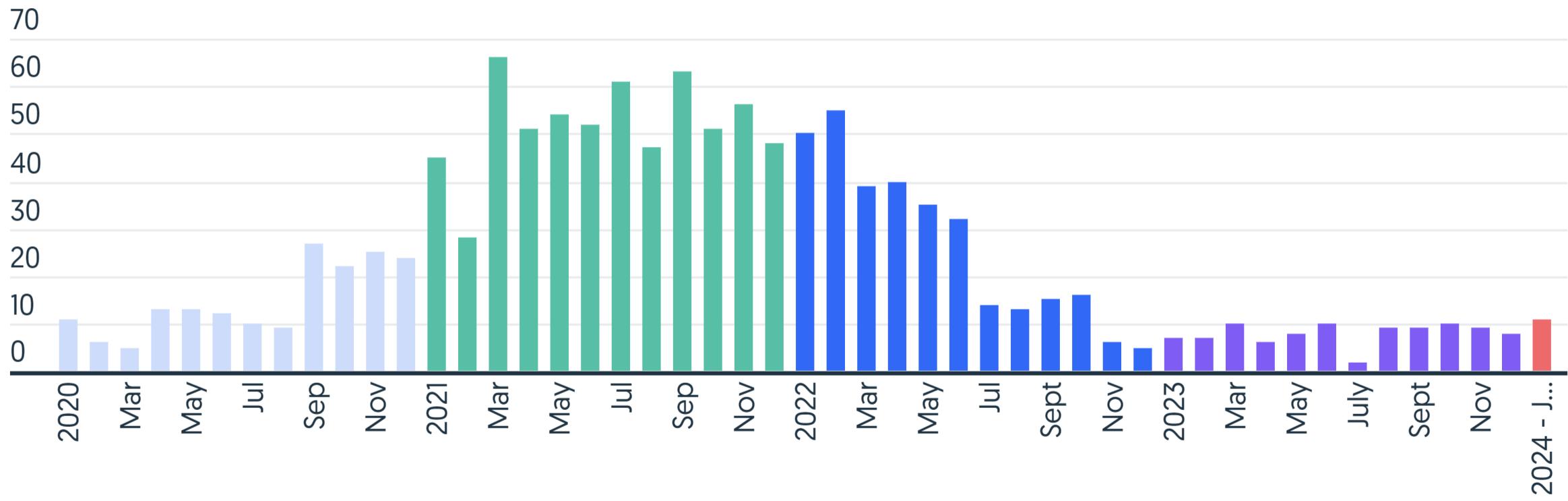


# Comparing Value

How does Norn stack up  
to previous Unicorns in  
AI?

“We are drowning in information, while starving for wisdom.” – E. O. Wilson

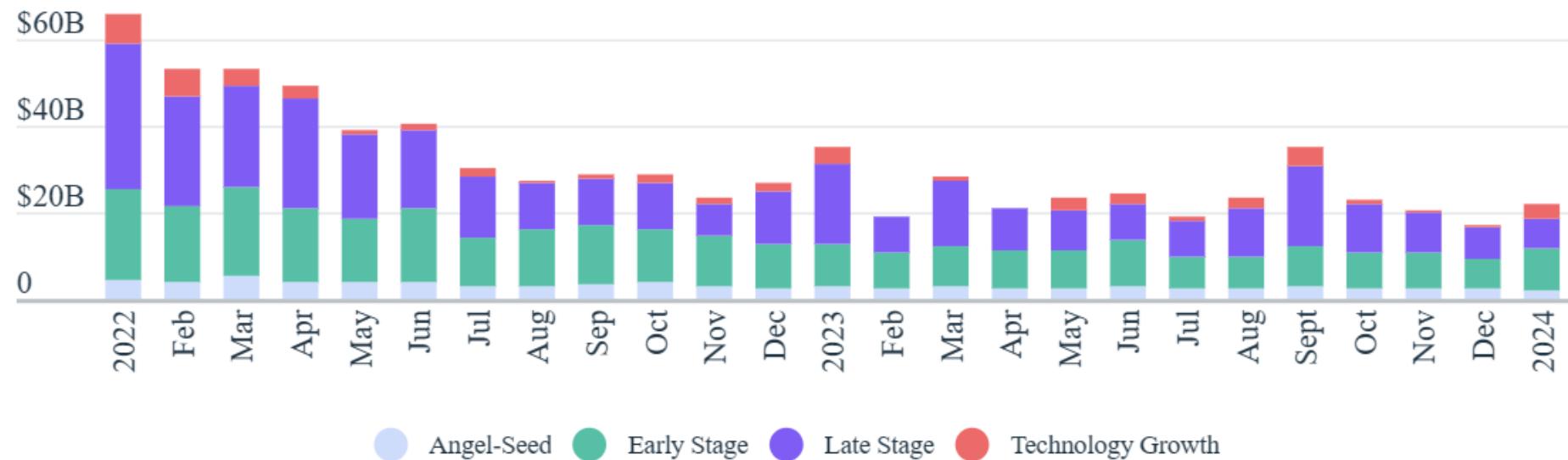
# Global New Unicorn Count By Month



crunchbase



# Global Funding By Stage Through January 2024



crunchbase



## AI Startups 2023-2024:

**OpenAI - \$11.3bn total investments - \$80b+ valuation**

Market: Various AI systems

**Inflection AI - \$1.5bn investment - \$4b valuation**

Market: “Therapy” Chatbots

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

Market: Various AI systems

**Adept AI - \$415m investment - \$1b+ valuation**

Market: AI integration and usability

**Cohere - \$884.9m investment - \$5b+ valuation**

Market: Chatbots

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

Market: Chatbots, “character” creation crowdsourcing

# Methodology

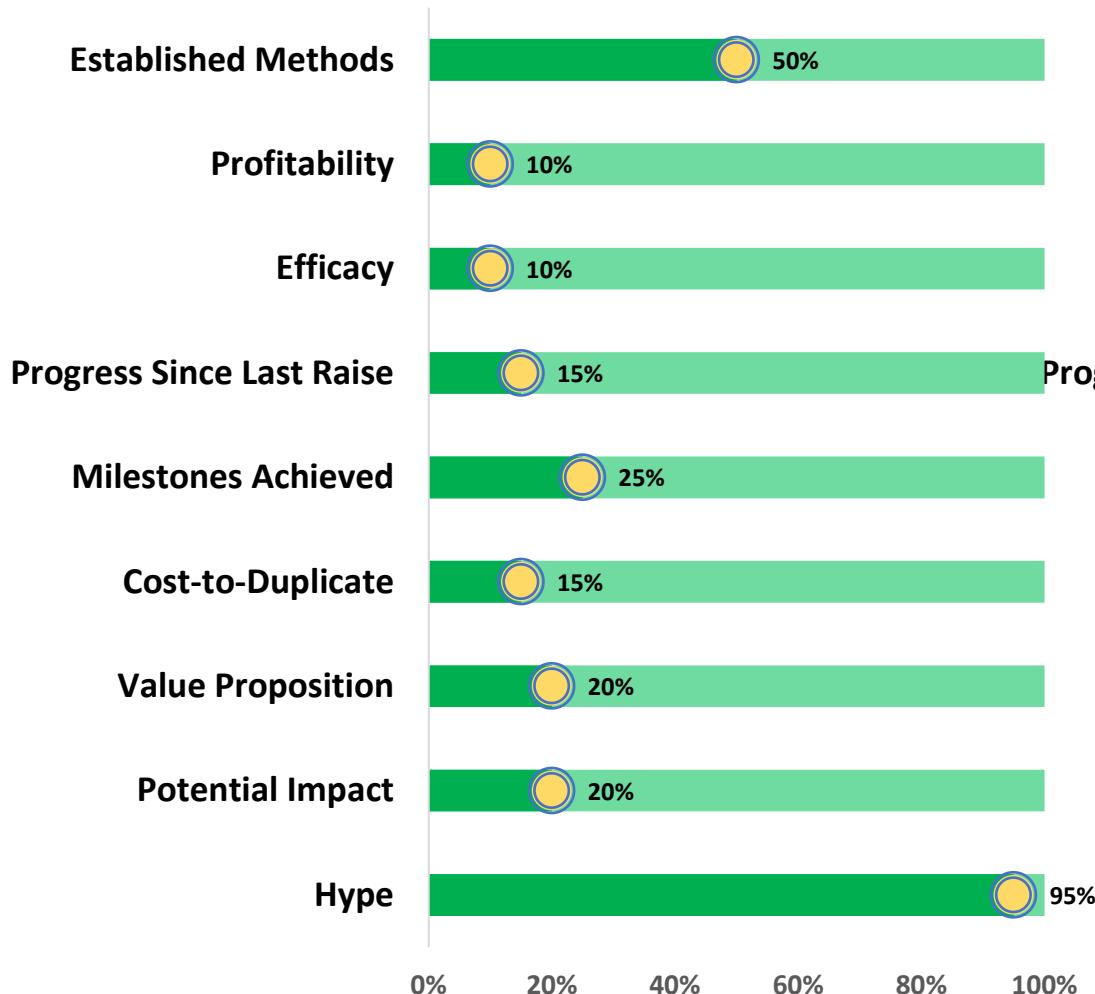
The methodology used in the following slides was first developed by Daniel Kahneman, as a method of reducing cognitive bias through direct comparisons, by:

