



# LLM Orchestration: Why System Design Matters More Than the Model

*Learning from Nature's Most Complex  
Intelligence System*





Your Mind, Immortalized

Human Knowledge, Democratized

Everywhere

Anywhere

All at once

Access to

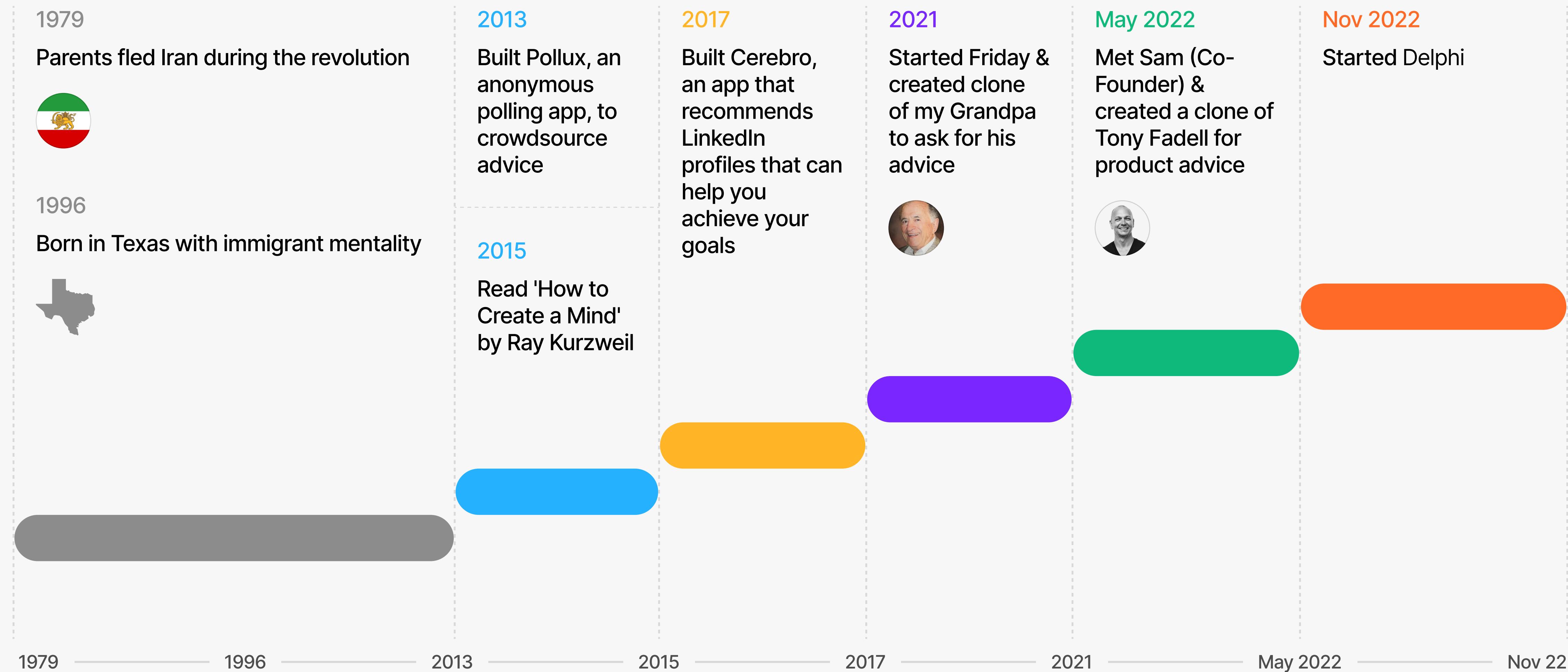
Any mind

Role models

Great grand parents



# A problem that has followed me for over a decade...



# The Ways in Which We Access Other People's Knowledge are Limited



## Passive

Books, blogs, videos, & social media: time-consuming.



## No Personalization

Content doesn't adapt to our changing needs, and the best person for our situation might exist but remains unknown

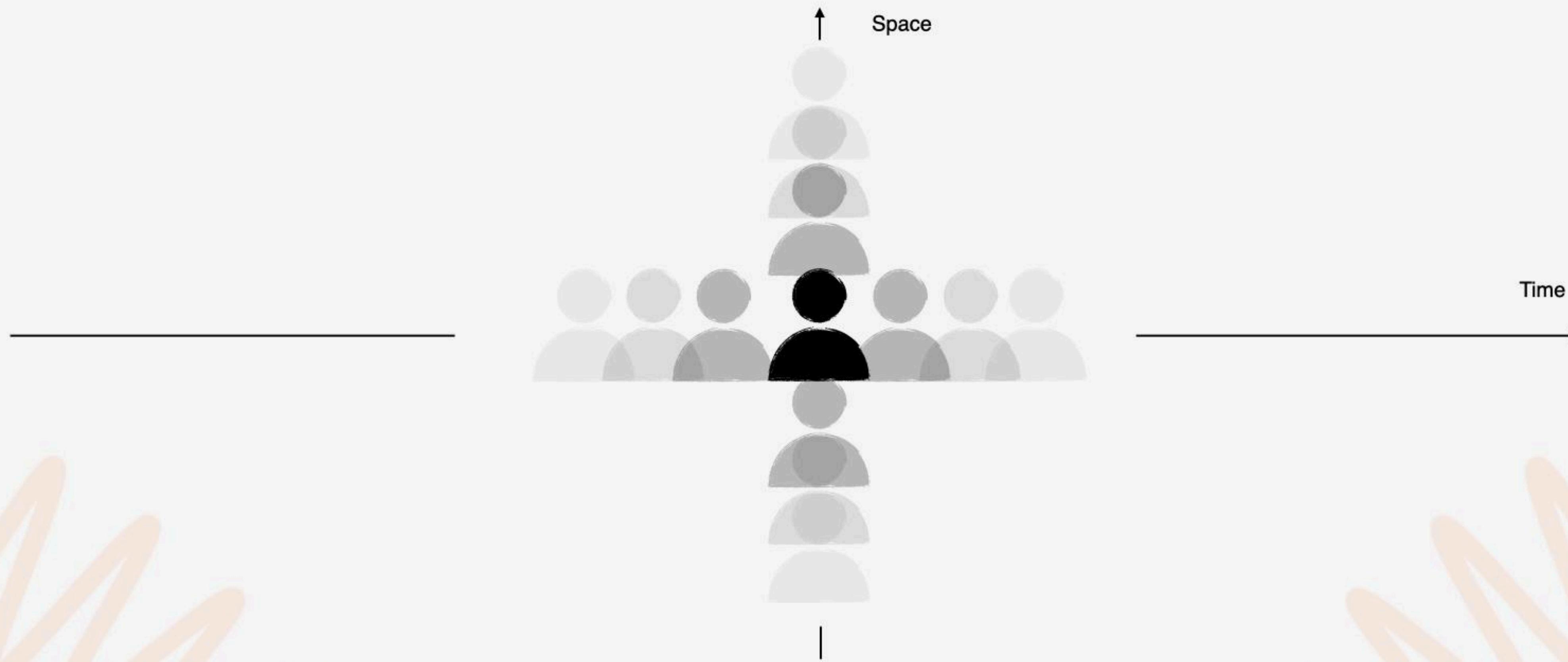


## Expensive

Meaningful 1:1 access requires significant money or network. Most cold emails go unanswered.

# We Are Constrained by **Time & Space**

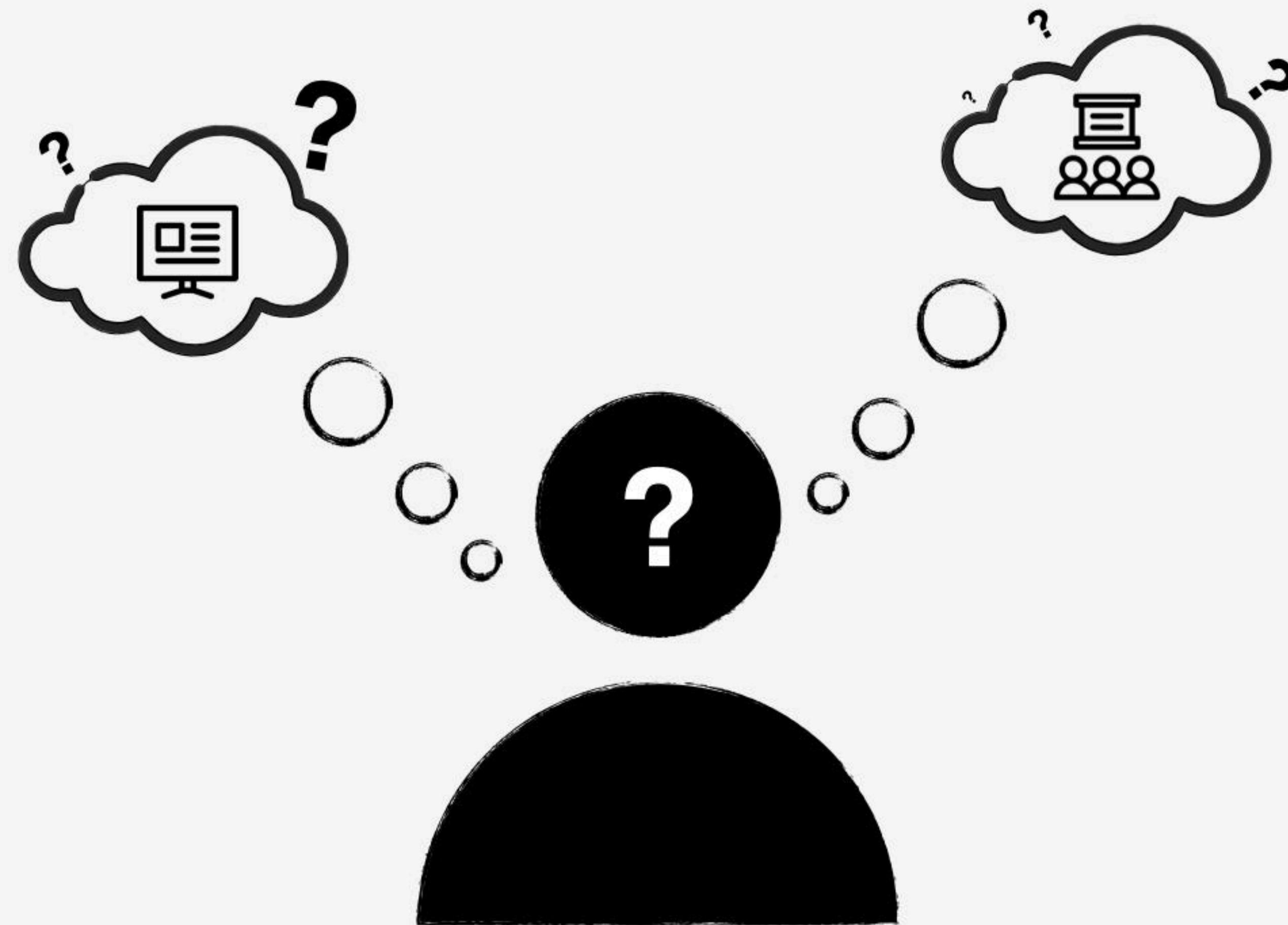
Our minds are capped, at single points in space in a limited interval of time



# Current Ways of Scaling **Lose What Makes You, You**

## Static Content

You can create content to scale your mind, but it remains static and impersonal - unable to adapt to each person's needs.



