive article, 140 clips, the cohort's first Knowledge Panel — persist and compound regardless of which scenario lands.

Method notes: valuation (\$100M+) and customer counts are Home Alliance self-published figures; churn, cost-per-hire, and conversation rates are stated assumptions, not measurements; Edelman×LinkedIn B2B Thought Leadership Impact Report (2024) and LinkedIn employer-brand research cited for mechanisms; Ahrefs traffic values are modeled estimates.

# Five fixes this week. One entity in 90 days. **First panel in the room.**

## Week-one quick wins (zero risk, pure upside)

#	FIX	WHY NOW
1	Repoint Founder 2 Founder's "connect" links + show-note bios to <b>@sardorumr</b> (32K), and bio-redirect @sardorum	His own podcast is funneling every listener to the 2,248-follower account — the one Google also ranks #1
2	De-index/canonicalize the Lovable staging URL; 301 the stale /home/ and old-site pages	A subdomain named "creative-copycat" outranks his real domain for his own name
3	LinkedIn: headline → "Founder & CEO, Home Alliance (\$100M+, bootstrapped)"; file the duplicate-profile merge	The #3 result for his name currently leads with a different company
4	Add founder bio + founder/Person schema to homealliance.com/about	A DR 46 endorsement of his entity, live in an afternoon — the cheapest authority transfer in this plan
5	Publish the dated facts block (one valuation, one tech count, one customer count) on sardorumrdinov.com	Ends the \$80M-vs-\$100M, 150-vs-1,000 confusion every diligence check currently trips on

### Then the 90-day clock

Days 1–14: unify handles, harvest proof. Days 15–45: entity home + schema + definitive article + the DR 46 founder link. Days 46–75: Content Factory on 14 episodes + \$30/day Dollar-a-Day + editorial outreach. Days 76–90: Wikidata, KG MID watch, claim filed, AI-answer audit, handover to his team. **His personal cost: ~2 hours/week on camera plus approvals.**

### The one-sentence pitch

**"You built a \$100M company from \$800 with no investors — and spent \$0 making that legible to the machines every seller, investor, and journalist now asks first. Give us 90 days and \$30 a day, and 'Sardor Umrdinov' returns a verified founder instead of an empty database."**

**Ready when you are.**

**Dennis Yu** · BlitzMetrics

612.707.8045 · dennisyu.com

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