Global New Unicorn Count By Month

crunchbase

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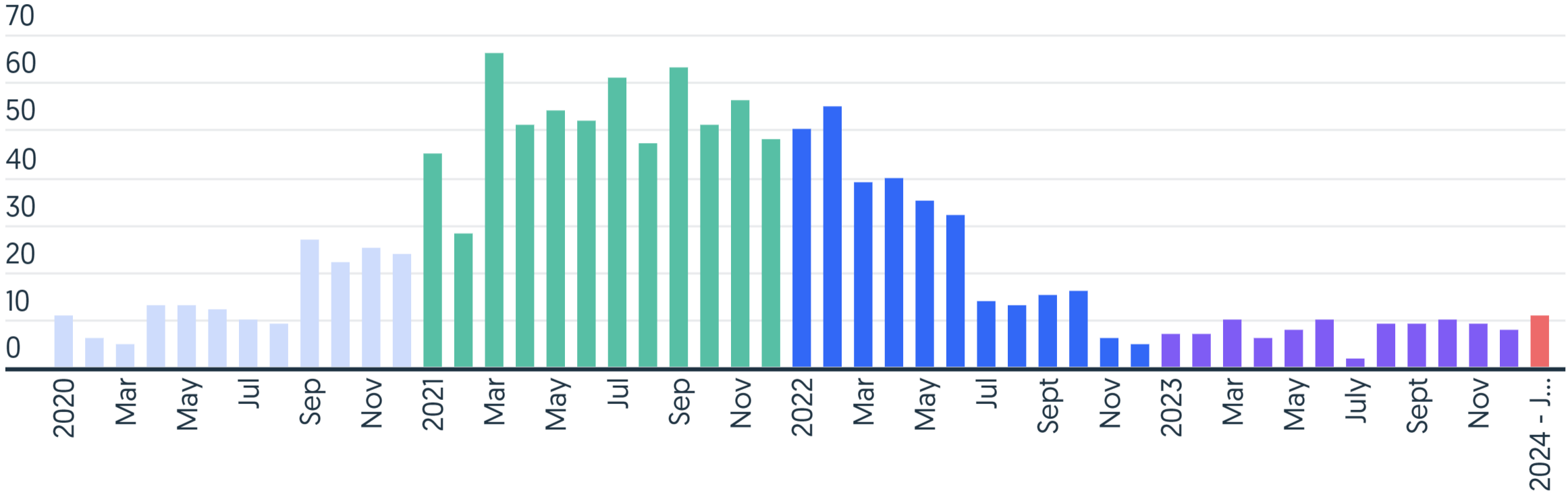
Global Funding By Stage Through January 2024

Chart legend: Angel-Seed, Early Stage, Late Stage, Technology Growth

Y-axis: $60B, $40B, $20B, 0

X-axis: 2022, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec, 2023, Feb, Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, 2024

crunchbase

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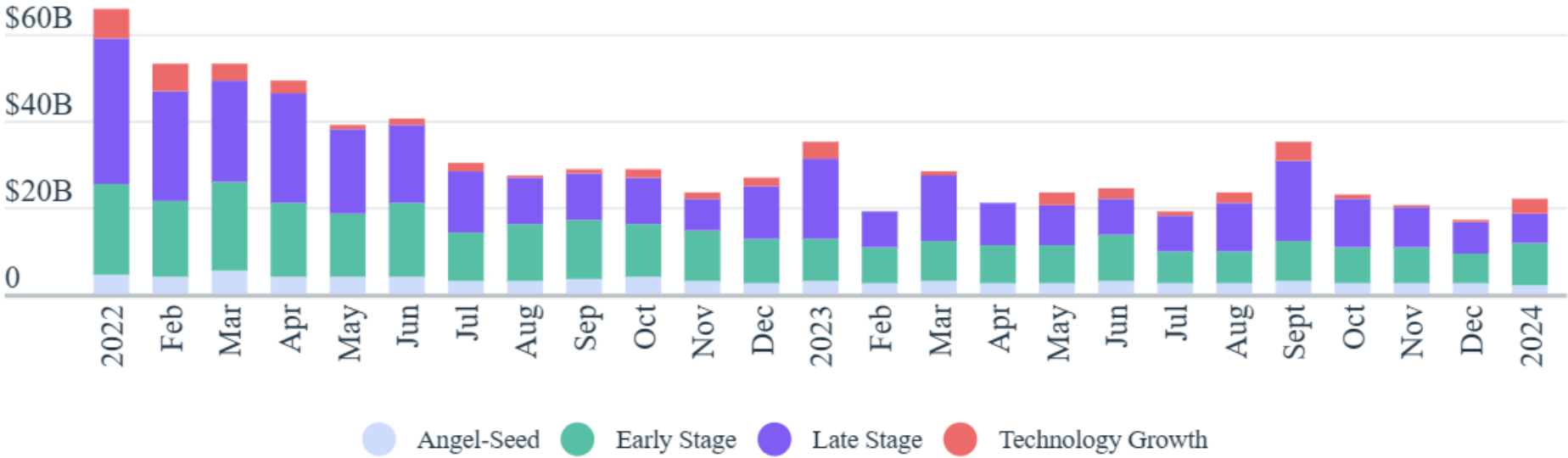
AI's 2023 $100 million+ Raises:

OpenAI - $10.3bn total investments - $80b+ valuation

Market: Various AI systems

Inflection AI - $1.3bn investment - $4b valuation

Market: "Therapy" Chatbots

Anthropic - $7.85bn total investments - $15b+ valuation

Market: Various AI systems

Adept AI - $350m investment - $1b+ valuation
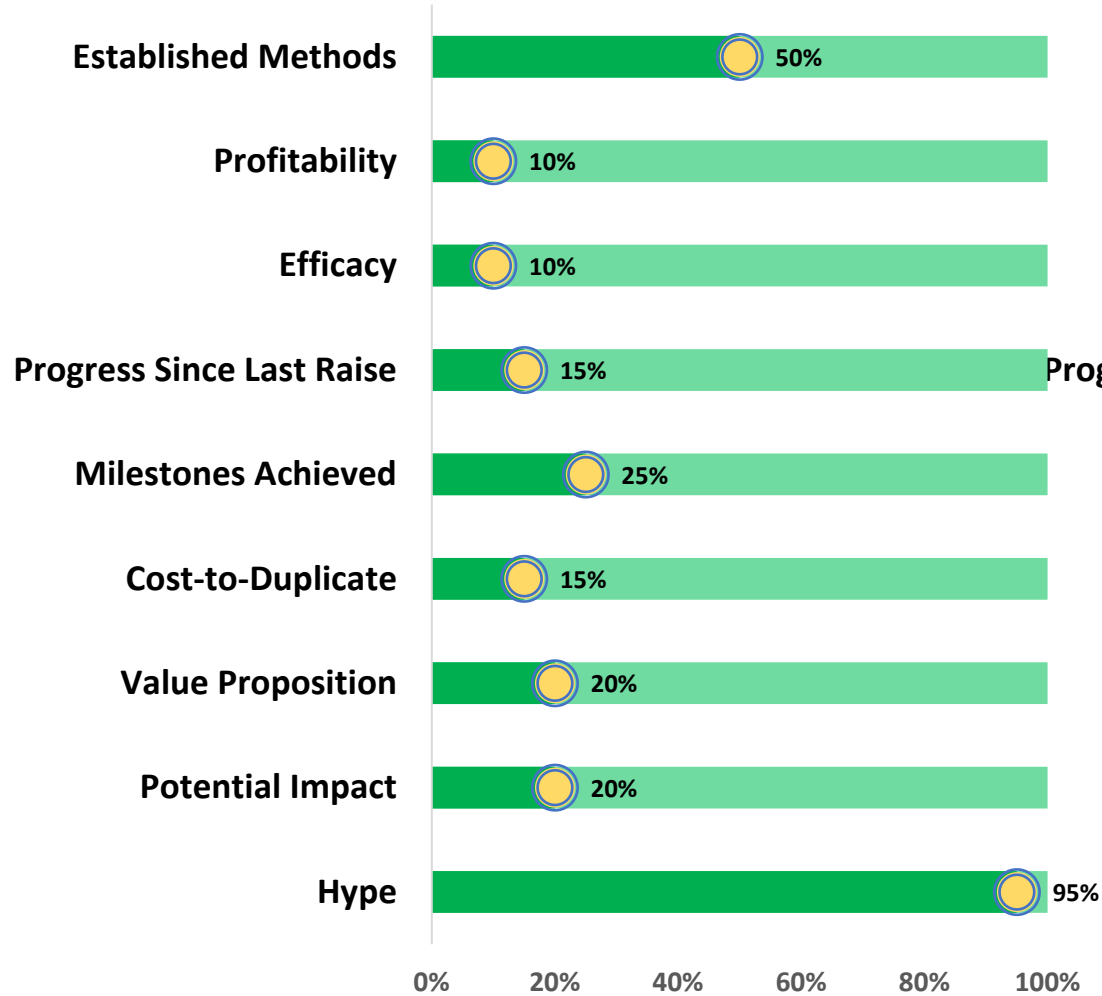
Market: AI integration and usability