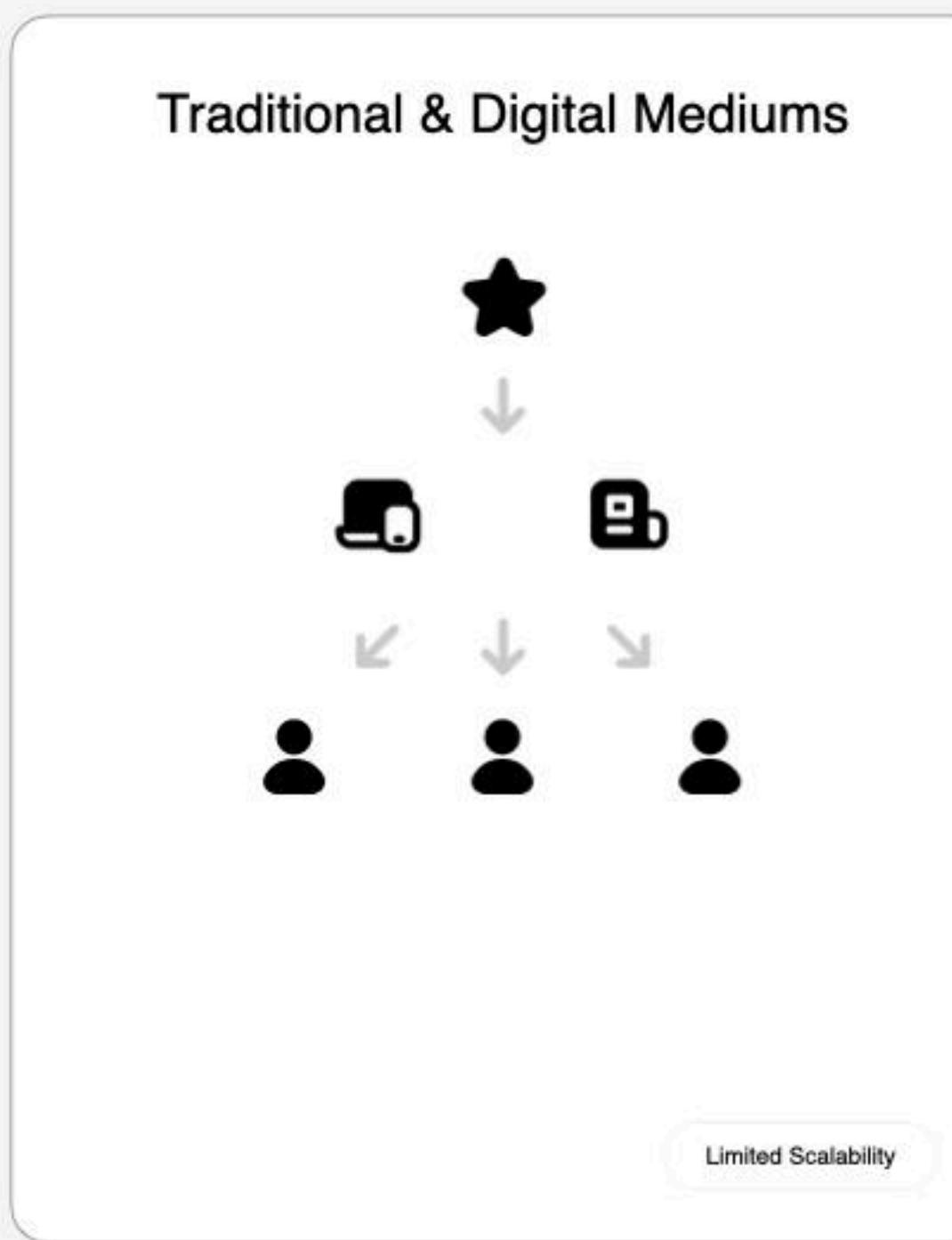
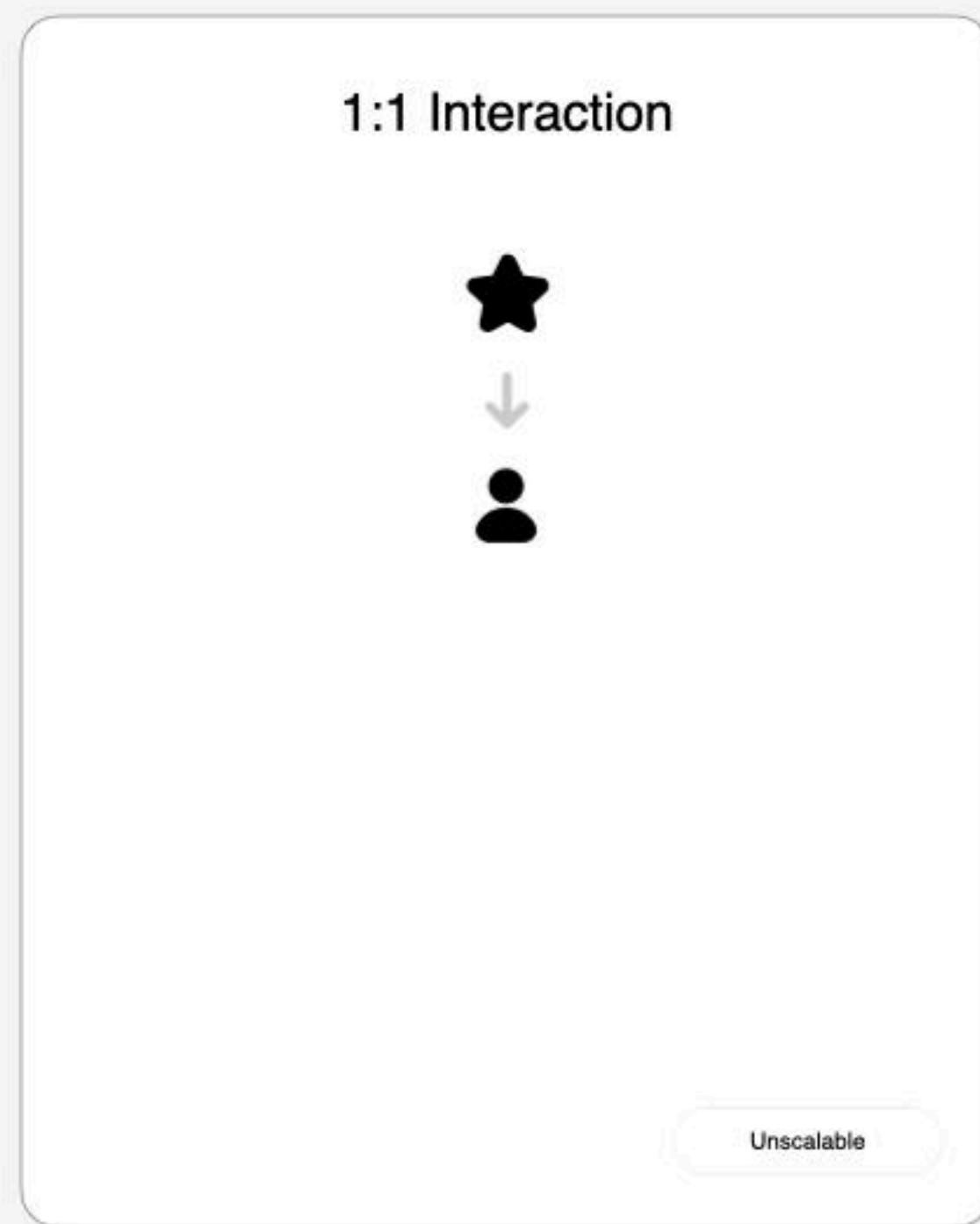
## Hiring Teams

You can train teams to think like you, but it's costly, time-intensive, and loses your unique voice.

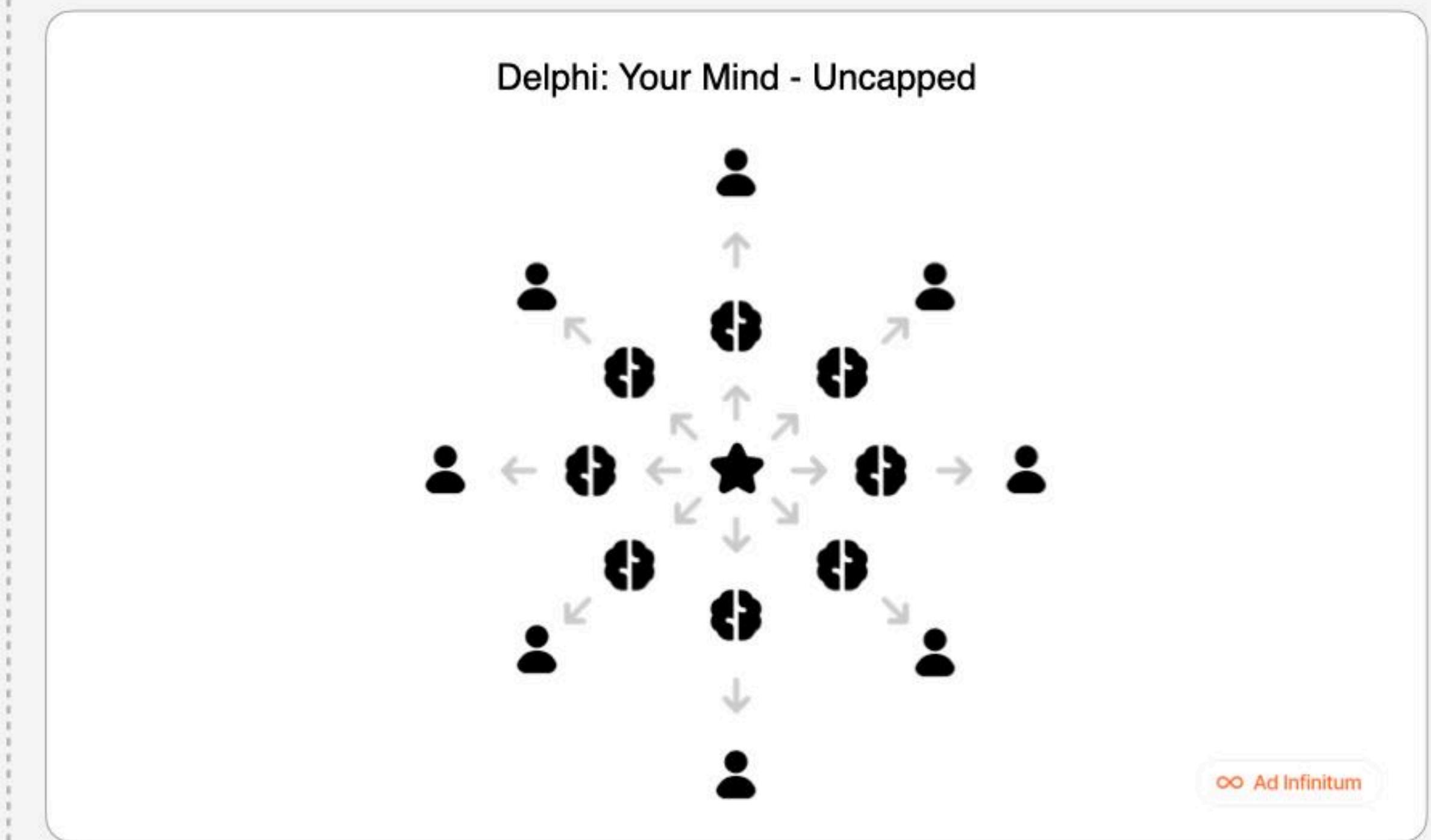
# Delphi is the Next Medium of Knowledge Transfer

1-1-many across time, language, and geographic barriers

Before



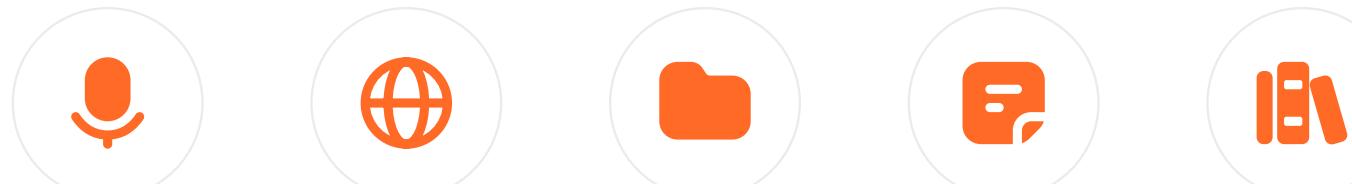
After





# Our End-to-End Experience

## 1 | Connect your data



## 2 | Your clone learns ⚠ You have full control over your data & IP

- 💡 How You Think
- 💡 No Hallucinations
- 💡 Your Expertise
- 💡 Your Voice

## 4 | Manage and Engage your audience

- 💡 Hop into Conversation at Anytime
- 💡 View popular topics & trends
- 💡 Monetize your expertise

