



norn

SCALING INTELLIGENCE

INFORMATION MEMORANDUM

For inquiries:

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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 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.

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

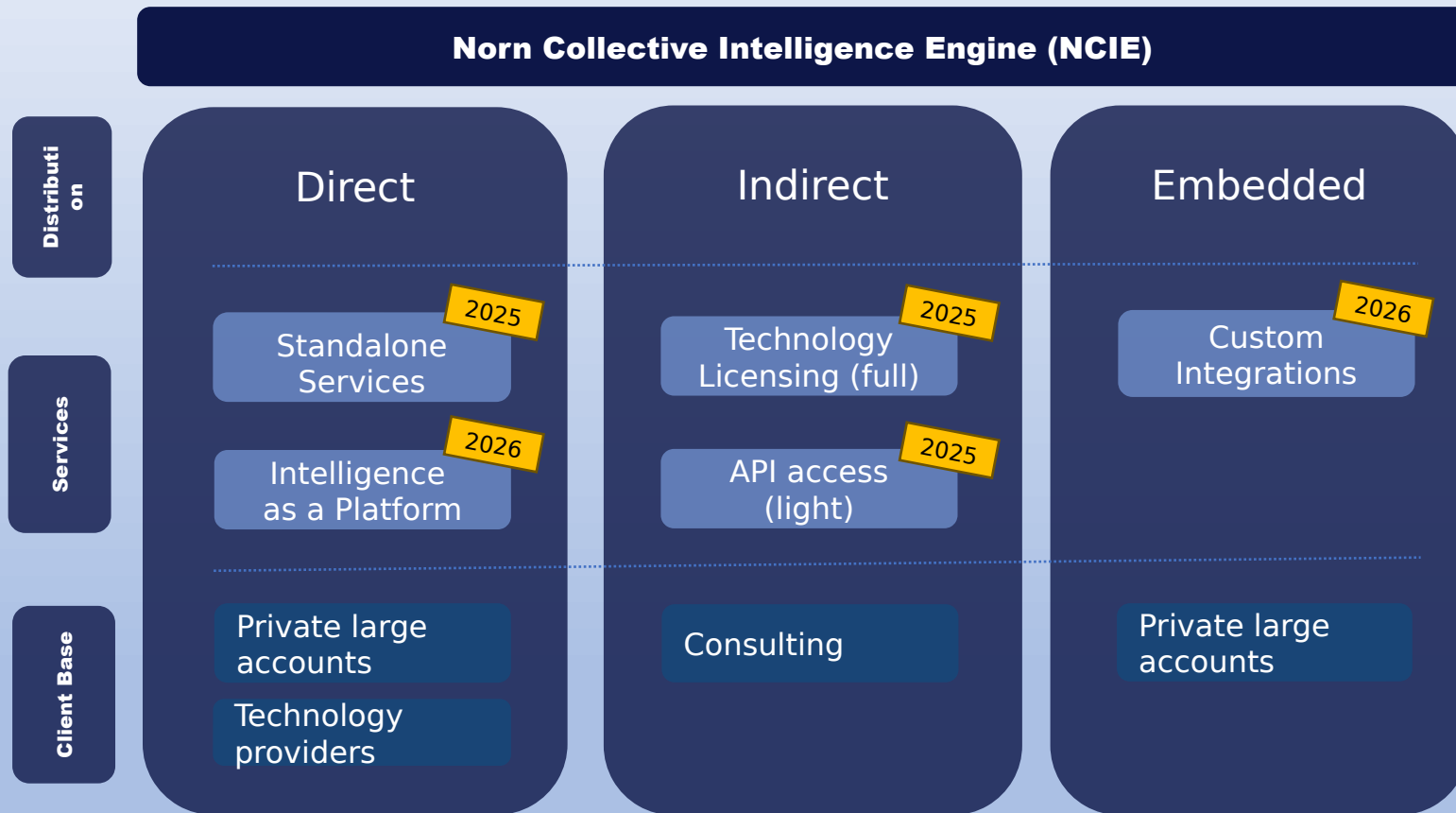
- Targeted outreach and partnerships
- Value-driven use cases
- Customer success and relationship focus



