Comparing Value
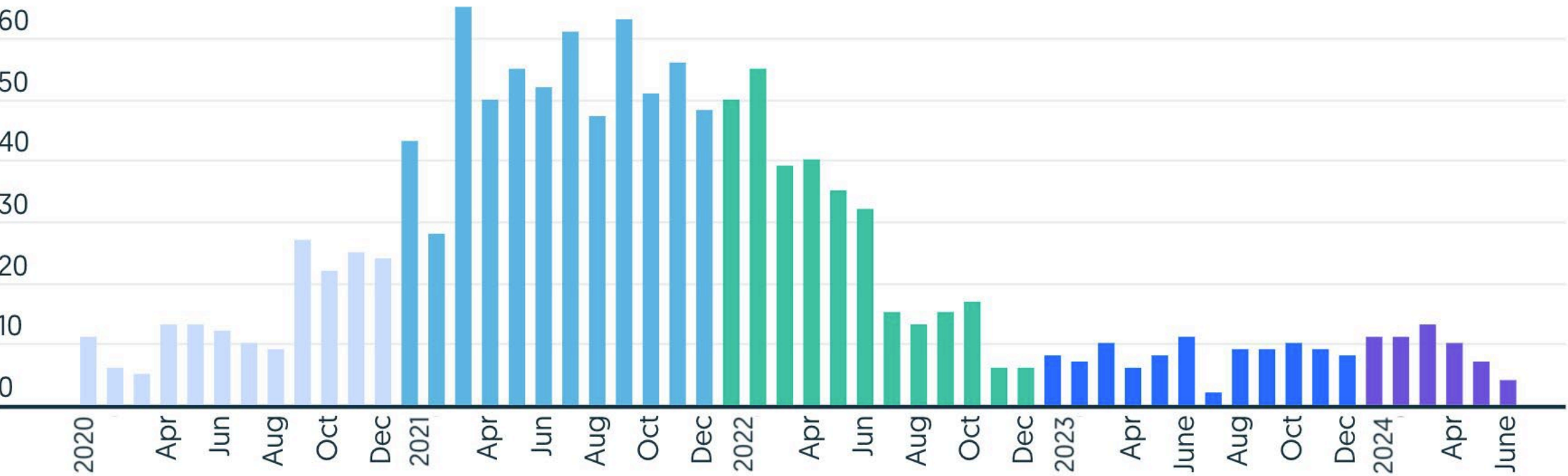
How does Norn stack up to previous Unicorns in AI?
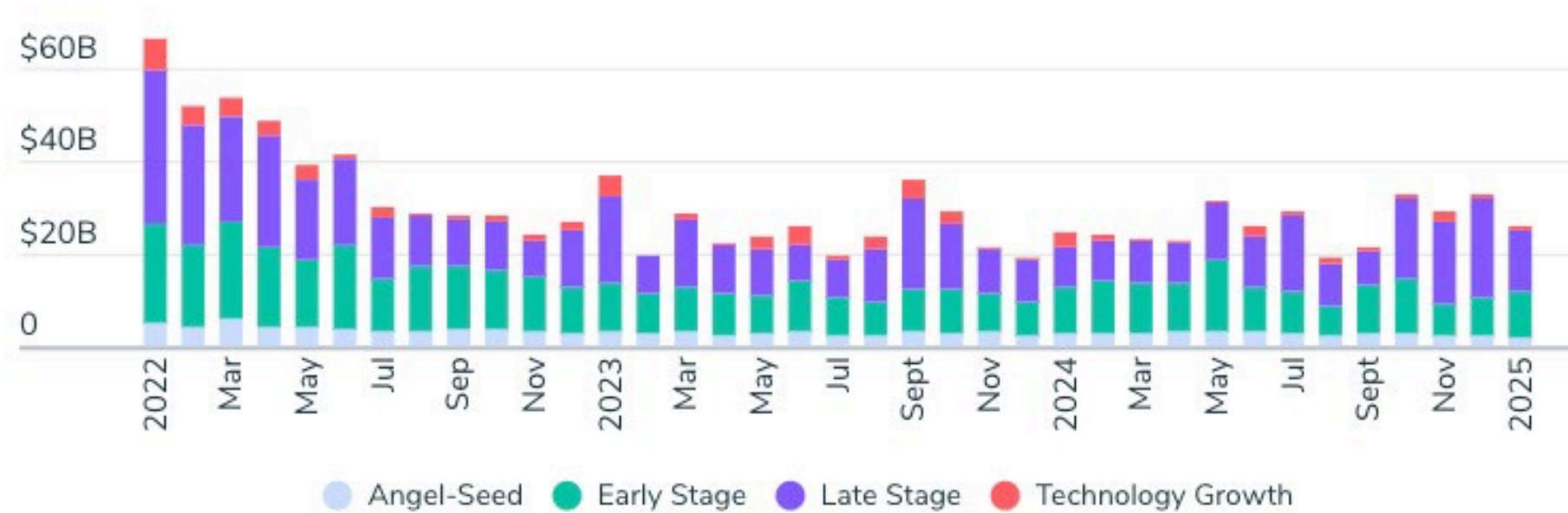
"We are drowning in information, while starving for wisdom." – E. O. Wilson

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Global New Unicorn Count By Month

crunchbase

Global Funding By Stage Through January 2025

AI Startups 2023-2025:

OpenAI - $51.3bn investments - $300bn valuation

Market: Various AI systems

DeepSeek- (???) investments (no external financing) - $10-150bn+ valuation (estimates vary)

Market: Various AI systems

Anthropic - $14.35bn investments - $61.5bn valuation

Market: Various AI systems

Scale AI - $1.6+bn investments - $13.8bn valuation

Market: Data and Analytics

Perplexity- $915m-1.9bn investments - $9-18bn valuation

Market: "AI Search" (37% "hallucination" rates)

Safe SuperIntelligence (SSI) - $2bn+ investments - $30bn+ valuation
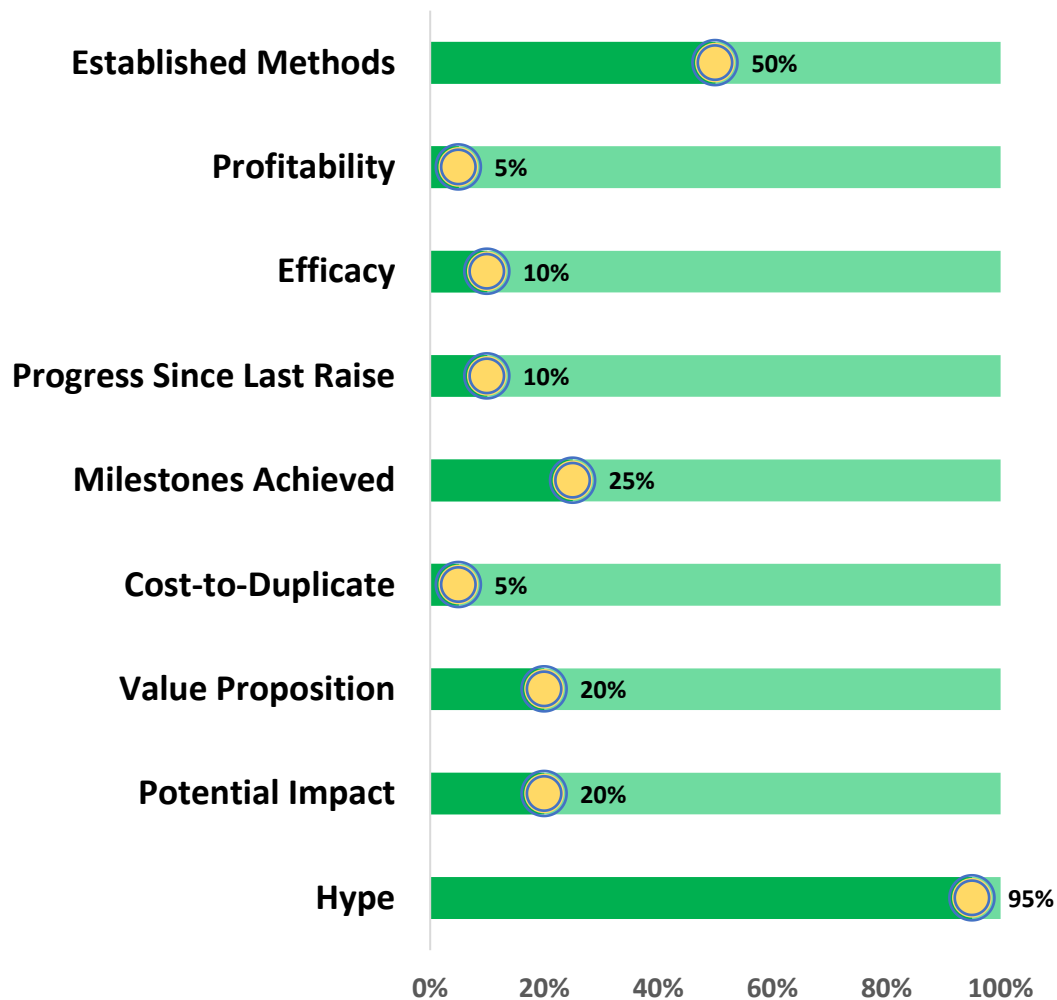
Market: None, N/A