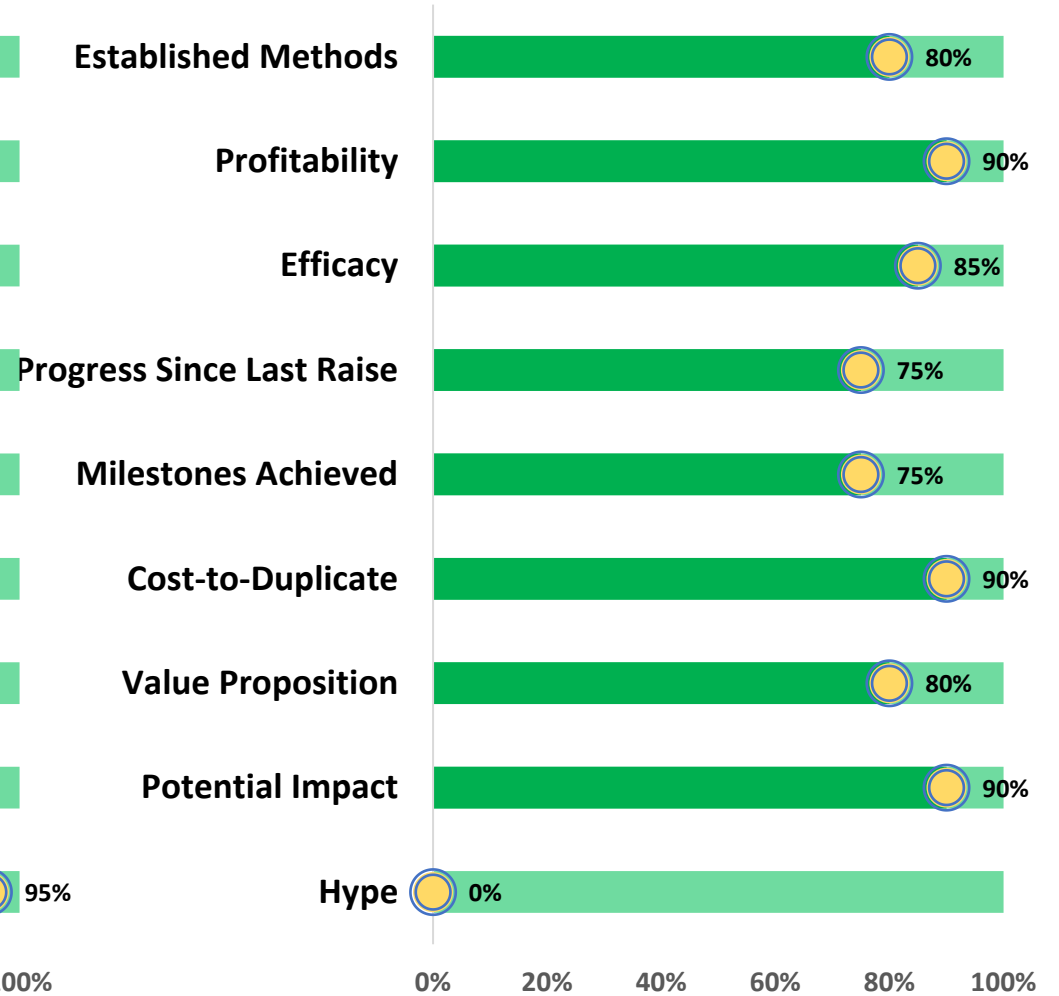**Cohere - $270m investment - $2.1b+ valuation**

Market: Chatbots

Character AI - $150m investment - $1b+ valuation

Market: Chatbots, "character" creation crowdsourcing

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OpenAI, $80b valuation

Category	Value
Established Methods	50%
Profitability	10%
Efficacy	10%
Progress Since Last Raise	15%
Milestones Achieved	25%
Cost-to-Duplicate	15%
Value Proposition	20%
Potential Impact	20%
Hype	95%

What is Norn Worth?

Category	Value
Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

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OpenAI

OpenAI raised $10.3 billion USD in 2023. This has brought their valuation to $80 billion. OpenAI:

1. Has no non-trivial proven methods of accomplishing their stated goals.

2. Hides all "profit" related data, showing only revenue, and "annualized revenue" (projections).

3. Has consistently explored methods already known to have low efficacy. Efficacy has decreased over time due to fraudulent "guardrail" methods.

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10+ years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Methods

Profit

Efficacy

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OpenAI (continued)

4. Has shown no meaningful progress toward ethics, safety, alignment, transparency, or their other stated purposes. Failed to deliver on their prior promises.

5. Has deployed LLMs, alongside a rapidly growing crowd of other nearly identical LLMs on the market.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag.

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OpenAI (continued)

7. Value Proposition built on prestige, hope, and hype. Only provides more substantial and consistent benefits to cybercrimals thus far.

