



MAYAN ALFA

16. Website and Brand Positioning

The website and public presentation of the MAYAN_ALFA project were defined as critically important layers of the project's future reputation.

The purpose of the website is not to:

- appear as a hype-driven startup,
- appear as a corporation,
- create sensationalism.

Instead, the website should appear:

- professional,
- minimalist,
- disciplined,
- technical,
- observation-first.

Recommended Positioning

Independent Computational Observation Framework

Public Identity

David Hess

Independent Computational Researcher

Recommended Website Sections

- Home
- Research
- Benchmark Releases
- Papers
- Datasets
- ARM64 Observations
- Release Notes
- Contact

Recommended Tone

- calm technical language,
- bounded interpretation,
- no sensationalism,
- no exaggerated claims.



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The website should function as:

- a reputational layer,
- a release archive,
- a public research portal.

It must never appear as:

- a conspiracy project,
- a hidden truth engine,
- a pseudo-scientific platform.

Brand positioning must remain consistent across:

- GitHub,
- Zenodo,
- DOI releases,
- paper wording,
- and licensing.