Prediction ledger

Every bet the system makes is written here before money is spent, then scored against what happened. The scores measure the skill that matters most, predicting what will make money, and show whether it is improving.

How scoring works

- **Chances:** error score = (chance − result)², where the result is 1 if it happened and 0 if not. 0 is perfect; always guessing 50% earns 0.25. A falling average means the system is learning.
- **80% ranges:** about 8 in 10 actual numbers should land inside. Far more means the ranges are too cautious; far fewer means overconfidence.
- **Calibration, every 20 scored chances:** group them by the chance given. Things called 20% should happen about 2 times in 10.
- **No edits after money is spent.** A changed view goes in as a new, dated row.

Round one

Written Oct 15, 2026, before any ad spend. The likeliest result: about half the products make a first sale by $70, and there is about a 1 in 4 chance that one of them clears every gate. Gates are the stage gates on the Notebook tab: 1 sale by $70, 4 by $175, 9 by $350, 22 by $700.

#	Product	Prediction	Chance or 80% range	Scored at	Actual	Error score
1	Rough-In Prep	Link click-through on the first $25 of ads	0.6% to 2.1%	$25	3.98% (154 clicks / 3,869 views at $32.10, Oct 23)	miss (above range)
2	Rough-In Prep	Cost per link click over its whole test	$0.49 to $1.48	End of test	$0.19 ($60.20 / 321 link clicks)	miss (below range)
3	Rough-In Prep	First ad paused at $25 for click-through under 0.5%	4%	$25	Not paused (CTR 3.98%)	0.0016

#	Product	Prediction	Chance or 80% range	Scored at	Actual	Error score
4	Rough-In Prep	At least 1 sale by $70	52%	$70	Void: round one ended at $60.20 of spend, before $70 (0 sales to then)	void
5	Rough-In Prep	At least 4 sales by $175	24%	$175	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
6	Rough-In Prep	Clears every gate: 22 sales by $700	11%	$700	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
7	Roll Call Prep	Link click-through on the first $25 of ads	0.6% to 2.1%	$25	4.40% (125 clicks / 2,838 views at $29.97, Oct 23)	miss (above range)
8	Roll Call Prep	Cost per link click over its whole test	$0.58 to $1.73	End of test	$0.25 ($60.75 / 241 link clicks)	miss (below range)
9	Roll Call Prep	First ad paused at $25 for click-through under 0.5%	4%	$25	Not paused (CTR 4.40%)	0.0016
10	Roll Call Prep	At least 1 sale by $70	48%	$70	Yes: 1 sale at $19.61 of police ads (Oct 22)	0.2704
11	Roll Call Prep	At least 4 sales by $175	20%	$175	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void

#	Product	Prediction	Chance or 80% range	Scored at	Actual	Error score
12	Roll Call Prep	Clears every gate: 22 sales by $700	8%	$700	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
13	Homeroom Prep	Link click-through on the first $25 of ads	0.8% to 2.4%	$25	3.79% (170 clicks / 4,489 views at $33.33, Oct 23)	miss (above range)
14	Homeroom Prep	Cost per link click over its whole test	$0.40 to $1.22	End of test	$0.18 ($60.22 / 336 link clicks)	miss (below range)
15	Homeroom Prep	First ad paused at $25 for click-through under 0.5%	2%	$25	Not paused (CTR 3.79%)	0.0004
16	Homeroom Prep	At least 1 sale by $70	50%	$70	Void: round one ended at $60.22 of spend, before $70 (0 sales to then)	void
17	Homeroom Prep	At least 4 sales by $175	22%	$175	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
18	Homeroom Prep	Clears every gate: 22 sales by $700	9%	$700	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
19	Hot Stick Prep	Link click-through on the first $25 of ads	0.5% to 1.7%	$25	4.10% (133 clicks / 3,247 views at $29.16, Oct 23)	miss (above range)
20	Hot Stick Prep	Cost per link click over its whole test	$0.58 to $1.73	End of test	$0.22 ($60.33 / 277 link clicks)	miss (below range)