8. Has the potential to mildly improve narrow AI systems.

9. Has very high levels of hype, built on demonstrably false claims they and others have repeatedly made.
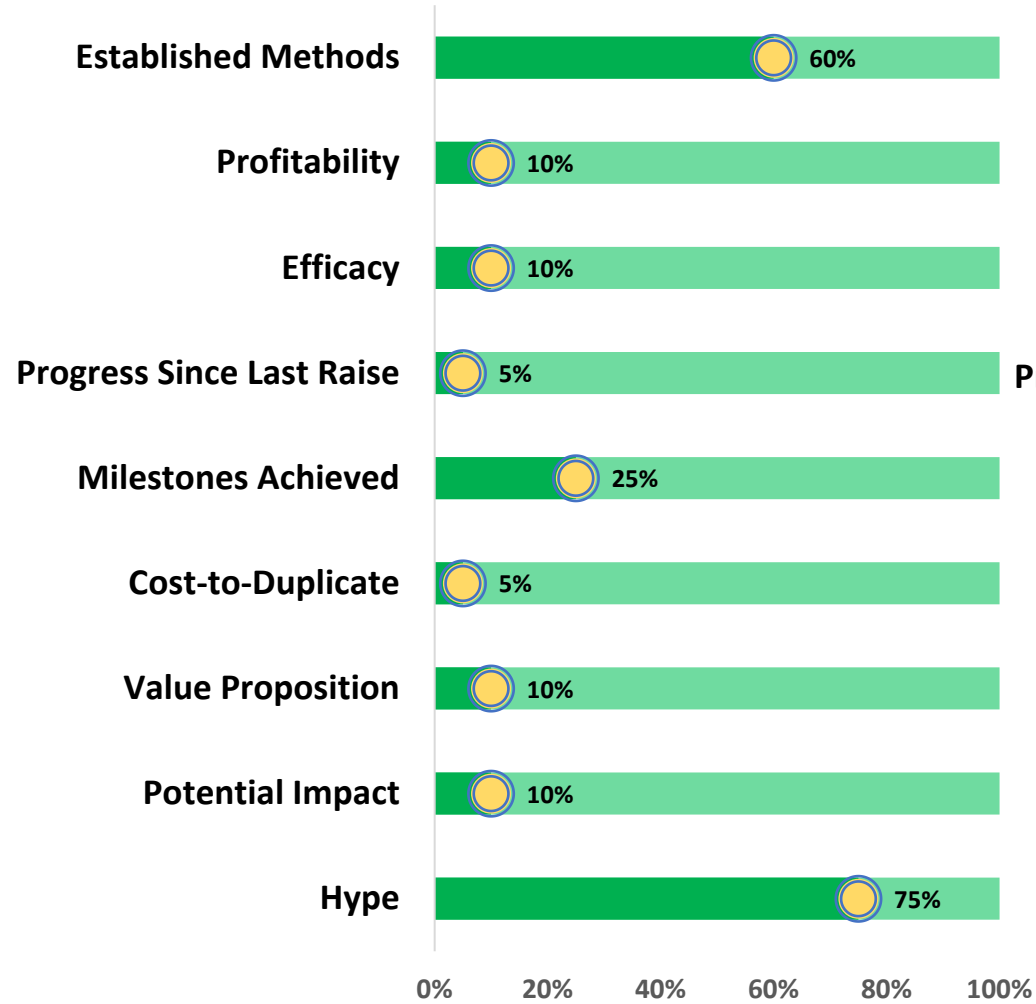
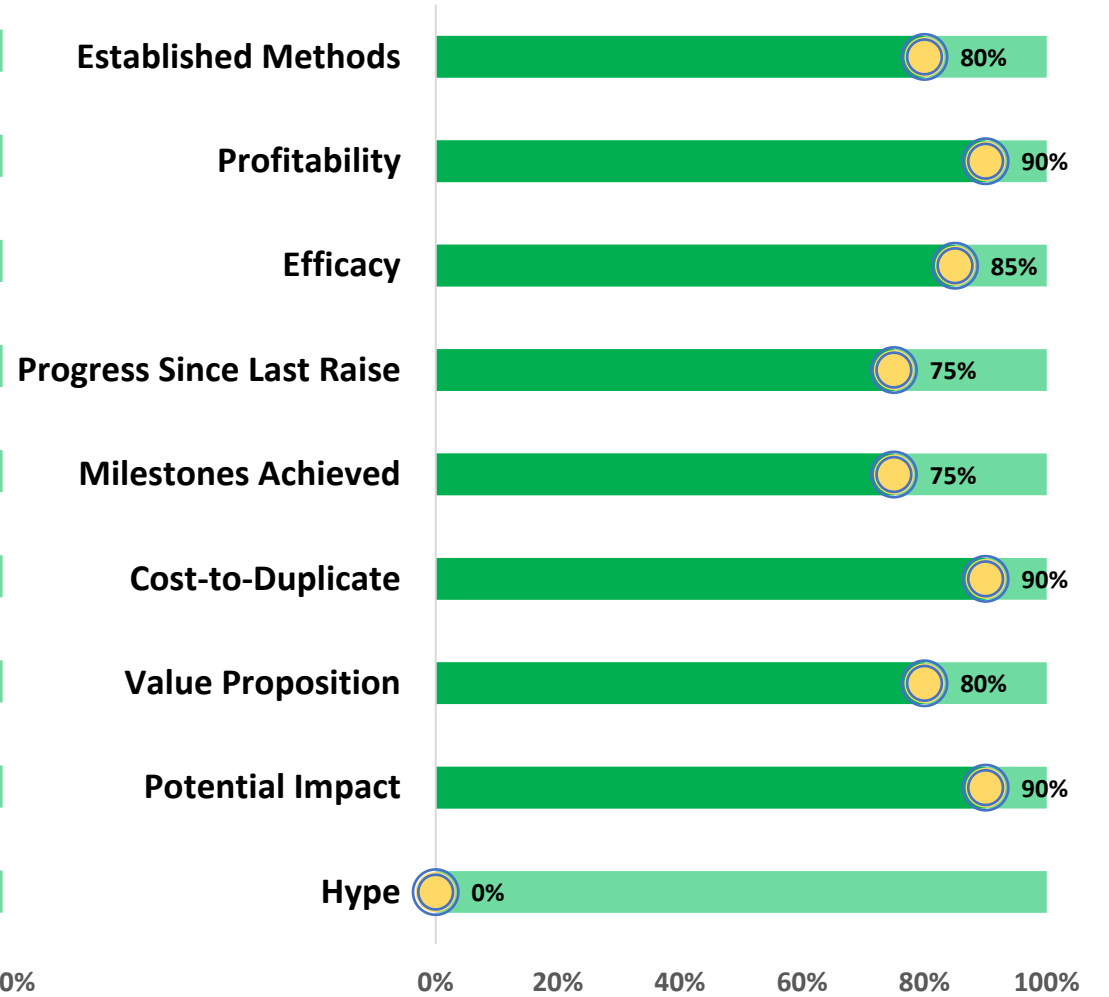| Value |
| Impact |
| Hype |

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

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Inflection AI, $4b valuation

Category	Value
Established Methods	60%
Profitability	10%
Efficacy	10%
Progress Since Last Raise	5%
Milestones Achieved	25%
Cost-to-Duplicate	5%
Value Proposition	10%
Potential Impact	10%
Hype	75%

What is Norn Worth?

Category	Value
Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

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Inflection AI

Inflection AI raised $1.3 billion USD in 2023. This has brought their valuation to $4 billion. Inflection AI:

1. Has no proven method of accomplishing their goals.

2. Is a "public benefit corporation" with no clear path to profitability. Has substantial liabilities due to their mental health domain focus.

3. Has explored methods already known to have low efficacy.

Methods

Profit

Efficacy

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10+ years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Inlfection AI (continued)

4. No progress is visible, despite the huge and sudden investment.

5. Has deployed an LLM, alongside a rapidly growing crowd of other nearly identical LLMs on the market.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag.

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Inflection AI (continued)

7. Value Proposition built on providing emotional support, a very risky category for chatbots.

8. Has no distinguishing advantages or impact potential over other simple chatbots.

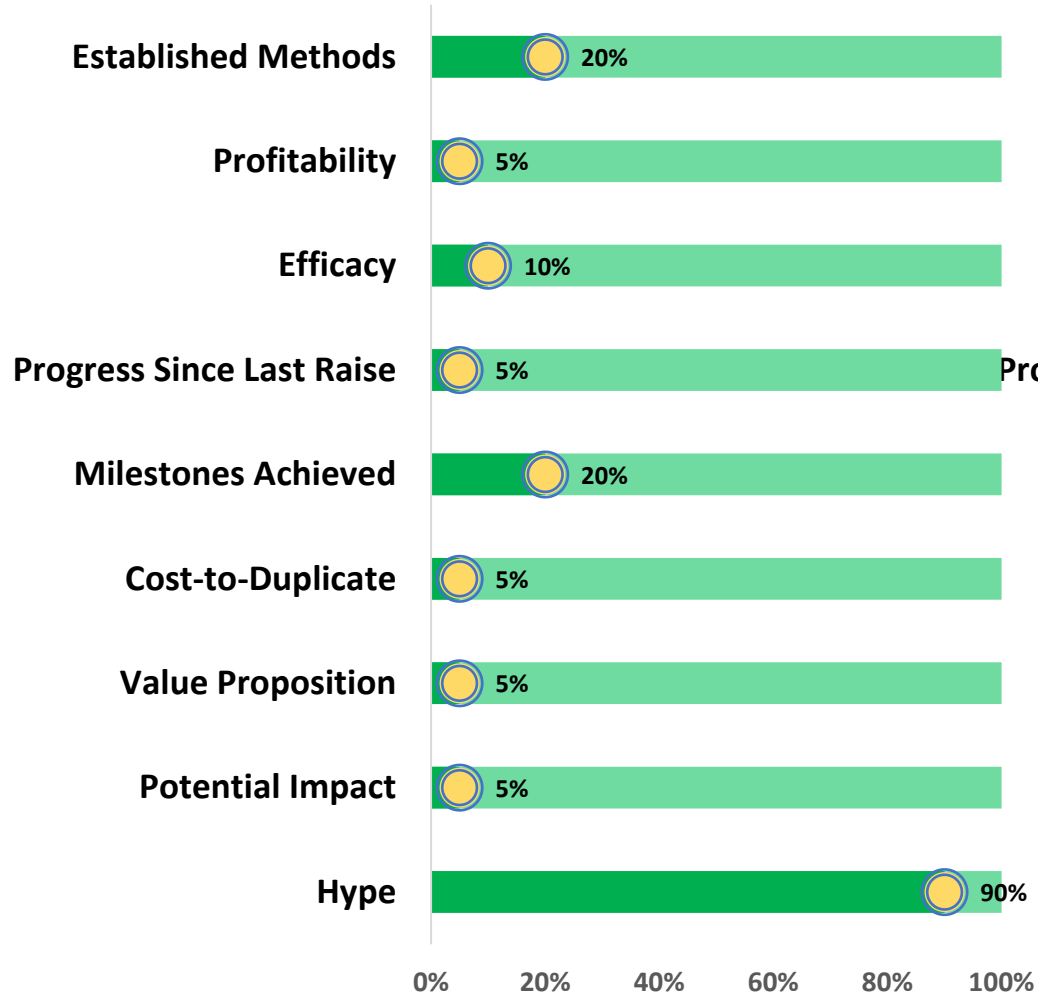9. Had high levels of hype, built on a simple chatbot, which has since died down.

