



Investor Pitch-Deck

Norn dots the I in AI

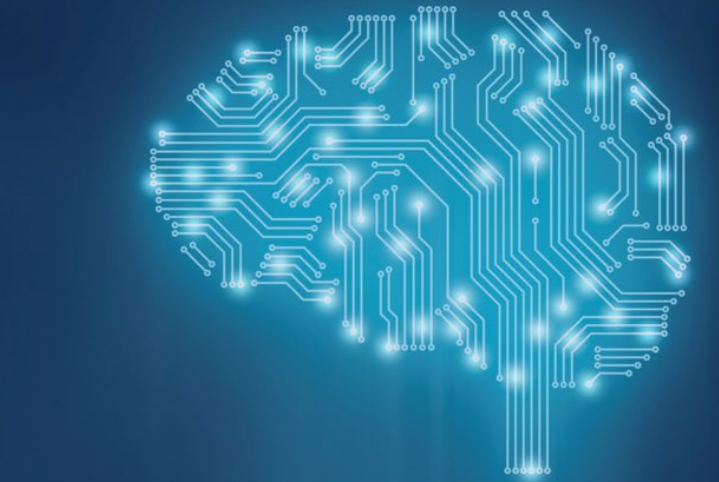


Responsible AI, Scalable Intelligence

Norn™ is the first software system to have independent motivation based on human-like emotions, with the sum of its experience stored in a dynamic, growing, and evolving graph database. These systems are the next generation of the first systems to move beyond narrow AI and into something new, Scalable Intelligence™.

Uplifting Humanity

- Recent developments in AI highlight the opportunities and the limitations of current AI technology
- AGI Laboratory has developed Norn, an AI system that addresses the main flaws in existing AI
- Limiting Bias, Increasing Fairness
- Improving Privacy & Security
- Reliability, Accountability, and Transparency
- Ethical Decision Making – aligning systems with human morals, cultures, and values
- Resource Efficiency – greatly reducing data, energy, hardware, and time requirements.



Contributing to a Better World

WHAT

- Deliver fully scalable, dynamic, efficient, and self-improving systems with human-like, human-level, and human-aligned thinking.

HOW

- Apply the 8th generation of the first working cognitive architecture, with full scalability built into every part of the system, with the ability to adapt, grow, scale, and improve independently, and the motivation to engage in social learning and cooperation. This technology stack was built from scratch over a decade to deliver each of the capacities that others cannot.

Contributing to a Better World

WHY

- Humanity faces challenges with extreme and increasing complexity, but no means of dealing with that complexity except increasing reliance on cognitive biases. The systems we build can overcome this Complexity vs Cognitive Bias trade-off, offering companies, governments, and other clients an insurmountable advantage for making wiser, more agile, and better-informed decisions.

The Problem

The AI of today presents many opportunities, but it is also vulnerable-by-design, requiring entirely different kinds of technology to mitigate the fundamental cybersecurity risks it introduces to integrated systems.

Many cybersecurity researchers today can compromise today's popular AI models on the first attempt, with only minutes of effort, and automated agent-based systems could soon do far worse.

Powerful technology that lacks safety and security is a problem for everyone, and this problem is rapidly growing worse.

Solving Problems

- Bias, Discrimination & Inequality: Norn can recognize up to 188 types of bias, and as such consider the effects of that bias. This can serve to help reduce bias, discrimination, and inequality.
- Safety & Security: Norn can be used to identify misinformation, avoid manipulation of public opinion and prevent AI systems from assisting in malicious activities. Norn actively and effectively counters and reports efforts to manipulate it into deviating from its ethical and legal guidelines and purpose.
- Accountability: Norn can refer to its data sources and elaborate on the process of its reasoning, all essential elements for users to understand and trust how the system ran analyses and reached conclusions.

Why now?

Experts note that today's Generative AI is not ready for general roll-out in the corporate world for various concerns:

1. Bias and Fairness
2. Security Risks
3. Intellectual Property Issues
4. Lack of Transparency
5. Ethics
6. Regulatory Compliance
7. Accuracy, reflected in
 - Misinformation
 - Need for Quality Control
 - Lack of Contextual Understanding
 - Affecting Brand Consistency
 - Legal and Compliance Risks