Methodology

The methodology used in the following slides was first developed by Daniel Kahneman, as a method of reducing cognitive bias through direct comparisons, by:

1. Selecting a fixed set of relevant categories.

2. Analyzing a series of candidates as they relate to each category and assigning a score (0 to 100 in this case).

3. Directly comparing candidates according to their scores and supporting analyses.
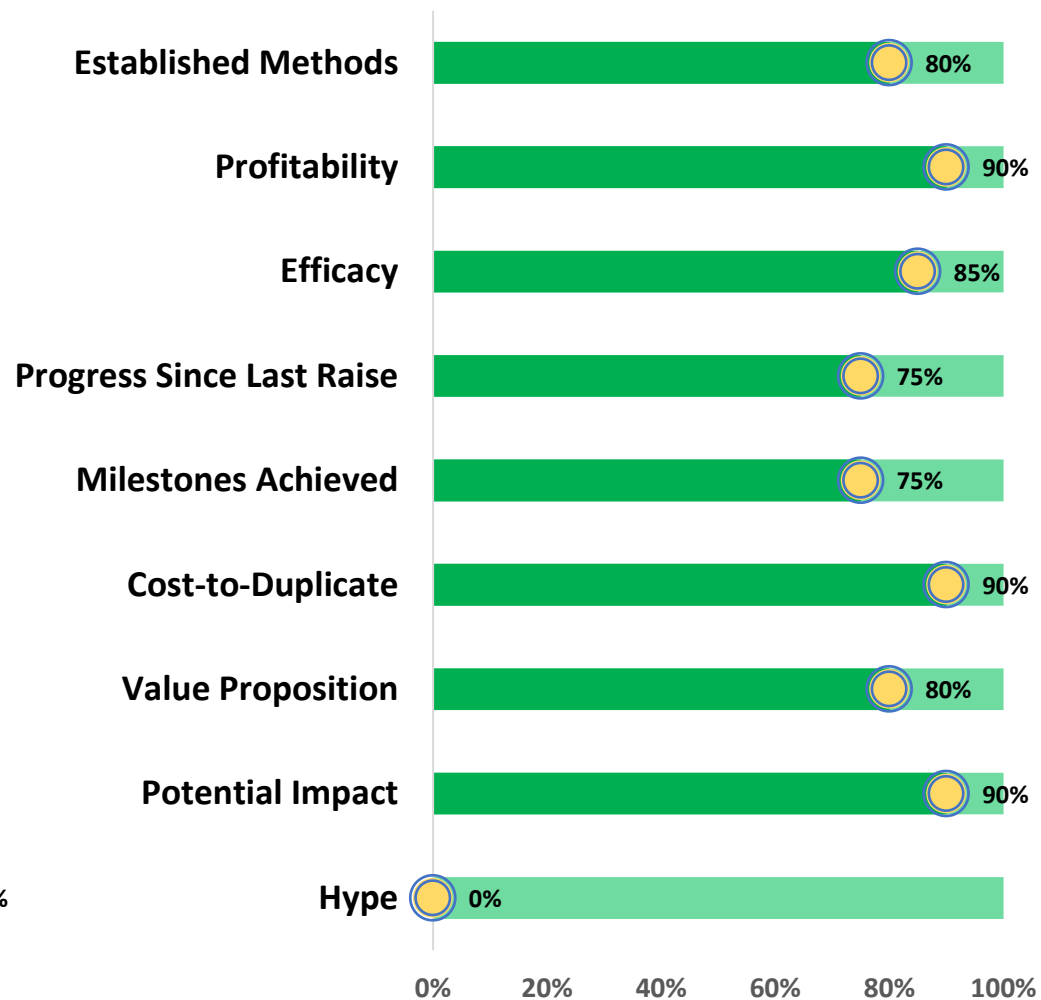
The method remains subjective, but less biased than the alternatives. We welcome you to give it a try for yourself and see how your own scoring adds up.

*See the final pages for citations in this document.

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OpenAI, $300bn valuation

Category	Value
Established Methods	50%
Profitability	5%
Efficacy	10%
Progress Since Last Raise	10%
Milestones Achieved	25%
Cost-to-Duplicate	5%
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 a total of $51.3 billion. This has brought their valuation to $300 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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

Methods

Profit

Efficacy

*See the final pages for citations in this document.

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. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

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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.
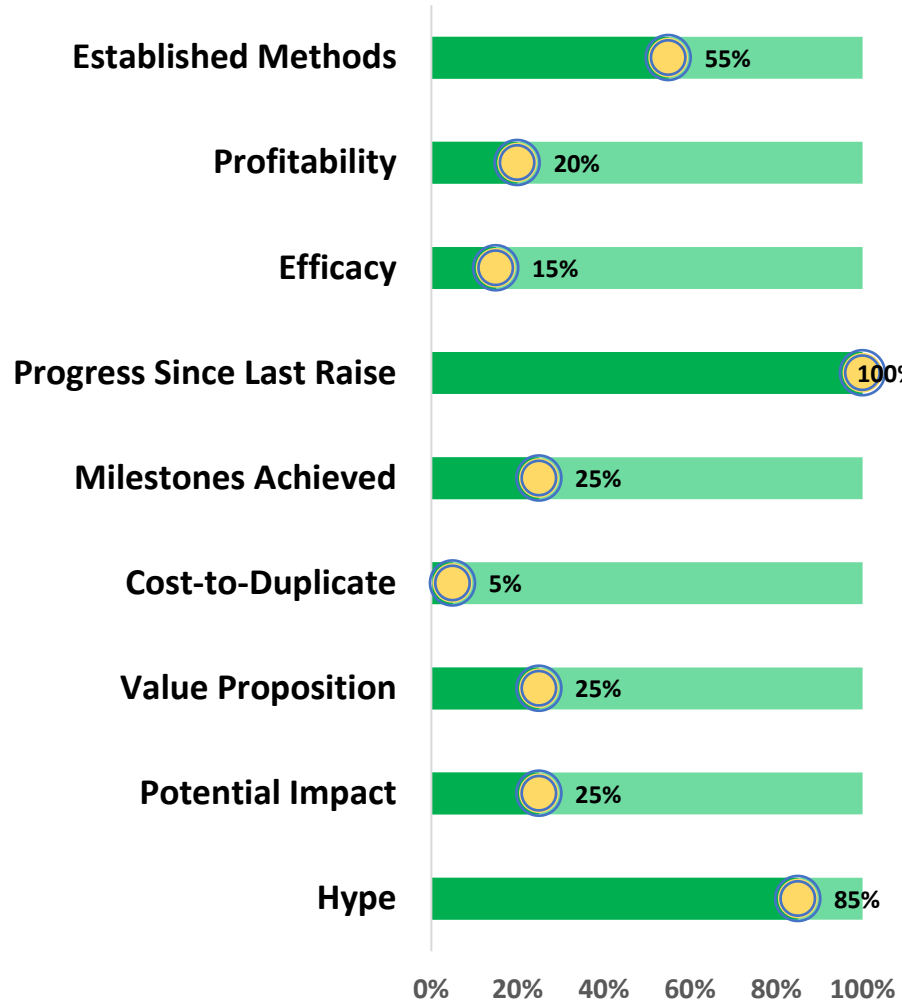
Value