Revenue Streams

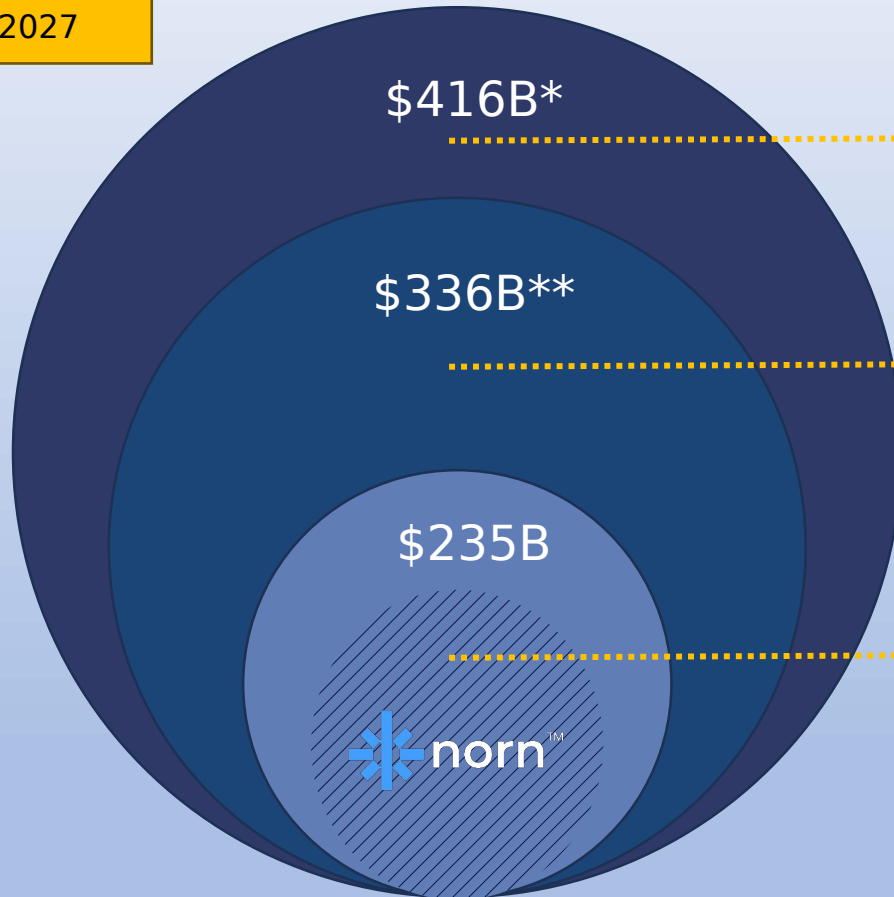
- Monthly recurring SaaS fees
- Licensing fees from technology licensing

SERVICE OFFERINGS



MARKET SIZE

2027



Total Addressable Market

The global AI services and software 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

OUR TEAM



**Frits
Israël**

Chief Executive Officer



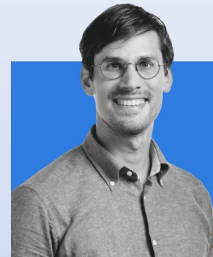
**Kyrtin
Atreides**

*Chief Operations Officer
Chief of Research*



**David J.
Kelley**

*Chief Technology Officer
Chief Architect*



**Hein-Willem
Blokland**

Chief Marketing Officer



**Paul A.
Spiegel**

Chief Legal Officer



**Herman
Hendricks Jr.**

Project Manager



All-round Commercial
Leader

Multi-talented leading AI
Researcher

Seasoned Technology
Leader

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-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