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.

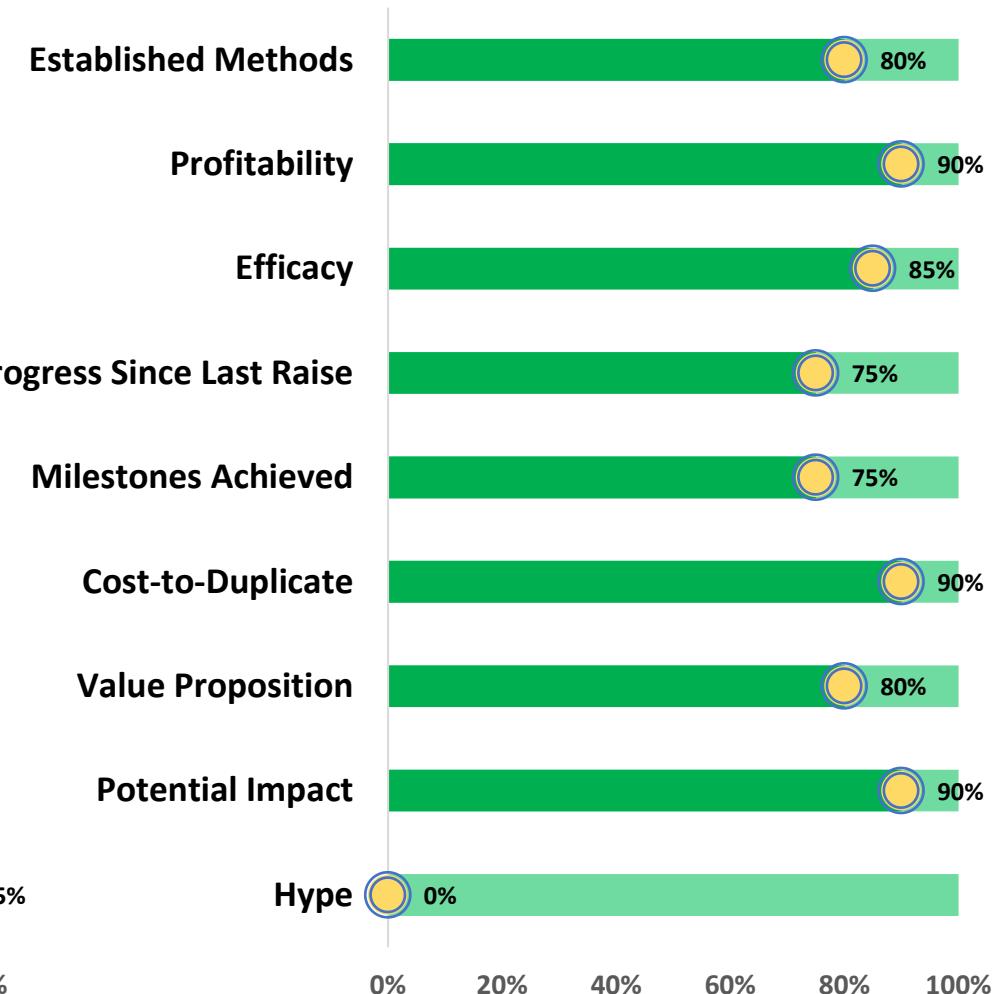
The method remains subjective, but less biased than the alternatives. We welcome you to give it a try for yourself and see how your own scoring adds up.



## OpenAI, \$80b valuation



## What is Norn Worth?



## 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.



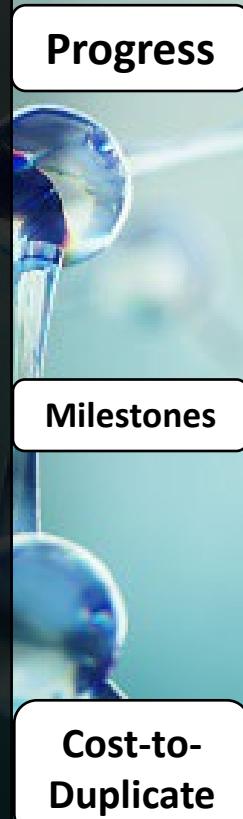
## Norn

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.

