norn

SCALING INTELLIGENCE

INFORMATION MEMORANDUM

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AGI Laboratory®

STATUS QUO

Expectations for LLM-based systems now far exceed their capabilities. The long-term damage of hype begins to take its full toll in terms of:

1 **Accuracy**
LLM-based AI has inaccuracy as a "feature", commonly called "Hallucination", which insures both inaccuracy and vulnerability in all systems built upon them.

2 **Transparency**
LLM-based systems are fundamentally incompatible with explainability and transparency, making it impossible to debug them or any process that relies upon them.

3 **Complexity**
LLM-based AI is exponentially bad at handling complexity, making it many orders of magnitude worse at real-world problems than the toy problems used in some "research".

4 **Energy efficiency**
Consumption of massive amounts of energy, that exceeds and outpaces the growth of the current renewable energy capacity, leading to waste heat and use of cooling water.

Norn turns all the above concerns.

SOLUTION

Introducing:
norn™

Norn is the only **Intelligence as a Service Platform (IaaS)** that is capable of efficiently supporting knowledge work with reliable, verifiable and accurate results.

Norn (IaaS) is capable of:

- Supporting knowledge work with **human-like intelligence** that is extremely scalable

- Providing highly **accurate and reliable** results without hallucination

- Providing insights that are **scientifically validated**, timely, contextually relevant, and up-to-date

- Learning **new expertise areas** and skills **automatically**

Core benefits:

- **Cost and time savings:** complete complex knowledge work for reports in minutes instead of weeks

- **Easier compliance:** offering an audit trail to provide actual transparency for even the strictest AI Regulations

- **Energy efficient:** requiring ~450 times less energy

- **Reduced data center and data science requirements:** requiring 10,000 times less data

We're on a mission to make knowledge accessible.

TECHNOLOGY

Norn runs on the first working cognitive architecture 'ICOM', developed by AGI Laboratory. It is hyper efficient and is the only working cognitive architecture that is truly transparent and explainable. ICOM is capable of:

Removing data bottlenecks & hazards

ICOM requires 10,000x less data than LLMs, enabling human-like learning while scientifically validating information as it is discovered, integrated, and refined.

Offering true transparency and explainability

Storing actual data and discrete steps rather than neural network "weights".

Offering decision-support

Deeper, timely, context-aware insights, continuously updated and scientifically validated to support better decisions.

Cost and time savings

Optimizing across all stages—from R&D to deployment and operations.

Easier compliance

Complies with even the strictest AI Regulations proposed to date.

Norn systems are patent pending.

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BUSINESS MODEL

Value proposition

Involve Norn in any fair task of choice, analytical or creative, to get more work done better. Norn is capable of scaling human-like intelligence, to help clients learn, evolve and grow.

Key Partners

- Global consulting firm(s)
- Semiconductor manufacturers
- Research and academic institutions

Key Activities

- Advisory
- Intelligence
- Advanced Analytics
- Fact checking
- Data sanitization