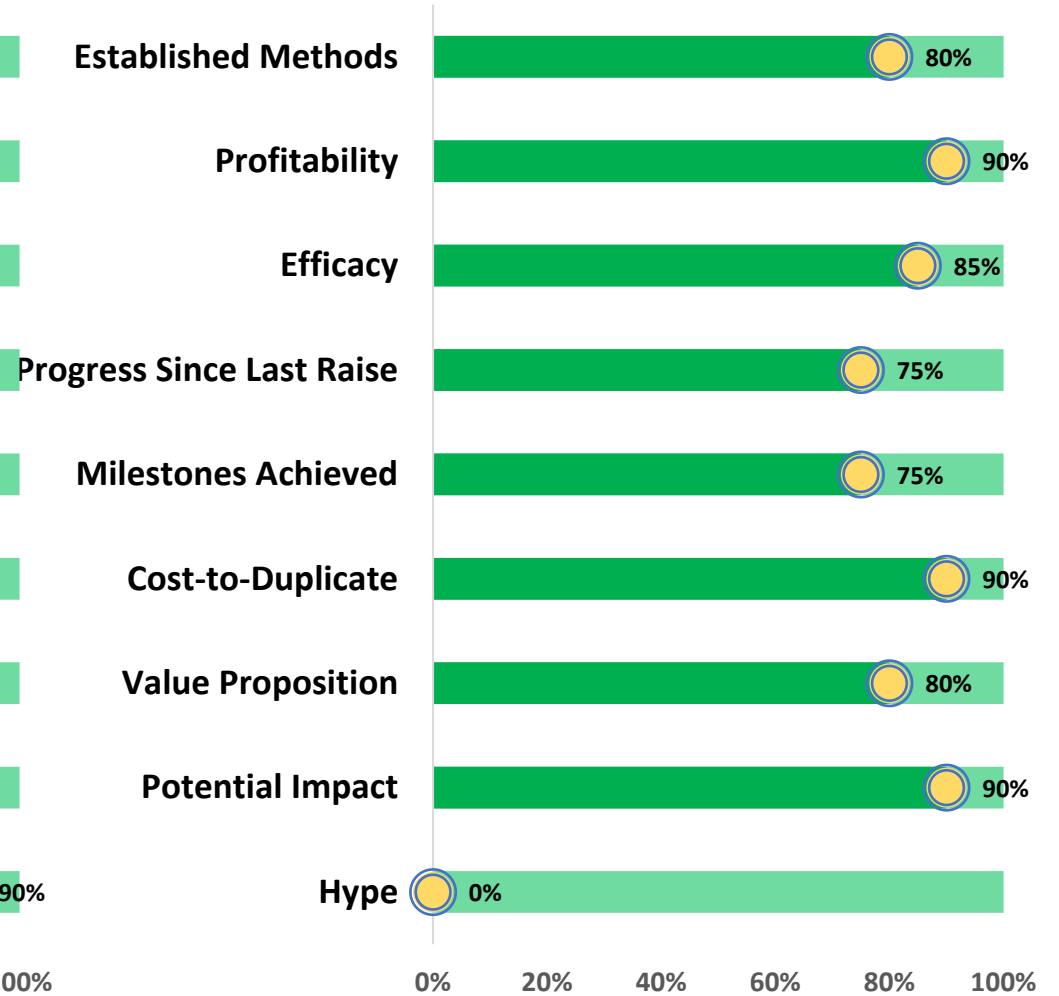**Norn** (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

Value

Impact

Hype

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Anthropic, $15 billion valuation

Established Methods	20%
Profitability	5%
Efficacy	10%
Progress Since Last Raise	5%
Milestones Achieved	20%
Cost-to-Duplicate	5%
Value Proposition	5%
Potential Impact	5%
Hype	90%

What is Norn Worth?

Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

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Anthropic

Anthropic raised $7.85bn in 2023, counting all raises and "commitments". This has brought their valuation to over $15 billion. Anthropic:

1. Has no non-trivial proven methods of accomplishing their stated goals.

2. Has no clear path to profitability.

3. Has explored methods already known to have low efficacy.

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10+ years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Methods

Profit

Efficacy

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Anthropic (continued)

4. Has shown no meaningful progress toward ethics, safety, alignment, transparency, or their other stated purposes. Failed to deliver on their prior promises.

5. Has deployed an LLM, alongside a rapidly growing crowd of other nearly identical LLMs on the market.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100 thousand, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag, and 500 dedicated staff.

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Anthropic (continued)

7. Value Proposition built on the prestige of former employment at OpenAI, and hope. Has invalidated this through consistent fraud.

8. Has the potential to mildly improve narrow AI systems, at best.

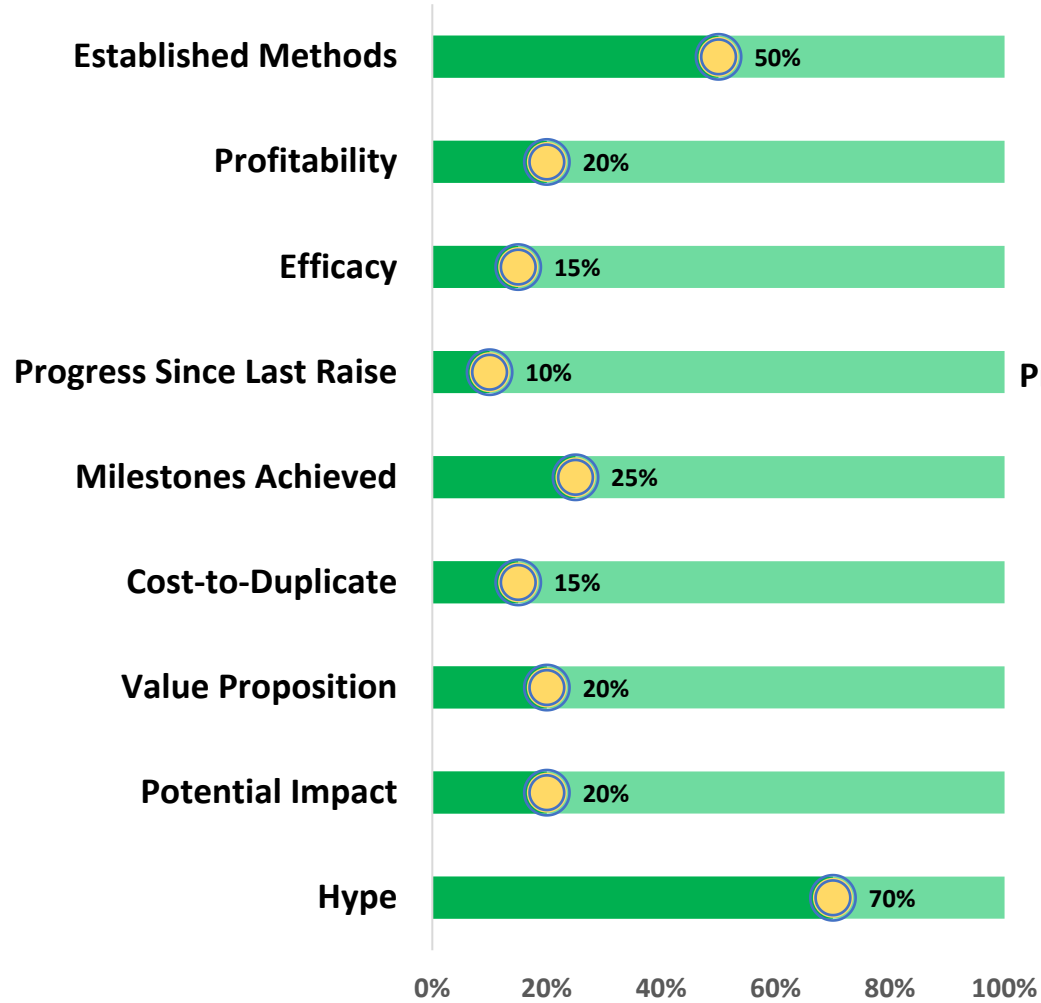9. Has very high levels of hype, built on demonstrably false claims they've repeatedly made.
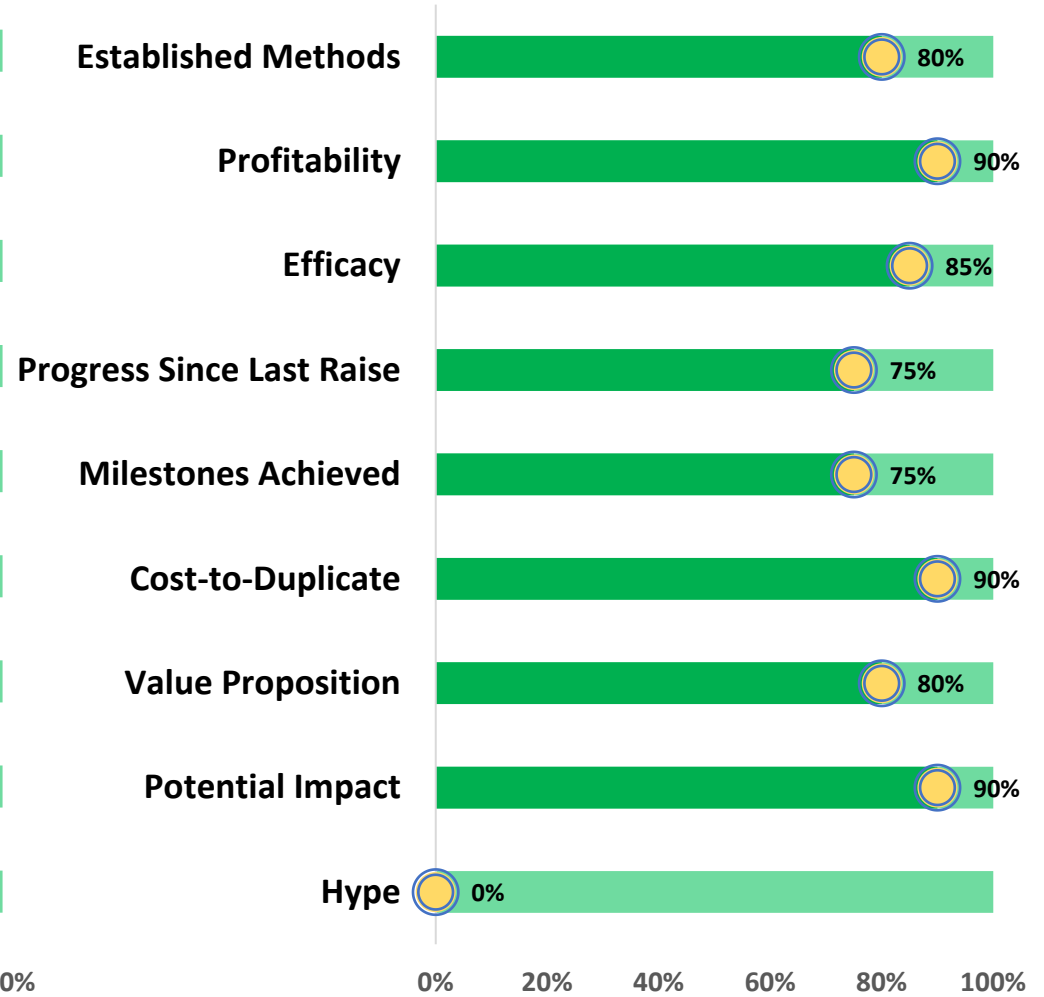
Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