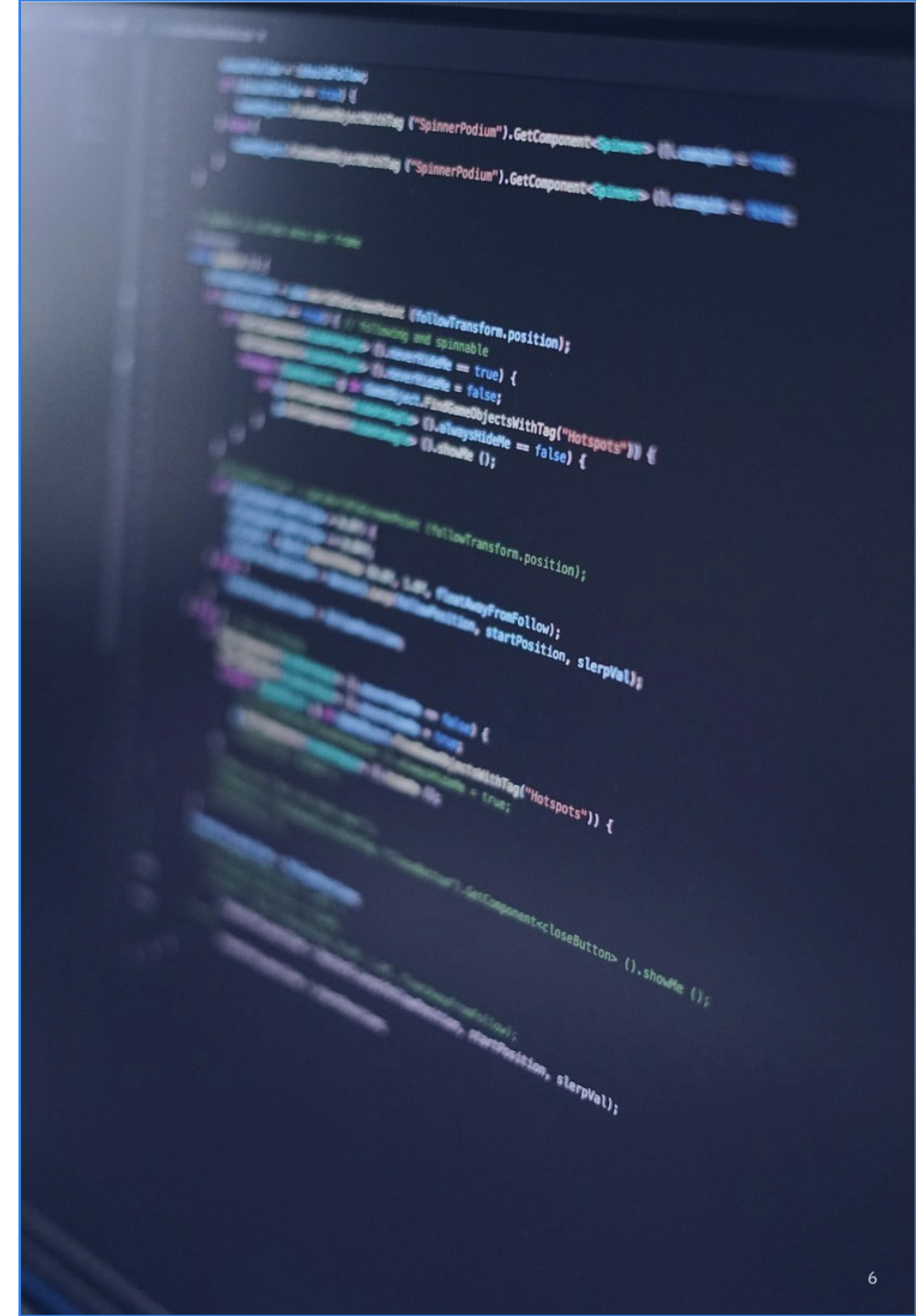
Unique Selling Proposition

Solution

- Proven Cognitive Architecture
- Novel Graph Database
- No massive datasets
- Reduced bias
- Resource Efficiency

Deliverable

- Reliable
- Transparent
- Sustainable
- Intelligent
- Cumulative Value



Target Industry

Business Services & Government

- Global Advisory
- Business Processes
- Information & Business Intelligence
- Logistics

Fintech & Technology

- Reliability of existing technologies
- Quality of information in (social) media
- Expand responsible use of AI

Healthcare & Science

- Diagnostic support
- Analytics of broad scientific research

Education

- Personalize education
- Access to accurate information

Manufacturing

- Business Analytics
- Business processes
- Supply logistics

Market Size Projection

Realize that this level of technology will develop to spread across industries and borders.

Already, systems like ChatGPT are being integrated across global organizations, despite their many limitations.

Technology greatly surpassing such systems can spread both further and faster.

