

JEREMY PANASUK | THE CLOSER

OPERATOR PITCH • THE CLOSER

EVERY CALCULATOR. EVERY MARKET.

A network of free, honest trade calculators — one operating loop, one build factory, and the receipts from twenty-two years of closing on data platforms that were already on fire.

8 CALCULATORS LIVE • 6 MARKETS • FREE TO USE



The same motion, now pointed at the public web.

SPEAKER NOTES

Open cold and blunt: twenty-two years getting parachuted into Fortune-100 data platforms that were already on fire. This is what happens when that same motion is pointed at the public web. Then the framing line: the asset is not software ? it is trust, earned one honest answer at a time. Here is the arc for the next three minutes: how we got here, what is already live, and where we take it.

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CHAPTER 01

01

CHAPTER 01

How we got here.

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CALCULATOR NETWORK · V1

SPEAKER NOTES

Use this as a hard reset before the story. Before the calculators there was a twenty-two-year habit: read the evidence, find the real bottleneck, leave the team a platform they can still run on Tuesday. That habit is the product. Keep it to about fifteen seconds, then move into the record. The point of chapter one is that this is not a first-time builder with a clever idea ? it is an operator repeating a loop that already worked at scale.

I closed platforms that were already on fire.

01 22 years of Fortune-100 data integration. Informatica parachuted me into accounts mid-incident, not mid-pitch.

02 20 entered. 19 recovered. One Milwaukee insurer's three-month pile-up closed in two days — a single buried DB2 driver.

03 Dawn Foods: 8 hours to under 1. The warehouse load stayed fast because the team actually used it.

04 Customer loyalty is priceless. The line I still run on: satisfaction is worthless; loyalty is the asset.



The Closer campaign page — live on GitHub Pages.

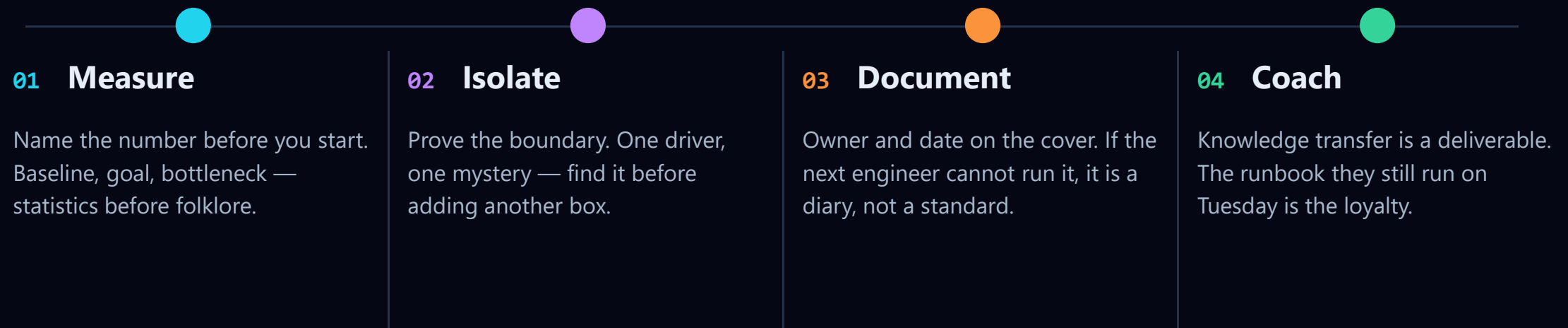
SPEAKER NOTES

Tell the record as evidence, not a resume. Twenty troubled accounts walked in, nineteen walked out fixed. The Milwaukee insurer had a three-month queue and it was one database driver nobody had found ? two days. Then land the line that ties it to this business: customer satisfaction is worthless, customer loyalty is priceless. A calculator that answers one question honestly is the smallest possible unit of loyalty. Point at the photo: that is the exact campaign page, not a mock.

THE OPERATING LOOP

Measure. Isolate. Document. Coach.

The same four moves that recovered burning platforms now run on the public web.