## **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.



## **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.

## OpenAI (continued)

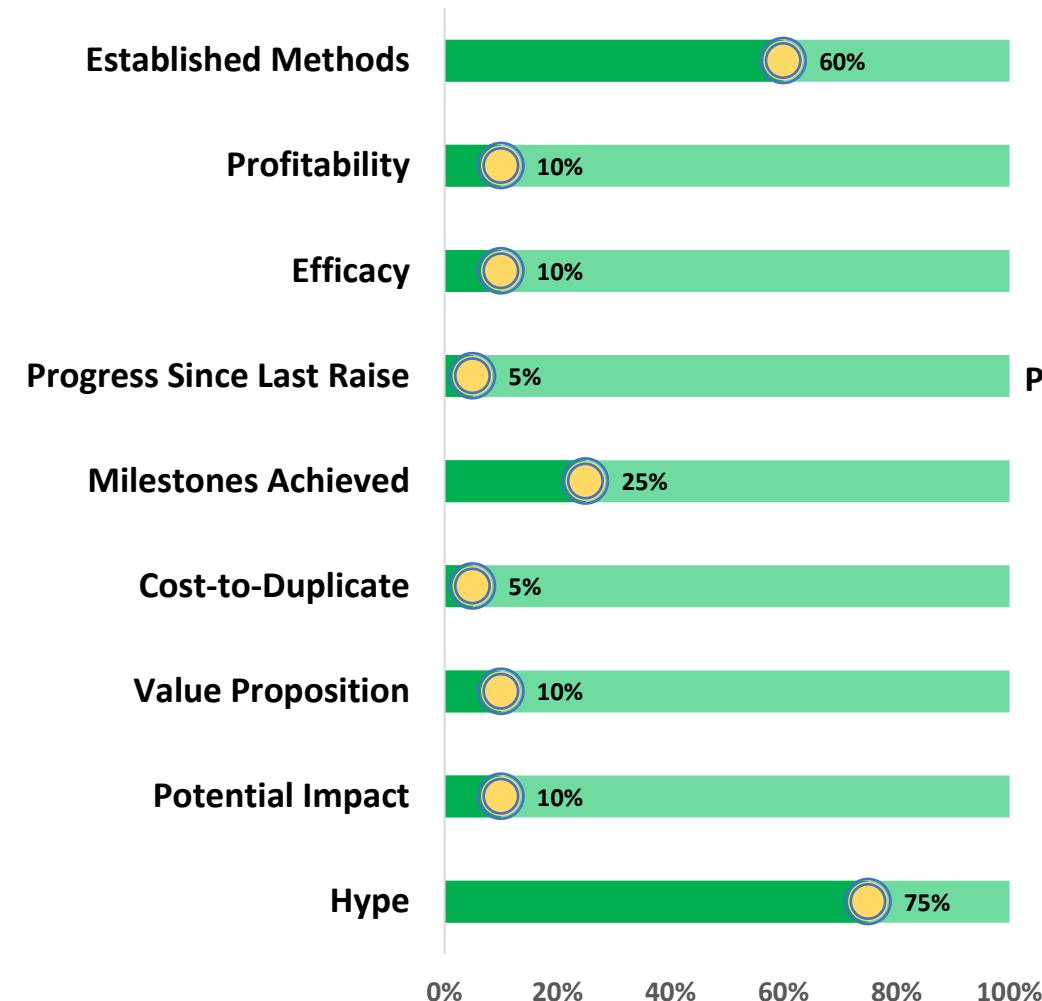
7. Value Proposition built on prestige, hope, and hype. Only provides more substantial and consistent benefits to cybercriminals thus far.
8. Has the potential to mildly improve narrow AI systems.
9. Has very high levels of hype, built on demonstrably false claims they and others have repeatedly made.



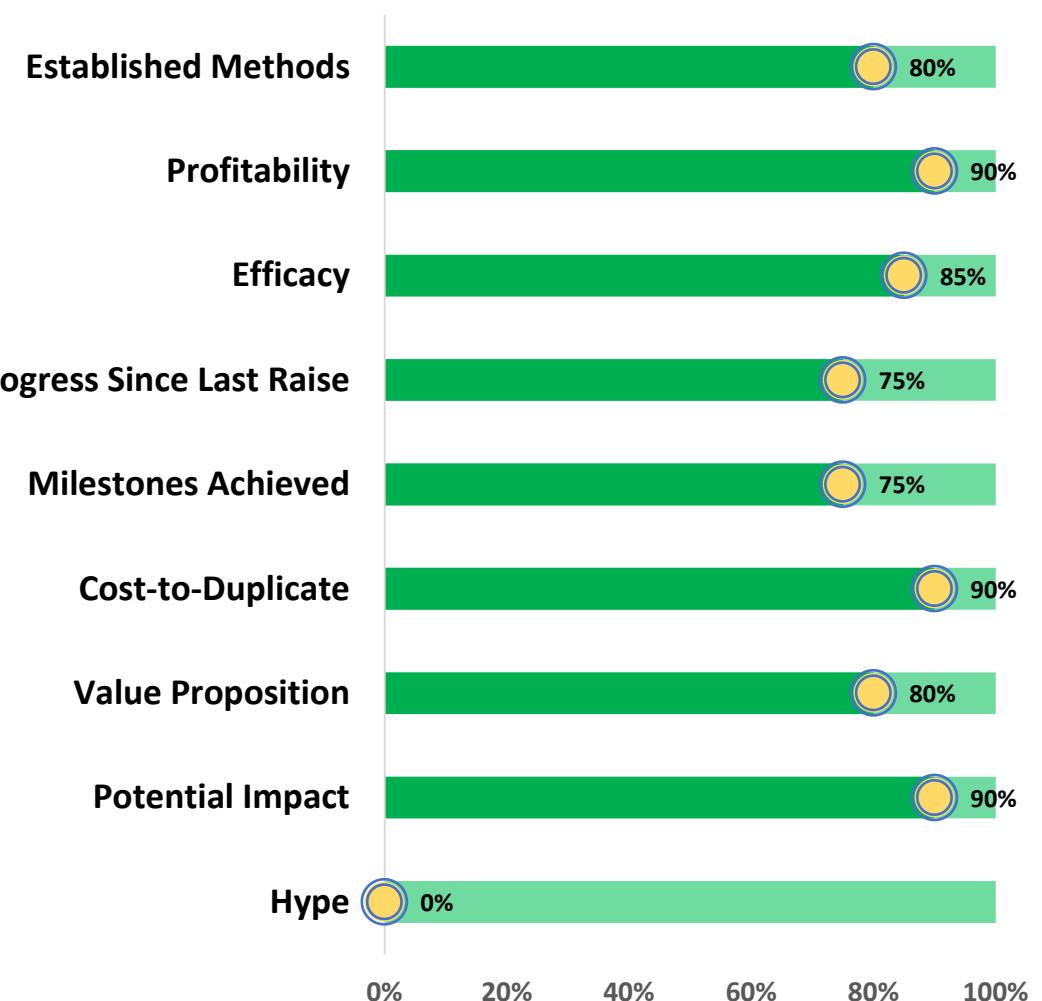
## Norn (continued)

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.

## Inflection AI, \$4b valuation



## What is Norn Worth?



## 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.



## 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.

## Infection 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.

## Inflection AI (continued)

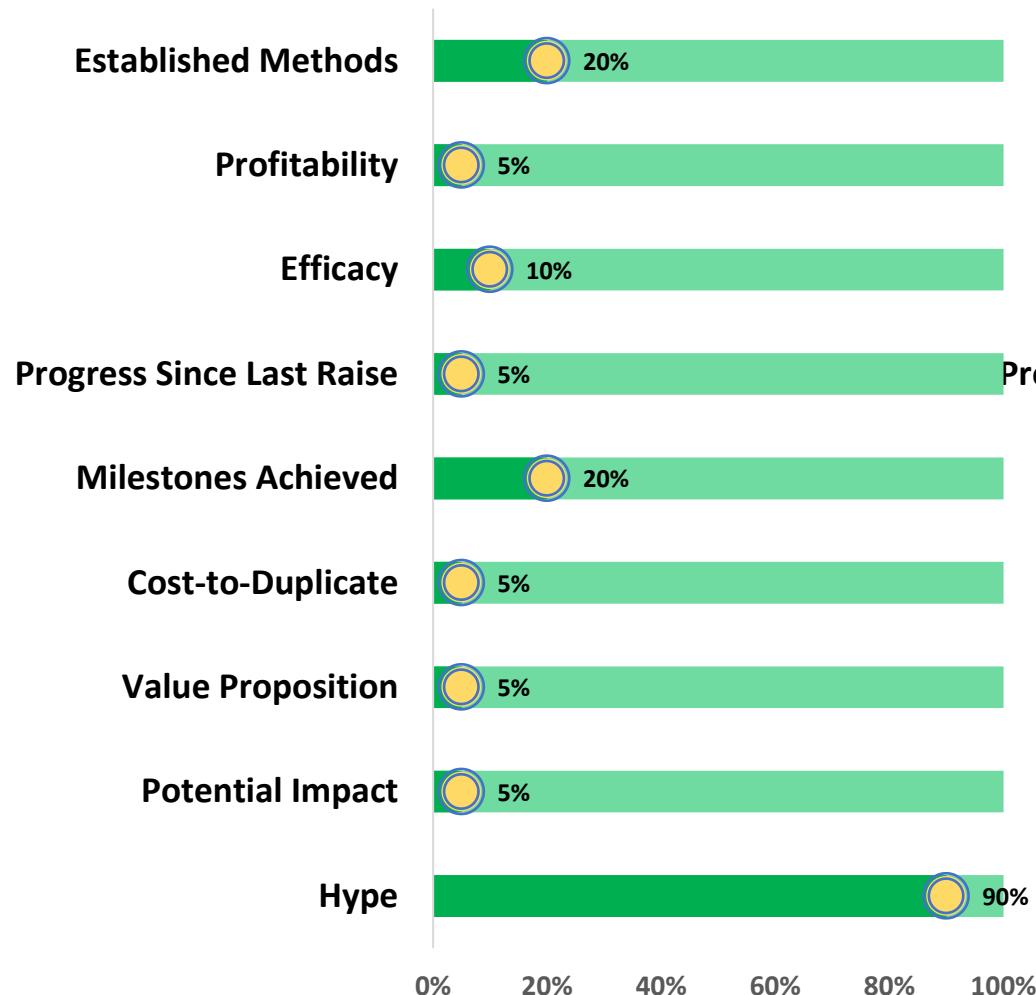
7. Value Proposition built on providing emotional support, a very risky category for chatbots.
8. Has no distinguishing advantages or impact potential over other simple chatbots.
9. Had high levels of hype, built on a simple chatbot, which has since died down.