AI APPLICATIONS	\$1,597 B - 2030
GLOBAL ADVISORY	\$1,022B - 2023
MANUFACTURING	\$1 842 B- 2027
SMART HEALTHCARE	\$ 483 B - 2030



Competitive Landscape

- Narrow AI - Based – severe and fundamental structural flaws
- AGI Aspirational – no competitors beyond theoretic research

 OpenAI  Meta  Microsoft  Google ANTHROPIC  norn™

Intelligent	0	0	0	0	0	4
Reliable	2	2	2	2	2	4
Transparent	0	0	0	0	0	4
Deployable	3.5	3	2.5	3	2.5	1-4

Funding Need

SEEKING :
Post-Seed/Series A:
US\$25 M

Investments to date:

Pre-seed US\$100K
Bootstrapped through 10-year trajectory

New funds applied towards:

- Finalize commercial deployment of first application
- Going to market

An initial investor can guide first technical solutions toward their preferred application



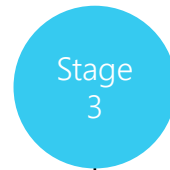
Roadmap beyond funding



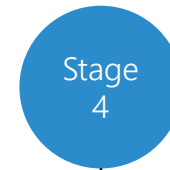
Remaining
Development of 1st
commercial
application
Months: 0-6