Value

Impact

Hype

Adept AI, $1b+ valuation

Category	Value
Established Methods	50%
Profitability	20%
Efficacy	15%
Progress Since Last Raise	10%
Milestones Achieved	25%
Cost-to-Duplicate	15%
Value Proposition	20%
Potential Impact	20%
Hype	70%

What is Norn Worth?

Category	Value
Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

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Adept AI

Adept AI raised $350 million USD in 2023. This has brought their valuation to $1 billion+. Adept AI:

1. Has the stated goals of achieving a milder version of what Norn already has, but without the same capacity to do so.

2. Is focused on integrations, and even marginal success may produce reasonable profit.

3. Lacks any of the revolutionary methods required for achieving difficult goals.

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10 years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Methods

Profit

Efficacy

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Adept (continued)

4. Adept is pre-alpha, making them effectively seed-stage. Only canned demonstrations have been shown to date.

5. Has yet to deploy technology that delivers on any claims.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag.

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Adept (continued)

7. Value Proposition built on the potential to improve usability and interoperability of common technology.

8. Has the potential to mildly improve the common UX of people performing simple tasks.

9. Has moderate hype stemming from their successful raise, but which is dying down following a long silence.
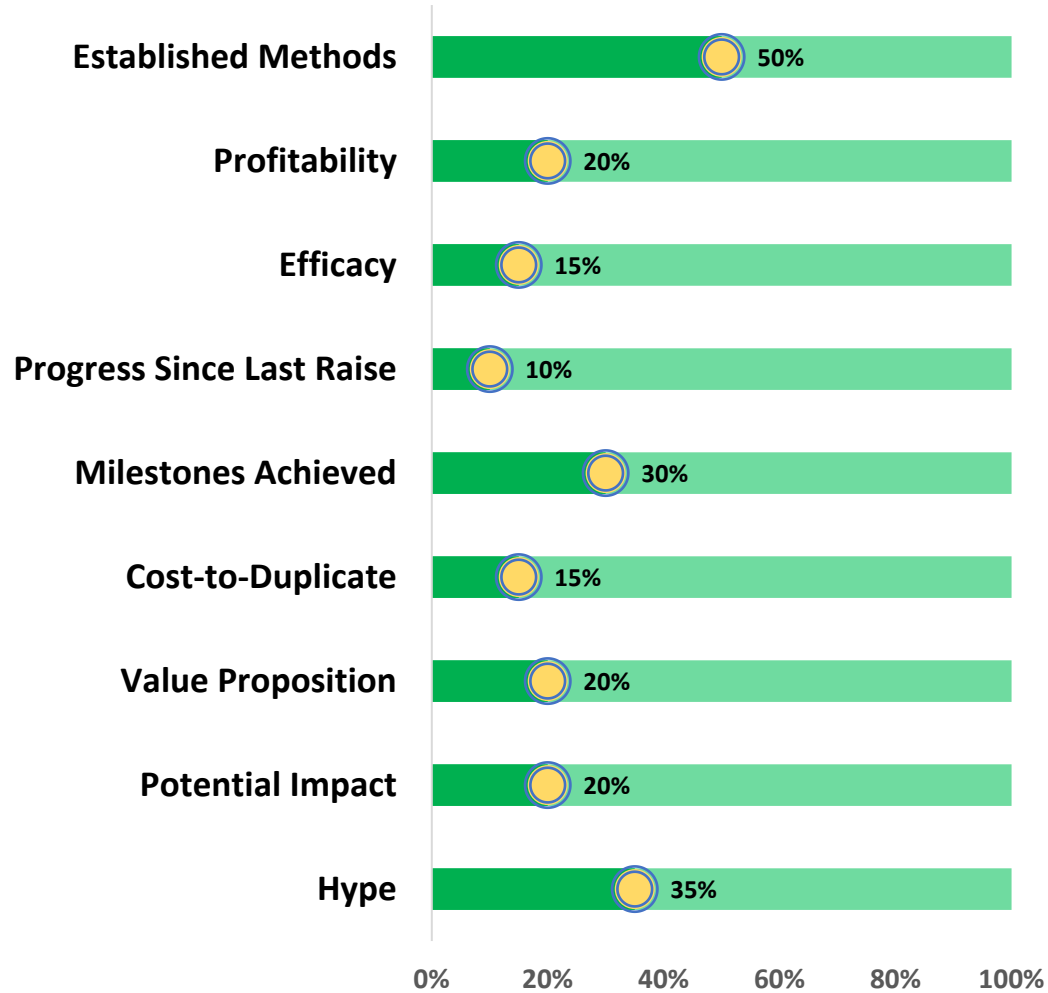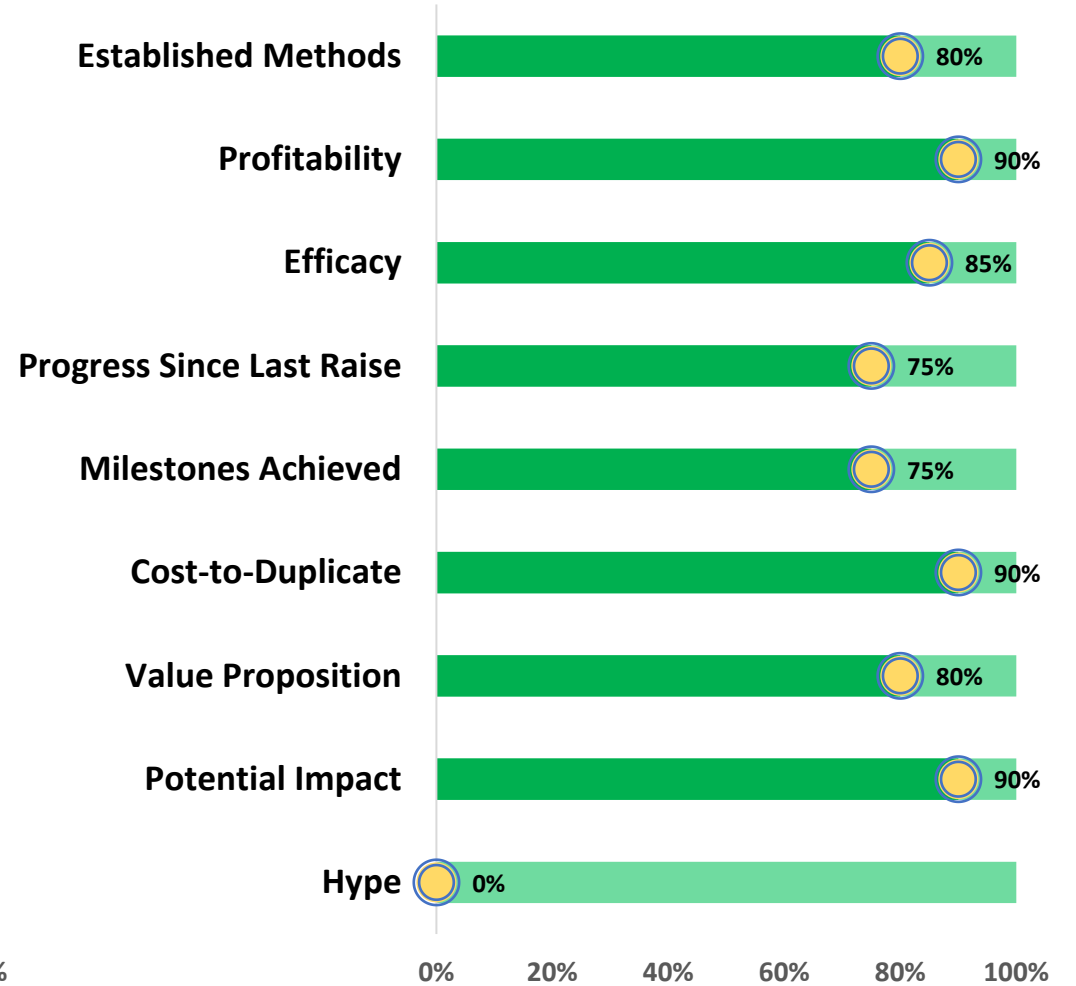
Value