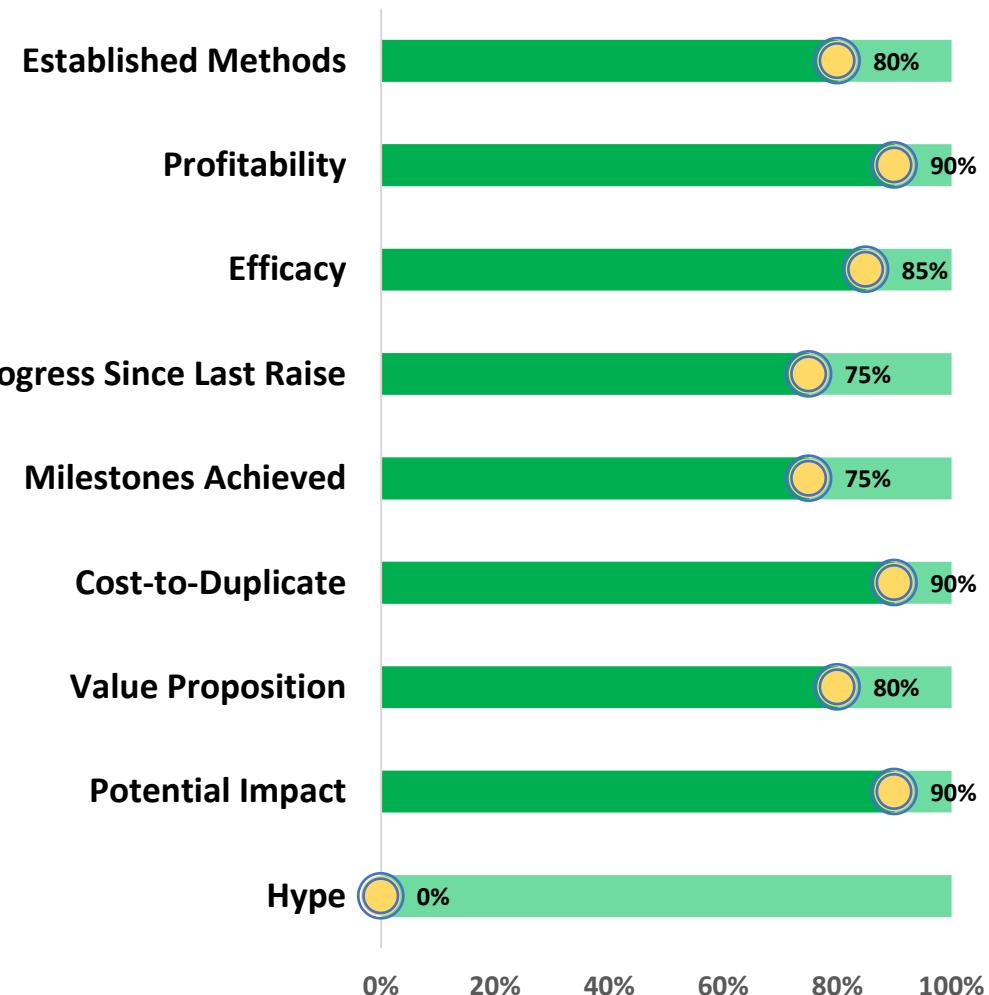
## Norn (continued)

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.

## Anthropic, \$15 billion valuation



## What is Norn Worth?



## 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.

## Methods

## Profit

## Efficacy

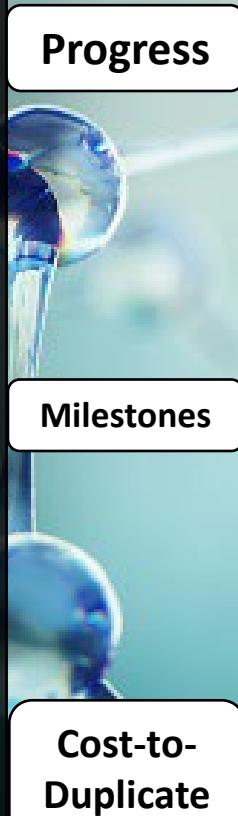
## Norn

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.

## **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.

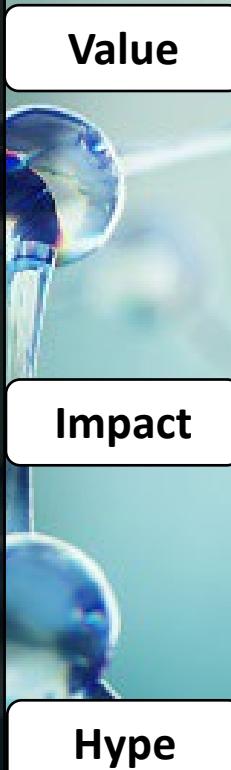


## **Norn** (continued)

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.