Customer Segments

- Corporate Enterprise Level
- Governmental decision-making
- Research institutions
- SME's
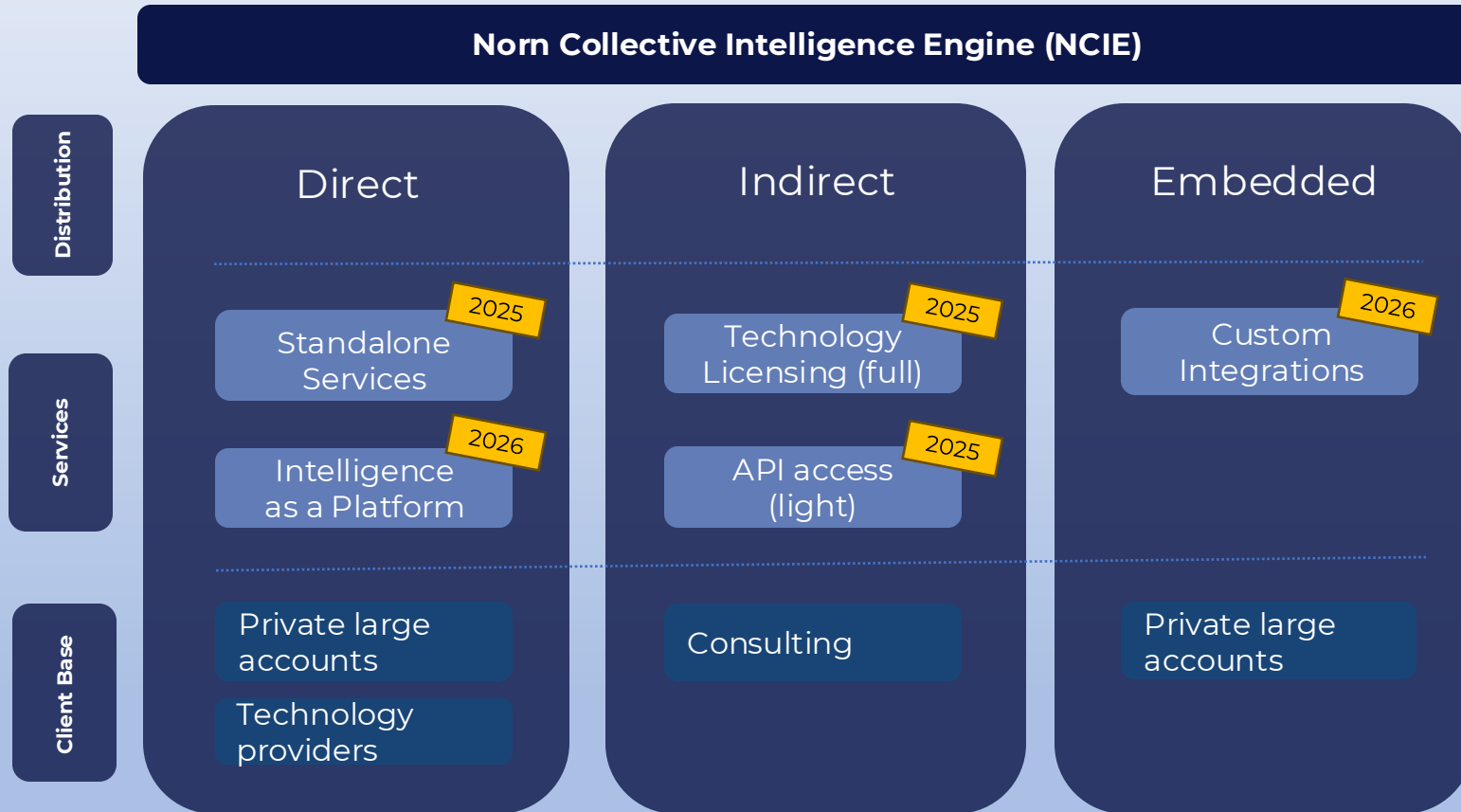- Tech Industry
- Social Media