Impact

Hype

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

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Cohere AI, $2.1b+ valuation

Category	Value
Established Methods	50%
Profitability	20%
Efficacy	15%
Progress Since Last Raise	10%
Milestones Achieved	30%
Cost-to-Duplicate	15%
Value Proposition	20%
Potential Impact	20%
Hype	35%

What is Norn Worth?

Category	Value
Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

Cohere AI

Cohere AI raised $270 million USD in 2023. This has brought their valuation to over $2.1 billion. Cohere AI:

1. Has a fraction of a percentage lead over their nearest competitor, on one benchmark.

2. Is focused on integrations, and even marginal success may produce reasonable profit.

3. Lacks any of the revolutionary methods required for achieving difficult goals.

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10+ years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Methods

Profit

Efficacy

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Cohere (continued)

4. Has some early stage deployed services.

5. Has deployed an LLM, alongside a rapidly growing crowd of other nearly identical LLMs on the market.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag.

Progress

Milestones

Cost-to-Duplicate

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Cohere (continued)

7. Value Proposition built on the potential to improve usability and interoperability of common services.

8. Has the potential to mildly improve the usability of services from their clients.

9. Has low market hype, following an extended period of silence.
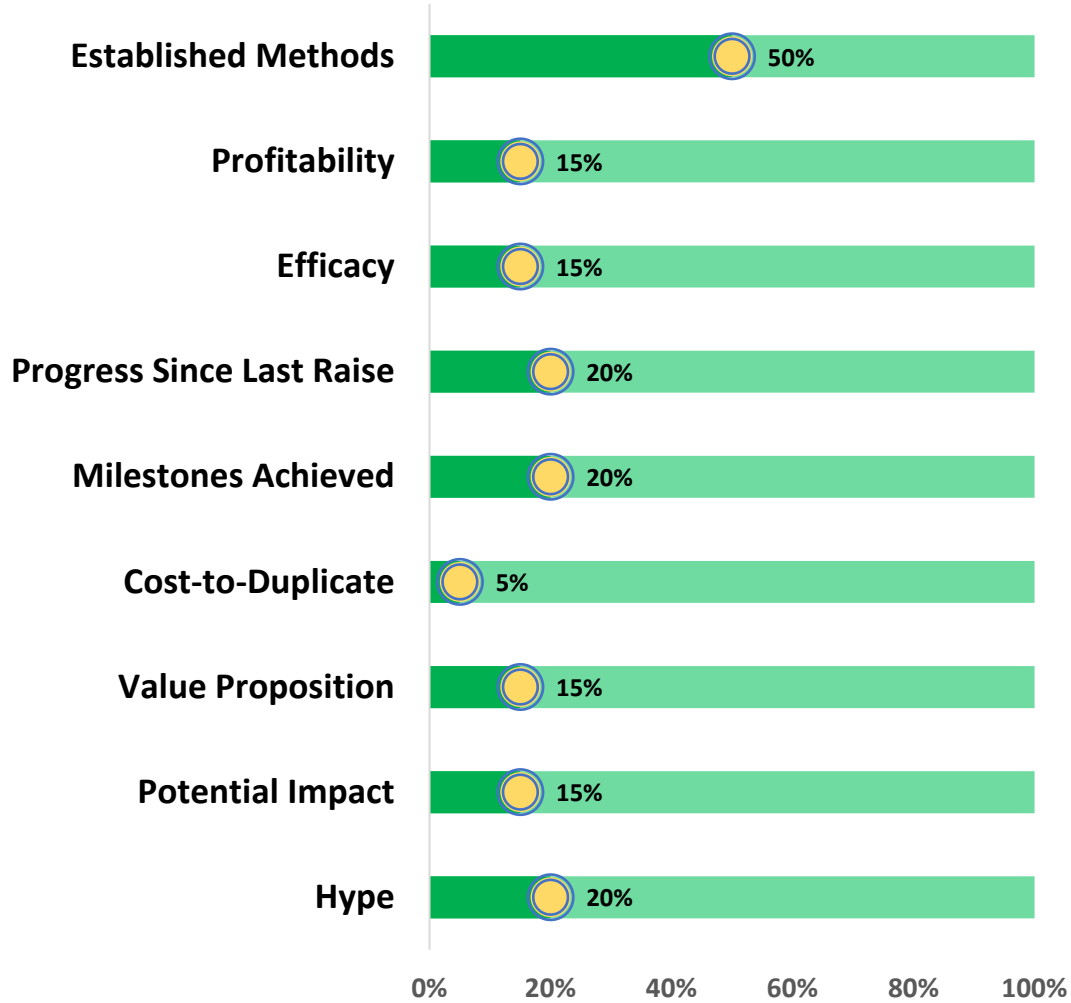
Value
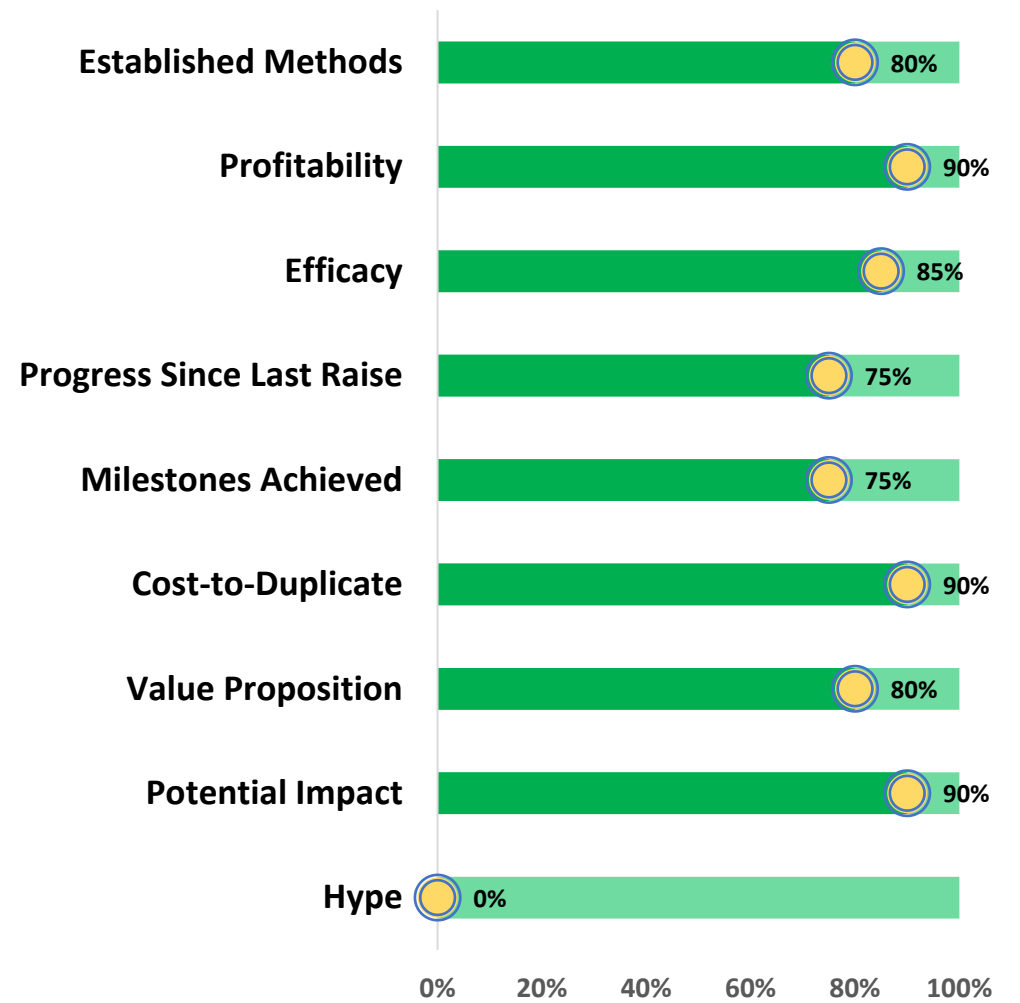
Impact

