Defft.ai: System of Recommendation™

Category Design Document

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 MI-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.