Delphi

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Ideas Outline

1. Mission & Vision

2. Problem Funnel

3. Flywheels

4. Marketing, Growth, Monetization

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1. **Both:** Scale the time of both experts and their audience

2. **Expert:** Maximize the impact of an expert's content

3. **Audience:** Give the average Joe access to rarified air

Vision

1. Use technology to facilitate, not replace, authentic human interactions

2. Democratize access to the mentorship of specific experts

3. Immortalize visionaries and their playbooks

Activation & North Star

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North Star: # of questions asked

Activation: having 10 questions answered by Delphi

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Experts don't have the time to mentor everybody, although they wish they did

→ so they put out content on platforms to reach their audience at scale

→ information overload and spread across platforms (Podcasts, Substack, Twitter/LinkedIn)

→ audience lack time to ingest everything to get specific answers to what they're looking for

→ so audience still spams expert with questions via social media, email, or interviews

→ these questions are often annoyingly similar

→ expert ends up either referring them to his past content or repeating past answers

→ the good questions get drowned among the repeated, cliché questions

Flywheels

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1. Audience asks questions
2. If there's a question the model can't answer because expert doesn't have content on it, expert is notified via email with link to their portal
3. They can curate an answer in their portal, but if many questions are similar, it adds insight to put out content on that topic
   a. Informs on future tweets, articles, books, or podcasts

1. Someone asks a question
2. They can input their email if they want to be alerted when the answer is updated
3. When question is updated, original asker is notified via email
4. To view answer they have to come back to site
5. Site reveals answer with suggested follow up questions
6. Repeats from #1

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1. Someone asks a question
2. When question is answered, original asker can share a deep link to that answer
3. To view answer others have to come to site
4. Site reveals answer with suggested follow up questions
5. Repeats from #1

Data Flywheel (for us)

1. If an answer can't be given based on the context:
2. The expert gets notified and they can craft a unique answer
3. The model learns over time as this gets added into our proprietary knowledge base
4. This means less answering questions for expert in the future as knowledge base gets fine tuned
5. Creates a data moat for us
6. We could then potentially create a hyper fine-tuned super model across all experts' content

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- "If you could have dinner with anyone who ever lived, who would it be and what would you ask?"

- Twitter AMA threads

- AskReddit pages / "Hi I'm ___, ask me anything."

- Pretend we have someone already on the platform through an edited picture and get people to try out our site for that

Monetization

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- Charge expert on monthly basis ($20 p/m)

- Maybe offer for certain questions, bid to have your question answered, creator gets paid or it can get donated on their behalf

- Monetize an API for developers to use and create novel use cases

- Personal and private pages for experts to monetize or use for private audiences

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- Intersect each expert's audiences with other similar experts on the platform, helps grow the following and impact of each expert as well as the value of our platform
- Follow a page to get weekly updates on questions asked to an expert
- Partner with Coaches Training Institute, International Coaching Federation
- Create starter pages for famous experts and have people start asking it questions. Every several questions, it emails the expert and says "X number of people have been asking you questions on this platform, $X is waiting for you to claim or donate. Sign up to redeem."
  - Instant time to value
- Onboard all the experts privately in batches. Then have them all post to their personal audience on the same day and time. Plan 20 at a time per week. Link in bios as well.
- Self-serve onboarding
- Sean Ellis test with our first 50 experts

Delphi

- Use our API to allow creators to automate replies to questions in their comments on Twitter
- Verified/curated answers that show that the expert specifically validated the answer
- Turn this into a knowledge base that can be offered as a panel so you can ask everyone with a similar expertise the same question and see the difference in opinions
- Show original source document to increase engagement with their current content → converts into followers on other platforms and increases value for expert
- Let audience know when their question has been answered via email → brings them back to platform to ask more questions
- Suggested and follow up questions based on previously asked
- FAQ for expert with share links
- Personal and private pages for experts to monetize or use for private audiences
- Questions asked give the expert ideas on what they should write about next for their content

Why Hire Alvin?

- My **What I say: What I do** ratio is very high

- I'm building a similar product, so I share the same vision and values

- Skillset: software, data science, sales, product manager, founder, venture capital

- Personality: high energy, internally driven, self-starter, ready to learn

Thank you