## 3 | Your clone talks to your audience

- 📞 Calling
- 💻 Facetiming
- 💬 Text Messages
- 🌐 Website

# Use Cases

ROI Expected ↓

Emails Captured  
Time Saved

Lead Gen/Capture/Qualification

FAQs/Personal Website

Sales Call

Product FAQs

Top Funnel

Data Collected  
Time Saved  
Reduced CX Costs  
Value Added to Audience  
Engagement

Customer Experience/Support

CRM Enrichment

Audience Management

Mass SMS

Middle Funnel

Increased Efficiency  
Time Saved  
Value Added to Employees  
Data Collected for  
Audience Intelligence

Content Creation (Text, Voice, Video)

Data Aggregation

Internal Company Availability

Business Intelligence

Internal

Revenue  
Value Added  
Engagement

Course/Book/Community Augmentation

Scaling Mentorship & Expertise

Legacy Preservation

Bottom Funnel



# Trusted by Leading Experts



**Arnold Schwarzenegger**  15M

Bodybuilder, Conan, Terminator



**Tony Robbins**  15M

The GOAT



**Jay Shetty**  16M

Monk, NYT Best Seller



**Dean Graziosi**  3.8M

Top Sales & Marketing Expert



**Steven Furtick**  3.8M

Pastor and Founder of Elevation Church



**Sam Feldt**  455K

Renowned DJ and Entrepreneur



**Brian Halligan**  88K

Cofounder of Hubspot



**Matthew Hussey**  3.2M

#1 Dating Coach in the UK



**Lewis Howes**  8.2M

Founder of School of Greatness



**Dr. Daniel Pompa**  1.3M

Top Cellular Detoxification & Healing Expert



**Robert Cialdini**  150K

World's Leading Persuasion Scientist



**Brendon Burchard**  9M

World #1 High Performance Coach



**Tiago Forte**  139K

Top Knowledge Management Expert



**Natalie Ellis**  3.5M

Founder and CEO of Bossbabe



**Brian Tracy**  1.3M

Leader in Development & Leadership



**Ben Greenfield**  435K

13x NY Times bestselling author



**Codie Sanchez**  2.6M

Top Cashflow Business Acquisition Expert



**Dave Kessler**  85K

#1 Grief and Loss Recovery Expert



**Raoul Pal**  1M

#1 Global Macro & Crypto Strategist

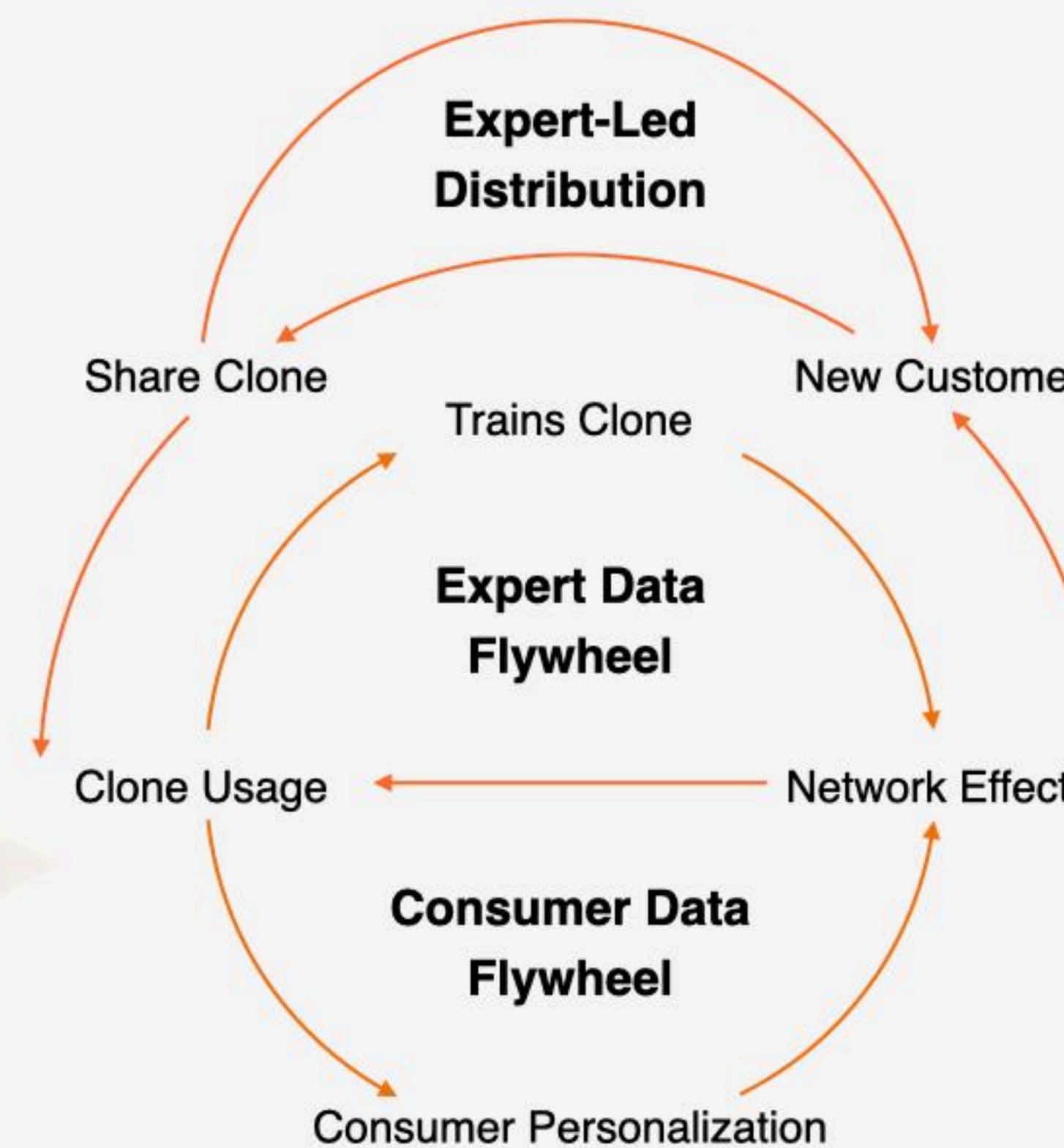


**Lil Xan**  4.4M

Rapper & Songwriter

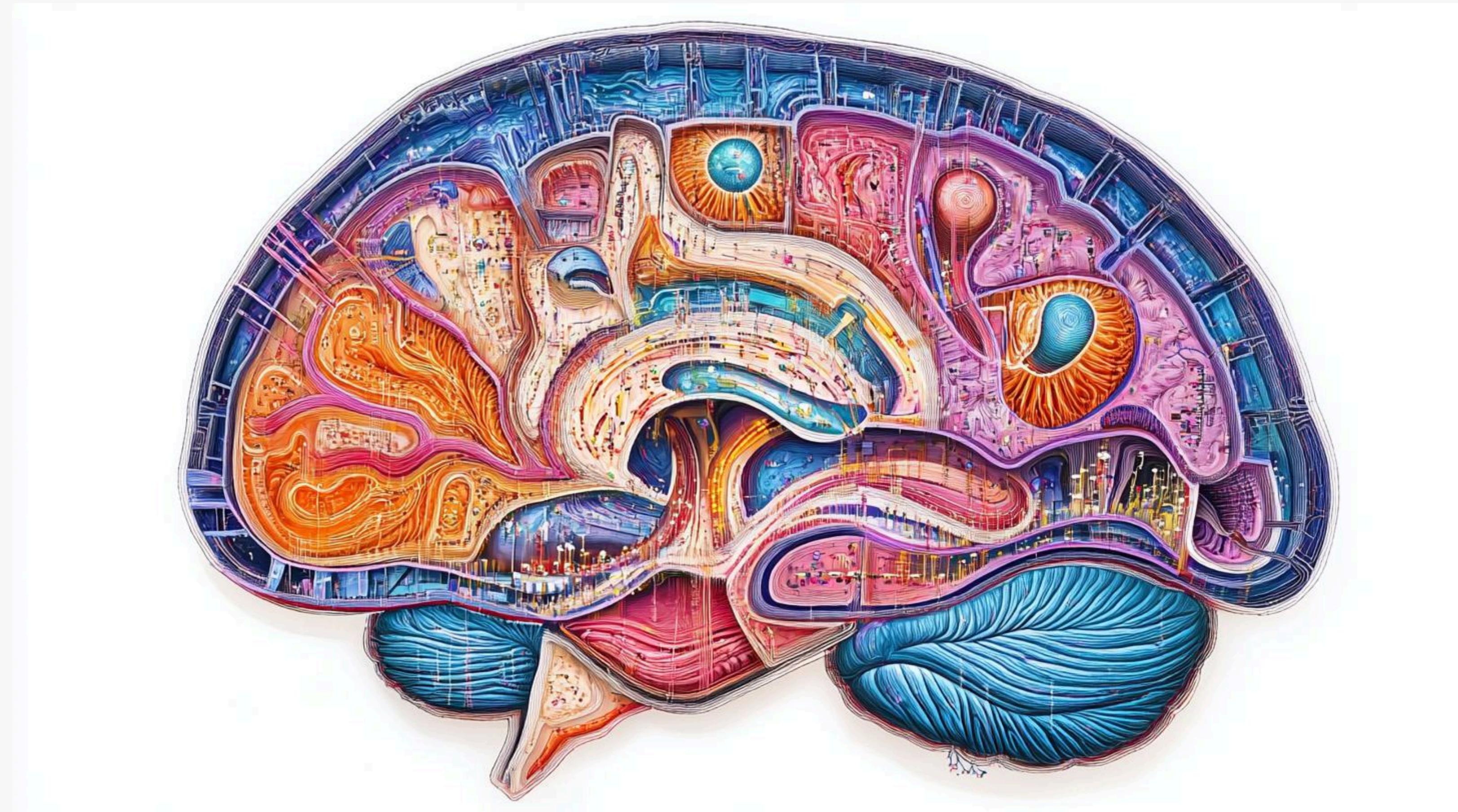
 796 more customers...

