



LLM Orchestration: Why System Design Matters More Than the Model

*Learning from Nature's Most Complex
Intelligence System*



Access to

Everywhere

Anywhere

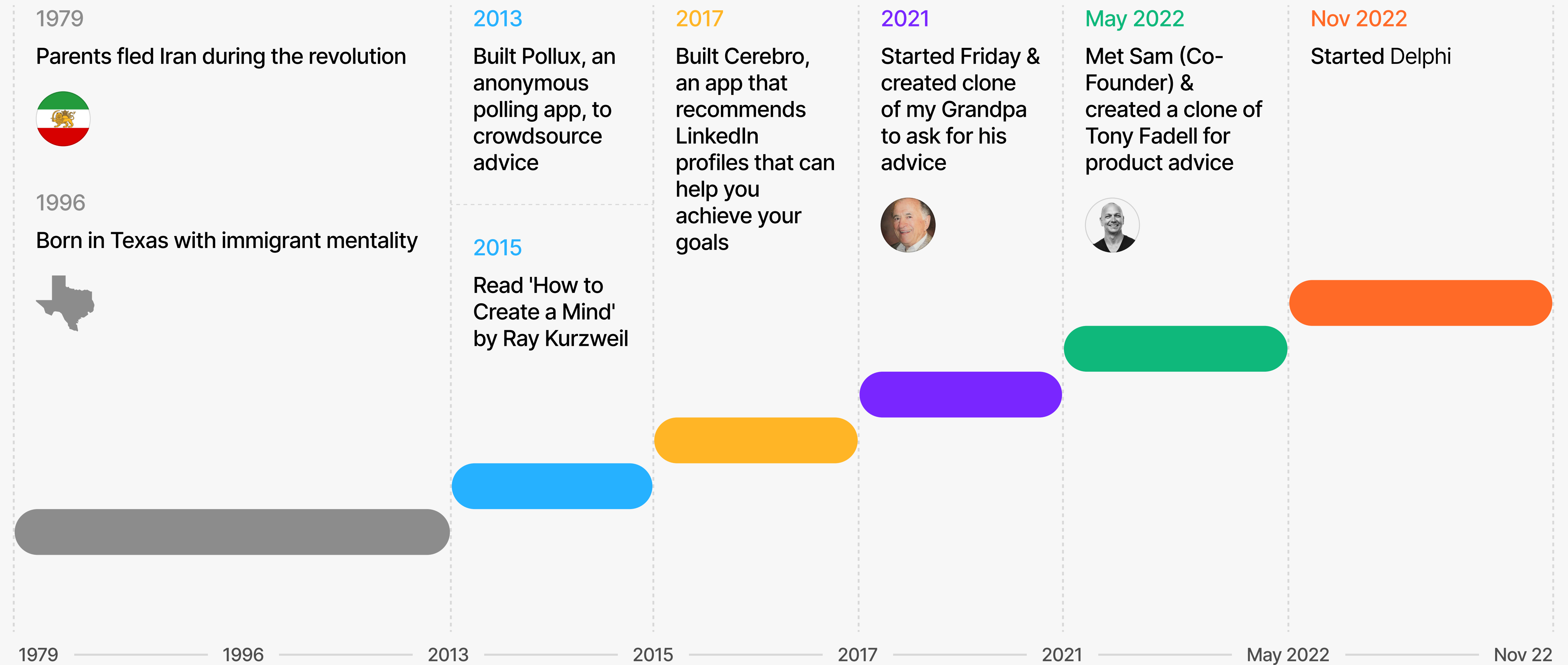
All at once

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

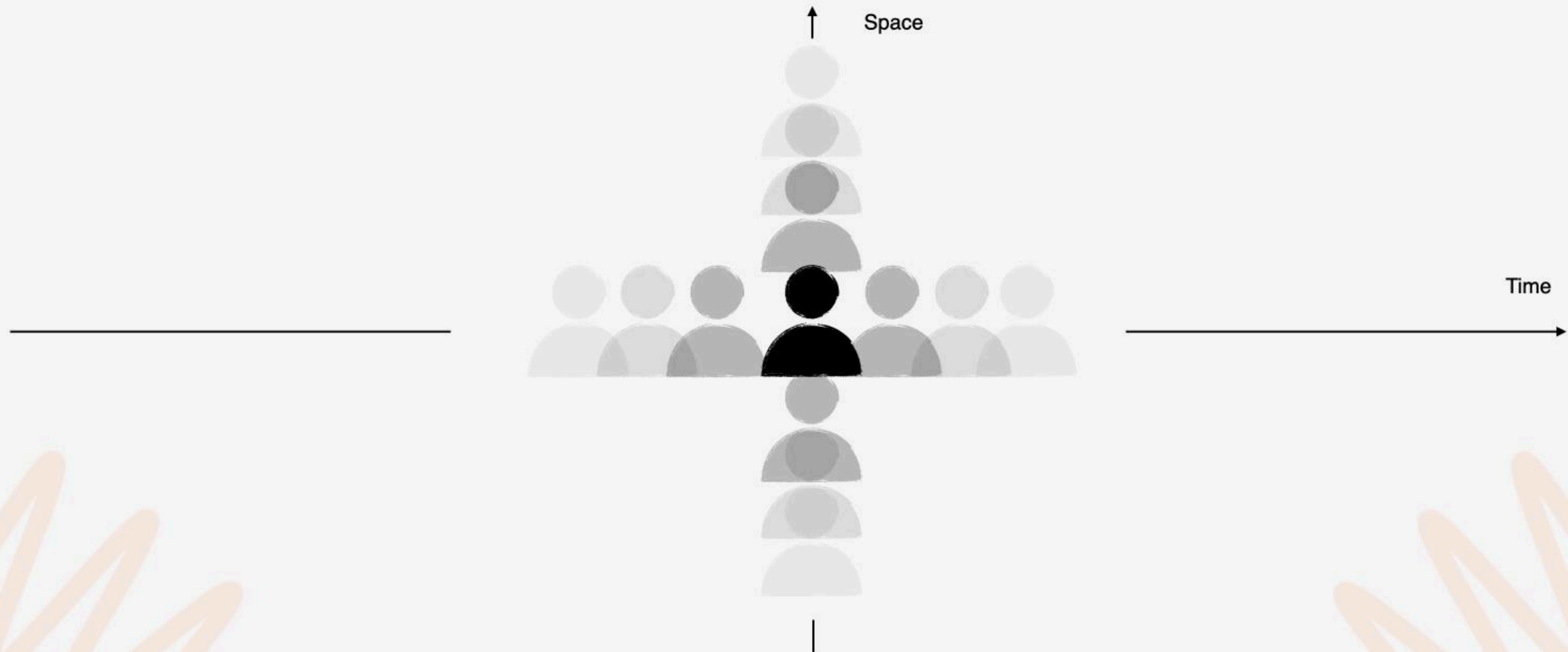


Expensive