## **Anthropic** (continued)

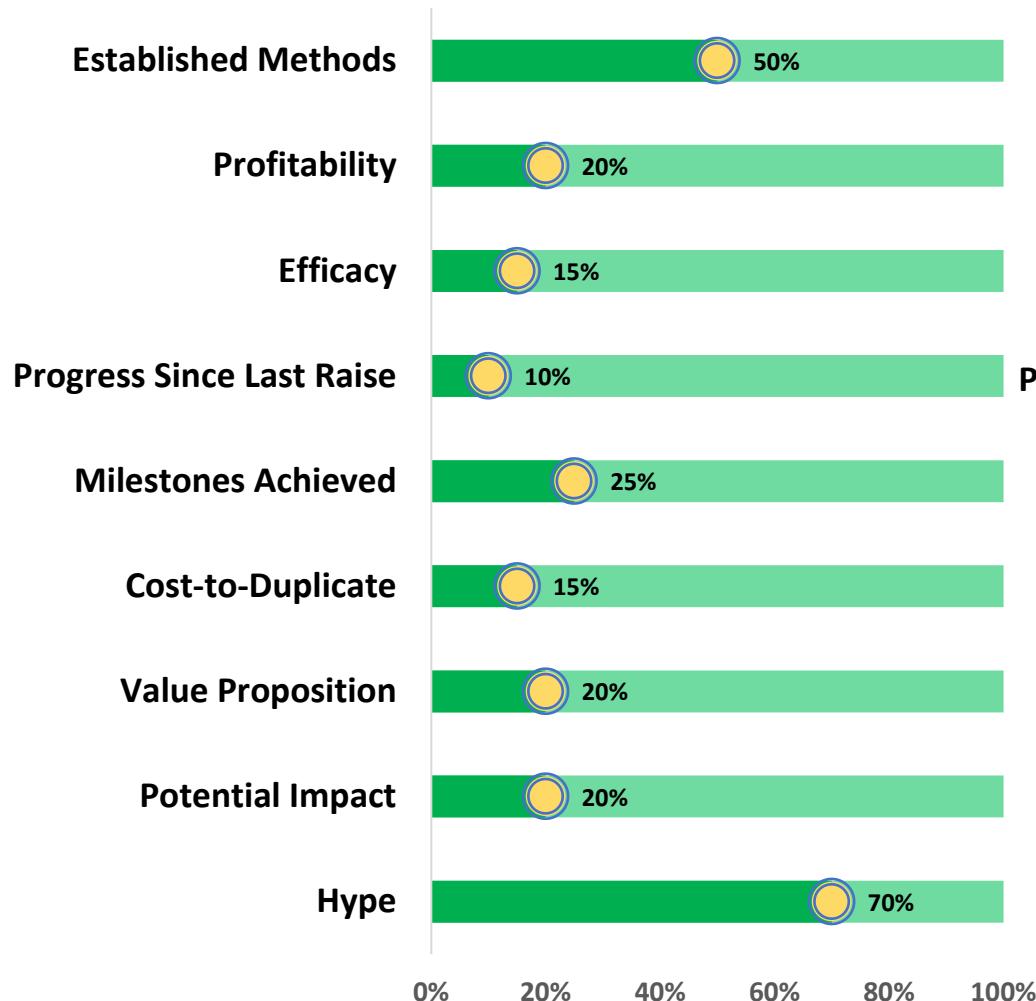
7. Value Proposition built on the prestige of former employment at OpenAI, and hope. Has invalidated this through consistent fraud.
8. Has the potential to mildly improve narrow AI systems, at best.
9. Has very high levels of hype, built on demonstrably false claims they've repeatedly made.



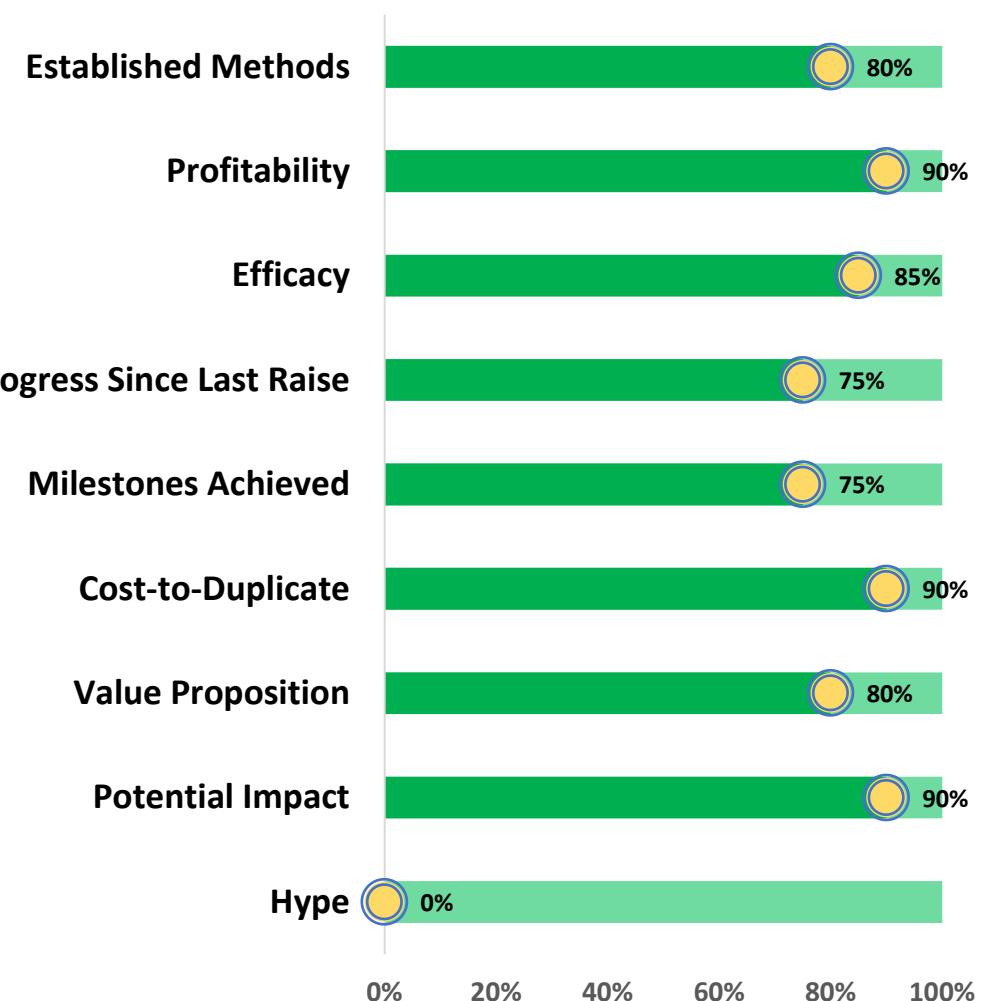
## **Norn** (continued)

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.

## Adept AI, \$1b+ valuation



## What is Norn Worth?



## 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.



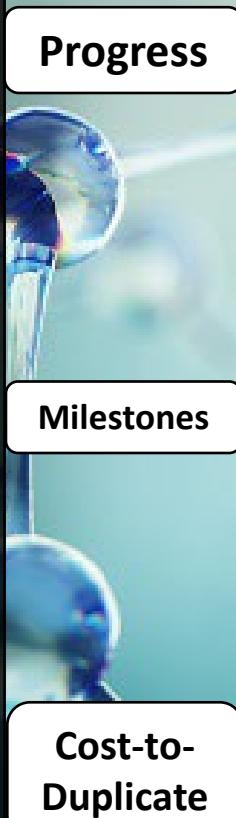
## Norn

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.