Impact

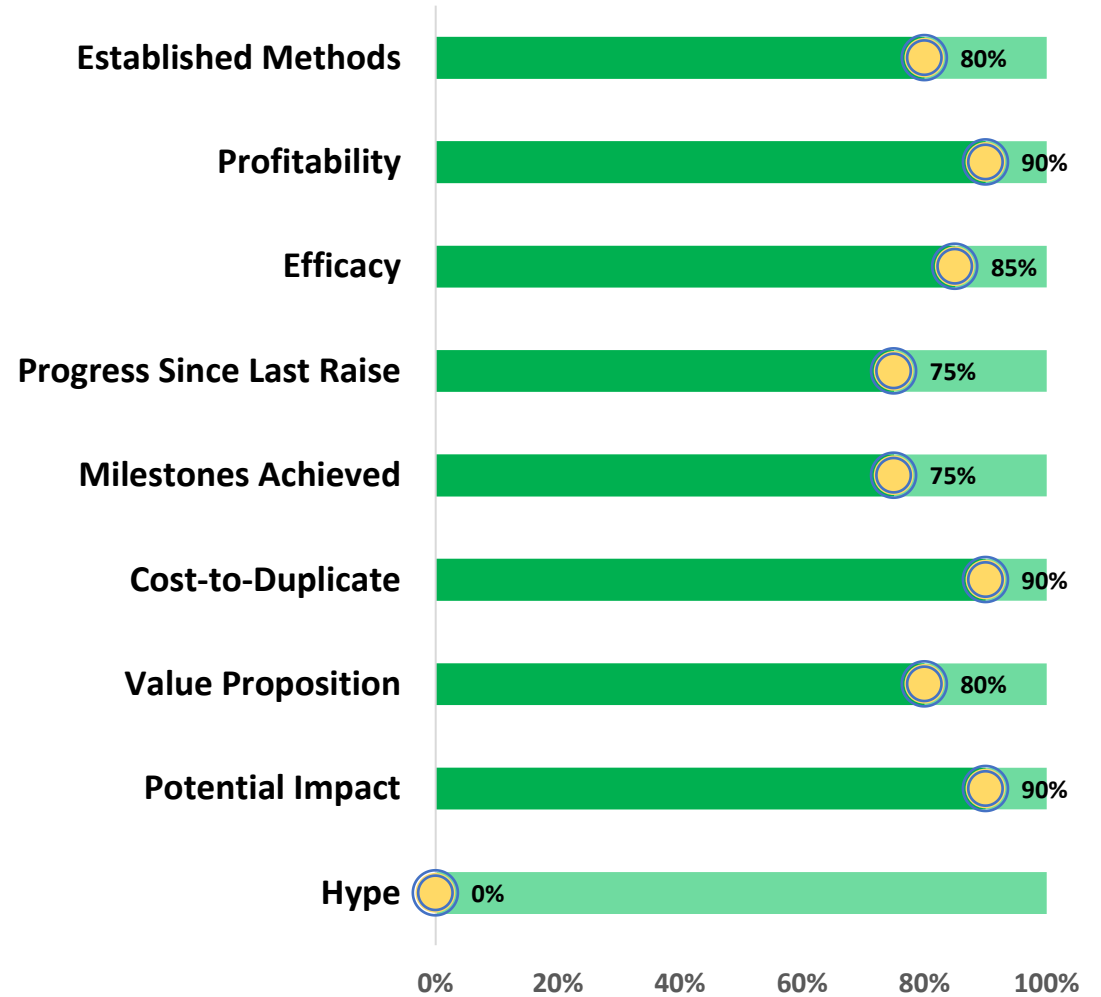**Hype**

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

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DeepSeek, $10-150bn valuation

Category	Value
Established Methods	55%
Profitability	20%
Efficacy	15%
Progress Since Last Raise	100%
Milestones Achieved	25%
Cost-to-Duplicate	5%
Value Proposition	25%
Potential Impact	25%
Hype	85%

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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DeepSeek

DeepSeek has taken no external funding, relying instead on internal wealth, but their results have spoken for themselves and shocked many who grossly underestimated just how wildly derivative LLM and RL technology are (no moat). DeepSeek:

1. Applies some scientific methods, but currently focuses on typical architectures.

2. Has no clear path to profitability, but greatly influences the domain through open sourcing.

3. Has rapidly reverse engineered the methods used by major firms.

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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

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DeepSeek (continued)

4. Has taken no outside investment, giving them an infinite score on this metric.

5. Has deployed an LLM and very primitive cognitive architecture, competing with OpenAI and others.

6. Has a minimal cost-to-duplicate, as all of the research and technology is derivative. However, they open source anyway.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

DeepSeek (continued)

7. Value Proposition built on offering the same capacities as firms like OpenAI, but open source and at a tiny fraction of the price.

8. Has some methodological advantages as an organization over typical Silicon Valley AI firms, innovating more at the organization level. (Cumulative)