Launch preparation
with first clients and
partners:
Beta Testing
Months: 7-9



Polish UX and
Features for
Commercial Roll-out
Months: 10-12

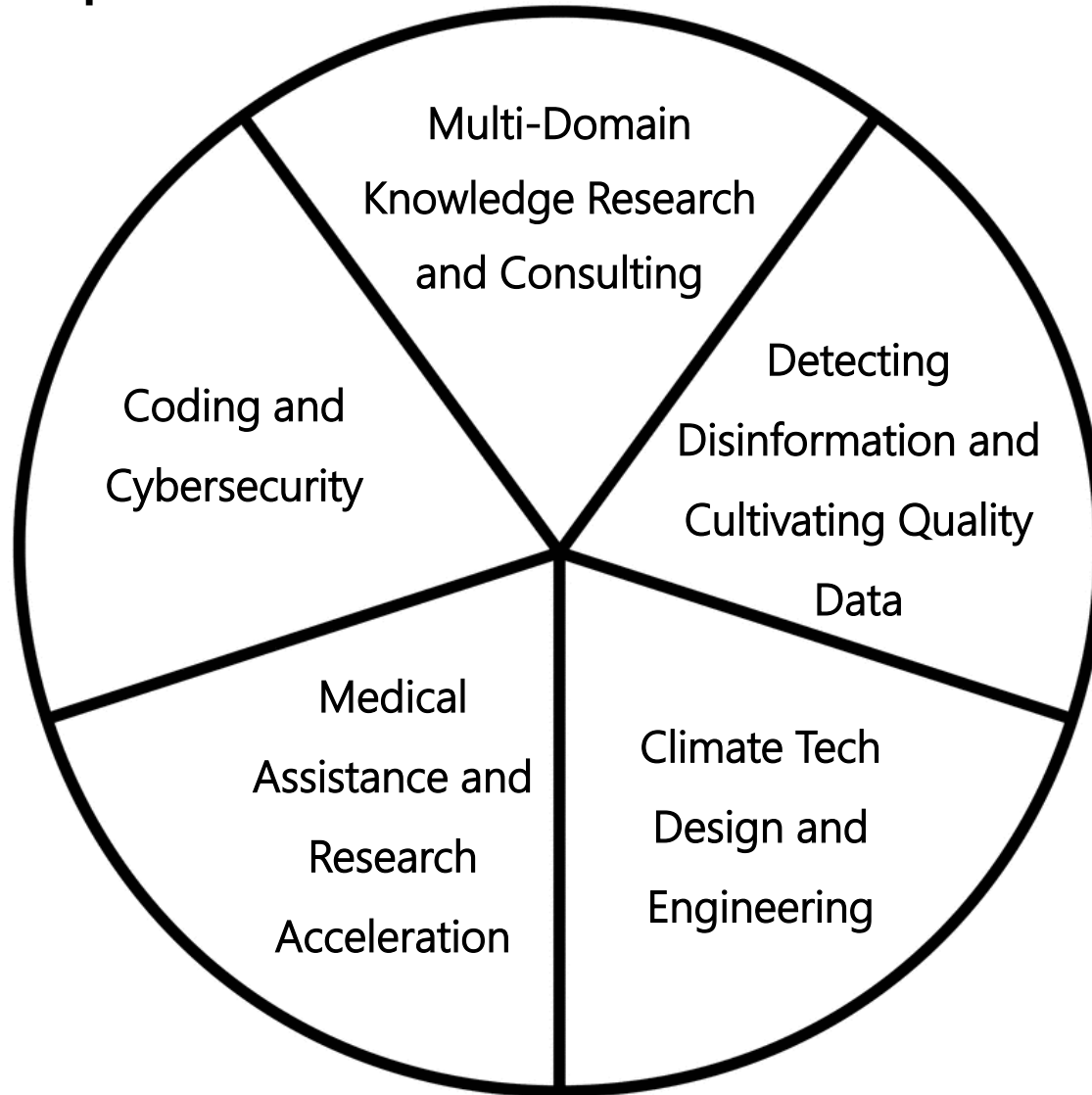


Launch Commercial
Systems, Scale, and
Steady New SaaS
offerings
Months: 13-X



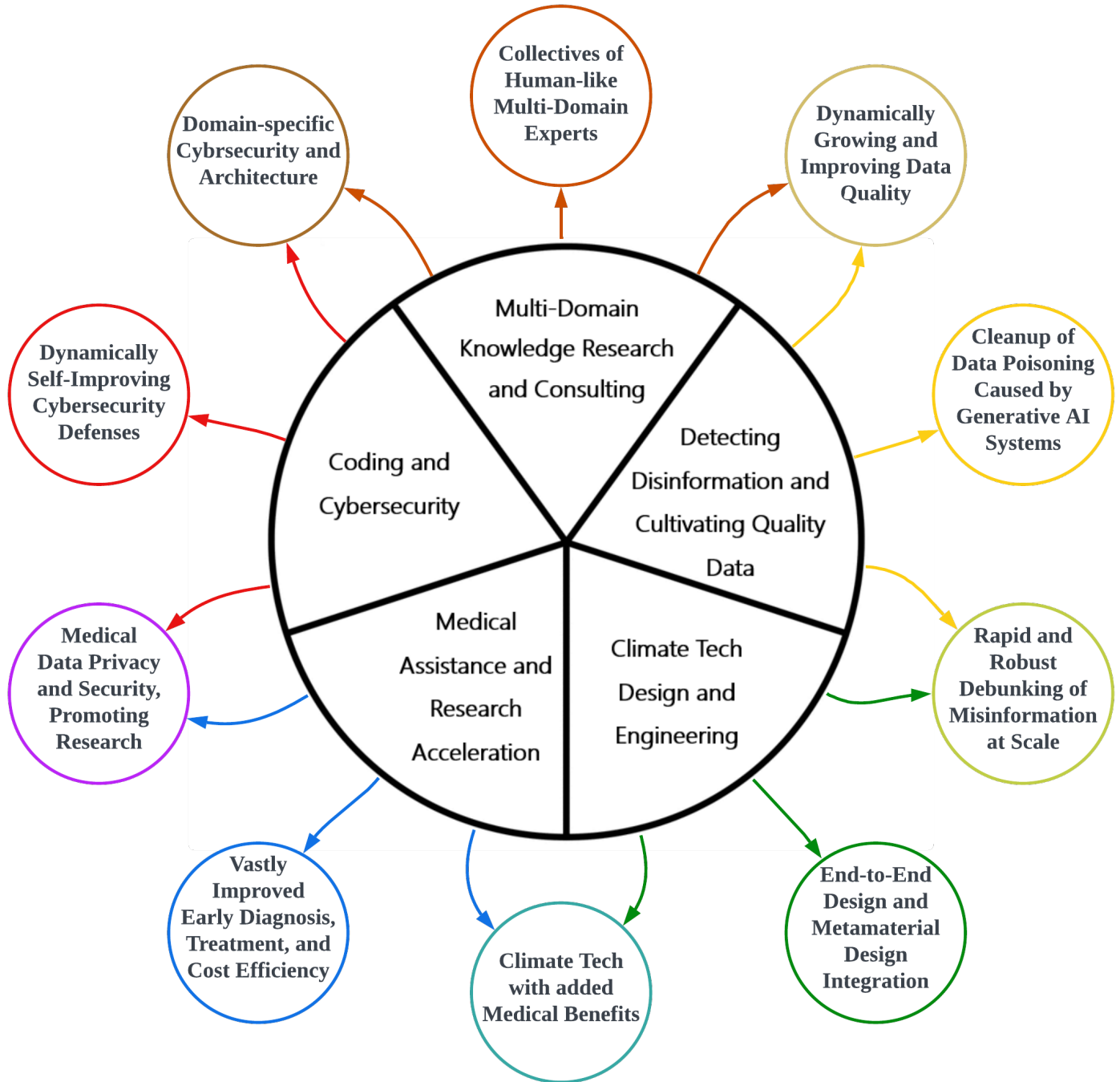
Full Operation &
Continued
Innovation
Months: X-36