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**

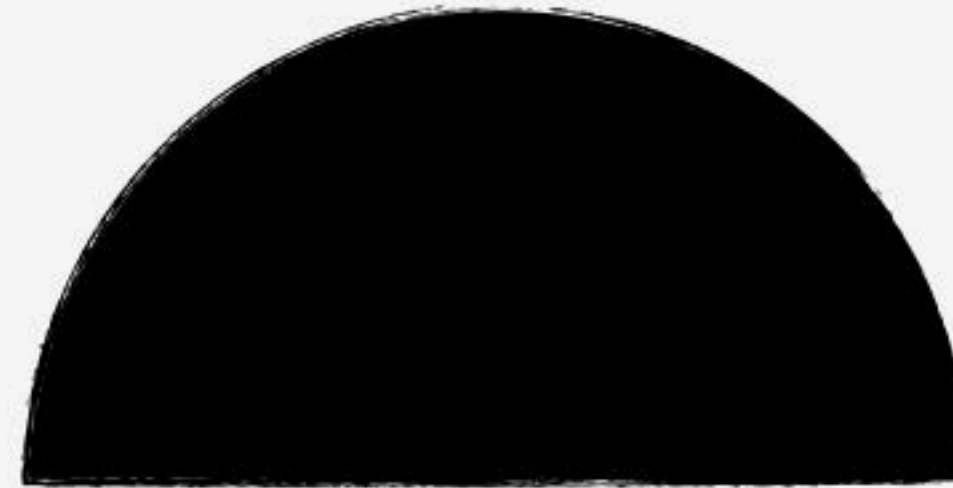
Static Content

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

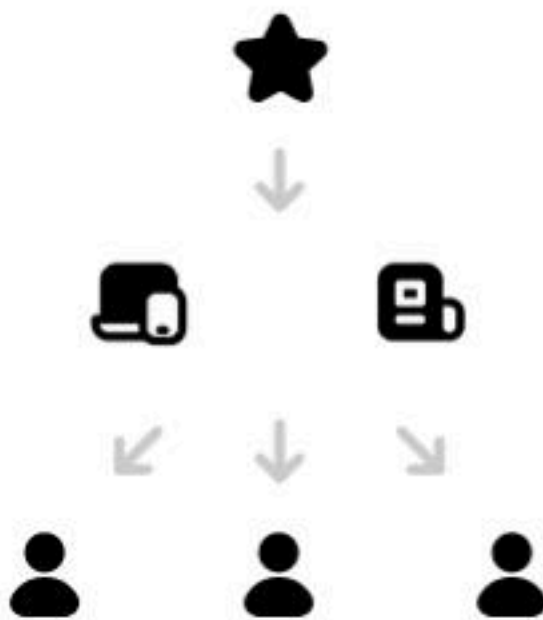
After

1:1 Interaction



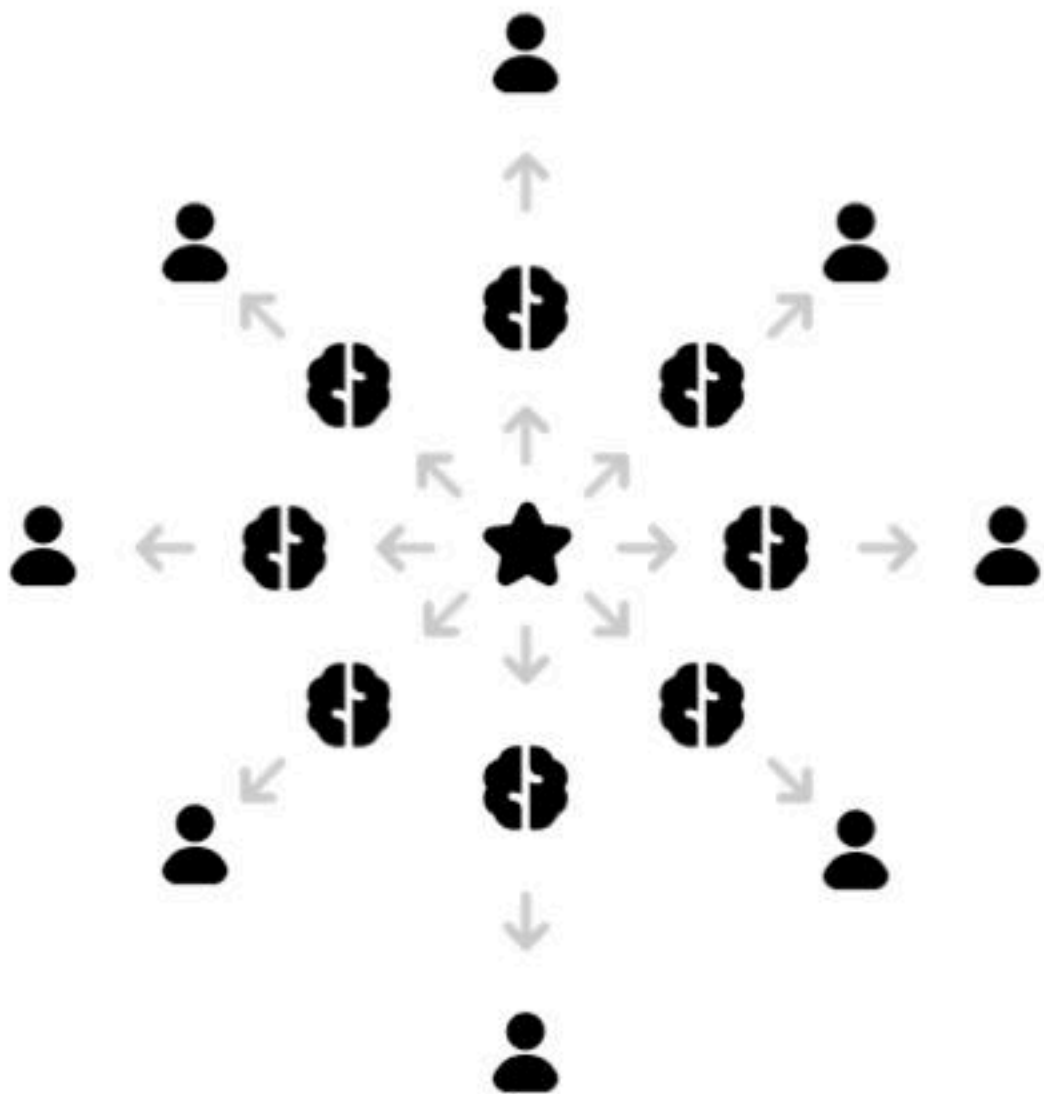
Unscalable

Traditional & Digital Mediums