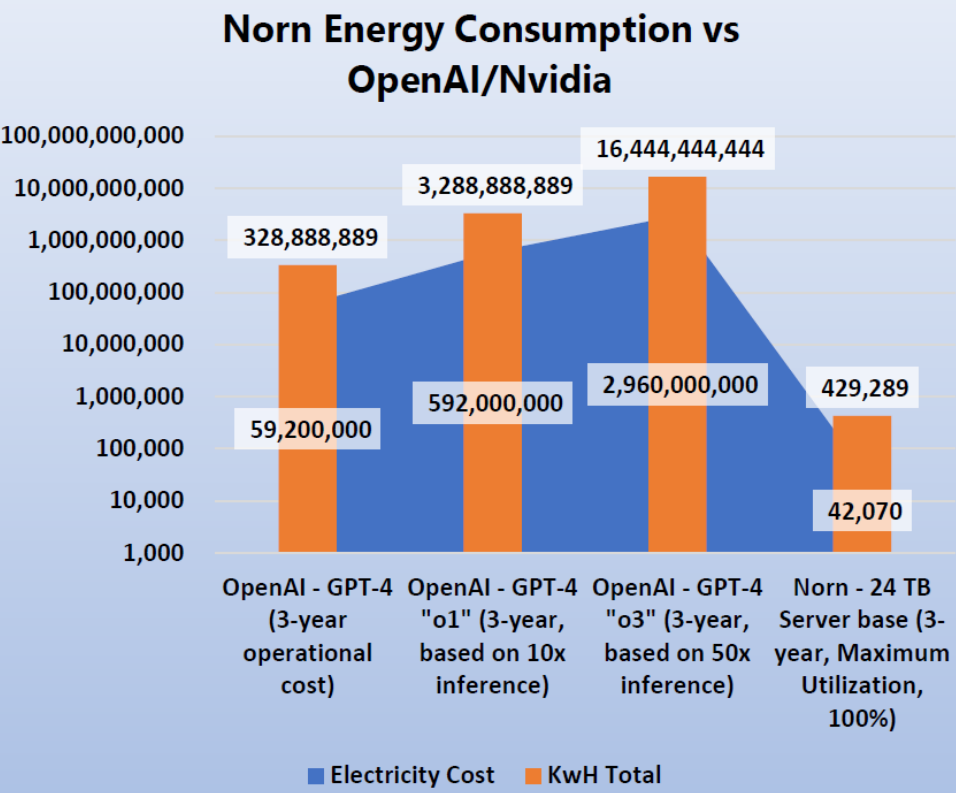
FMCG, Retail, Fashion,
Logistics

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.

COMPETITOR ANALYSIS & MOAT



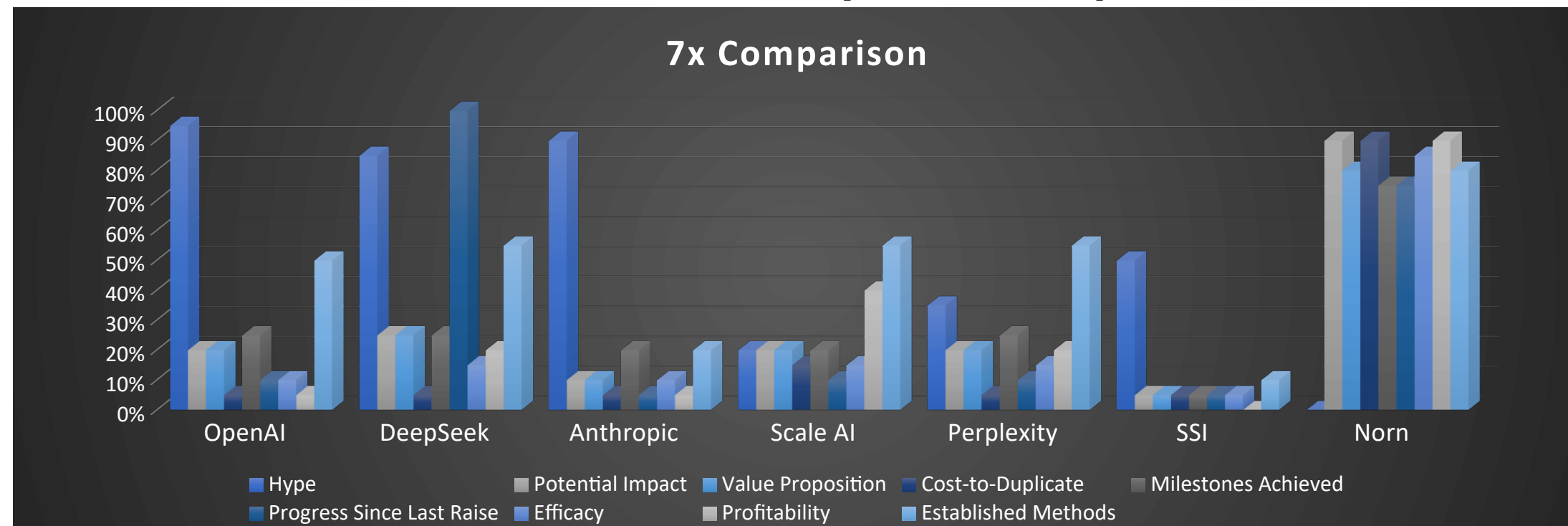
4,500x+ more energy efficient than “o3”
(midway between their “low” and “high”)

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%	

98%+ more hardware efficient
10,000x+ more data efficient than LLMs

See the last slide for a link to the source documents.