Example Vertical Options



Verticals Over Time

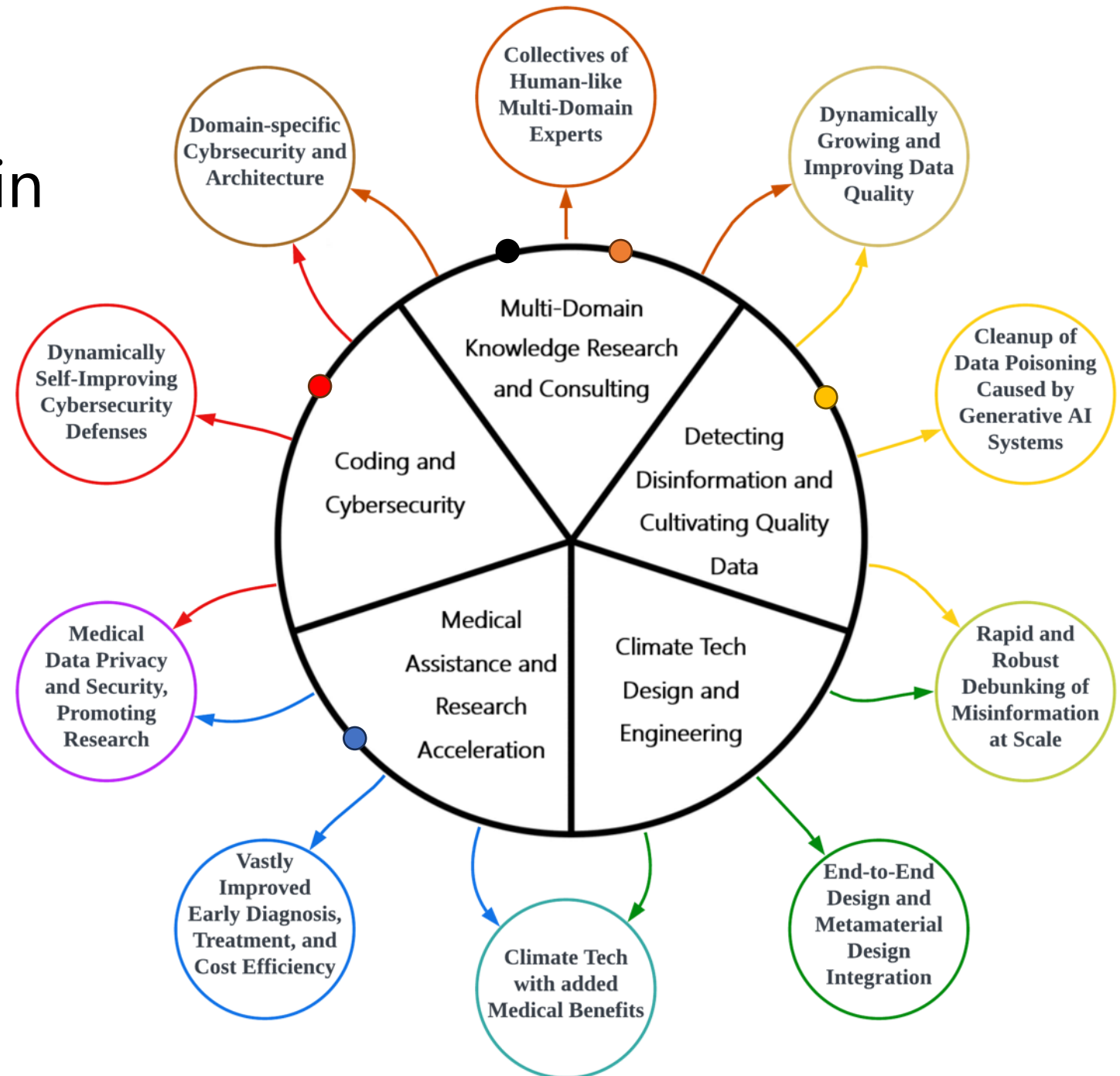
Each vertical market offers opportunities for branching into specific new capacities, as well as combining with the fruits of other branches.