SPEAKER NOTES

This is the hinge of the whole story, so slow down. Every engagement, the same four moves: measure, isolate, document, coach. It did not matter whether the platform was an Oracle RAC grid or a warehouse load ? same loop. Then make the turn explicit: when that loop was pointed at trade questions, the calculators fell out of it. Measure the query, isolate the real answer, document the math, coach the buyer ? and the tool keeps coaching after you leave.

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01 • HOW WE GOT HERE

THE BET

The trades ask questions. They do not want software.

SEARCH - FIRST

One question, right before they spend

A homeowner sizing a generator, a welder picking amperage, a van-lifer sizing solar — they search the exact number minutes before money moves.

ANSWER - STARVED

What they find is ad-choked or wrong

Single-purpose tools, no visible math, no honesty about the assumptions — nothing that earns a return visit.

THE WEDGE

Trust is the asset

Answer the exact question, honestly, for free — and you own the one moment between the search and the purchase.

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CALCULATOR NETWORK • V1

SPEAKER NOTES

Frame the opportunity as demand, not product. These are not people looking for an app. They are people with one precise question, asked at the exact moment before they buy ? generator watts, amp settings, towing capacity. What they find is usually junk: ad-stitched, single-purpose, and quietly wrong about its own assumptions. Close on the wedge: whoever answers that one question honestly owns the moment before the purchase. It is a trust play, not a features play.

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02 • WHAT IS LIVE

WHAT IS ALREADY LIVE

Eight calculators. Six markets.

generator-sizer.com

Generator sizing — running vs starting watts, fuel, runtime

solar-sizer.com

Off-grid solar — panels, battery Ah, inverter, controller

battery-bank-sizer.com

Battery banks — how many, at 12V / 24V / 48V

hvac-load-calc.com

HVAC load — room BTU, mini-split size, duct CFM

trailertowcalc.com

Trailer towing — tow rating, tongue weight, payload

chickencoopcalc.com

Coop sizing — square feet per bird, feed cost

welding-calculator.com

Welding settings — TIG amps, MIG wire and gas, stick rod

aquarium-stocking.com

Aquarium stocking — bioload, heater watts, filter turnover

Plus shoppacks.net — \$49 operating packs for service shops. Every domain is live today.

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CALCULATOR NETWORK • V1

SPEAKER NOTES

Do not read all eight aloud ? sweep them. This is not a plan, this is live. Sweep the grid and name the clusters: home power ? generator, solar, battery; home comfort ? HVAC; vehicles ? towing; homestead ? chickens; metalwork ? welding; hobby ? aquariums. Then the important detail: every one is a free calculator on its own branded domain, with the math shown. And there is already a paid layer ? shop packs at forty-nine dollars for the service shops these tools serve. That proves the model has a paid surface already.

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02 · WHAT IS LIVE

THE RECORD WE BRING TO A PUBLIC MARKET

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Troubled platforms entered, and recovered. The same loop now points at trade questions anyone can search.

FORTUNE-100 INTEGRATION RECORD · 22 YEARS

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CALCULATOR NETWORK · V1

SPEAKER NOTES

This is the credibility anchor ? let it breathe. Nineteen out of twenty, on burning enterprise platforms. The reason a calculator business can work with one operator is the same reason nineteen platforms got fixed: not heroics, a repeatable loop and the discipline to measure before touching anything. Do not oversell the analogy; the point is process portability. Pause, then ask: so where does it go from eight calculators?

THE MOVE

All calculators. All markets.

- 01 **One factory.** A repeatable build that stands up a calculator for any trade with a search-worthy sizing question.
- 02 **Same loop.** Measure the query, isolate the answer, document the math, coach the buyer.
- 03 **Honest by default.** No paywall on the answer — the math is shown and the assumptions are named.
- 04 **Every market, not one.** A calculator per trade, then a pack per trade that wants the follow-through.

