

About Beating the Path LLC, est. 2026

“Beating the Path” was the name I chose a long time ago for the blog or Substack I would start one day. It is a double entendre. The first meaning is a play on the English expression “the unbeaten path,” a la Robert Frost — we are “beating the unbeaten path” and blazing a trail for others to follow.

The second meaning is that we outperform the output of organizations with billion-dollar valuations, endowments, and research budgets. We are “beating the path” taken by America’s best and brightest — and the “best and brightest” — that is characterized by hierarchy, seniority, gatekeeping, permission-seeking, sycophancy, expensive credentials, misaligned incentives, elaborate titles, prestigious affiliations, nepotism, firm handshakes, and status games rather than agency, audacity, competence, and output.

The third meaning — that materialized for this project in particular — is that we are “beating the path” of American civilizational decline. We built a comprehensive map of the terrain that empowers others to reason critically and prepare effectively at the individual level. If anyone thinks they have a better map of reality to reason from, they are invited to falsify ours.

We beat establishment players at their own establishment games, by their own establishment standards, and punch far above our weight in terms of output and impact. Our highest values are curiosity, integrity, and truth.

We use satire and issue public spankings when the moment requires it.

I am putting together a small team. Our focus is currently 110% on “A Losing Bet Regardless of Outcome,” but there will be future projects and consulting opportunities.

If you are interested in getting involved with the project, please reach out to inbound@beatingthepath.com.

A huge thank you to everyone who has already reached out to get involved. I can’t afford to pay everyone out of my retirement accounts, but there is more than enough work to go around. “I challenged frontier AI to a logic puzzle” looks good on a resume. It might look good on a sticker or a t-shirt too, but I have a lot of work to do before I get around to that.

I’m funding the work out of savings and retirement accounts. If you’re interested in supporting the work financially, please visit <https://buymeacoffee.com/beatingthepath>. Every bit helps.

Please contact inbound@beatingthepath.com for all other inquiries. My team will be in touch.