

# Defft.ai: System of Recommendation™

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## Category Design Document

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### The Villain: Tribal Knowledge

Distribution runs on “Tribal Knowledge” —the unwritten, unstructured wisdom locked in the heads of veteran reps. It’s the industry’s single biggest point of failure. When a rep leaves, the knowledge leaves. When a rep retires, the knowledge retires.

### The Problem: The Blind Spot

ERP systems tell you what happened (history). CRM systems tell you what you did (activity). But nothing tells you **what to do next**. This creates a massive “Intelligence Gap” where reps are forced to guess, leading to missed opportunities and reactive selling.

### The Solution: System of Recommendation™

Defft.ai is the ML-powered human-centered OS for packaging distributors. It captures, structures, and applies institutional knowledge to give every rep the “next best action.”

### The Philosophy: The Rehumanize Layer

We believe packaging must move from opinion-based to intelligence-based. **The 4E Relationship Framework:**

1. **Empathy:** Understand the customer’s motivations.
2. **Experiences:** Reduce friction.
3. **Endorsement:** Earn trust with accurate recommendations.
4. **Energy:** Create momentum.

## The Shift: HITL → MITL

**Human-in-the-Loop (HITL)** is not enough. We are building **Machine-Intelligence-in-the-Loop (MITL)**.

- **The Machine:** Calculations, Costing, Spec Matching, Pattern Recognition.
- **The Human:** Context, Empathy, Value Positioning, Relationship Building.

## The Engine: Knowledge Graph & Flywheel

**The Knowledge Graph:** Defft.ai built the industry's first Packaging Knowledge Graph, mapping all materials, constraints, and SKU relationships.

**The Flywheel:**



1. **Capture:** Meeting prep, customer signals.
2. **Recommend:** MI suggests actions.
3. **Act:** Rep sends/proposes.
4. **Learn:** System captures outcomes.
5. **Compound:** The system gets smarter for everyone.

## The Strategy: Lightning Strike

**The From-To Shift:**

- From: “I think...” → To: “The data suggests...”
- From: Reactive Order Taking → To: Proactive Consulting

- From: Tribal Knowledge → To: Institutional Intelligence

## Point of View

“The future of distribution isn’ t about better logistics. It’ s about **better decisions.**” We believe that in a world drowning in data, the ultimate competitive advantage is the ability to turn noise into a clear, actionable recommendation.

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