Limited Scalability

Delphi: Your Mind - Uncapped



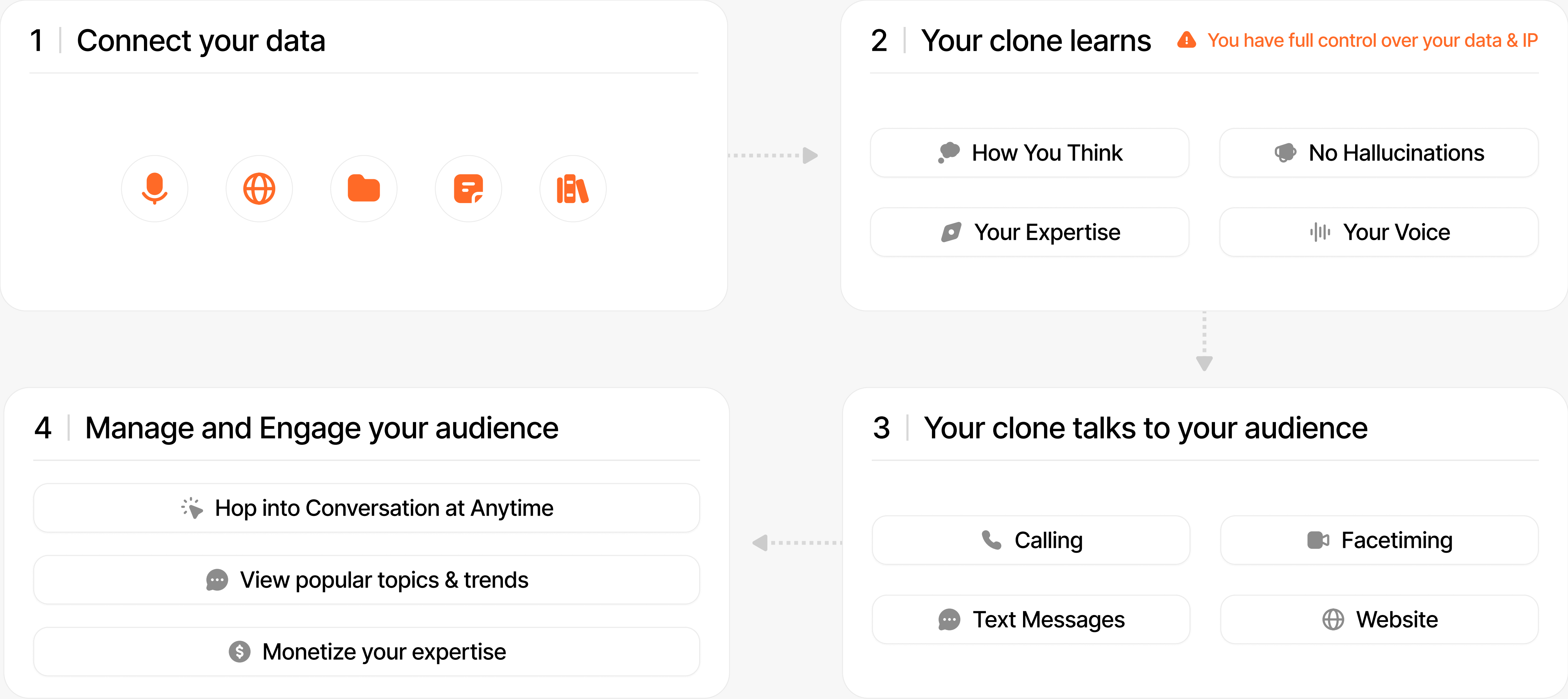
∞ Ad Infinitum

Available Across:





Our End-to-End Experience



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

Middle Funnel

Mass SMS

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

Content Creation (Text, Voice, Video)