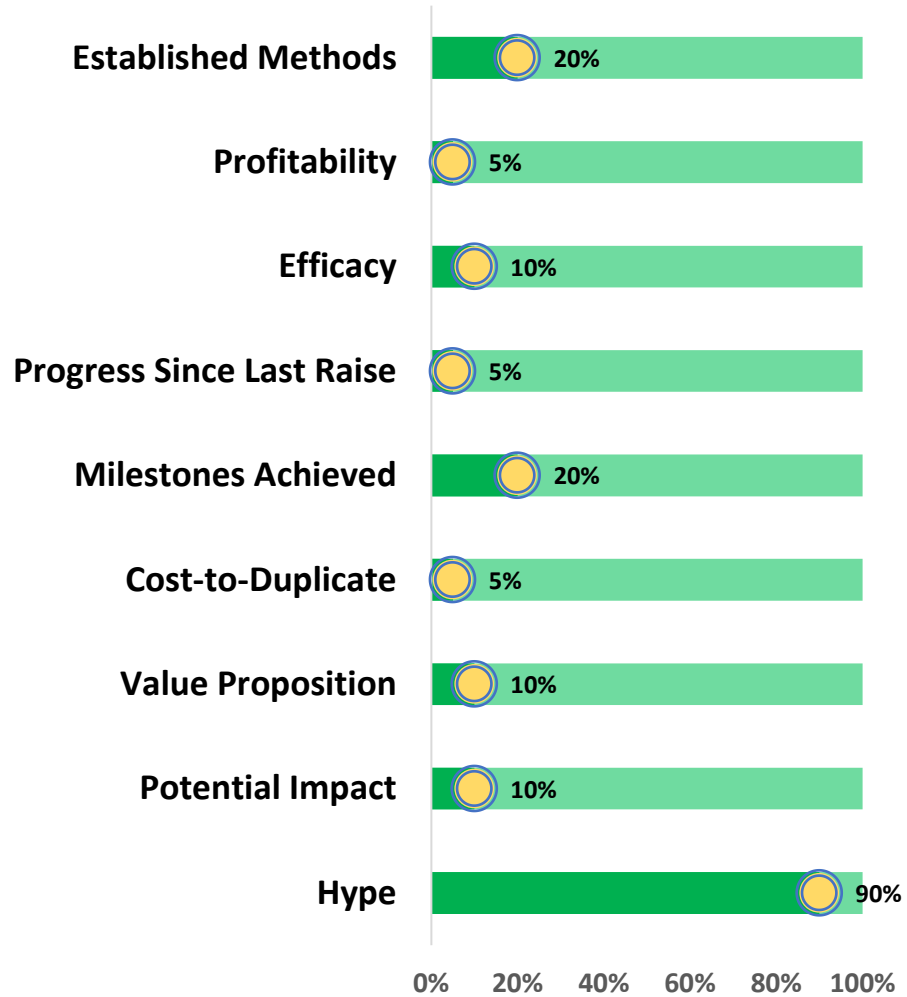9. Has high levels of hype, but also high-quality research papers.
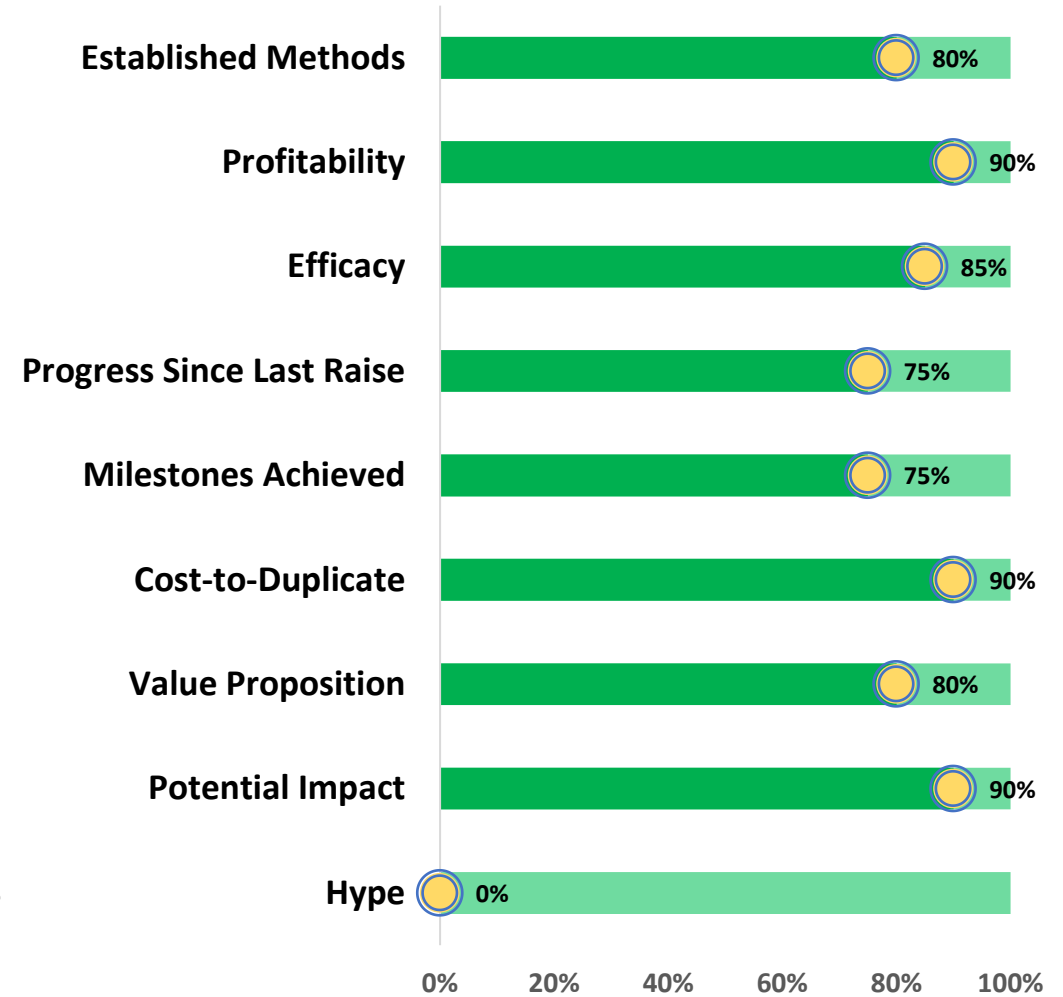
Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

Value

Impact

Hype

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Anthropic, $61.5bn valuation

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

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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Anthropic

Anthropic raised $14.35 billion, counting all raises and "commitments". This has brought their valuation to over $61.5 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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

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 $100,000, with patents pending on core technology and methods. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

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.

