



FOR IMMEDIATE RELEASE > **TEMPLATE — do not send until every [BRACKET] is replaced with a verified figure.** > Hold this until Cohort 01 has finished and you have consented, documented outcome data. > Rule of thumb: publish the denominator every time you publish a numerator. “8 of 11 graduates” > is credible; “8 graduates placed” is not, and invites exactly the scrutiny you don’t want.

[N] credentialed professionals complete the first cohort at The SME Standard

[One-line result that is factually defensible — e.g. “Legal and Finance tracks graduate their first class; the school publishes full outcome data, including what didn’t work.”]

BOSTON, Massachusetts — [DATE] — The SME Standard today published results from Cohort 01, the founding class of its four-week program for credentialed subject-matter experts entering AI training-data work.

Of [N] enrolled students across the Legal and Finance tracks, [N] completed the program and [N] submitted a full graded capstone. [Insert the outcome you can actually evidence — assessment pass rates, platform acceptances with consent, or improvement in first-submission acceptance for those already working. If you cannot evidence it, cut the sentence rather than soften it.]

“[Founder quote — what genuinely surprised you about the first cohort. Specific beats triumphant. A real observation about where students struggled will be quoted more often than a claim about how well it went.]” said Wasim Amin, founder of The SME Standard.

[Student quote, with written consent on file, attributed as the student prefers — full name and credential, or credential and jurisdiction only.]

The school also published [what did not work / what changed for Cohort 02]. “[Quote on the change and why.]”

Cohort 02 opens [DATE] and runs [DATES]. [Any change to price or structure.]

Full outcome data is at [smestandard.com/\[PATH\]](https://smestandard.com/[PATH]).

About The SME Standard

The SME Standard is a professional school that teaches credentialed subject-matter experts the craft of AI training and evaluation work — prompt design, rubric construction, reference answers, annotation and quality auditing. It serves individual professionals entering the field

and organizations that need a trained, quality-consistent expert workforce. It is vendor-neutral and operates under a published Integrity Code.

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