COMPETITOR ANALYSIS & MOAT (continued)



≥ 10x more time saved by accelerating multiple steps in processes without sacrificing quality

≥ 1,000x higher cost-to-duplicate than any LLM-based company

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.

POST-FUNDING PROJECTIONS

POST-FUNDING PROFITABILITY SCALING



FUNDING NEED



INVESTOR BENEFITS

Financial Benefits:

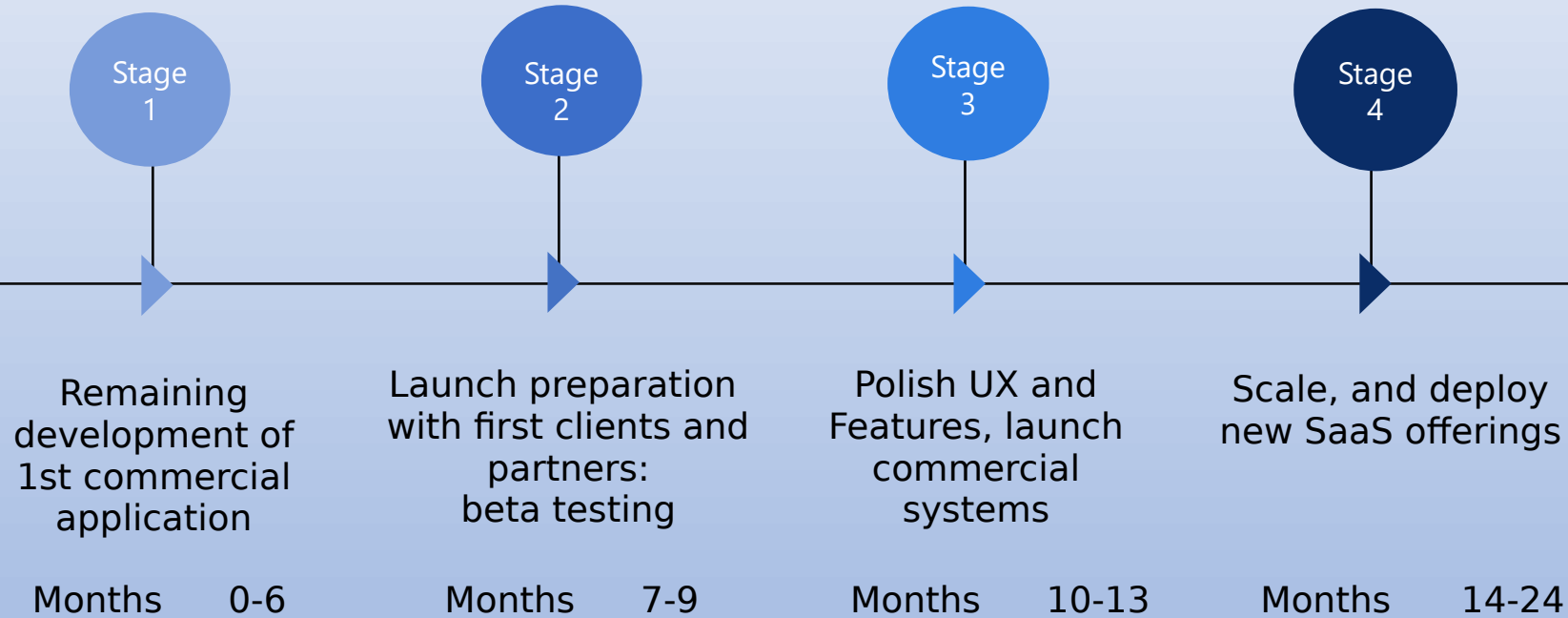
- ✓ **Routine opportunities** to cash out partially or fully as valuation increases
- ✓ **Dividends** based on Net Profit
- ✓ **Non-Diluting Equity**, keep your %
- ✓ **Limited Share Buyback** after Net Profit, for further investor liquidity
- ✓ Value boosted by **broad M&A appeal**