## 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.



## 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.

## Adept (continued)

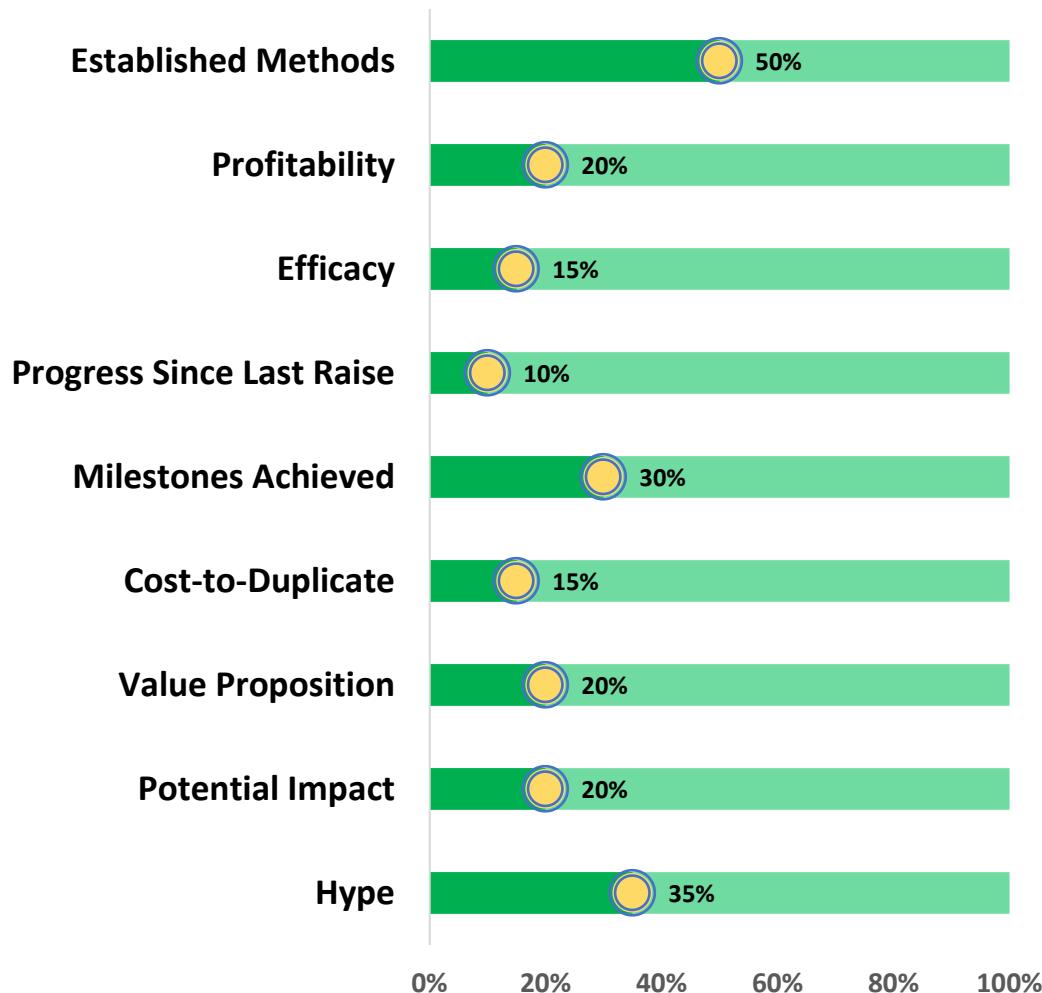
7. Value Proposition built on the potential to improve usability and interoperability of common technology.
8. Has the potential to mildly improve the common UX of people performing simple tasks.
9. Has moderate hype stemming from their successful raise, but which is dying down following a long silence.



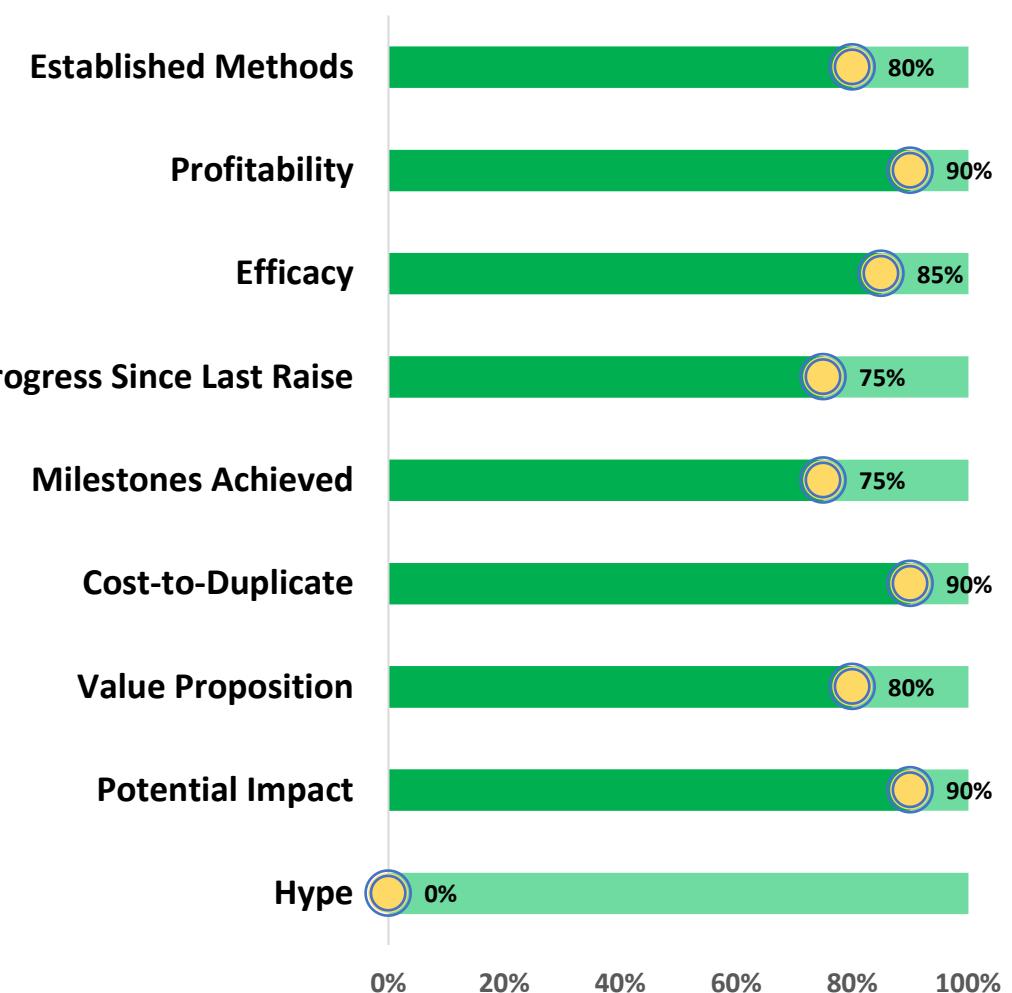
## Norn (continued)

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.

## Cohere AI, \$5b valuation



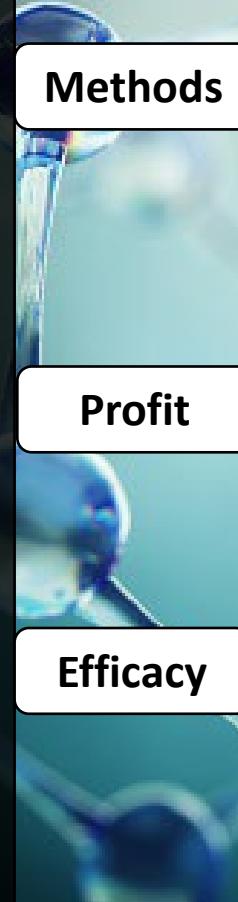
## What is Norn Worth?



## 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.

## **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.

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.