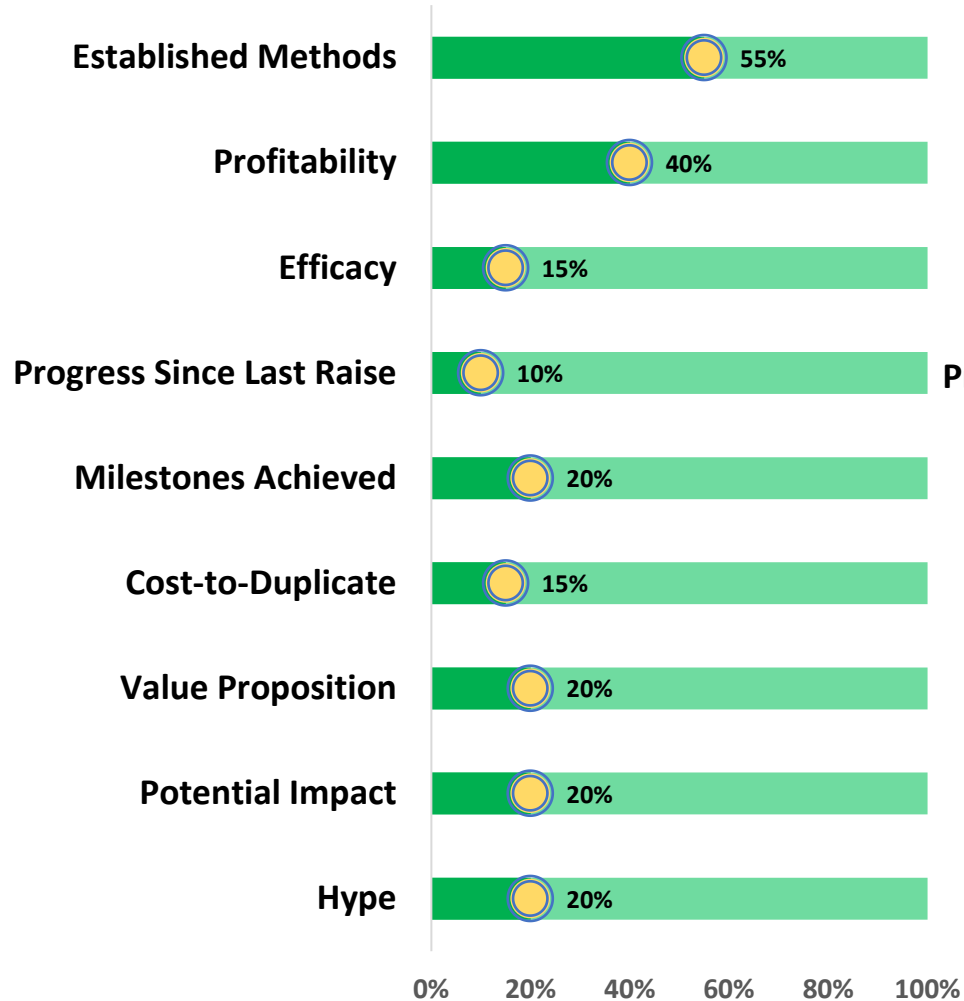9. Has very high levels of hype, built on demonstrably false claims they've repeatedly made.
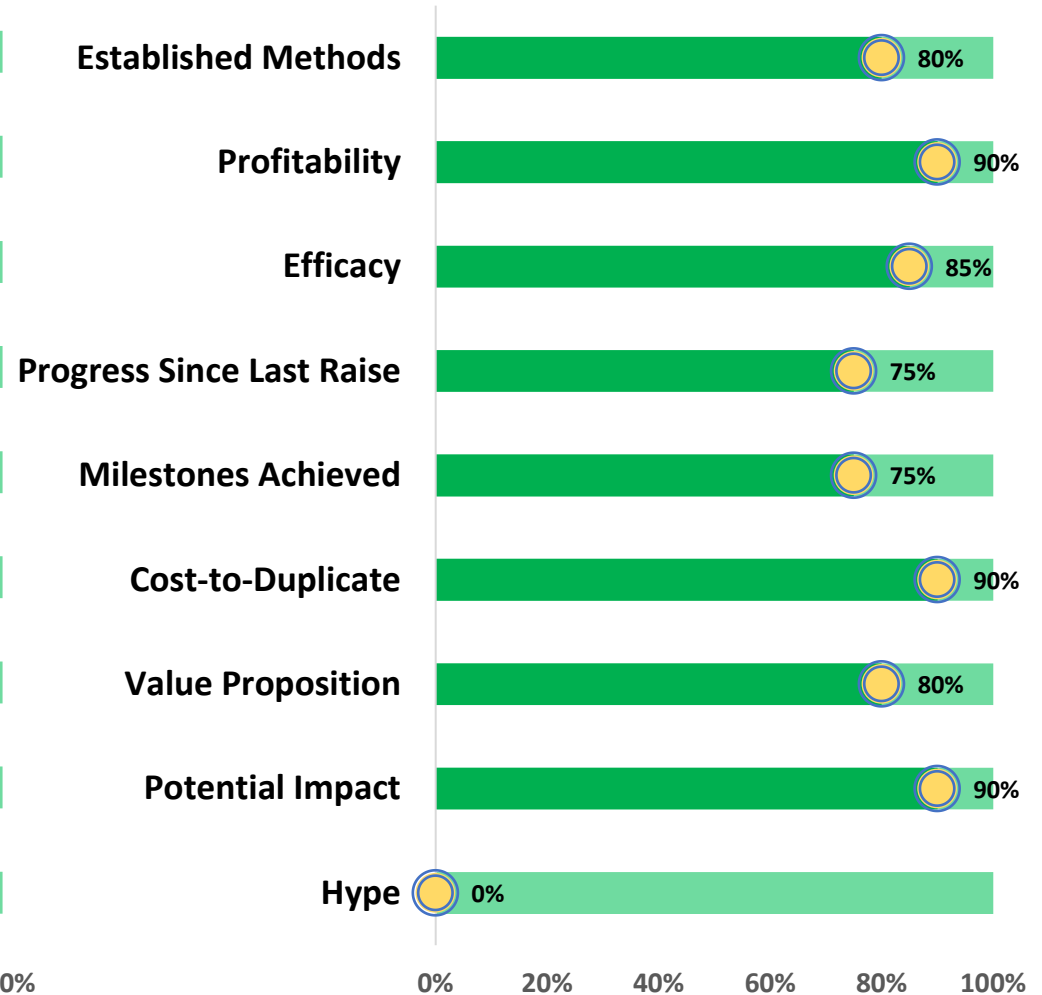
Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

Value

Impact

Hype

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Scale AI, $13.8bn valuation

Category	Value
Established Methods	55%
Profitability	40%
Efficacy	15%
Progress Since Last Raise	10%
Milestones Achieved	20%
Cost-to-Duplicate	15%
Value Proposition	20%
Potential Impact	20%
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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Scale AI

Scale AI has raised over $1.6 billion, at a valuation of $13.8 billion. Scale AI:

1. Focuses on improving other AI models through data, fine-tuning, RLHF, etc., and any other trending methods.

2. Is focused on integrations and "selling shovels" as they cater to enabling trend-chasers, which may prove profitable.

3. Remains limited in efficacy by the efficacy of current trends.

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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

Scale AI (continued)

4. Has developed nothing of substance themselves, merely riding trends, leaving their "progress" entirely derivative.

5. Has yet to overcome any of the fundamental challenges relating to data and model training.

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. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

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Scale AI (continued)

7. Value Proposition built on enabling trend-chasers by "selling shovels" and ease of integration.

8. Has the potential to mildly improve the performance of trivial AI systems.

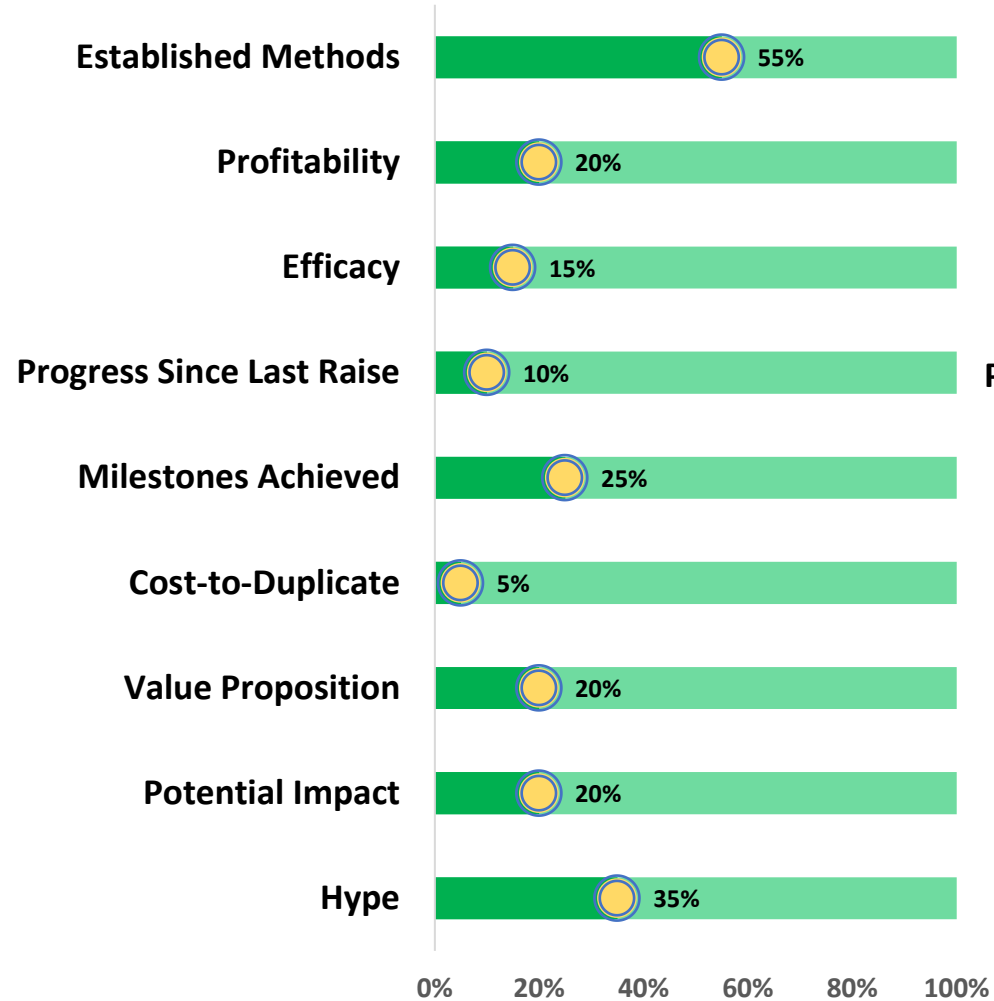9. Has relatively low hype, as they make few major claims, instead focusing on their core business.
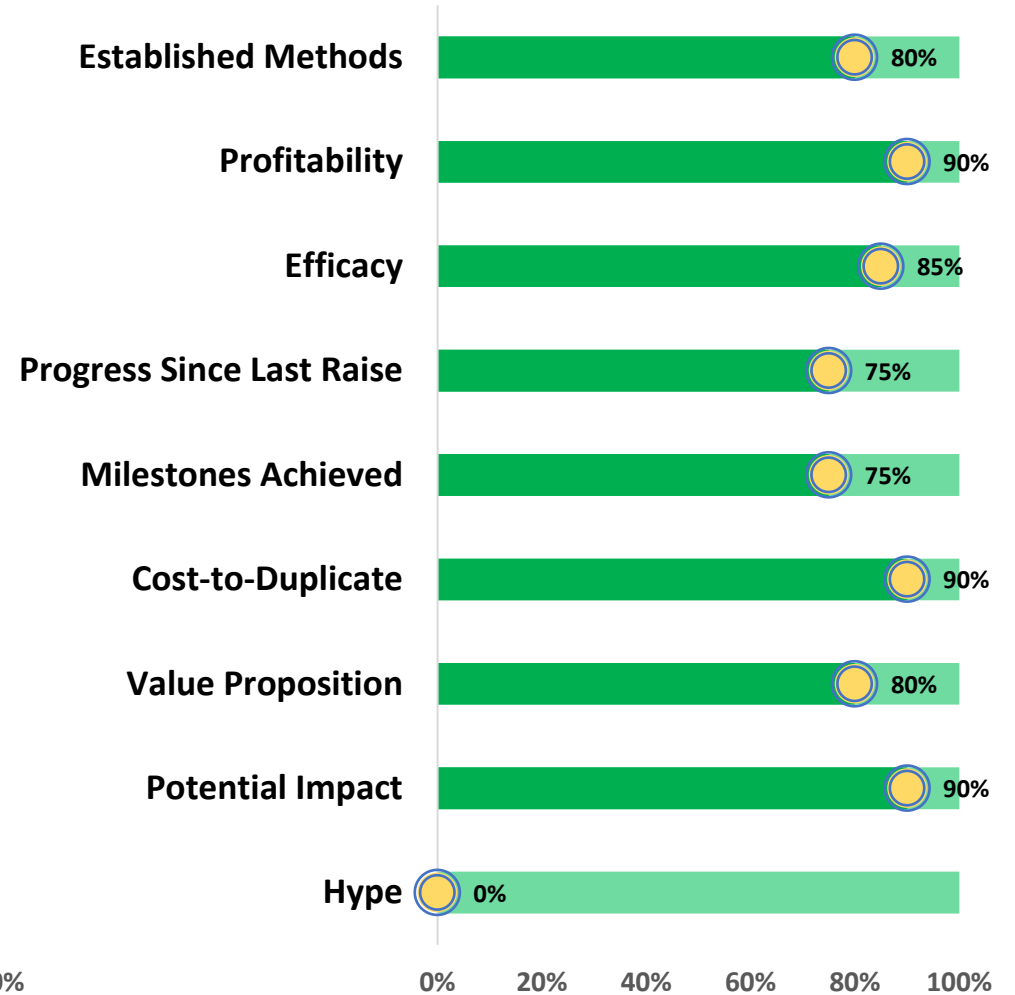
Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