# Our Users = Our Distribution Advantage



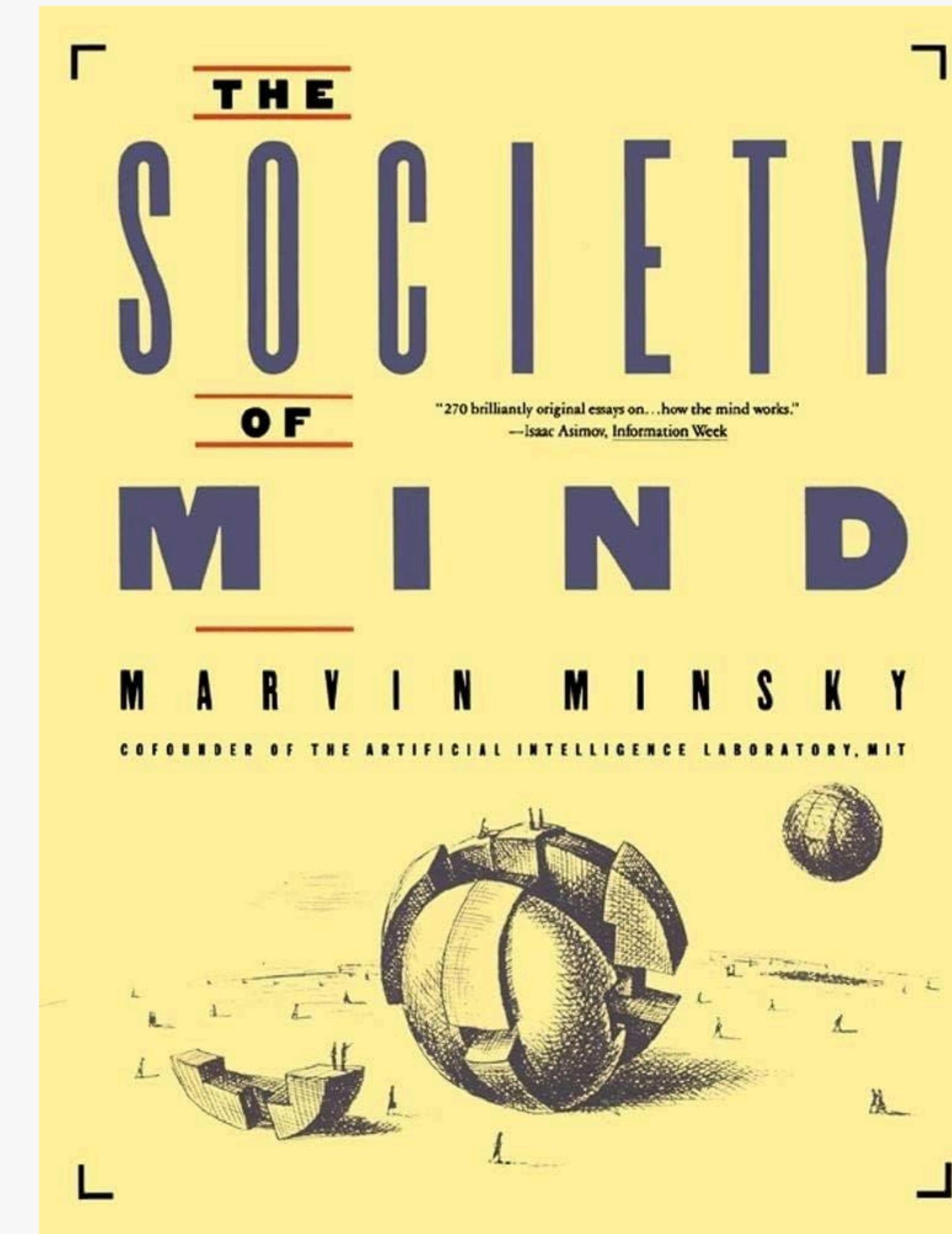
# From Digital Minds to System Architecture

- Every AI application is a system of components
- Digital minds are the most complex systems we can build
- Learning from nature's most sophisticated system: the brain



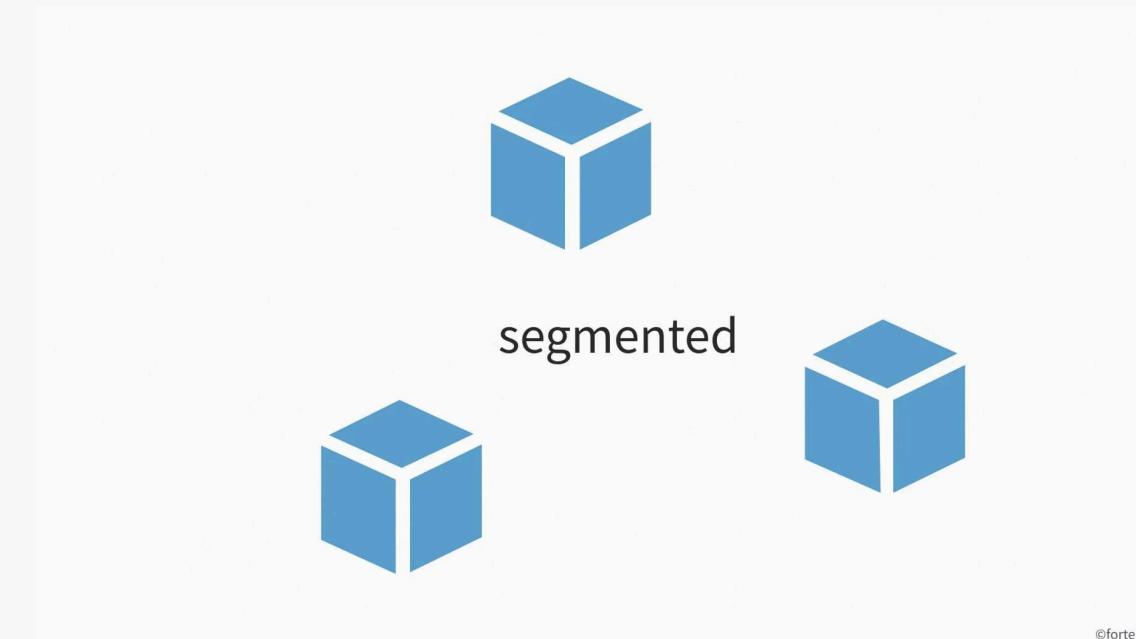
# Kurzweil & Minsky: Understanding the Mind

- **Kurzweil**: "Brain built on simple repeating units". Molecular details not needed
- **Minsky**: "Mind is a society of specialized agents"
- Both emphasize: Power of modular design
- **Key insight**: Sum > individual parts



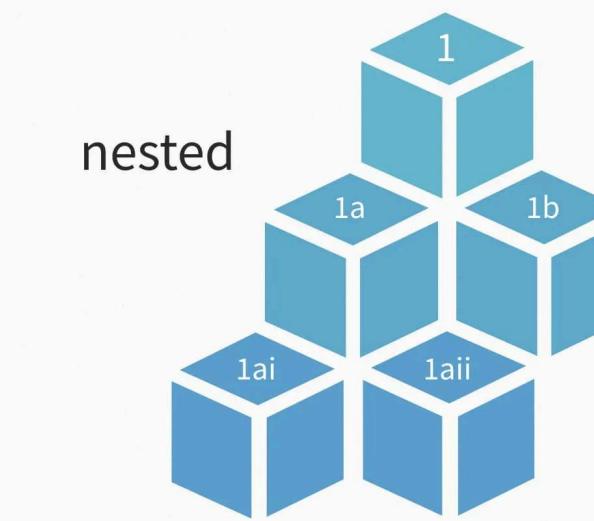
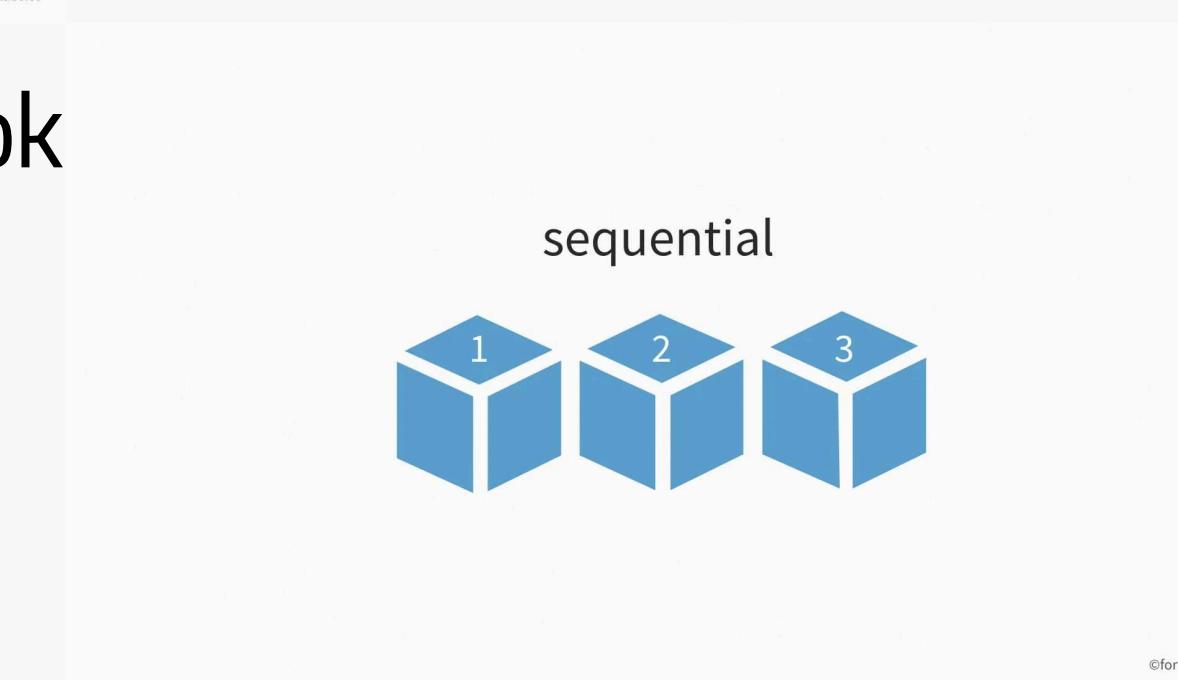