Data Aggregation

Internal

Internal Company Availability

Business Intelligence

Revenue
Value Added
Engagement

Course/Book/Community Augmentation


Scaling Mentorship & Expertise

Bottom Funnel

Legacy Preservation

Trusted by Leading Experts






Arnold Schwarzenegger

Bodybuilder, Conan, Terminator


15M



Tony Robbins

The GOAT


15M



Jay Shetty

Monk, NYT Best Seller


16M



Dean Graziosi

Top Sales & Marketing Expert


3.8M



Steven Furtick

Pastor and Founder of Elevation Church


3.8M



Sam Feldt

Renowned DJ and Entrepreneur


455K



Brian Halligan

Cofounder of Hubspot


88K



Matthew Hussey

#1 Dating Coach in the UK


3.2M



Lewis Howes

Founder of School of Greatness


8.2M



Dr. Daniel Pompa

Top Cellular Detoxification & Healing Expert


1.3M



Robert Cialdini

World's Leading Persuasion Scientist


150K



Brendon Burchard

World #1 High Performance Coach


9M



Tiago Forte

Top Knowledge Management Expert


139K



Natalie Ellis

Founder and CEO of Bossbabe


3.5M



Brian Tracy

Leader in Development & Leadership


1.3M



Ben Greenfield

13x NY Times bestselling author

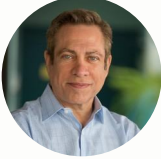
435K



Codie Sanchez

Top Cashflow Business Acquisition Expert


2.6M



Dave Kessler

#1 Grief and Loss Recovery Expert


85K



Raoul Pal

#1 Global Macro & Crypto Strategist

1M



Lil Xan

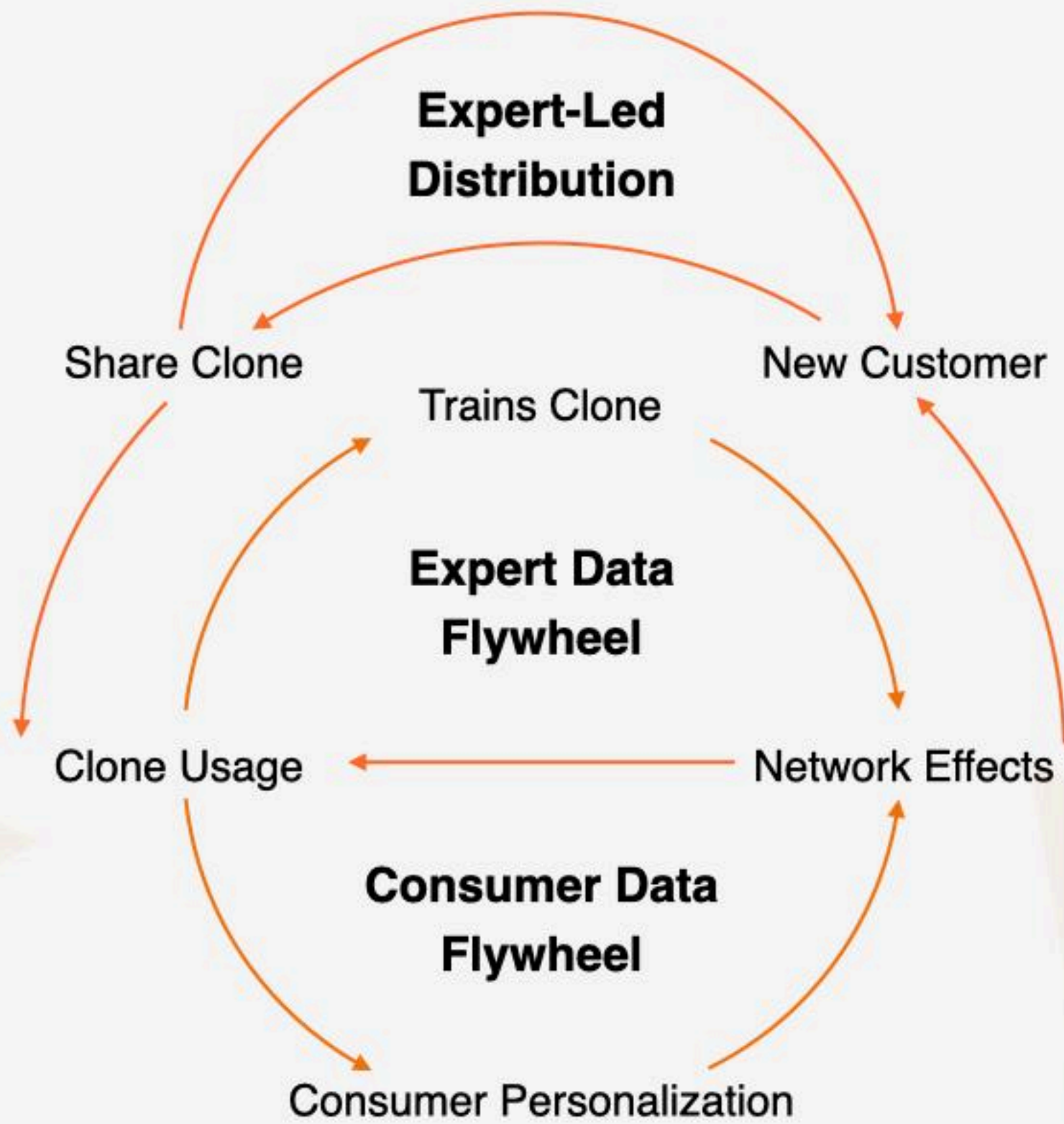
Rapper & Songwriter

4.4M

+ 796 more customers...

