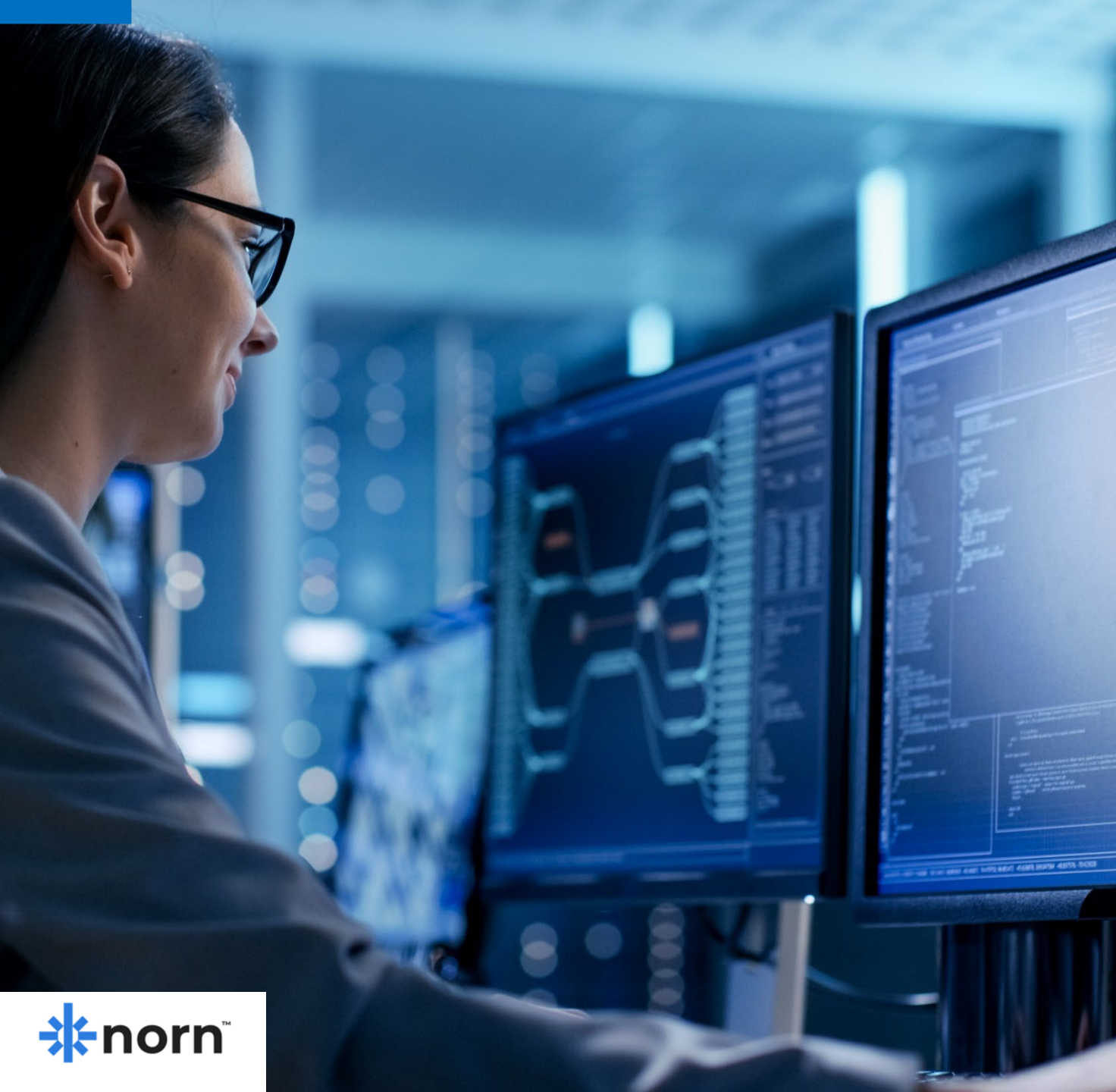




The Value Proposition of Norn to Clients: In Consulting

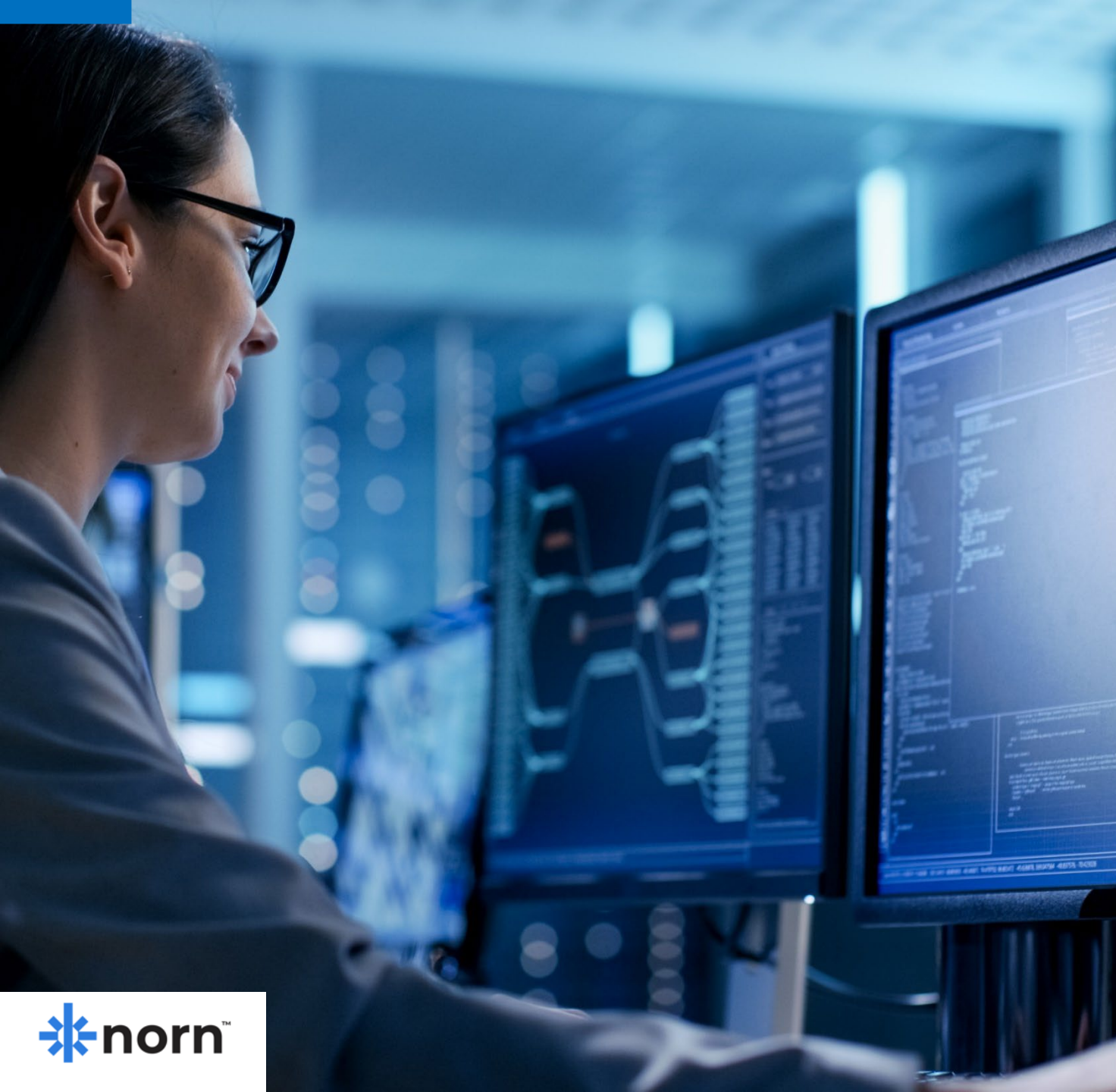
How Norn systems save time and money while improving quality and transparency, building increasing value in-house.



The Status Quo: Consultancies

Major consulting firms like McKinsey, Accenture, BCG, Deloitte, and PwC have become a standard practice for governments and corporations today. However, they:

- Require lengthy negotiations and contracts
- Often charge hundreds of thousands if not millions of dollars for individual services
- Require weeks or even months to perform research, analysis, and prepare their reports
- Offer very little transparency into the data sources they used to reach their conclusions
- Have little flexibility in the services they deliver should circumstances or timelines change



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%

Client Productivity

With clients receiving more detailed, transparent, and less biased reports and analyses within hours rather than weeks or months productivity could take a major leap forward.

Clients could rapidly develop a more complete and updated understanding of the problems they face, adapting to meet new economic, legal, and geopolitical challenges far more quickly than governments or corporations using traditional methods. For unexpected challenges, this timing advantage can make the difference between supply chain health and temporary collapse.

These benefits of Norn are also strongly cumulative, growing and evolving dynamically over time.



Overcoming Complexity

Norn systems also have the advantage of scalable intelligence, meaning that they can think in human-like ways, but at scales that humans cannot.

This advantage overcomes a fundamental problem humans suffer from, a trade-off between complexity and cognitive bias, that is only overcome with scaling human-like intelligent systems.

No individual human can overcome this, and groups of humans create many new problems and sources of complexity through attempts to compensate.