# How Nature Organizes Information



**Sequential:** like following a recipe

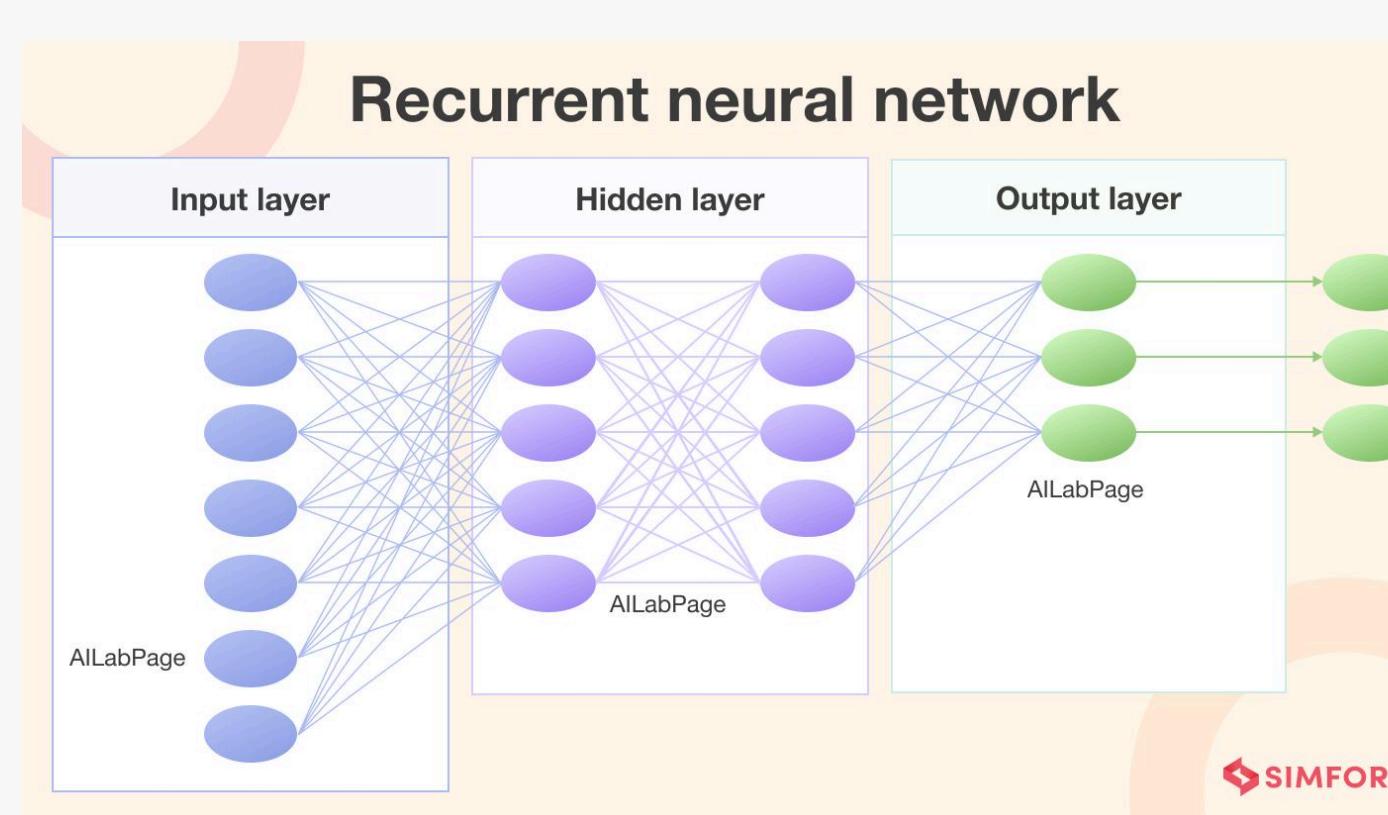
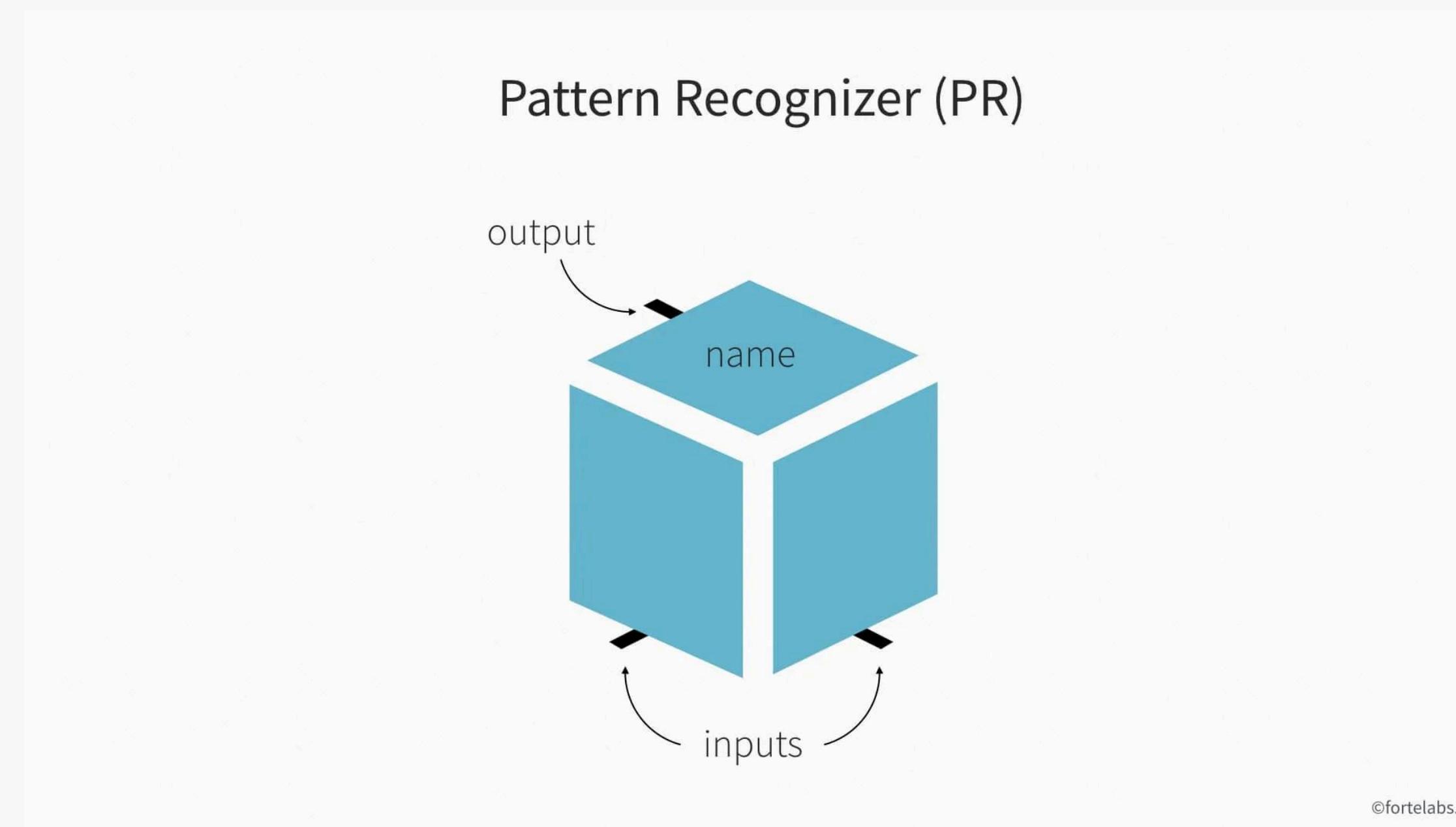
**Segmented:** like chapters in a book



**Nested:** like a russia doll

# From Neurons to Knowledge

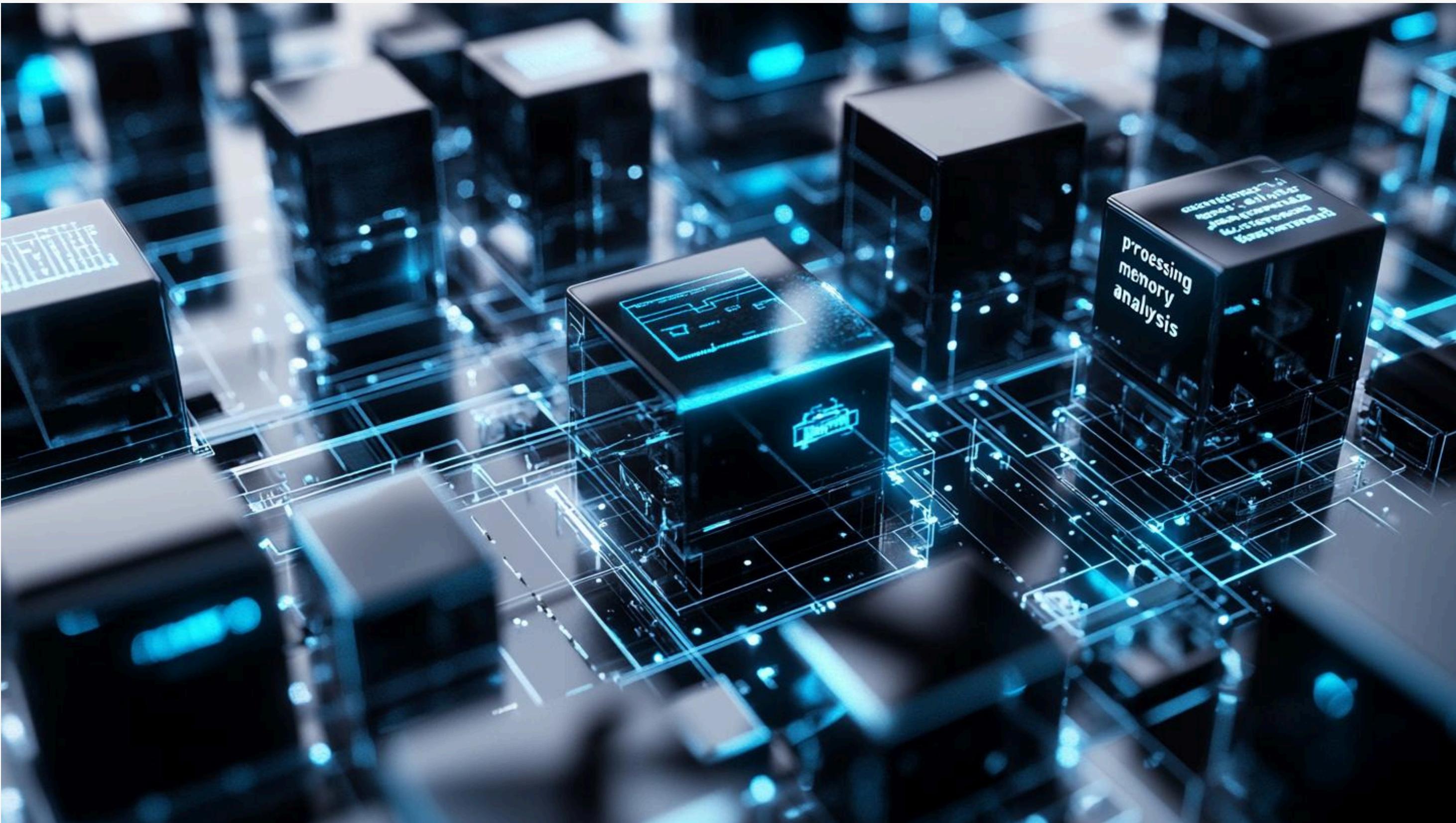
- Pattern recognition is the fundamental unit: inputs → outputs



- Lower patterns feed into higher concepts
- Hierarchy enables sophisticated thinking

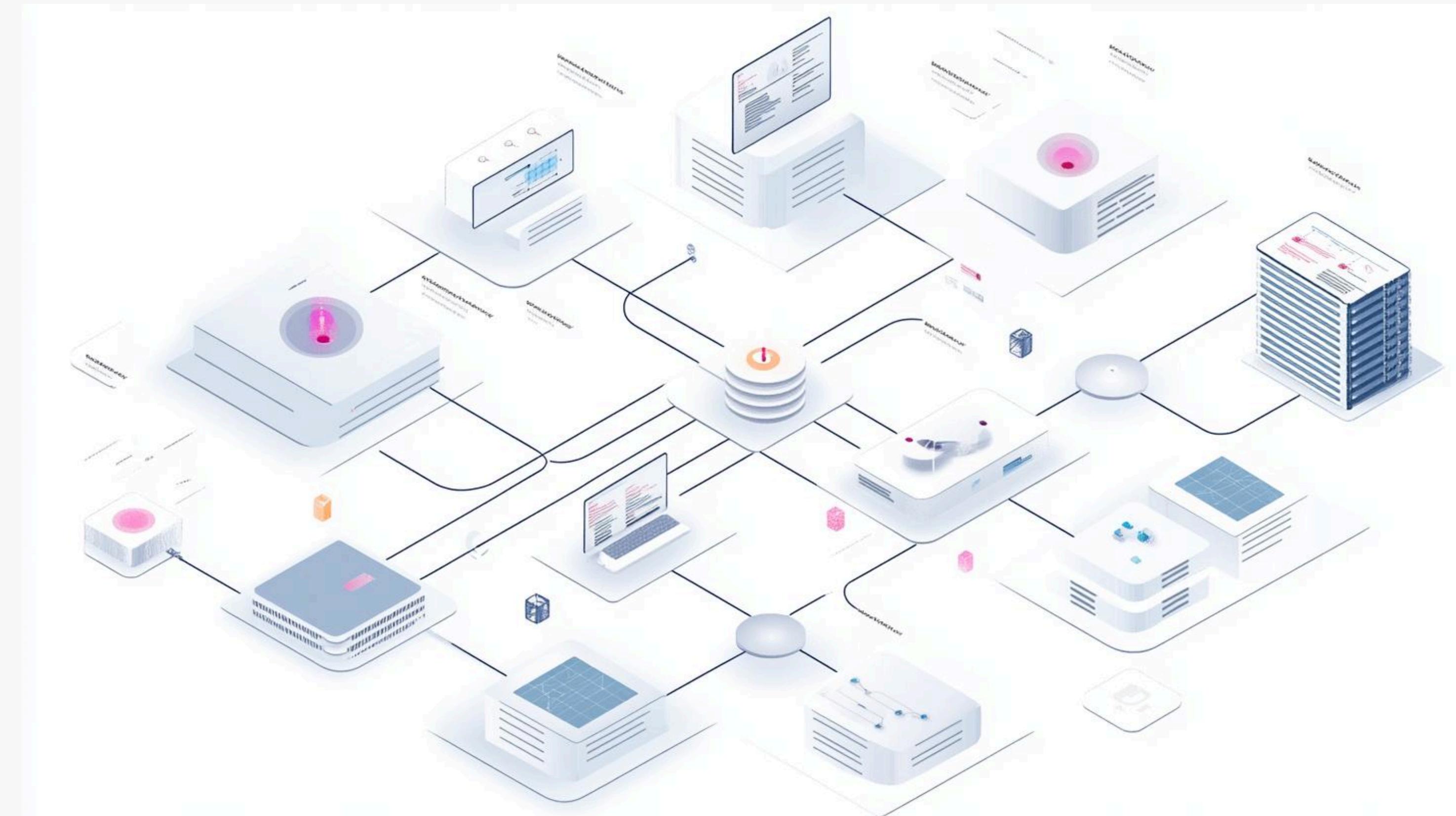
# Beyond the Black Box

- Neurons & LLMs: Understanding every detail isn't necessary for breakthroughs
- Black Boxes Are Natural: Neurons, human speech, physical motion - we master systems we don't fully understand
- Architecture First: Build sophisticated systems through intelligent design, not model expertise