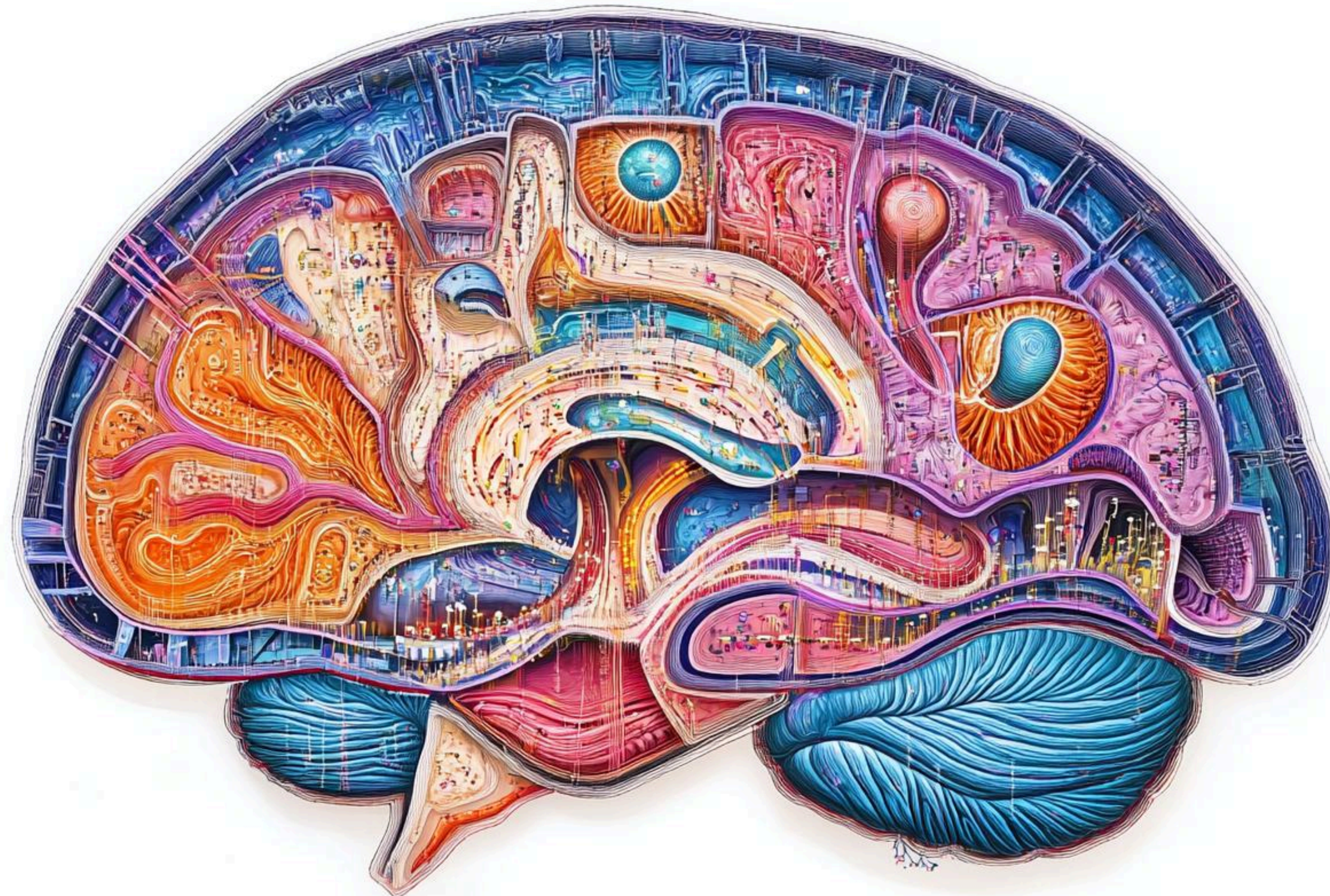


Our Users = Our Distribution Advantage