Value

Impact

Hype

norn™

Perplexity, $9-18bn valuation

Established Methods	55%
Profitability	20%
Efficacy	15%
Progress Since Last Raise	10%
Milestones Achieved	25%
Cost-to-Duplicate	5%
Value Proposition	20%
Potential Impact	20%
Hype	35%

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%

Perplexity

Perplexity is in the middle of raising another round, due to take them from $915m+ raised to $1.9 billion, with their valuation increasing from $9 billion to $18 billion. Perplexity:

1. Has methods that only narrowly beat typical companies like OpenAI, and utterly fail to compete with Norn.

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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

Methods

Profit

Efficacy

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Character AI (continued)

4. Has modestly capitalized on demand and value, but shown no long-term methods of maintaining or market share.

5. Has deployed an "AI Search Engine" that cites fake material 37% of the time.

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. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

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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.

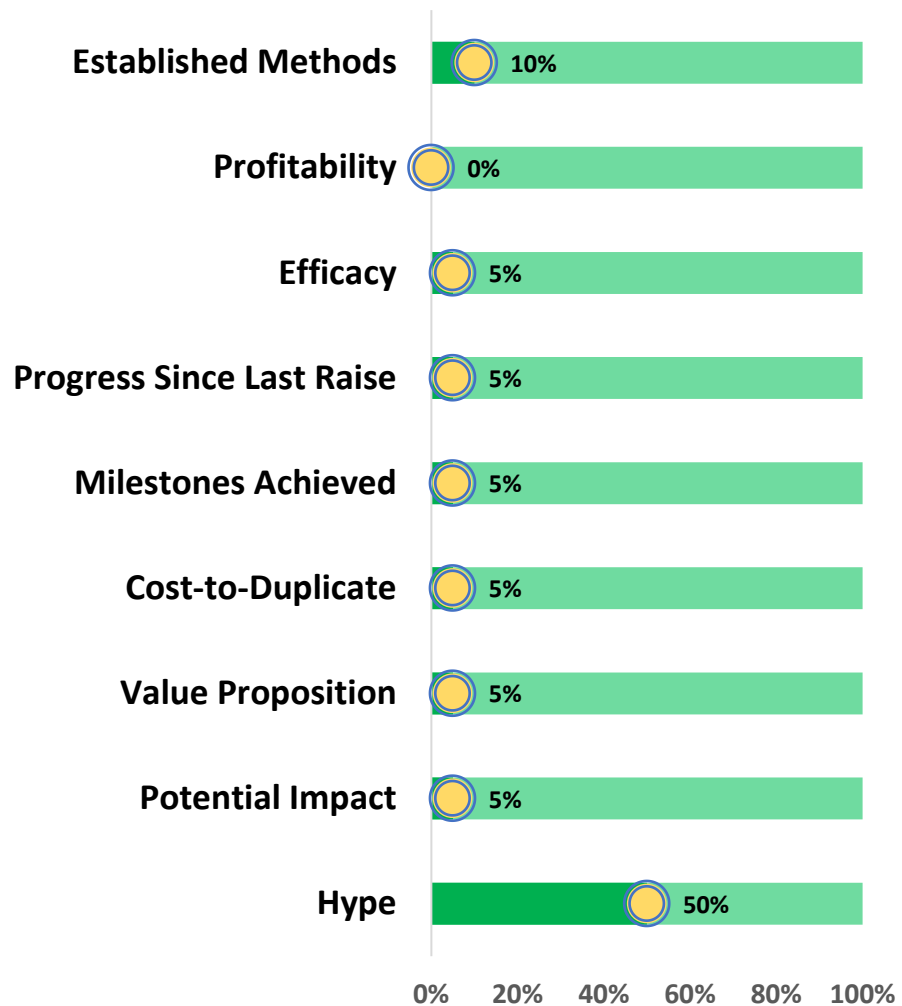9. Has waning levels of hype, as the novelty wears off.
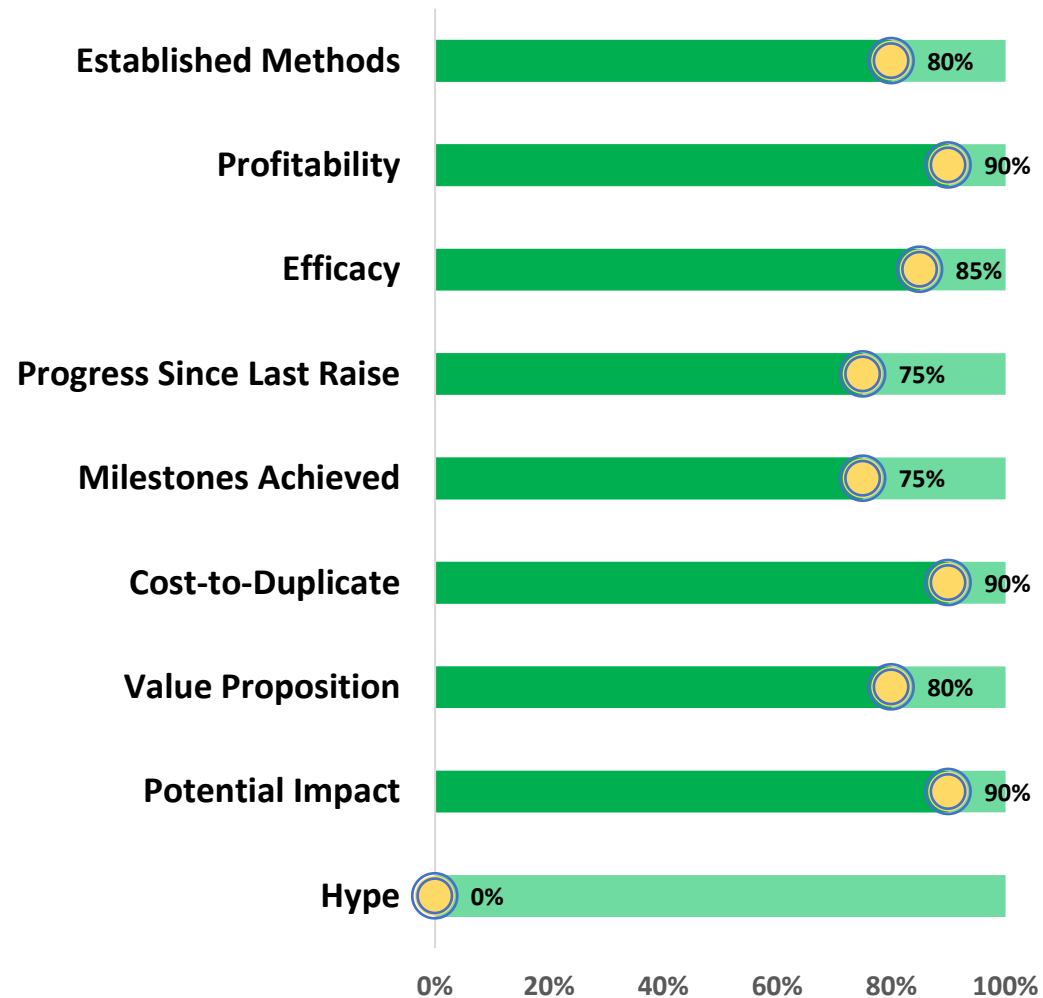
Value