#	Product	Prediction	Chance or 80% range	Scored at	Actual	Error score
21	Hot Stick Prep	First ad paused at $25 for click-through under 0.5%	9%	$25	Not paused (CTR 4.10%)	0.0081
22	Hot Stick Prep	At least 1 sale by $70	50%	$70	Void: round one ended at $60.33 of spend, before $70 (0 sales to then)	void
23	Hot Stick Prep	At least 4 sales by $175	21%	$175	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
24	Hot Stick Prep	Clears every gate: 22 sales by $700	9%	$700	Void: round one ended by the stop-loss at about $60 of spend, before this gate	void
25	All four	At least one sale in round one	88%	End of round	Yes: 1 sale (Roll Call Prep, Oct 22)	0.0144
26	All four	At least one product clears every gate	24%	End of round	No: round one ended at $241.50 with no product past its $70 gate	0.0576
27	All four	Which sells first	Rough-In 24%, Roll Call 20%, Homeroom 22%, Hot Stick 23%, none 11%	First sale	Roll Call Prep, Oct 22 (at $19.61 of police ads, $82.67 in all)	0.81 (summed over the five outcomes; Roll Call alone (0.20 − 1)² = 0.64)
28	All four	Which gets the cheapest clicks	Homeroom 50%, Rough-In 25%, Hot Stick 13%, Roll Call 12%	End of round	Homeroom $0.18 (Rough-In $0.19, Hot Stick $0.22, Roll Call $0.25)	0.34 (summed over the four; Homeroom alone (0.50 - 1)² = 0.25)

#	Product	Prediction	Chance or 80% range	Scored at	Actual	Error score
29	All four	Checkout visits per 100 ad clicks over the next 400 ad clicks, after buy buttons go on the free tests' start and results screens (Oct 22). Before: 2 per 449 clicks, 0.45 per 100. Rests on: almost 9 in 10 clicks land on a free test, which had no way to pay without two more steps.	80% range: 0.6 to 3.0	400 more ad clicks (about Oct 27)	1.25 per 100: 5 checkout visits (4 free_start, 1 free_end, 0 bought) in the 400 clicks from 449 to 849 (reached about Oct 24 evening); 1.0 per 100 over all 496 clicks to Oct 25, 6:48 AM	hit
30	All four	At least one sale starts from a free-test buy button (checkout tagged free_start or free_end) before round one ends.	45%	End of round	No: 5 checkout visits from free-test buttons, 0 bought (Stripe to Oct 27; not readable Oct 28)	0.2025

How these were made: a model in the project files (lab/predict_round1.py) with its assumptions written in it. Base rates: Meta traffic ads in 2025 had a median link click-through of 1.45% and $0.86 a click in education, and 1.71% and $0.70 across all industries (WordStream). The least certain number is how often a clicker buys. It is assumed to be about 1 in 120, so a typical product needs about $100 of ads per sale. After round one, the model is updated with what the ads actually showed; that update is the learning.

Round two

Written Oct 15, 2026, before any round-two money is spent; the plan is in the Round two tab. If everything launches, the likeliest result is that 1 to 4 marketplace offers sell in their first 30 days, and there is about a 4 in 10 chance that at least one offer clears every gate. Rows for an offer that never launches are void.

#	Offer	Prediction	Chance or 80% range	Scored at	Actual	Error score
29	CCAT tests	Makes the screening top group (top 2 by intent, or any sale)	30%	End of screening		
30	CCAT tests	Clears every gate in round two	5%	When its tests end		
31	Mechanical tests	Makes the screening top group (top 2 by intent, or any sale)	35%	End of screening		
32	Mechanical tests	Clears every gate in round two	7%	When its tests end		
33	Firefighter tests	Makes the screening top group (top 2 by intent, or any sale)	36%	End of screening		
34	Firefighter tests	Clears every gate in round two	5%	When its tests end		
35	Wedding toast	Makes the screening top group (top 2 by intent, or any sale)	43%	End of screening		
36	Wedding toast	Clears every gate in round two	5%	When its tests end		
37	Etsy rewrite	Makes the screening top group (top 2 by intent, or any sale)	37%	End of screening		
38	Etsy rewrite	Clears every gate in round two	2%	When its tests end		
39	Interview kit	Makes the screening top group (top 2 by intent, or any sale)	39%	End of screening		
40	Interview kit	Clears every gate in round two	4%	When its tests end		