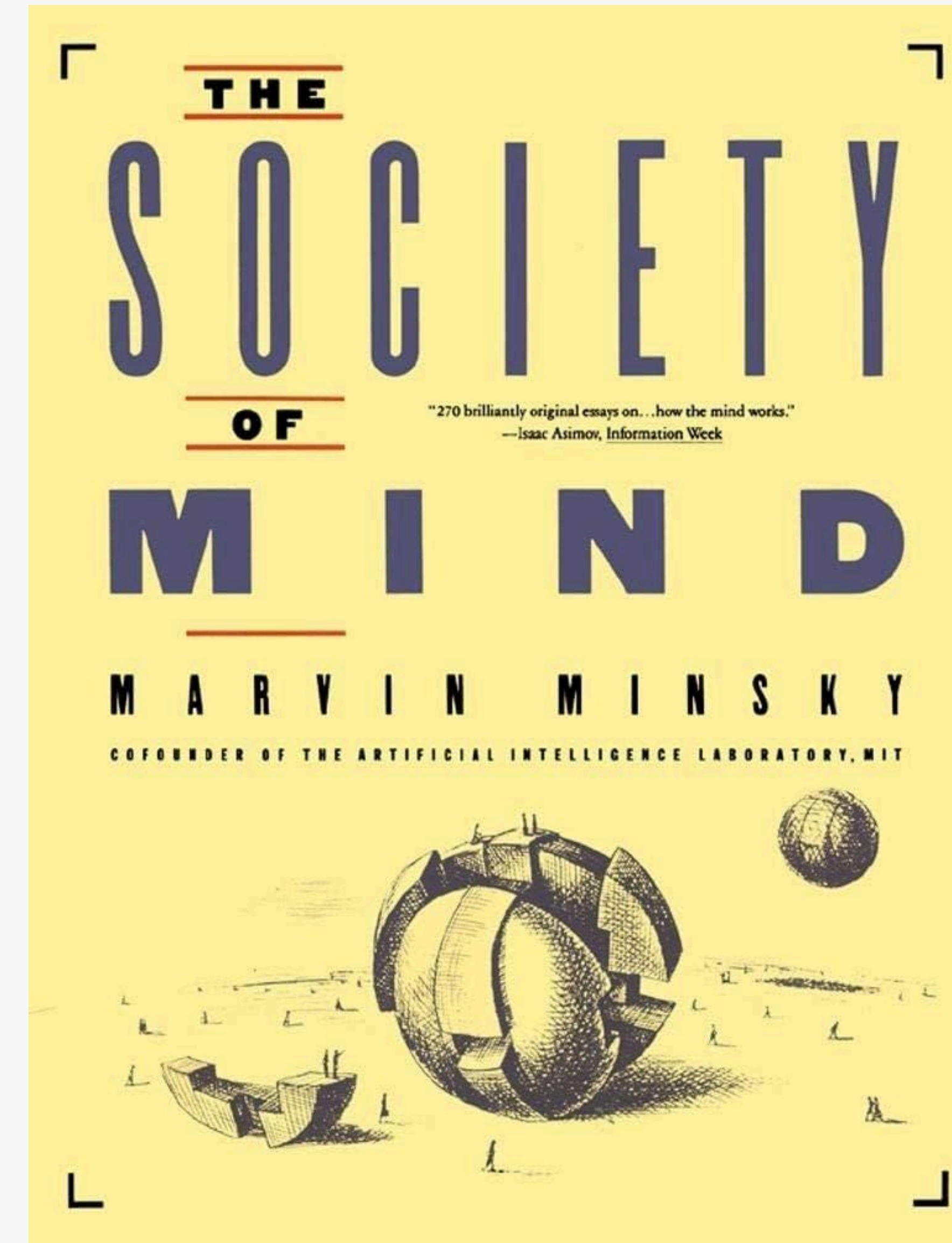
From Digital Minds to System Architecture