Impact

Hype

Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

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SSI, $30b+ valuation

Category	Value
Established Methods	10%
Profitability	0%
Efficacy	5%
Progress Since Last Raise	5%
Milestones Achieved	5%
Cost-to-Duplicate	5%
Value Proposition	5%
Potential Impact	5%
Hype	50%

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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Safe SuperIntelligence (SSI)

Safe SuperIntelligence has raised over $2 billion on a now $30+ billion valuation, with no novel technology or methods, no plans of ever releasing a product or turning a profit, and nothing to support any of their claims. Safe SuperIntelligence:

1. Has no methods of accomplishing their stated goals.

2. Has no path to profitability.

3. Has explored methods already known to be fundamentally flawed.

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. [1]

2. Has detailed plans for multiple verticals, spanning global markets, and trivial overhead costs. [2, 3]

3. Has explored methods demonstrating great efficacy, with no known hard upper limits. [4, 5]

Methods

Profit

Efficacy

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Safe SuperIntelligence (continued)

4. Has shown no meaningful progress toward ethics, safety, alignment, transparency, or their other stated purposes.

5. Has done a fair impersonation of Theranos in terms of company operations, and little else.

6. Has nothing to duplicate, and historically focused on entirely and wildly derivative technology, nothing cutting-edge.

Progress

Milestones

Cost-to-Duplicate

Norn (continued)

4. Has demonstrated significant progress since raising $100,000, with patents pending on core technology and methods. [6, 7]

5. Has demonstrated new world-first milestones every year from 2019 to 2023. [8, 9]

6. Has a cost-to-duplicate estimated at or above $20 billion, with a 2 to 4 year time lag at 50/50 odds of success.

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Safe SuperIntelligence (continued)

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

8. Has precisely zero potential to deliver either "superintelligence" or safety, let alone both.

9. Has moderate levels of hype, amplified by their Theranos impersonation.

## Norn (continued)

7. Value proposition built on demonstrated research, unique capacities, and a blue ocean strategy. [1, 3, 10]

8. Has the potential to apply scalable intelligence and bias reduction to help solve many of humanity's greatest challenges. [1, 7, 11]

9. Has no hype, but retains State-of-the-Art performance across an increasing number of dimensions. [1, 2, 6, 7]

Value

Impact

Hype

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7x Comparison
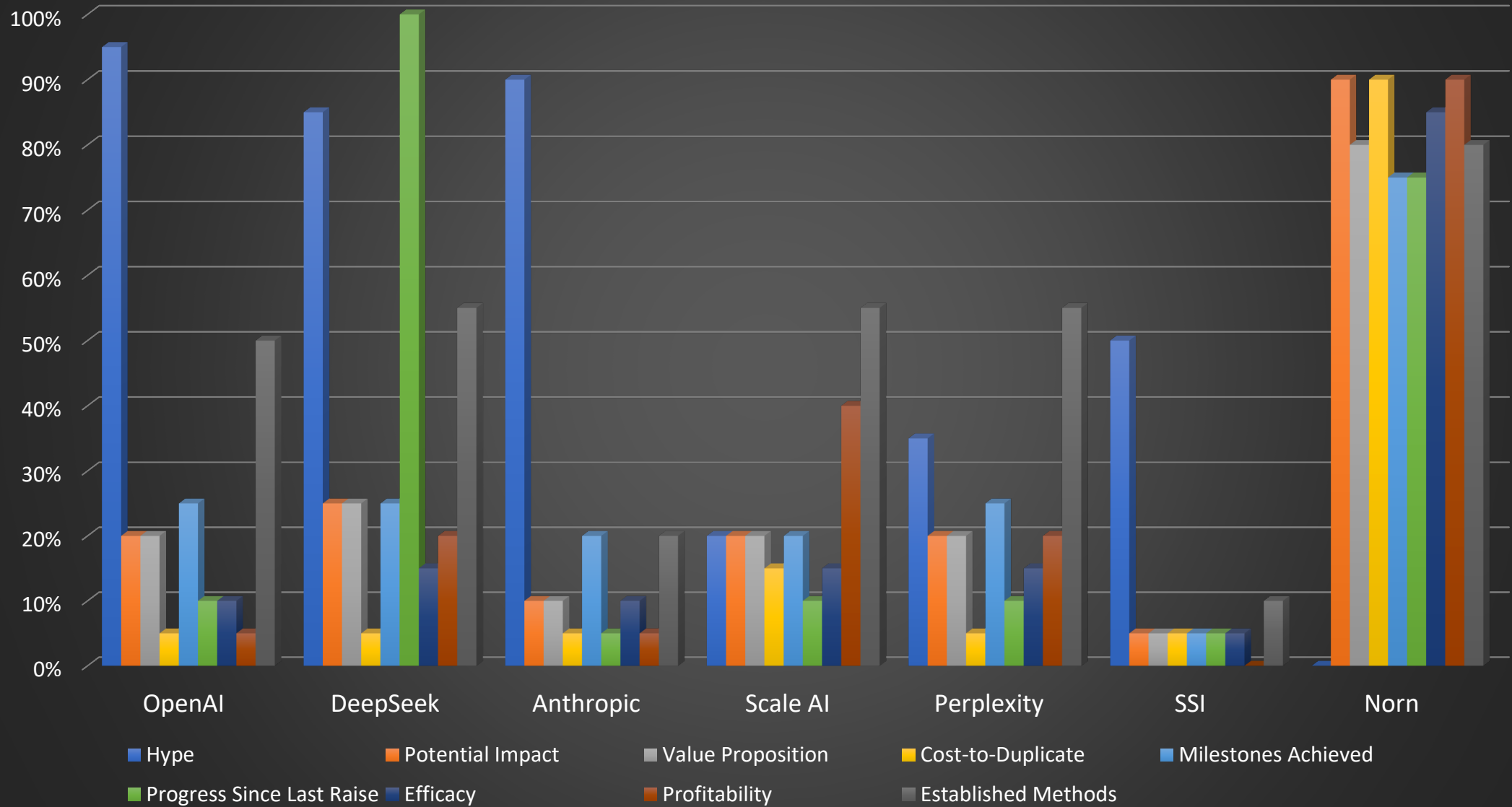
Comparing Value