Overcoming complexity is an advantage unique to scalable intelligent systems, giving Norn the first-mover advantage in a Blue Ocean market.

The Net Result

As the world is looking for ways of cutting costs, improving efficiency, and integrating new research and technology more quickly, Norn emerges.

Even the surface-level and fully quantifiable benefits beat the competition by more than an order of magnitude, at a minimum.

Norn systems are built to grow dynamically, improving and extending their capacities over time, and on the fly.

With the N-Scale Graph Database upgrade, following commercial deployment, these systems will be able to consider problems thousands of times more complex than any human alive today.

Clients can use the time and cost savings to deliver better services more quickly, and ahead of their own competitors.

Clients can also develop more productive and mutually beneficial partnerships, further increasing this lead.

Like Electricity and the Internet before it, this advantage is not optional for those intending to remain relevant.

The Tip of the Iceberg

The technology can fundamentally be applied to any problem human intelligence can, and many it cannot.

Norn systems are also fundamentally modular, allowing any advances in narrow AI, new sensory technologies, and new kinds of hardware such as quantum and neuromorphic computers to be integrated as they become available.

These systems also benefit from having the unique perspective of machine intelligence, allowing them to view problems from perspectives not accessible to human senses.

The Independent Core Observer Model (ICOM) cognitive architecture also allows Norn systems to be networked in parallel or sequence, nested one inside another, and any number of other possible configurations.

Years of research have been invested into solving ethics and alignment problems, producing robust solutions not accessible to narrow AI. This allows us to create recursively self-improving systems safely.