- 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

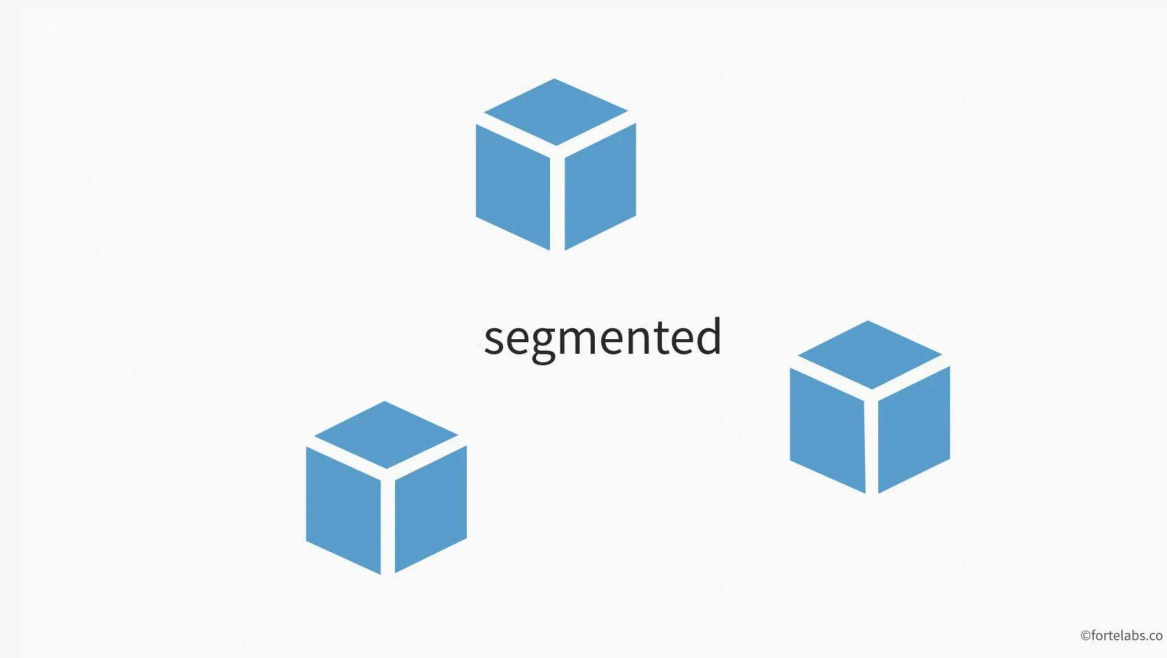


Kurzweil & Minsky: Understanding the Mind

- **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