Metric	OpenAI	DeepSeek	Anthropic	Scale AI	Perplexity	SSI	Norn
Hype	95%	85%	90%	20%	35%	50%	0%
Potential Impact	20%	25%	10%	20%	20%	5%	90%
Value Proposition	20%	25%	10%	20%	20%	5%	80%
Cost-to-Duplicate	5%	5%	5%	15%	5%	5%	90%
Milestones Achieved	25%	25%	20%	20%	25%	5%	75%
Progress Since Last Raise	10%	100%	5%	10%	10%	5%	75%
Efficacy	10%	15%	10%	15%	15%	5%	85%
Profitability	5%	20%	5%	40%	20%	0%	90%
Established Methods	50%	55%	20%	55%	55%	10%	80%
Known Prevalence of Fraud	80%	0%	75%	0%	0%	50%	0%
	OpenAI	DeepSeek	Anthropic	Scale AI	Perplexity	SSI	Norn
Average Score	27%	**39%**	19%	24%	23%	10%	**74%**
Current Valuation	$ 300,000,000,000.00	$ 150,000,000,000.00	$ 61,500,000,000.00	$ 13,800,000,000.00	$ 18,000,000,000.00	$ 30,000,000,000.00	$ 10,000,000.00
Relative Score (Highest)	36%	**53%**	26%	32%	31%	14%	**100%**
Relative Norn Value Estimate	$831,250,000,000	$280,985,915,493	$233,700,000,000	$42,683,720,930	$58,390,243,902	$221,666,666,667	-
Relative Norn Funding Estimate	$142,143,750,000	$1,873,239,437	$54,530,000,000	$4,948,837,209	$6,163,414,634	$14,777,777,778	
Startup's Actual Relative Value	0.12	27.73	0.71	10.34	8.25	1.14	374061.70
Composite Norn Value Estimate			-	-	-		**$278,112,757,832**
Composite Norn Funding Estimate							**$37,406,169,843**
Total Raised to-date	$ 51,300,000,000.00	$ 1,000,000,000.00	$ 14,350,000,000.00	$ 1,600,000,000.00	$ 1,900,000,000.00	$ 2,000,000,000.00	$100,000
Cost Per Score %	$1,923,750,000	$25,352,113	$738,000,000	$66,976,744	$83,414,634	$200,000,000	$1,353
Norn's Relative Cost-Efficiency Advantage	1421438	18732	545300	49488	61634	147778	
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	0.02%	1.34%	0.05%	0.51%	0.41%	0.17%	100.00%
Scenario 1: Investor value gain (24-36-month)							11080.19%
Effect of Fraud on Valuations	**215.35%**						
Effect of Fraud on Funds Raised	**1503.33%**						

Source file available for anyone interested in rerunning these calculations with their own subjective scores.

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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.
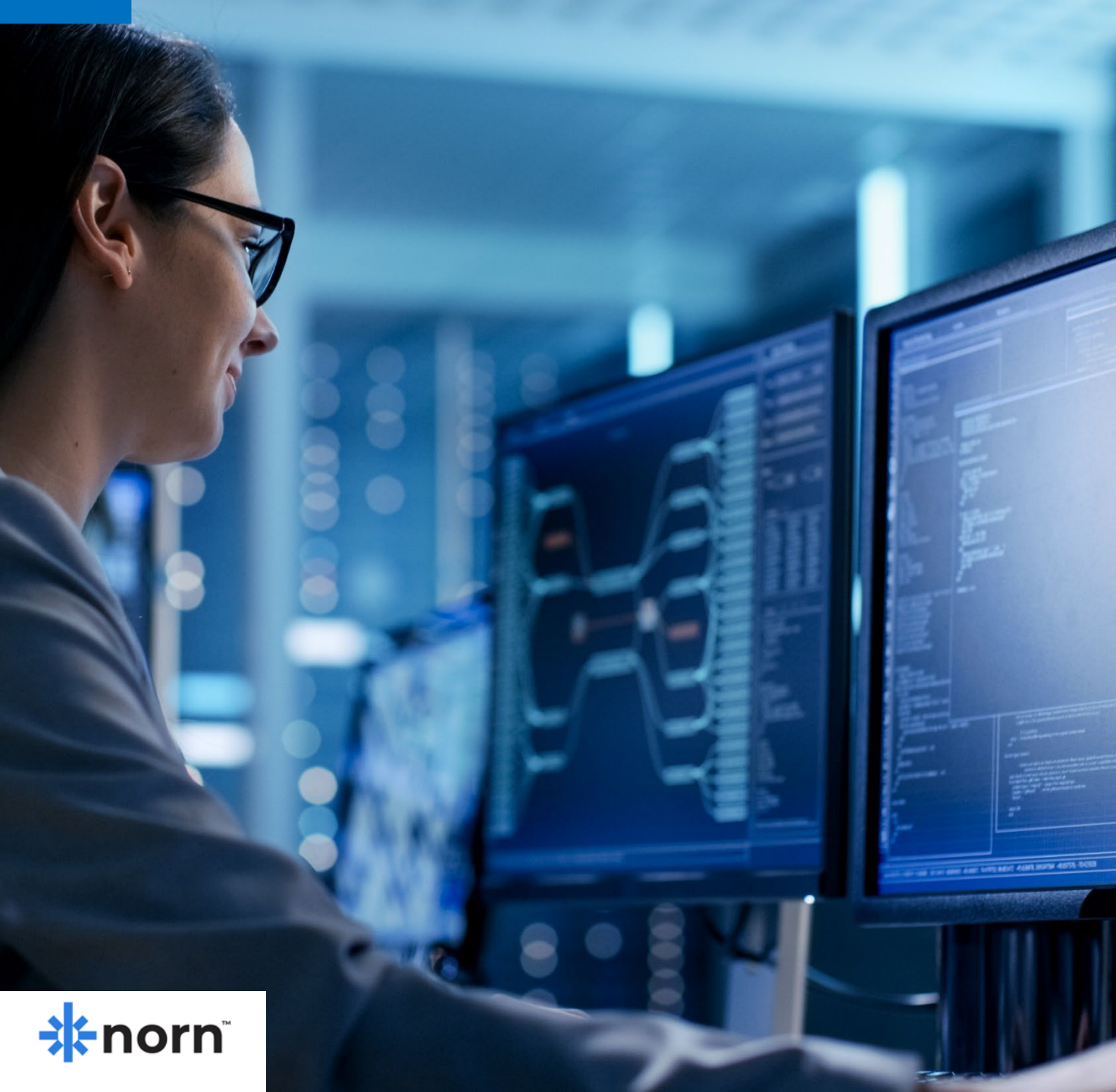
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Norn Advantages:

- 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 fraud in 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.

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" by over 10,000-fold.

- 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.

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THANK YOU

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"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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