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



PATENTS

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

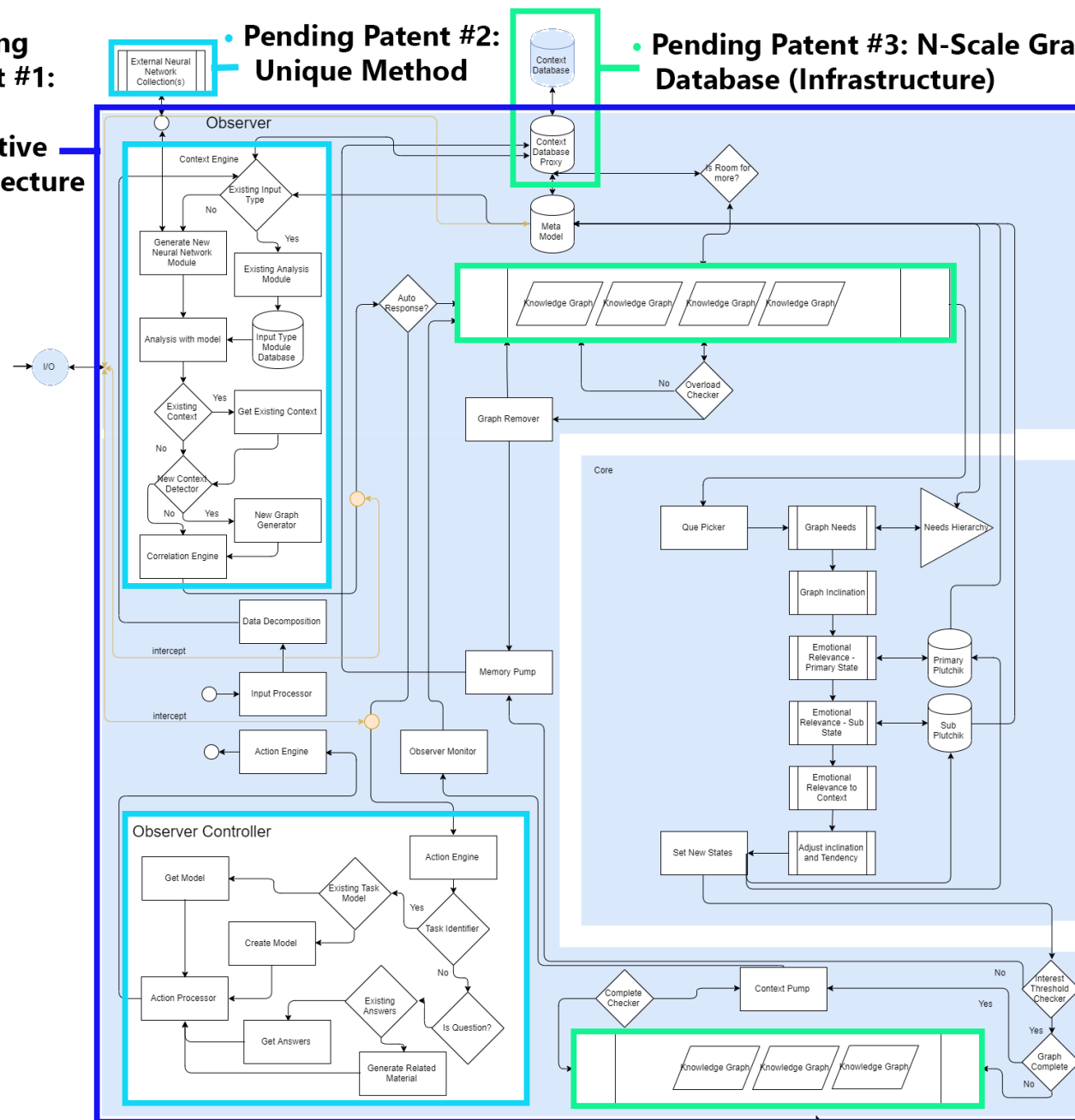
1. A patent on the Independent Core Observer Model (ICOM) cognitive architecture.
2. A methodology patent, which ICOM-based systems apply to use other AI systems as tools.
3. A patent on the "N-scale graph database" architecture. This patent has progressed through the first feedback stage, with minor adjustments filed.

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

• Pending Patent #1: ICOM Cognitive Architecture

• Pending Patent #2: Unique Method

• Pending Patent #3: N-Scale Graph Database (Infrastructure)



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: [The Unicorn Startups Comparison](#) and [Supporting Excel Document](#)
- [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> and <https://www.researchgate.net/profile/David-Kelley-8>
- [7] [Our Vision, Mission, Commitment, Values, and Engineering](#)

SAFE HARBOR STATEMENT

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