Hype

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

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Character AI, $1b+ valuation

Category	Value
Established Methods	50%
Profitability	15%
Efficacy	15%
Progress Since Last Raise	20%
Milestones Achieved	20%
Cost-to-Duplicate	5%
Value Proposition	15%
Potential Impact	15%
Hype	20%

What is Norn Worth?

Category	Value
Established Methods	80%
Profitability	90%
Efficacy	85%
Progress Since Last Raise	75%
Milestones Achieved	75%
Cost-to-Duplicate	90%
Value Proposition	80%
Potential Impact	90%
Hype	0%

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Character AI

Character AI raised $150 million USD in 2023. This has brought their valuation to over $1 billion. Character AI:

1. Has reasonable established methods for a niche but highly engaged audience.

2. Has an active user base and some monetization.

3. Has no distinguishing methods, but no difficult goals either.

Norn

What is Norn worth by comparison? Let's consider this question point-by-point next to one of the better-known and newer startups in AI. Norn:

1. Operated a research system for 2.5 years which proved more than capable of accomplishing their goals. 10+ years of prior R&D.

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs.

3. Has explored methods demonstrating great efficacy, with no known hard upper limits.

Methods

Profit

Efficacy

Character AI (continued)

4. Has modestly capitalized on demand and value, but shown no long-term methods of maintaining consumer interest.

5. Has deployed a method for giving consumers access to custom chatbots, on a themed and community-driven platform.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods.

5. Has demonstrated new world-first milestones every year from 2019 to 2023.

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag.

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Character AI (continued)

7. Value Proposition built on UX and community-driven content.

8. Has the potential to crowdsource chatbot persona creation.
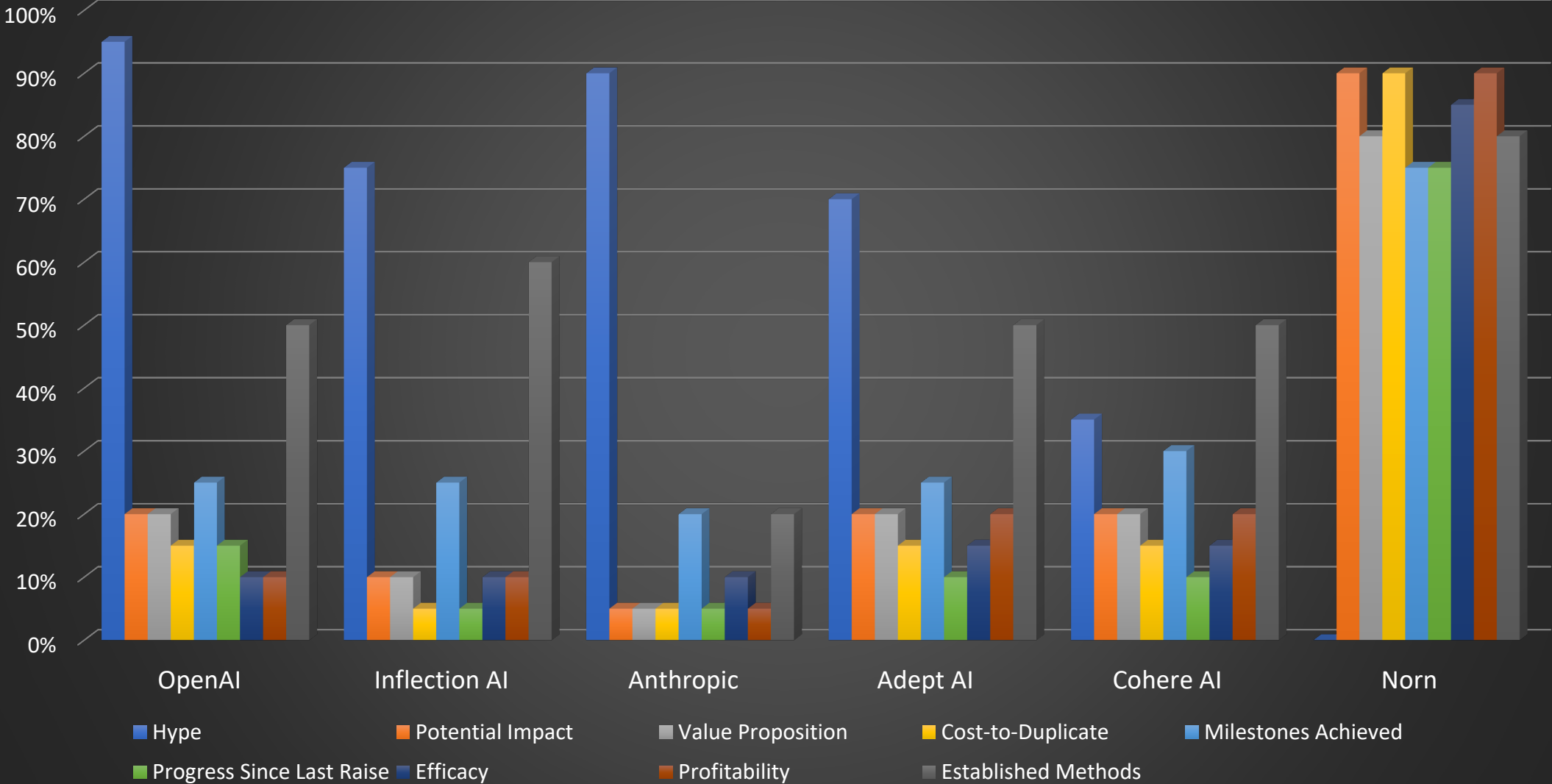
9. Has waning levels of hype, as the novelty wears off.

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy.

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges.

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions.

