

The Fame Index

You don't own your fame — the public does.

What Comes After Peeple: A Reputation Model That Can't Be Weaponized

In 2016, Greg Beato wrote a prescient critique of Peeple—the short-lived “Yelp for people” startup that invited users to review one another, even without consent. The backlash was immediate. Peeple softened its model, but the damage was done: no one wanted a five-star system for human beings.

The deeper issue wasn't just opt-in or privacy. It was structural:

- **Portability without context** — a good rating in one place implied goodness everywhere.
- **Scoring without consent** — strangers could define your identity.
- **Interpretation without accountability** — scores could be read, shared, or misused in ways no one could control.

We read Beato's piece recently, and it reinforced something we've believed since day one:

A truly fair reputation model must be structurally incapable of being weaponized.

That means:

- No opinions.
- No extrapolations.
- No score for who you *are*—only for how far your name travels.

We built a system that observes only **behavioral propagation**—how identity, influence, and fame embed themselves in culture.

It's not about what people think of you. It's about how visibly your actions echo through time and space.

The Fame Index doesn't track sentiment or reputation. It scores **fame as behavior**—measured across six dimensions, from ritual presence to fan velocity.

We don't assume trust, virtue, or value. We ask one question:

Has this name become behaviorally embedded—without needing to be explained?

Most importantly:

We lock the safeguards into the protocol. The system can't drift, inflate, or be repurposed for surveillance.

In an age where social trust is mediated by algorithmic signals, we think that matters.

Peeple tried to quantify people. We measure how far their fame actually travels—without judging who they are or why.