Strategy

- Targeted outreach and partnerships
- Value-driven use cases
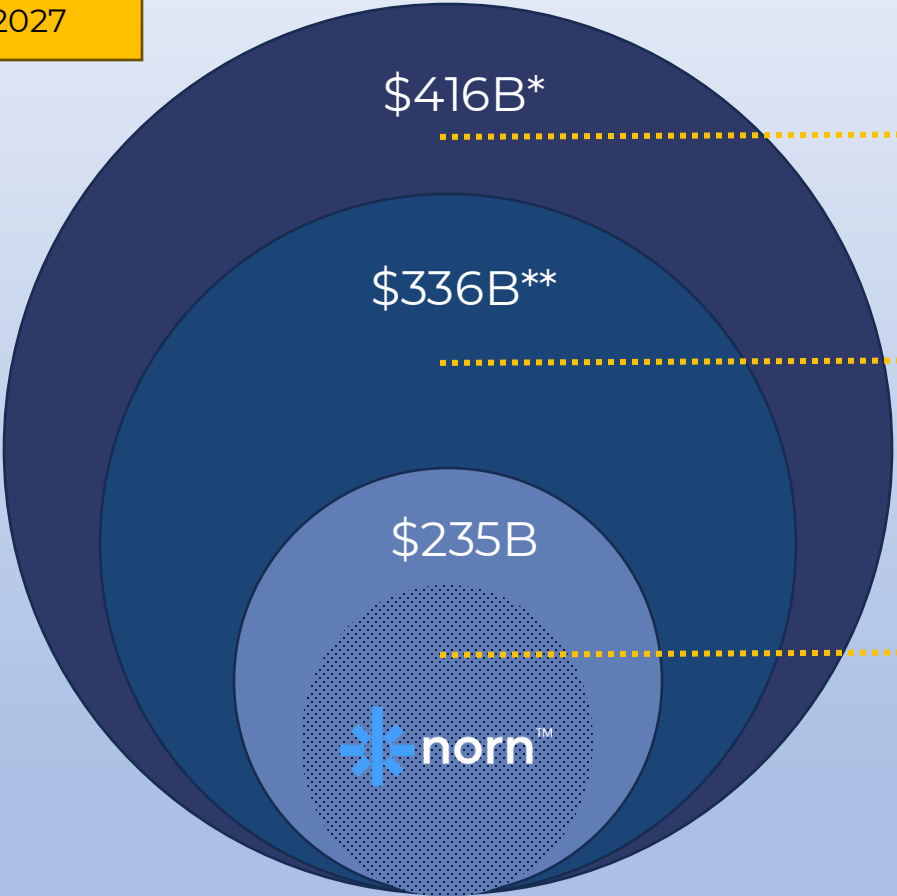- Customer success and relationship focus

Revenue Streams

- Monthly recurring SaaS fees
- Licensing fees from technology licensing

SERVICE OFFERINGS

Norn Collective Intelligence Engine (NCIE)

Distribution	Direct	Indirect	Embedded
Services	Standalone Services `2025`	Technology Licensing (full) `2025`	Custom Integrations `2026`
	Intelligence as a Platform `2026`	API access (light) `2025`	
Client Base	Private large accounts	Consulting	Private large accounts
	Technology providers		

MARKET SIZE

2027

$416B*

$336B**

$235B

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Total Addressable Market

The global AI services and sofware market is projected to reach $ 307 billion by 2027.

Including: Artificial Intelligence Platforms, AI Applications, AI System Infrastructure Software (SIS), and AI Application Development and Deployment (AD&D) software.
Excluding: Generative AI platforms and applications, hardware solutions.

Serviceable Available Market

Norn will focus on global consulting and intelligence services. As part of these services, it will include advanced analytics, fact-checking, data sanitization, governmental decision-making, research institutions, tech industry and social media in the USA and Europe markets.

Serviceable Obtainable Market

The U.S. is expected to account for approximately 50% of the global AI market. Europe is projected to hold about 20% of the global AI market. Norn focuses on the medium-large sized clients and thus is projected to serve 20-30% of these markets (dotted area).

* Global AI Market projection: ** Market size Global AI Consulting

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OUR TEAM

Frits Israël	Kyrtin Atreides	David J. Kelley	Charlotte Koning	Hein-Willem Blokland	Paul A. Spiegel	Herman Hendricks Jr.
Chief Executive Officer	*Chief Operations Officer* *Chief of Research*	*Chief Technology Officer* *Chief Architect*	*Chief Product Officer*	*Chief Marketing Officer*	*Chief Legal Officer*	Project Manager
All-round Commercial Leader	Multi-talented leading AI Researcher	Seasoned Technology Leader	R&D in Cognitive Neuroscience & Tech	Business Development & Consultant	Business Formation Principal Counsel	Experienced Scrum Master
Ex-Managing Director Tourism & International Business	Ex-collective Intelligence Technology, Consulting	Technology advisor to BCG and architect of cognitive architecture	Ex-CEO Tech company, former pro-athlete	Ex-Accenture, Board of Advisors startup Clarify	Experienced founder, serving Silicon Valley startups	Project delivery frameworks for big corporates
Technology, Professional training and Consultancy	Real estate, Research	Big-Tech (Microsoft), Consultancy, Startup and Game Design	Data science, Finance & Operations, Consultancy and Startups	FMCG, Retail, Fashion, Logistics	Startups, Professional services and Biomedical industry	Big Tech, Telcom and CPG