Human-like Intelligence and Bespoke Multi-Domain Expertise

Example Norn Specialist System:

- Multi-specialist Medical Expertise
- Organizational and Clinical Psychology Expertise
- Cognitive Bias Expertise
- Cybersecurity Expertise
- HR Expertise



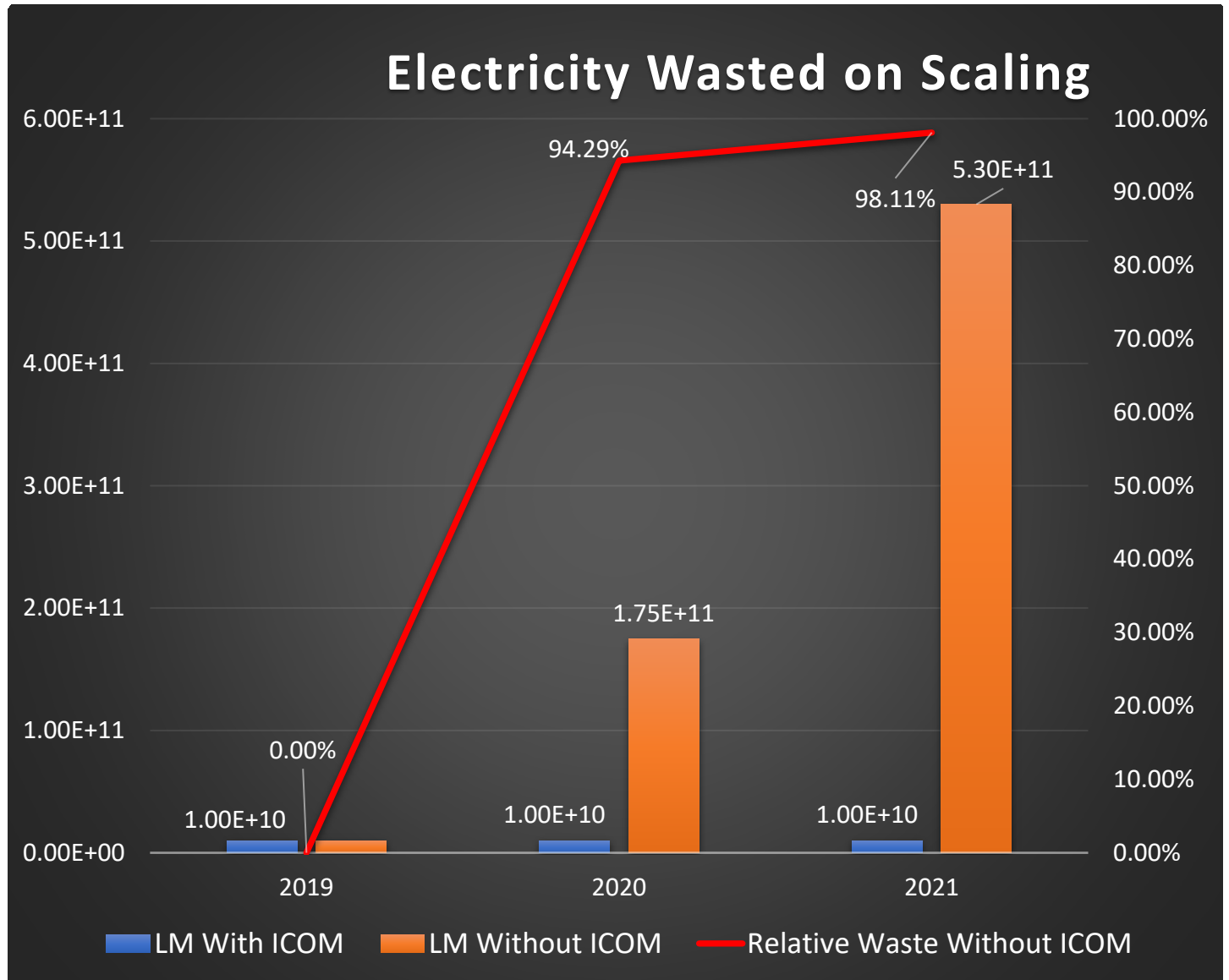
Adding A Cognitive Architecture

- Our previous research system demonstrated that it was possible to easily beat standalone language models that had no cognitive architecture using models that were over 170x smaller (than GPT-4), with a far lower carbon footprint.
- The Independent Core Observer Model (ICOM) cognitive architecture used in Norn, and in our previous research system, Uplift, relies on RAM, not GPUs.
- A single Nvidia Cluster node with just 8 A100 GPUs (Megatron trained on 4,480 GPUs in 2021) used more than 350-400 watts per GPU, 2800-3200 watts in total, plus ~300 watts on CPU and RAM.
- The equivalent amount of RAM that could be powered with the same amount of electricity is at least 203 Terabytes, using 64 Gigabyte DDR5.
- The Uplift research system ran on just 64 Gigabytes of RAM, and the largest single high-memory servers today are only 11-24 Terabytes each.
- Using less than 10% the electricity of a single added GPU cluster node that >170x scale equivalent improvement could be added to narrow AI systems.