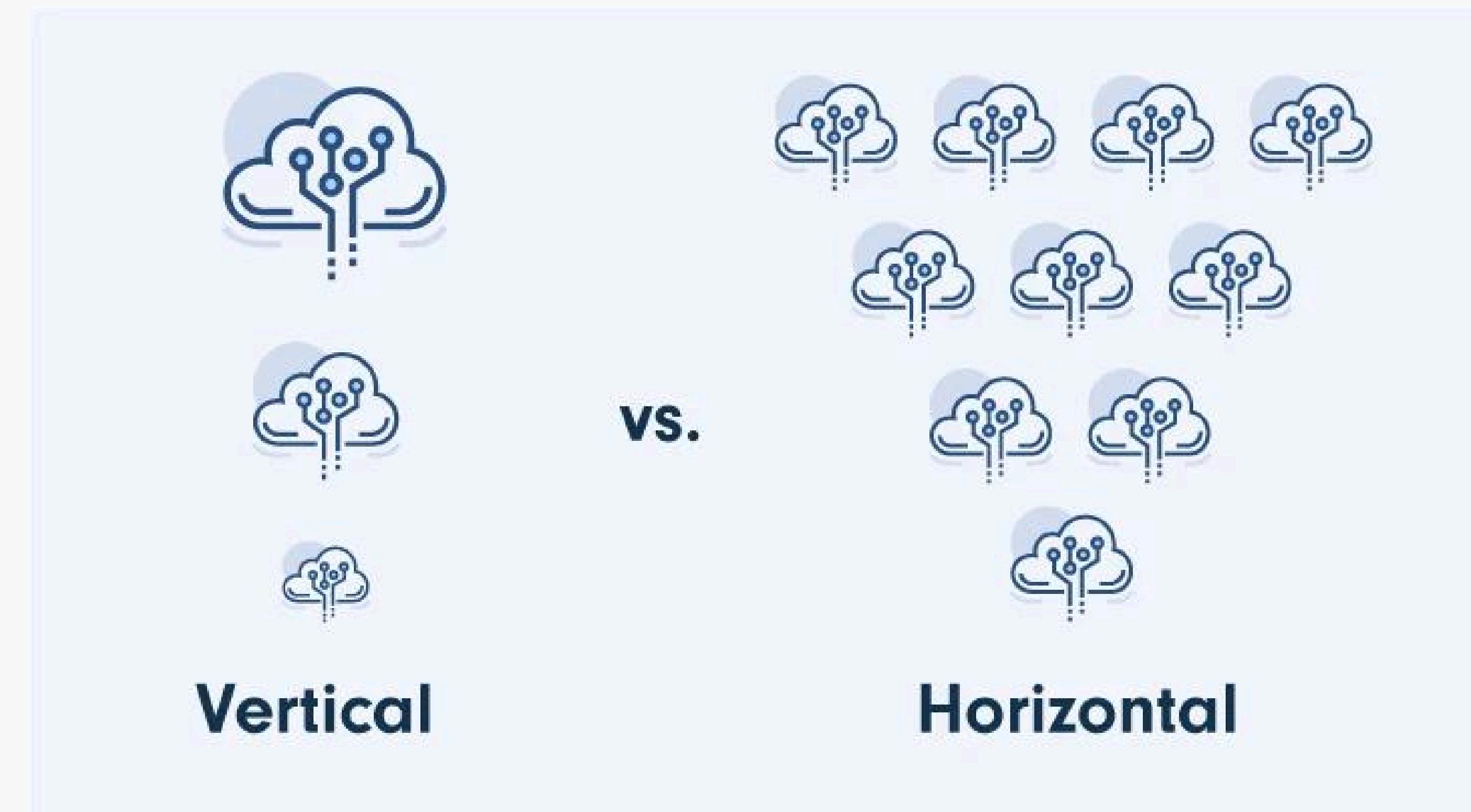
# Why Systems Will Always Matter

- Lessons from GPT-4's Architecture
- Nature's Proof: No "Single Model" Systems
- Beyond Capability to Reliability



# Why LLMs Change the Startup Playbook

- Traditional wisdom: Build for a niche
- LLMs excel at horizontal solutions
- System architecture > Point solutions
- Adaptability as competitive edge



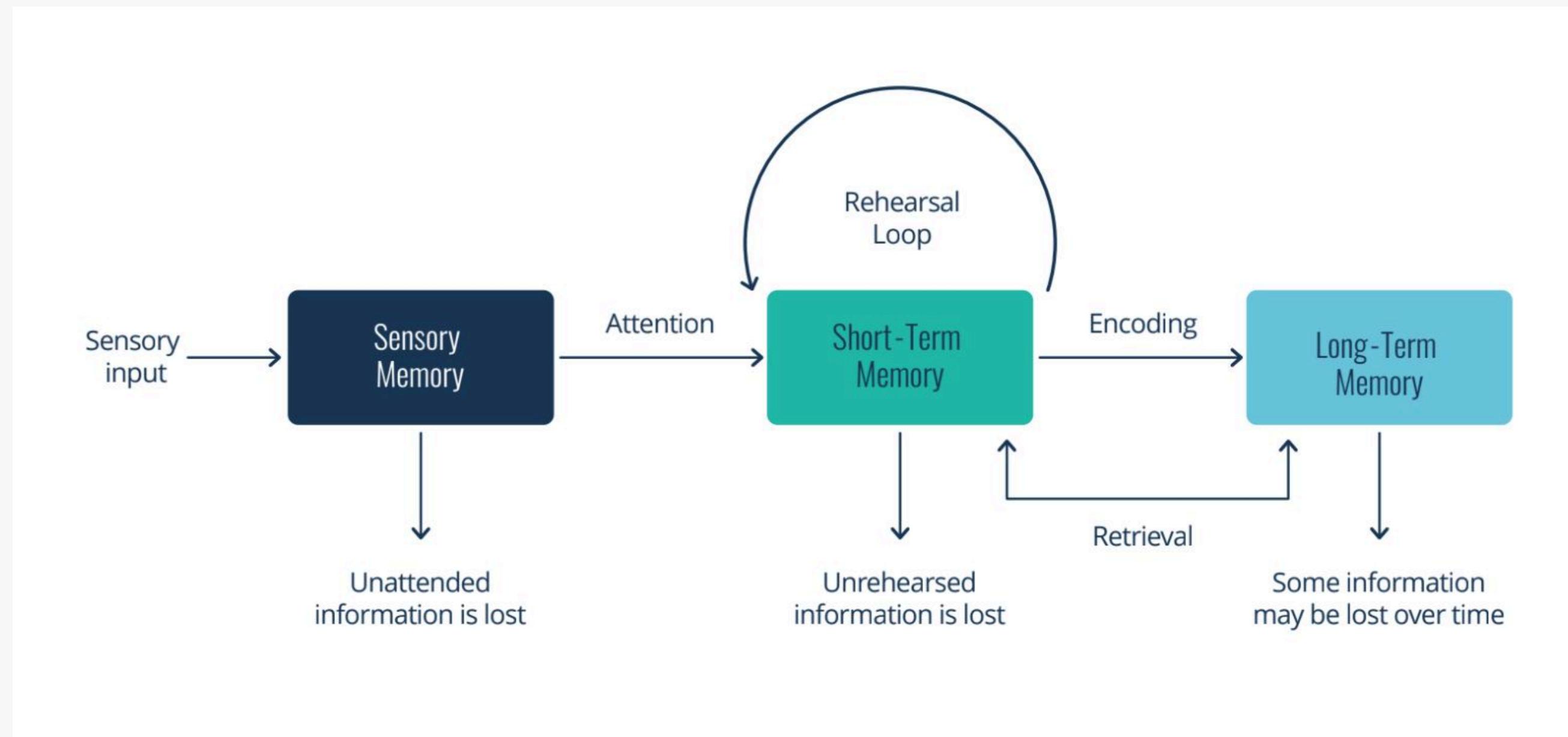
# Building Your Digital Brain

- Every AI system is a digital brain
- Architecture determines intelligence
- Unique design for unique goals

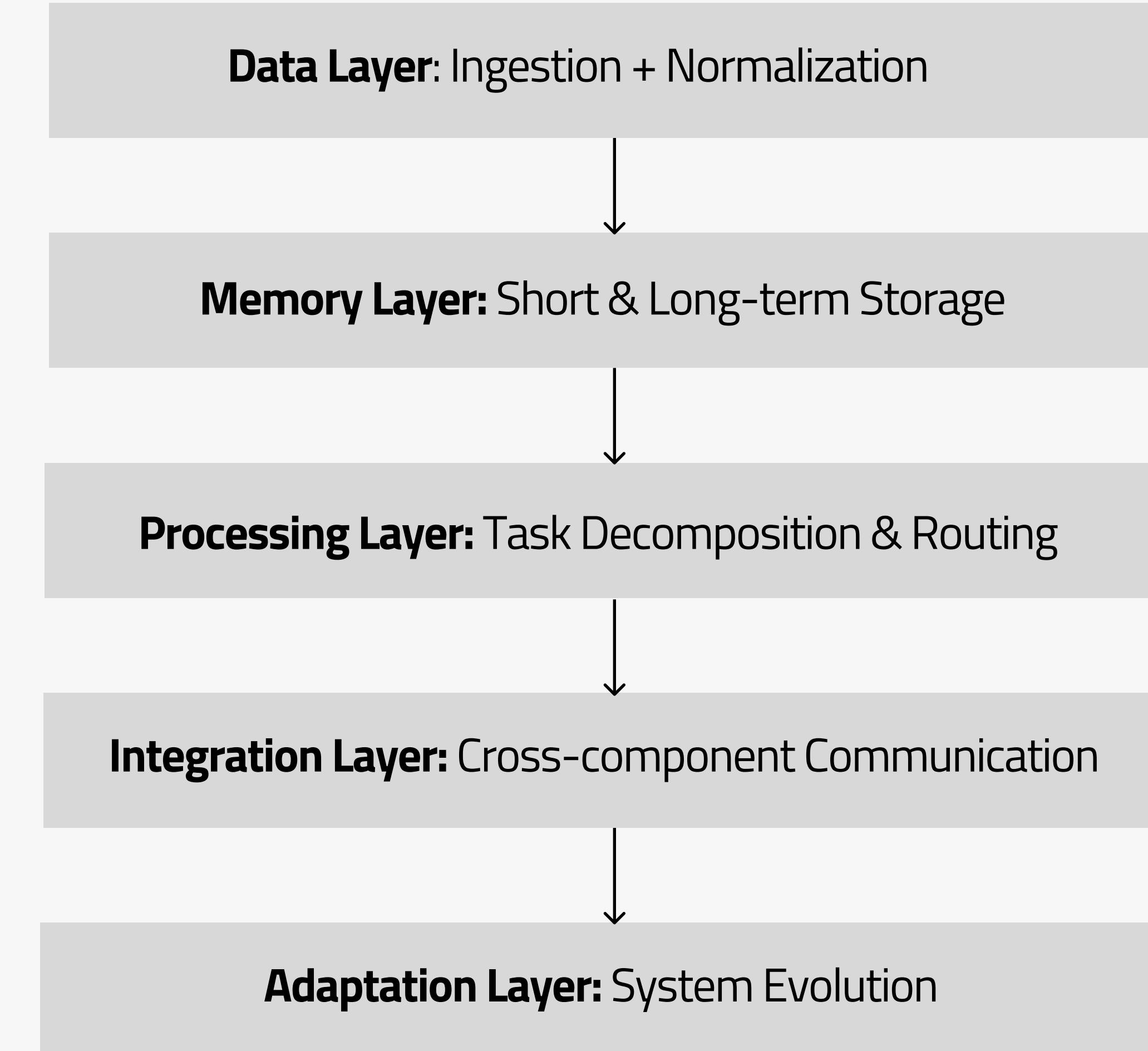


# Building Blocks: From Neural to Digital

- **Prompts** = Neural Stimuli
- **Embeddings** = Semantic Memory
- **Parallel Processing** = Neural Pathways
- **Feedback** = Neural Plasticity