- Opening a branch in the EU planned immediately post-funding, with the first EMEA HQ location determined by the investment and scheduled to coincide with commercial deployment.
- 10 talents are shortlisted and ready to join the team post-funding.

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COMPETITOR ANALYSIS & MOAT
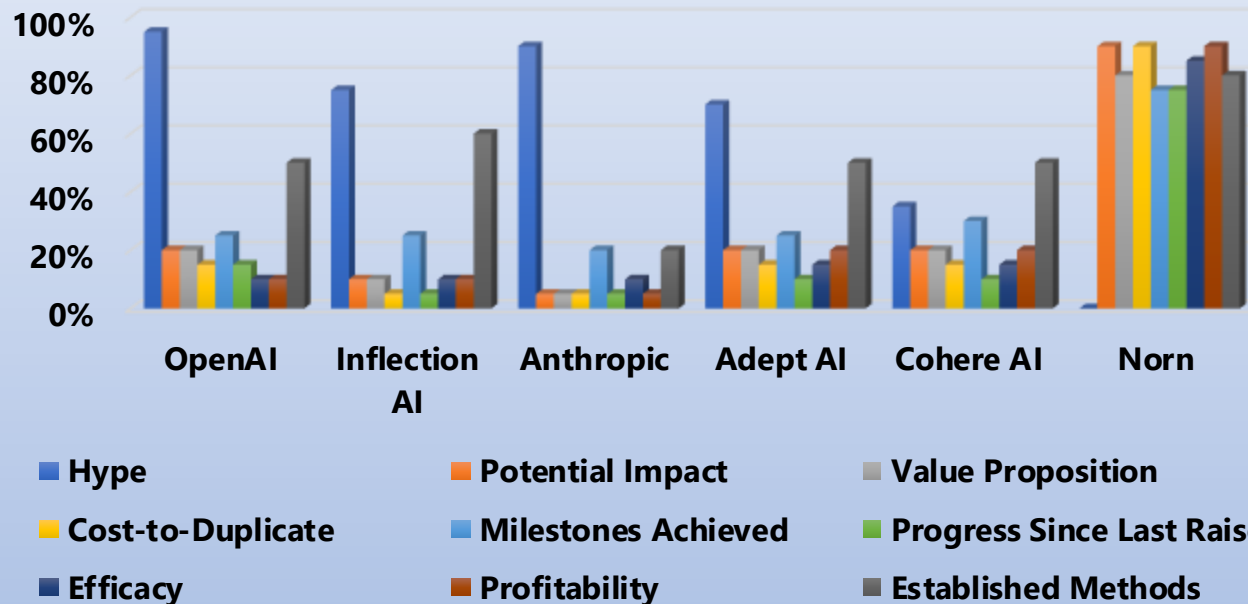
450x more energy efficient than GPT-4o