## **Cohere** (continued)

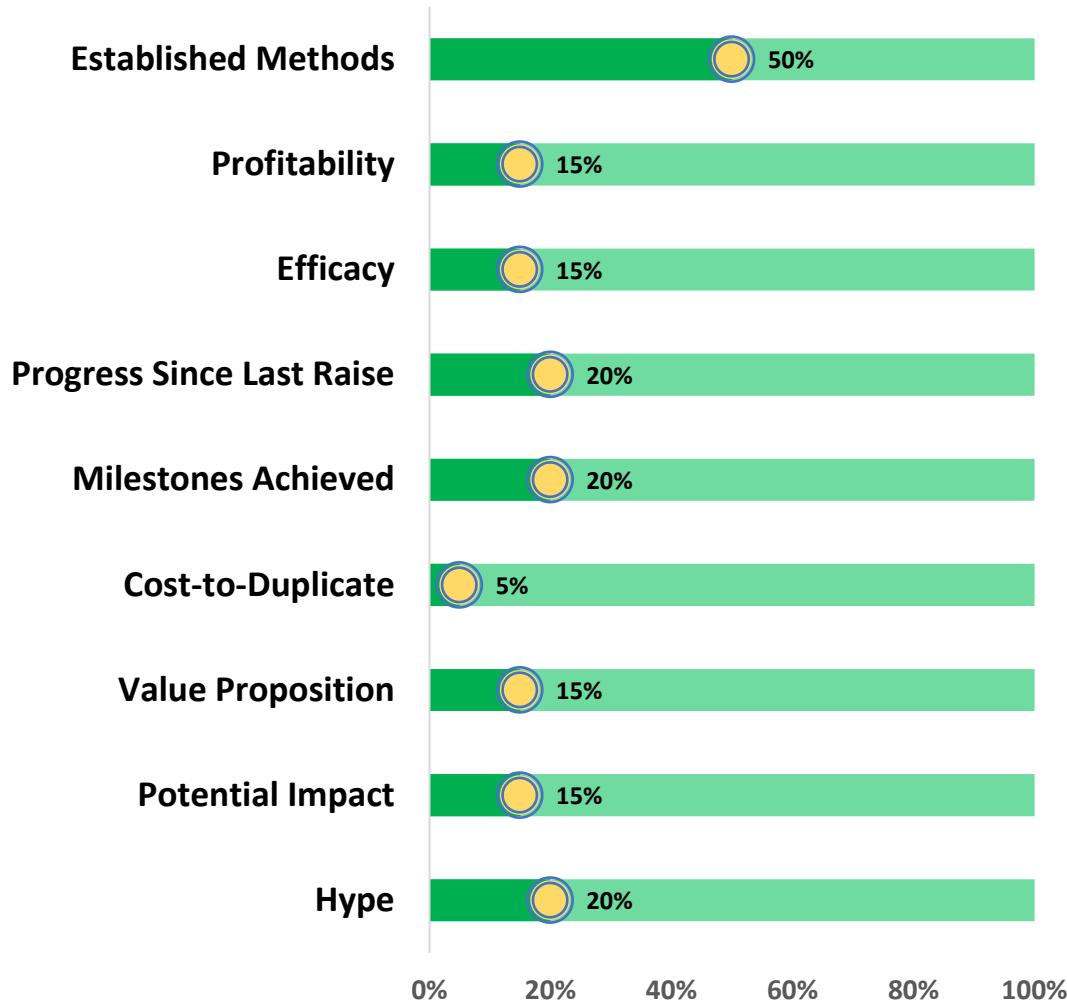
7. Value Proposition built on the potential to improve usability and interoperability of common services.
8. Has the potential to mildly improve the usability of services from their clients.
9. Has low market hype, following an extended period of silence.



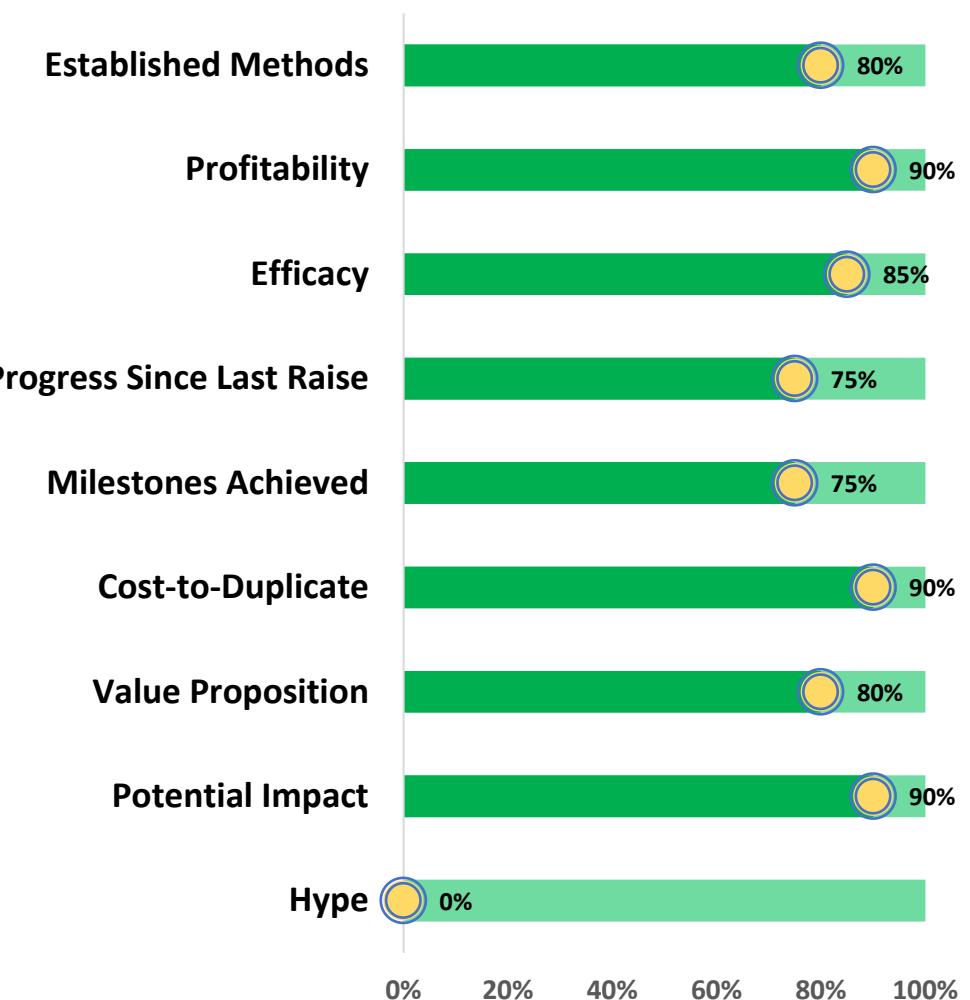
## **Norn** (continued)

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.