# The Five Layers of LLM Architecture



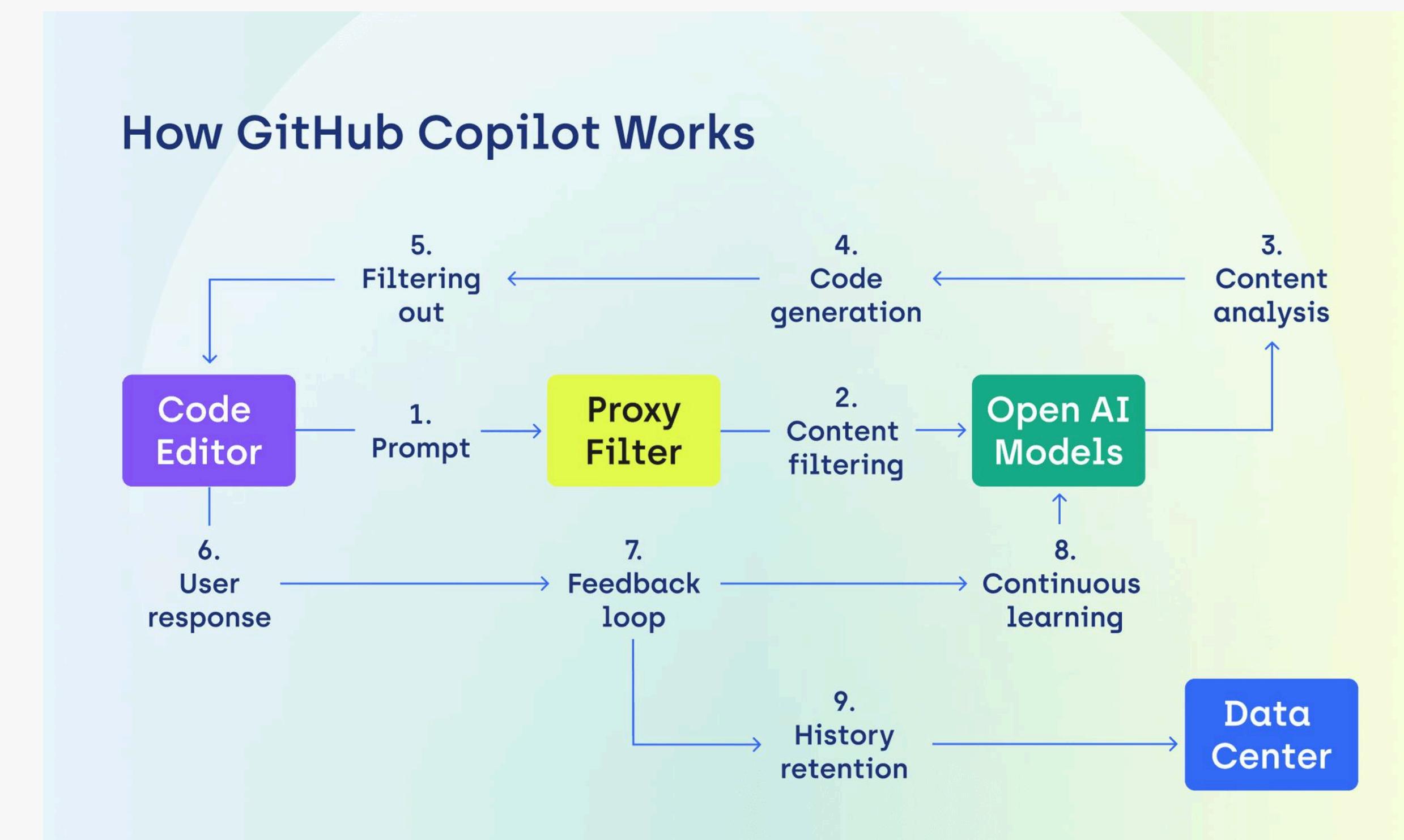
# Emerging Patterns

- **Hybrid Architectures:** Combining multiple model types for enhanced performance
- **Dynamic Routing:** Intelligently directing tasks to most appropriate models
- **Adaptive Systems:** Automatic self-optimization based on usage patterns



# Case Study - GitHub Copilot

- **Multi-model Architecture:** Specialized Components for Developer Workflows
  - Syntax-aware Code Completion
  - Contextual Documentation Support
  - Integrated Security Scanning
  - Intelligent Test Generation
- Holistic System Design > Individual Model Capabilities



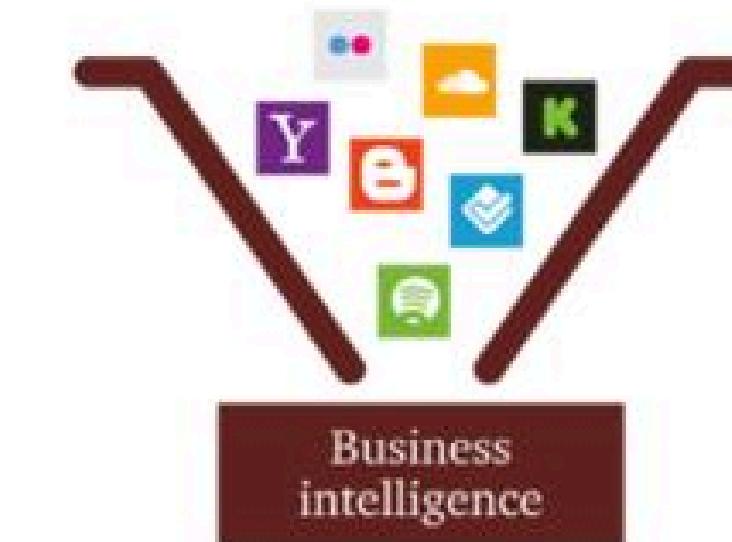
# Case Study - LLM Social Listening

- Comprehensive Data Streams:**
  - Multi-Channel Social Media Insights
  - Real-Time News Trend Analysis
  - Aggregated Customer Feedback
- Parallel Processing and Synthesis:**
  - Simultaneous Data Analysis
  - Cross-Stream Context Integration
  - Unified Insights Generation
- Real-Time Intelligent Integration**

## *What is social listening, exactly?*

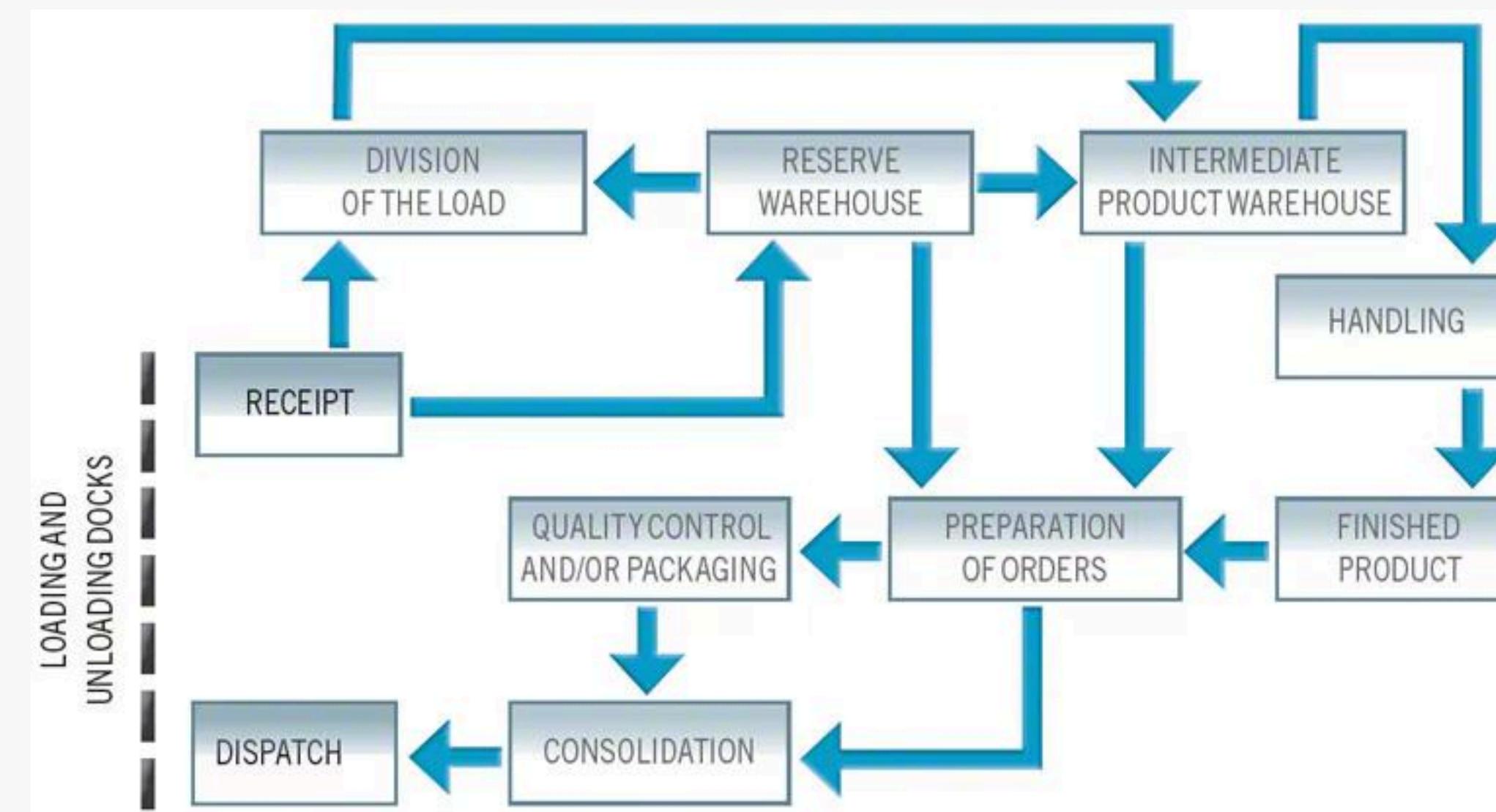


Social listening is the process of monitoring what is being said about a company, a product or a brand, across all social channels.