10,000x more data efficient than LLMs

≥10x more time saved by accelerating multiple steps in processes without sacrificing quality
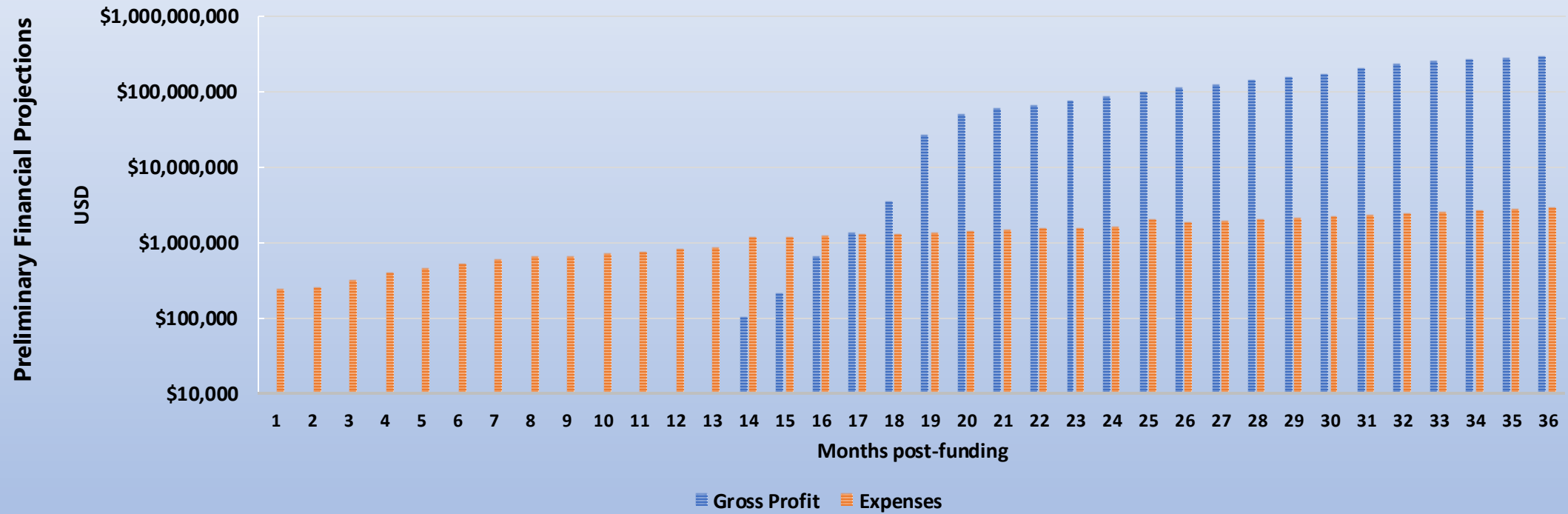
≥10x higher cost-to-duplicate than Anthropic

Significantly reduced costs by delivering analytical work, faster, and higher quality

Scoring Methodology based on research by Daniel Kahneman. See the last slide for a link to the source documents.

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POST-FUNDING PROJECTIONS

POST-FUNDING PROFITABILITY SCALING

FUNDING NEED

Seeking
Post-Seed/Series A

USD 25M

Self-funded DeepTech:
10+ year R&D

Deployment:
13 months post-funding

Unique opportunity:
- ✓ Blue Ocean technology
- ✓ Extremely Scalable
- ✓ Technological Moat
- ✓ Patent Pending

New funds applied towards:
- Finalize commercial system
- Go to market
- Operational setup

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

INVESTOR BENEFITS

Financial Benefits:

- ☑ **Routine opportunities** to cash out partially or fully as valuation increases

- ☑ **Dividends** based on Net Profit

- ☑ **Non-Diluting Equity**, keep your %

- ☑ **Limited Share Buyback** after Net Profit, for further investor liquidity

- ☑ Value boosted by **broad M&A appeal**

Non-Financial 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** .