#	Offer	Prediction	Chance or 80% range	Scored at	Actual	Error score
41	Hiring kit	Makes the screening top group (top 2 by intent, or any sale)	17%	End of screening		
42	Hiring kit	Clears every gate in round two	2%	When its tests end		
43	Landlord tracker	Top three by sales at day 30 (if listed)	26%	Day 30 after listing		
44	Landlord tracker	Clears every gate (if listed)	6%	Day 90 after listing		
45	Debt payoff planner	Top three by sales at day 30 (if listed)	17%	Day 30 after listing		
46	Debt payoff planner	Clears every gate (if listed)	2%	Day 90 after listing		
47	Wedding planner	Top three by sales at day 30 (if listed)	17%	Day 30 after listing		
48	Wedding planner	Clears every gate (if listed)	2%	Day 90 after listing		
49	Holiday planner	Top three by sales at day 30 (if listed)	21%	Day 30 after listing		
50	Holiday planner	Clears every gate (if listed)	3%	Dec 20, 2026		
51	Homeschool log	Top three by sales at day 30 (if listed)	15%	Day 30 after listing		
52	Homeschool log	Clears every gate (if listed)	1%	Day 90 after listing		
53	Caregiver binder	Top three by sales at day 30 (if listed)	15%	Day 30 after listing		
54	Caregiver binder	Clears every gate (if listed)	1%	Day 90 after listing		
55	Sub plans	Top three by sales at day 30 (if listed)	15%	Day 30 after listing		
56	Sub plans	Clears every gate (if listed)	1%	Day 90 after listing		
57	ParaPro workbook	Top three by sales at day 30 (if listed)	40%	Day 30 after listing		
58	ParaPro workbook	Clears every gate (if listed)	5%	Day 90 after listing		

#	Offer	Prediction	Chance or 80% range	Scored at	Actual	Error score
59	Electrical workbook	Top three by sales at day 30 (if listed)	50%	Day 30 after listing		
60	Electrical workbook	Clears every gate (if listed)	10%	Day 90 after listing		
61	Paid lane	At least one paid offer clears every gate	19%	End of round two		
62	Marketplace lane	At least one marketplace offer clears every gate (if all nine are listed)	27%	Day 90		
63	All 16	At least one offer clears every gate (if all are launched)	41%	End of round two		
64	Paid lane	Ad spend in round two	$190–$1,430	End of round two		
65	Paid lane	Ad spend minus sales after fees	$451 gain to $290 loss	End of round two		
66	Marketplace lane	Offers with a sale in their first 30 days (if all nine are listed)	1–4	Day 30		

How these were made: a model in the project files (lab/predict_round2.py) with its assumptions written in it. Paid offers reuse round one's priors, adjusted per offer; a pre-order is assumed to sell at 60% of the normal rate until the product is built. Marketplace numbers are guesses set well below an established shop's: a new listing gets about 8 to 20 views a month, and about 1 to 1.5% of viewers buy, against the 1% to 5% of visits that Etsy's Seller Handbook gives for shops in general (eRank). Those are the least certain numbers in this ledger; the day-30 results will show how far off they are.

Earlier predictions

From the Oct 13 budget model (Notebook tab, "Experiment 1, revised: paid tests"). They were stated without ranges, so each is scored as close or off.

Prediction	Value	Scored when	Actual	Verdict
Share of offers that clear every gate	About 1 in 10	After 10 offers		

Prediction	Value	Scored when	Actual	Verdict
Chance the $2,000 finds a product that pays for itself	About 95% (77% if only 1 in 20 clear)	When one does, or the $2,000 is used		
Most of your money out at once	About $600	End of the experiment		
First confirmed winner	About two months after the first ad	First winner, or the $2,000 is used		

The Oct 9 predictions for free posts (Notebook tab, "Experiment 1: electrician apprenticeship applicants") are void. Paid tests replaced that test on Oct 13, before it ran.