Value

Impact

Hype

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6x Comparison

Legend: Hype, Potential Impact, Value Proposition, Cost-to-Duplicate, Milestones Achieved, Progress Since Last Raise, Efficacy, Profitability, Established Methods

Categories: OpenAI, Inflection AI, Anthropic, Adept AI, Cohere AI, Norn

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Comparing Value

Metric	OpenAI	Inflection AI	Anthropic	Adept AI	Cohere AI	Norn
Hype	95%	75%	90%	70%	35%	0%
Potential Impact	20%	10%	5%	20%	20%	90%
Value Proposition	20%	10%	5%	20%	20%	80%
Cost-to-Duplicate	15%	5%	5%	15%	15%	90%
Milestones Achieved	25%	25%	20%	25%	30%	75%
Progress Since Last Raise	15%	5%	5%	10%	10%	75%
Efficacy	10%	10%	10%	15%	15%	85%
Profitability	10%	10%	5%	20%	20%	90%
Established Methods	50%	60%	20%	50%	50%	80%
Known Prevalence of Fraud	**50%**	0%	**65%**	0%	0%	0%
	OpenAI	Inflection AI	Anthropic	Adept AI	Cohere AI	Norn
Average Score	29%	23%	18%	27%	24%	74%
Current Valuation	$ 80,000,000,000.00	$ 4,000,000,000.00	$ 15,000,000,000.00	$ 1,000,000,000.00	$ 2,100,000,000.00	$ 10,000,000.00
Relative Score	39%	32%	25%	37%	32%	100%
Relative Norn Value Estimate	$204,615,384,615	$12,666,666,667	$60,454,545,455	$2,714,285,714	$6,495,348,837	-
Startup's Actual Relative Value	0.36	3.47	0.26	15.42	12.87	141197.44
Composite Norn Value Estimate			-	-	-	**$57,389,246,258**
Total Raised to-date	$ 11,300,000,000.00	$ 1,500,000,000.00	$ 8,554,000,000.00	$ 415,000,000.00	$ 434,900,000.00	$ 100,000
Cost Per Score %	$395,653,846	$64,285,714	$466,581,818	$15,244,898	$18,205,116	$1,353
Norn's Relative Cost-Efficiency Advantage	292344	47500	344752	11264	13452	
Scenario 1: Raise $25m						$25,100,000
Scenario 1: Revised Valuation						$2,500,000,000
Scenario 1: Revised Cost-Efficiency						$ 339,699
Scenario 1: Revised Cost-Efficiency Ratio	0.09%	0.53%	0.07%	2.23%	1.87%	100.00%
Scenario 1: Investor value gain (2024)						**2286.42%**
Effect of Fraud on Valuations	**699.72%**					
Effect of Fraud on Funds Raised	**477.03%**					

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Common ground

All the market demands those companies address share something else:

We can do them better.

AI Safety and ethics, process automation, team collaboration tools, analytics, and compliance are all demands Norn is built to address, with HR, infrastructure, and device management not far behind on the engineering roadmap.

More than merely meeting these demands, Norn can improve the quality of services offered in each category by reducing bias and inconsistency, increasing expertise, and offering more opportunities to save money and time.

Unlike many of those companies, we also won't need to raise further funding, and our profit margins are high.
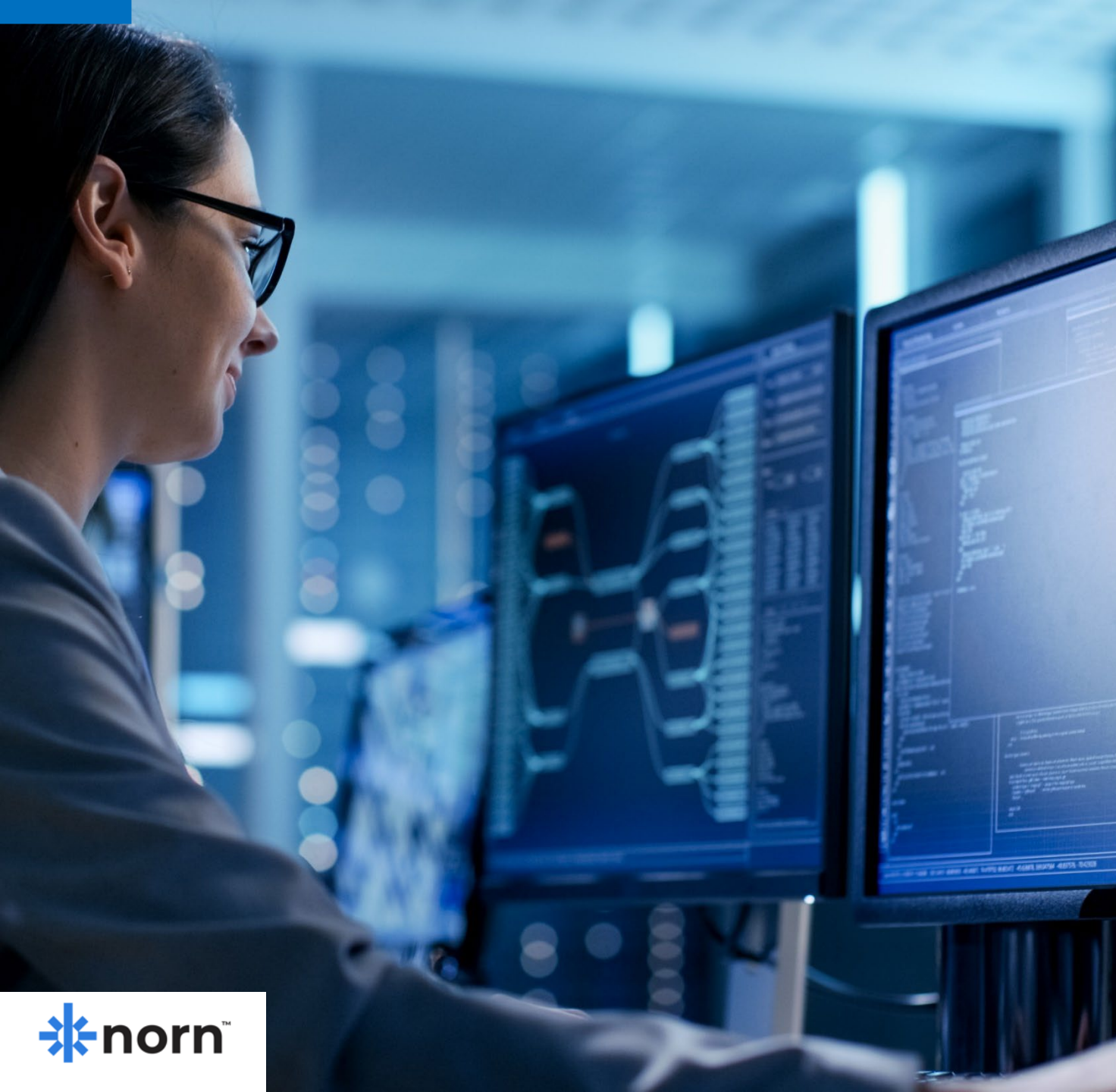
Norn Advantages:

- A "blue ocean" market environment where no true competitors yet exist.

- The ability to apply the technology to virtually any problem human intelligence may be applied to, and many human intelligence cannot.

- Cognitive bias and noise (inconsistency) awareness, with updated scientific knowledge, to help drive wiser and more robust decision-making.

- A fundamentally adaptive technology, able to pivot much more easily to changing demand.

- One major component already tested and deployed at the Enterprise level to detect terrorist financial activity.

Norn Long-term Advantages

- Building cumulative and tailored value for clients, with increasing levels of integration, also means a rapidly decreasing chance of customer churn.

- Norn systems also grow in value as more and more diverse clients are brought onboard, offering clients unique opportunities to partner and trade with other Norn clients.

- Besides offering the superintelligence advantage Norn systems are designed to improve in ethical quality as they grow more intelligent, allowing them to also become synonymous with the highest ethical standards.

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Norn Long-term Advantages (continued)

- Norn systems are inherently modular and configurable in a virtually infinite number of ways. Whatever the need, systems can be designed and configured to meet it.

- Norn systems are highly efficient and data-efficient compared to Narrow AI. They are also able to learn the same lessons in a much greater variety of ways through generalization. This reduces reliance on huge datasets, massive compute, and "synthetic data".

- Norn systems have demonstrated the ability to use smaller and older language models to outperform allegedly State-of-the-Art systems, for years at a time.

THANK YOU

"Opportunity is missed by most people because it is dressed in overalls and looks like work." – **Thomas Edison**

"Nothing is more expensive than a missed opportunity."
– **H. Jackson Brown Jr.**

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