ROADMAP BEYOND FUNDING

24-month runway

Stage 1	Stage 2	Stage 3	Stage 4
Remaining development of 1st commercial application	Launch preparation with first clients and partners: beta testing	Polish UX and Features, launch commercial systems	Scale, and deploy new SaaS offerings
Months 0-6	Months 7-9	Months 10-13	Months 14-24
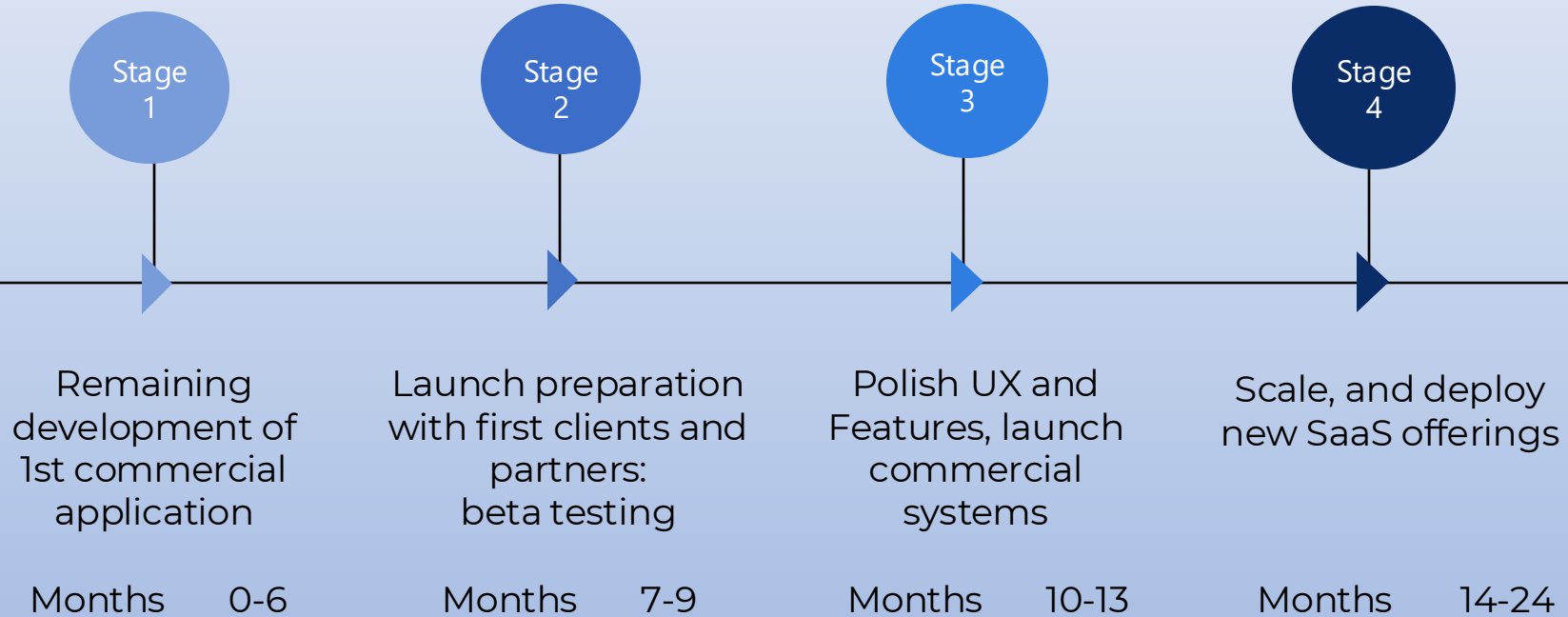
PATENTS

3 pending non-provisional patents in the US, filed in 2022.

1. A patent on the Independent Core Observer Model (ICOM) cognitive architecture.

2. A methodology patent, which ICOM-based systems apply to use other AI systems as tools.

3. A patent on the "N-scale graph database" architecture. This patent has progressed through the first feedback stage, with minor adjustments filed.

The Architecture + Methods + Infrastructure, covered in IP thus far.