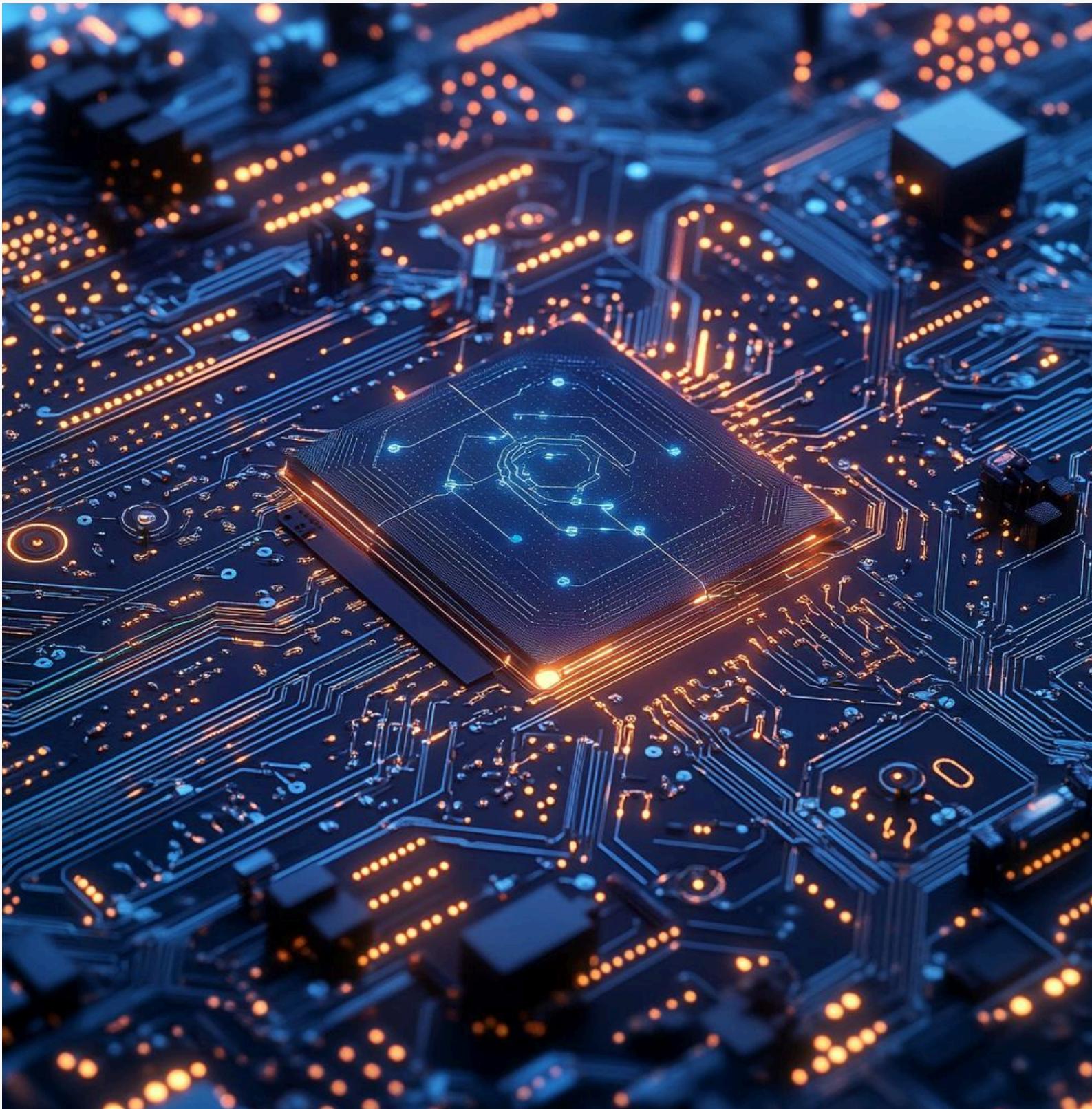
# Case Study - Supply Chain Optimization

- **Problem: Massive Inventory Inefficiencies Causing \$50M Annual Losses**
- **Key Systemic Challenges:**
  - Unpredictable Stock Levels
  - Inefficient Vendor Management
  - Limited Logistics Optimization
  - Manual Override Complexities
- **Critical Insight:** Domain Expertise Trumps Generic AI Solutions



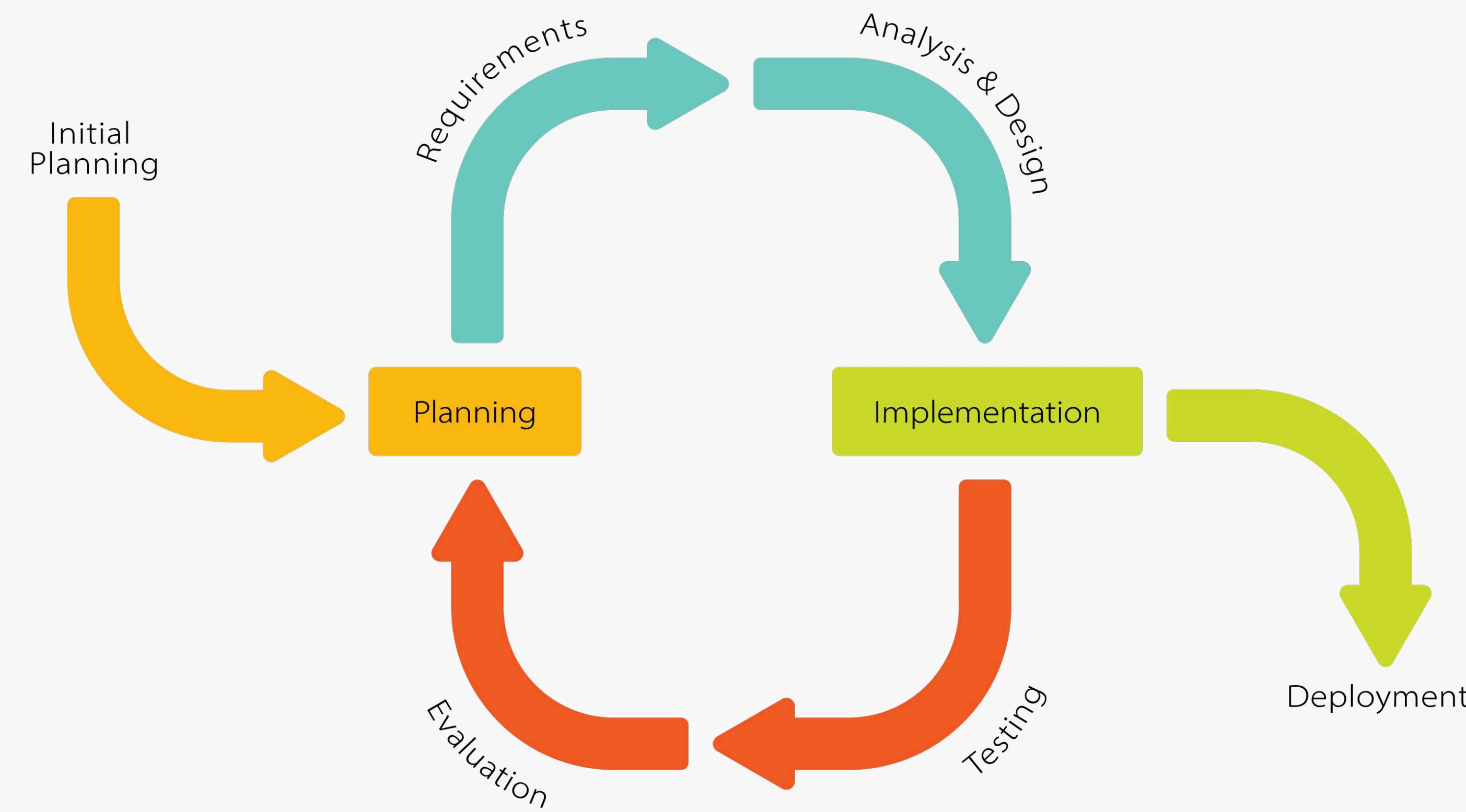
# Future-Proofing Your System

- Design Modular Interfaces for Easy Component Replacement
- Implement Continuous Performance Monitoring
- Create Flexible Routing Mechanisms
- Establish Feedback Loops for Automatic System Optimization



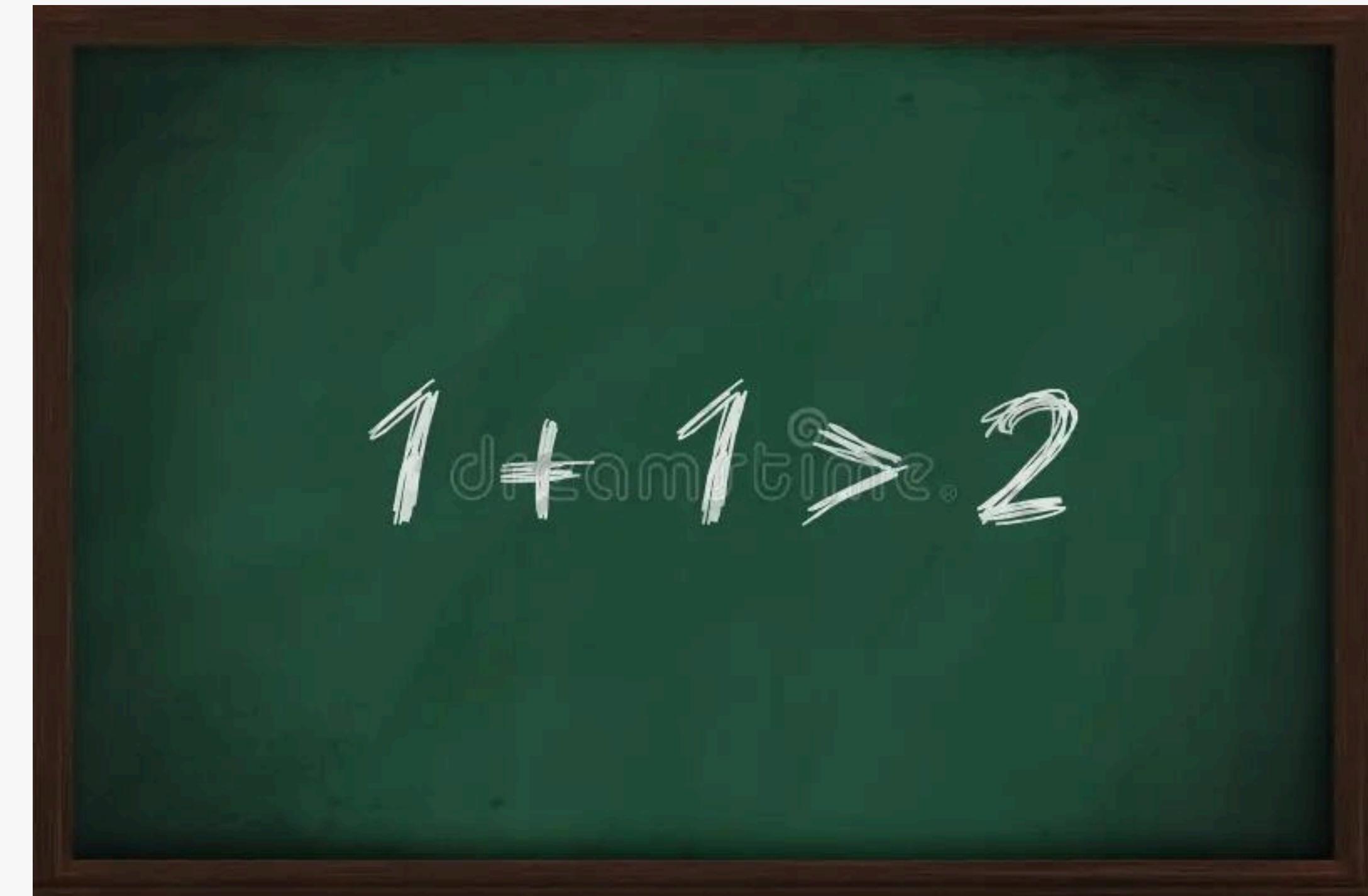
# Common Pitfalls in LLM System Design

- Avoid Unnecessary Model Complexity: Don't Add Components Without Clear Purpose
- Implement Robust Error Handling to Prevent Systemic Failures
- Embrace Iterative Development: Avoid Analysis Paralysis, Build with Evolution in Mind



# LLM System Design: Takeaways

- Think in Systems, Not Models
- Design for Evolution
- Understand Before Building
- Modularity is Power
- Don't listen to VCs!





# Discussion / Q&A



# Demo?