

æ Delphi

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Ideas Outline


1. Mission & Vision
2. Problem Funnel
3. Flywheels
4. Marketing, Growth, Monetization





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

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





Keith Rabois    

General Partner at Founders Fund and CEO at OpenStore

About


Keith Rabois is a distinguished figure in the technology and venture capital sectors, best known for his pivotal roles at tech giants like PayPal and Square. As a seasoned investor, notably as a general partner at Founders Fund, Rabois has showcased a knack for spotting nascent startups poised for success. Renowned for his candidness and contrarian views, he consistently provides insights that diverge from mainstream tech discourse.

Ask me any question

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North Star: # of questions asked



TimGPT
— Powered by [Parrot](#)

Ask me questions about startups..

Send deals to Tim

About Tim Connors

Tim Connors is a well-renowned venture capitalist that loves to solve problems and coach founders. With a B.S. in Electrical Engineering from Notre Dame, a Masters in Computer Science from Stanford, and an MBA from Harvard, he began his career helping design Tandem's Everest servers. Then he helped build startup C-Cube into a publicly-traded company. He later joined the ranks of Sequoia Capital followed by US Venture Partners before finally founding PivotNorth Capital in 2010. Tim went on to be a 3x Forbes Midas List of Top 25 Seed VCs. After six unicorns, he now shares what he's learned through TimGPT and by coaching founders at Platform Venture Studio. Tim is a devout Catholic, avid fly-fisherman, and proud fan of Notre Dame football and Stanford women's soccer. He is a proud husband to his wife Wendy and father to his children Emma, Grace, and

Frequently Asked Questions

[How Should I Allocate Equity? ▼](#)

[How Do I Generate Revenue? ▼](#)

[What Do I Do If I Want To Quit? ▼](#)

[How To Find Right Investors? ▼](#)

[What Are The Most Important Things When Starting A Company? ▼](#)

[Who Are Some Connections From Vc Firms That I Could Reach Out To? ▼](#)

[When Do You Decide It Is Time To Pull The Plug On Funding? ▼](#)

[What Are The Most Important Roles On A Team? ▼](#)

[How Can I Convince A Technical Cofounder To Join Me? ▼](#)

[How Can I Land An Internship As An Undergrad At A Vc Firm? ▼](#)

[How Can Cac Help Me? ▼](#)

[How Do I Find Product Market Fit? ▼](#)

Activation: having 10 questions answered by Delphi

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

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

Audience Flywheel #1



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

Audience Flywheel #2



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

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

- “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

- 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

- 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

- 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

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Thank you