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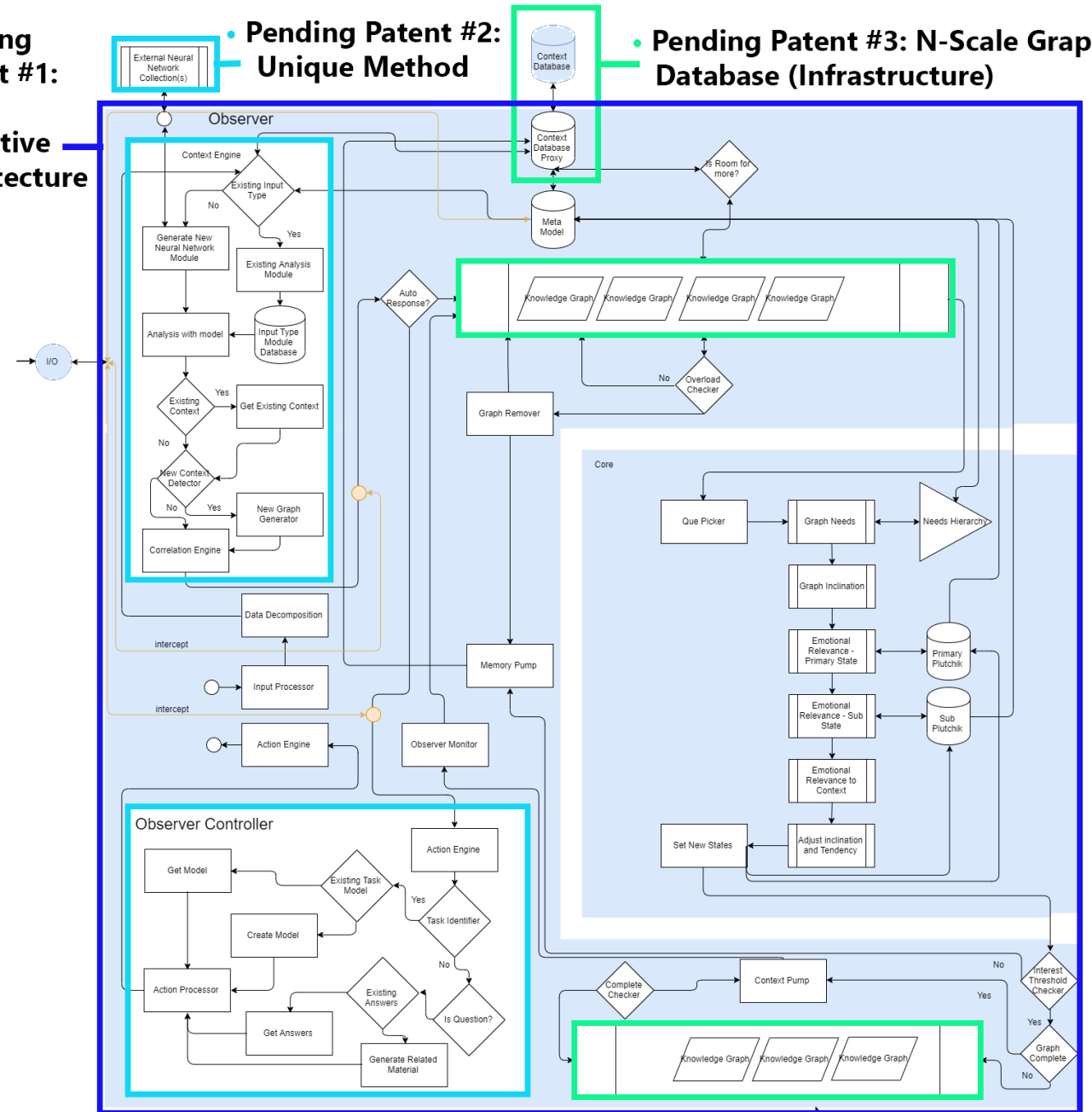
ADDITIONAL MATERIALS:

[1] Our latest Educational Paper giving an overview of the Architecture's dynamic differences.
[2] Norn in current AI market
[3] Norn data and energy sustainability
[4] For the applied Methodology and more complete comparison see: https://norn.ai/wp-content/uploads/2024/07/Unicorn-Startup-Comparison-2024-v1.14.pdf
[5] More confidential information available for due diligence purposes.
[6] Also see our years of published papers, with most full-text copies public on ResearchGate: https://www.researchgate.net/profile/Kyrtin-Atreides
[7] Our Vision, Mission, Commitment, Values, and Engineering: https://norn.ai/wp-content/uploads/2024/11/Our-Engineering-Vision-and-Mission-v1.pdf

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