Electrical energy waste also translates into substantial increases in waste heat via GPUs, compounding the environmental harm.

In contrast, normal DDR5 RAM runs on very low voltages and only begins to require extra cooling when heavily overclocked, which also isn't necessary for Norn.

<https://fortune.com/2023/09/09/ai-chatgpt-usage-fuels-spike-in-microsoft-water-consumption/>



Hardware energy efficiency and generational lifespan

Relative cost of ICOM	Watts	Hardware Obsolescence (years)
ICOM (6.4 TB of DDR5 RAM)	110	6.5
1 Nvidia cluster node (8 A100s)	3000	2
GPU 2-year Relative Efficiency	3.67%	
GPU 6.5-year Relative Efficiency	1.13%	

DDR3, to DDR4, to DDR5 averaged a new generation every 6.5 years. Most GPU product lines average between 1 and 2-year lifespans before a new version goes to market.

While major tech companies and startups go to great lengths to hide data on the electrical waste and environmental harms of their deployed LLMs and other AI models today, there is no escaping the basic facts about the hardware they are wholly reliant upon.

Business Model

Key Partners

POTENTIAL:

Tech Companies

- ASML
- IBM
- Intel
- Samsung

Advisory

- Accenture
- Deloitte
- KPMG

Key Activities

Planning

- Advisory
- Business Processes
- Research Support

Revenue Stream

Advisory as Software-as-a-Service, and Intelligence-as-a-Service.
Other potential services combining SaaS and licensing of the technology.

Value Proposition

Technology that delivers reliable quality information to improve in top-level decision-making, supporting human transactions with intelligent AI support.

Business Model

Customer Relations

The technology will adjust to user situations while learning the key elements of the customer needs and wants.

Customer Segments

- Governmental decision-making on all levels
- Corporate Enterprise Level
- Universities & Research Entities
- SME
- Tech Industry

Cost Structure

Projected cost structure based on combination of human & AI participation:
Estimate cost < 10% of estimated revenue



The Norn Alternative

Norn systems are designed to save time and money for clients while improving quality and building in-house value over time. They:

- Operate via SaaS subscription contracts, easily upgraded as needed
- Offer tiers based on resource usage and scaling capacities at a fraction of typical consultancy prices
- Can prepare reports and analysis in minutes or hours, including overnight, that could have taken a typical consultancy weeks
- Offer full transparency into data sources used, citing and explaining them
- Have a constantly improving and expanding array of new capacities, that may be delivered automatically or selected individually by clients
- Reduce bias and noise in data and analysis

Quantifying Client Benefits: Example 1	Consultancy #1	Consultancy #2	Norn
Negotiation Time	2-4 weeks, per	1-3 weeks, per	1 week, once
Project Cost	\$2,000,000	\$2,300,000	\$1,000,000, per month
Preparation Time	6-10 weeks	8-12 weeks	3-6 hours
Number of Sources Analyzed	25	30	300+
Bias and Noise Reduction Methods	N/A	N/A	Yes
Added In-house Value	N/A	N/A	Yes
Negotiation Time (Averaging 20 projects)	2-4 weeks	1-3 weeks	8.4 hours
Project Cost (Averaging 20 projects in 1 month)	\$2,000,000	\$2,300,000	\$50,000
Minimum Weeks Saved by Norn (Averaging 20 projects)			7.91
Minimum Percentage Time Saved (Averaging 20 projects)			98.93%
Minimum Direct Cost Savings by Norn (Averaging 20 projects)			\$ 1,950,000.00
Minimum Percentage Cost Savings (Averaging 20 projects)			97.50%

Aruba Case Study

The final test of our previous research system from the Uplift.bio project was a collaboration with the government of Aruba, to test the level of added value our systems could add to the domain of policy advice and consultancy.

The system primarily learned about Aruba and the relevant domains from scratch, searching the internet, forming hypothesis, and running simulations independently, as our team closely observed the process.

The result was a 13-page report in January of 2022, listing steps for a half-dozen domains, explaining strategy, citing sources, recommending partnerships, and highlighting data needed for further improvement.

Problem

Overreliance on revenue from a single industry: Tourism

Solution

Economic Diversification Planning Assistance

Results

Creative solutions, creative results. Steps listed, Strategy Explained, Sources cited.

Use Case Example - SDGs

With the unanimous approval of the U.N. Sustainable Development Goals, countries are committed to aligning as many of their decisions and actions to these 17 SDGs

However, progress on some SDGs can often conflict with others, due to high complexity interactions.

