

## *Systems for the Strategic Self*

You have made a high-stakes call on pattern recognition: a market entry, a fundraise, a key hire. You have been right often enough that trust in your own read feels earned. You have also been wrong with equal conviction. Felt certainty could not tell you which case you were in.

The Predictive Founder is not a warning to distrust your gut. It is a practical system for discovering when experience deserves weight, when the environment has changed, and when a consequential call needs an explicit test.

The PREDICT loop turns judgment into an inspectable practice: Prior, Reality-test, Evidence, Decide, Iterate, Calibrate, Track. It preserves what you believed before the outcome, which evidence could change your mind, how the forecast evolved, and whether the result actually supports the story you tell about it.

You will learn to:

- Audit whether your experience contains stable patterns and useful feedback.
- Replace vague confidence with explicit, reviewable probabilities.
- Use outside views and reference classes without surrendering operator context.
- Define update triggers before commitment makes revision politically expensive.
- Score comparable forecasts without turning one outcome into a verdict on your judgment.

The result is a two-speed prediction log, decision and experiment cards for exposed calls, and a twelve-week installation plan that fits the operating cadence of a real company.

This is for founders who want something harder than confidence and more useful than self-doubt: a judgment system that can show its work, learn from outcomes, and improve without rewriting history.

---

### **Len P. van der Hof, MSc**

He builds operating systems for the strategic self. Treats entrepreneurship, AI and machine learning, marketing, philosophy, psychology, and health optimization as one engineering problem. MSc in Strategic Entrepreneurship, Rotterdam School of Management, Erasmus University.