MARKET → ASSET

HOME POWER	generator · solar · battery bank
HOME COMFORT	HVAC load
TRUCK & TRAILER	towing
HOMESTEAD	chicken coop
METALWORK	welding (+ shop pack)
HOBBY	aquarium

SPEAKER NOTES

This is the pitch in one page. Eight calculators is not the business. The business is a factory that turns any trade question into a calculator, and one loop that makes each answer honest. Walk the matrix: six markets today, and the power cluster alone is three tools that share an audience. Each market we enter gets a free calculator first, and a paid pack second. Name the ambition plainly: all calculators, all markets ? every trade that has a number people search before they spend.

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03 • WHERE IT GOES

THE MODEL

Free answer. Paid follow-through.

TOP OF INTENT

The calculator

The exact pre-purchase question, answered free with the math shown. No paywall. The trust compounds per answer.

THE PAID LAYER

Shop Packs • \$49

shoppacks.net: done-for-you quote, follow-up, review and booking packs for the service shops these tools feed.

THE INTENT TAIL

Lead & affiliate

Where a sizing answer implies a purchase, point the buyer at the right part or pro.

Free tools earn the audience; packs and intent convert it. Instrumented economics: [fill from live analytics].

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CALCULATOR NETWORK • V1

SPEAKER NOTES

Be precise and do not invent numbers. There are three layers. Layer one is the free calculator ? the trust engine, and it stays free. Layer two is real and already shipping: the forty-nine dollar shop pack, sold on shoppacks.net to the service shops these calculators serve. Layer three is the intent tail ? when a sizing answer implies a purchase, the buyer gets pointed at the right part or pro. Then flag the honest gap: the analytics that would let us hand over conversion numbers are the first job of the money, not a footnote.

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03 • WHERE IT GOES

WHY THIS OPERATOR

The machinery is already built.

THE RECORD

22 years, 19 of 20

Fortune-100 platforms recovered on a documented, repeatable loop — not one lucky run.

THE ENGINE

Private AI lab

An RTX 4070 lab that measures decode, routes GPUs, and runs four isolated agents — the build factory, already running.

THE SHIPPING

One operator, many domains

Eight branded calculator sites plus a paid pack, built and published solo. The distribution is already plural.



The local AI lab: measure the boundary, then hand the agent the boundary — not the box.

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CALCULATOR NETWORK • V1

SPEAKER NOTES

Answer the obvious investor question before it is asked: why can one person run this? Because the machinery already exists. The loop is proven on twenty enterprise platforms. The build factory is a private AI lab that measures and routes and runs agents ? it is already standing. And the shipping record is plural: eight domains and a paid product, built solo. Keep the tone flat and factual; the photo carries the lab credibility. Transition: the ask is not about building, it is about coverage.

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03 • WHERE IT GOES

THE ASK

Expand coverage, not features.

BUILD

One calculator per market

A calculator for every trade we can name, shipped from the same factory.

MEASURE

Instrument every answer

Query volume, intent and conversion on every calculator — the loop, pointed at the web with live numbers.

CONVERT

Layer the paid surfaces

Shop Packs and trade affiliate on top of the free trust — a paid path in every market we enter.

Scope target: [X new calculators · Y markets · Z months — set with live data]

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CALCULATOR NETWORK • V1

SPEAKER NOTES

Make the ask about scope, and be honest about the one number we have not set. I am not asking for features; I am asking to expand coverage. Walk the three buckets: build one calculator per market, instrument every answer, and layer the paid surface on top. Then the integrity moment: the one number I will not invent is the round size and the timeline. It is left blank on purpose ? it should be set against real query volume, which the instrumentation gives us first.

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CLOSE

NOW AVAILABLE

SEND THE CLOSER.

Every calculator. Every market. One operator who has already recovered nineteen of twenty
— and a factory to make the next eighty.

715-970-0204jpanasuk@gmail.comjpanasuk-netizen.github.io/the-closer · github.com/jpanasuk-netizen · shoppacks.net

SPEAKER NOTES

Land it and stop talking. Every calculator, every market. One operator who has already recovered nineteen of twenty, and a factory to make the next eighty. Then the single call to action: if you want the demo, the calculators are live right now ? open any domain. If you want the numbers, that is what the instrumentation buys first. Give the phone and email, hold eye contact, and let them ask the next question instead of filling the silence.