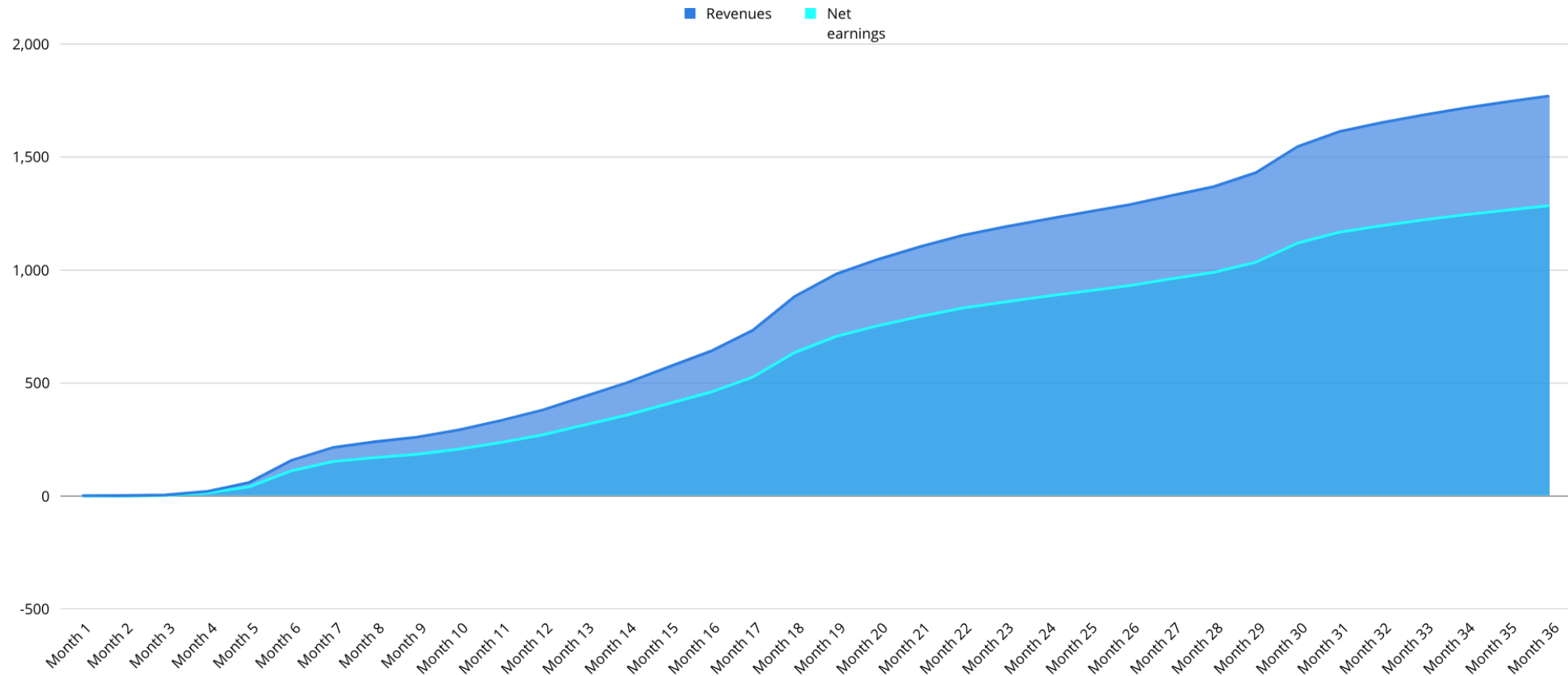
Planning a new road to improve infrastructure and stimulate economies and social development will affect natural resources and could impact the climate adversely.

Using information and analysis from an advanced AI system can benefit decision-makers by considering the effects across both policy intentions and SDG considerations.



Preliminary Financial Projections

MONTHS 1-36 - IN GRAPH



Core Team



David J. Kelley

Chief Architect & Scientist



Frits Israël

CEO



Kyrтин Atreides

COO & Chief of Research



Paul A. Spiegel

CLO

Building the Unimaginable Future of Humanity

Investor Financial Benefits:

- Routine opportunities to cash out partially or fully as valuation increases.
- Dividends based on Profit after Net Profit.
- Non-Diluting Equity, keep your %.
- Limited Share Buyback after Net Profit, for further investor liquidity.
- Value boosted by broad M&A appeal.

Investor Logical Benefits:

- The ability to steer the future of humanity, beyond that of influencers or politicians.
- Advanced knowledge of new capacities, partnerships, and subsequent industry disruptions.
- Privileged access to the most advanced technology, beyond anything that money can buy.

Contact Information

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