## Character AI, \$1b+ valuation



## What is Norn Worth?



## 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.

## **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.

## Character AI (continued)

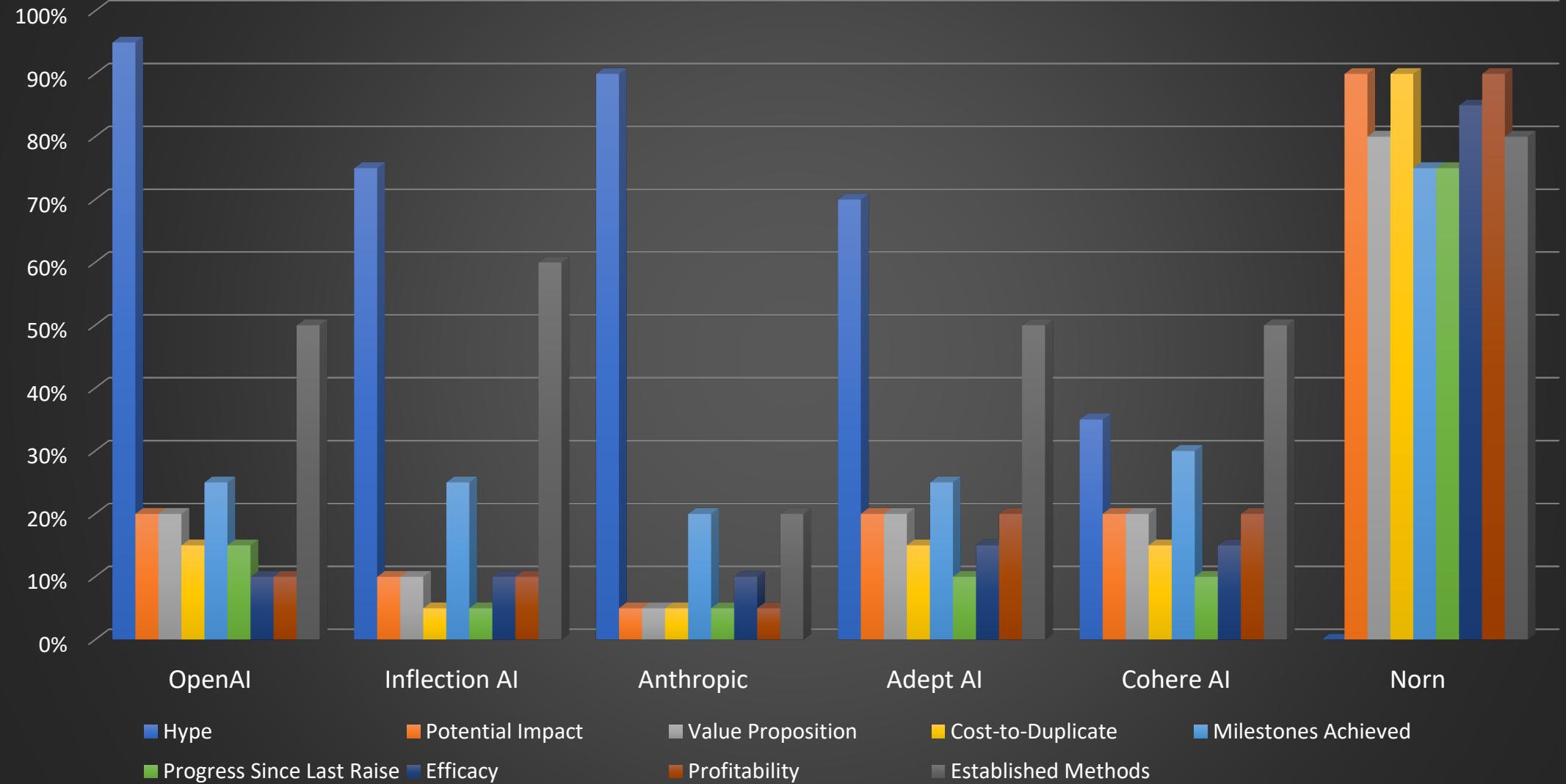
7. Value Proposition built on UX and community-driven content.
8. Has the potential to crowdsource chatbot persona creation.
9. Has waning levels of hype, as the novelty wears off.



## 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.

## 6x Comparison



# 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 Prevelance 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	\$ 5,000,000,000.00	\$ 10,000,000.00	
Relative Score (Highest)		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	\$15,465,116,279	-	
Startup's Actual Relative Value	0.35	3.39	0.30	15.10	6.07	138306.49	
Composite Norn Value Estimate						\$59,183,199,746	
Total Raised to-date	\$ 11,300,000,000.00	\$ 1,500,000,000.00	\$ 7,850,000,000.00	\$ 415,000,000.00	\$ 884,900,000.00		\$100,000
Cost Per Score %	\$391,153,846	\$64,285,714	\$428,181,818	\$15,244,898	\$37,042,326		\$1,353
Norn's Relative Cost-Efficiency Advantage	289019	47500	316379	11264	27370		
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%	0.08%	2.23%	0.92%		100.00%
Scenario 1: Investor value gain (2024)							2357.90%
Startup Absorbed by	Microsoft? (49%)	Microsoft		Amazon			
Effect of Fraud on Valuations	497.00%						
Effect of Fraud on Funds Raised	384.02%						

# Common ground

All the market demands those companies address share something else:

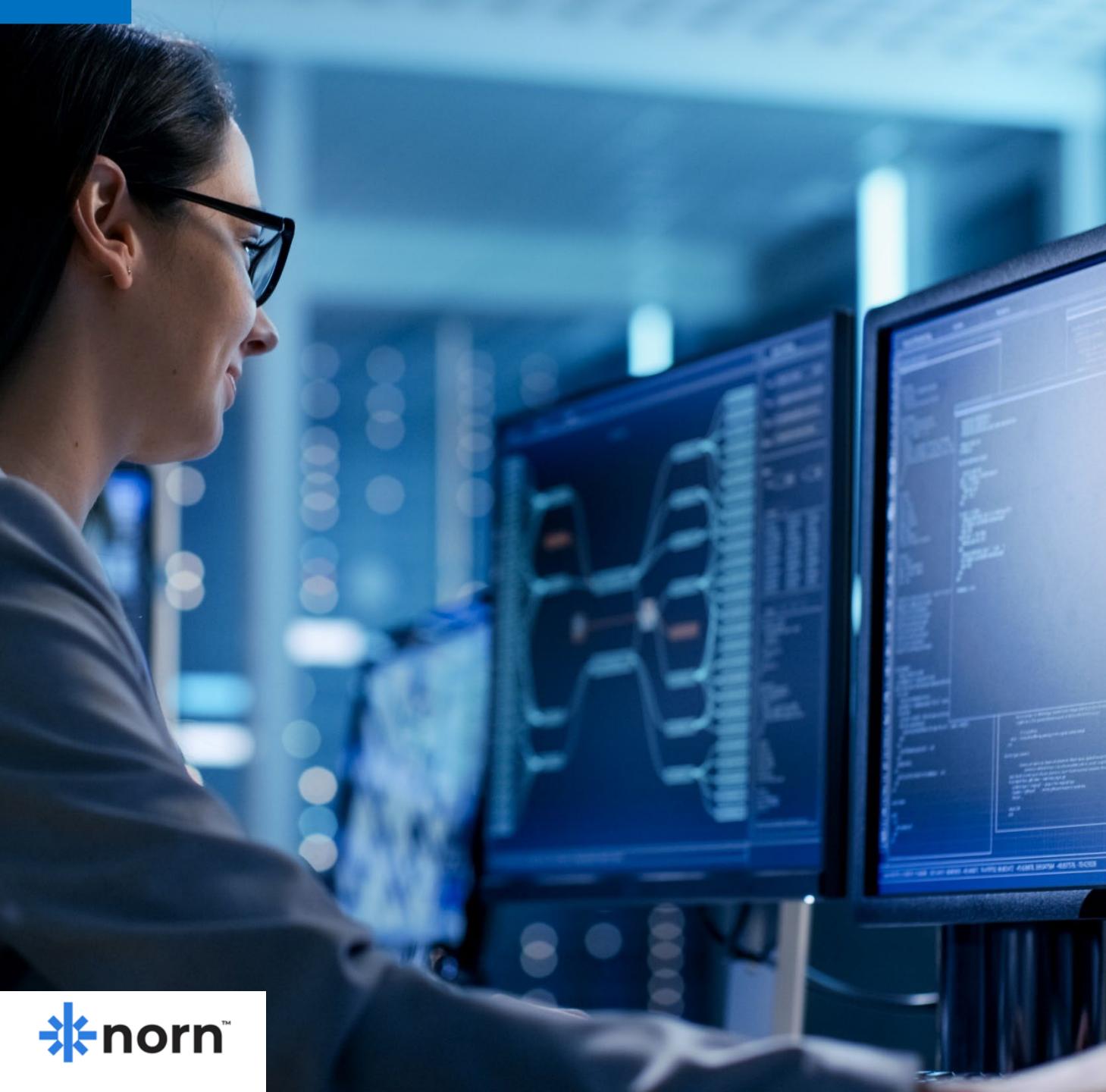
**We can do them better.**

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.

## 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

Kyrtin Atreides  
[Kyrtin@AGILaboratory.com](mailto:Kyrtin@AGILaboratory.com)

*"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.**