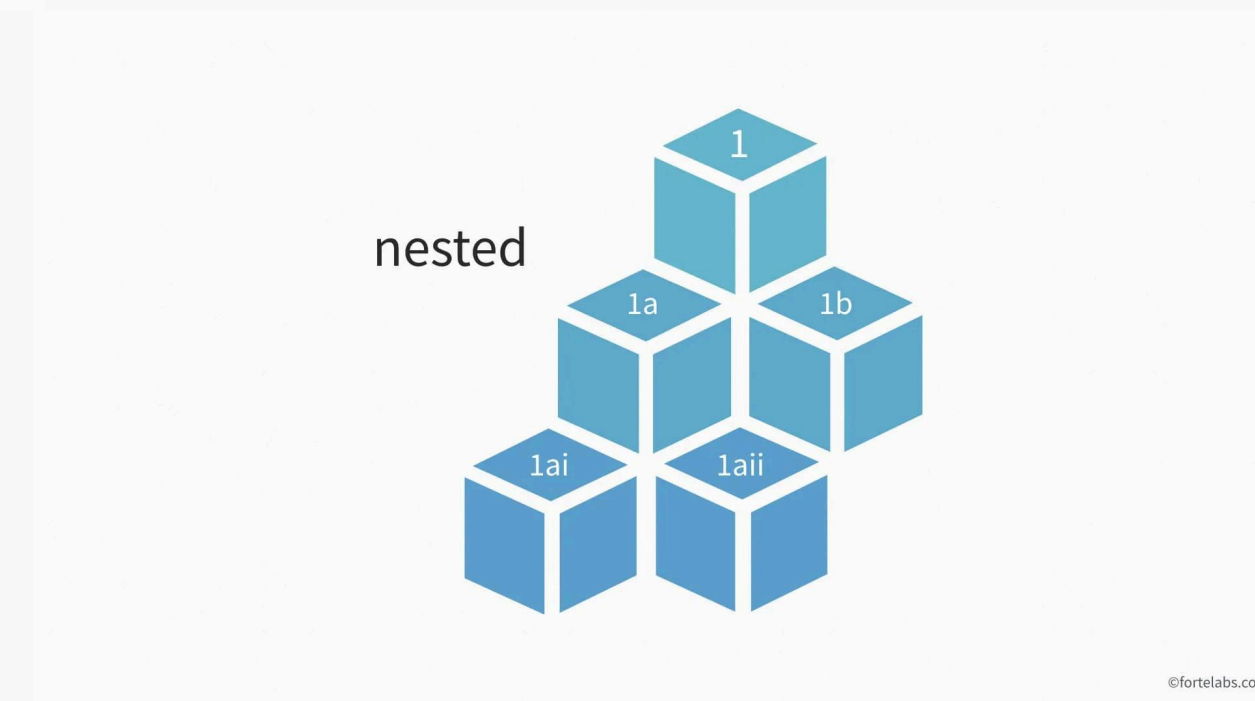
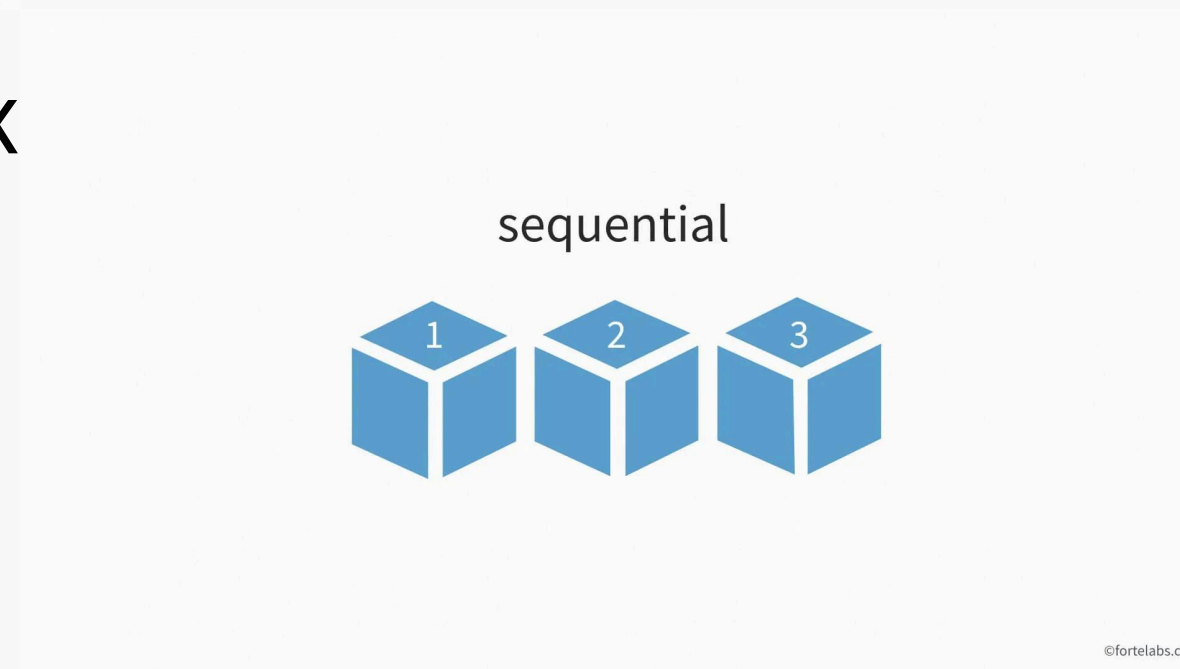


How Nature Organizes Information



Segmented: like chapters in a book

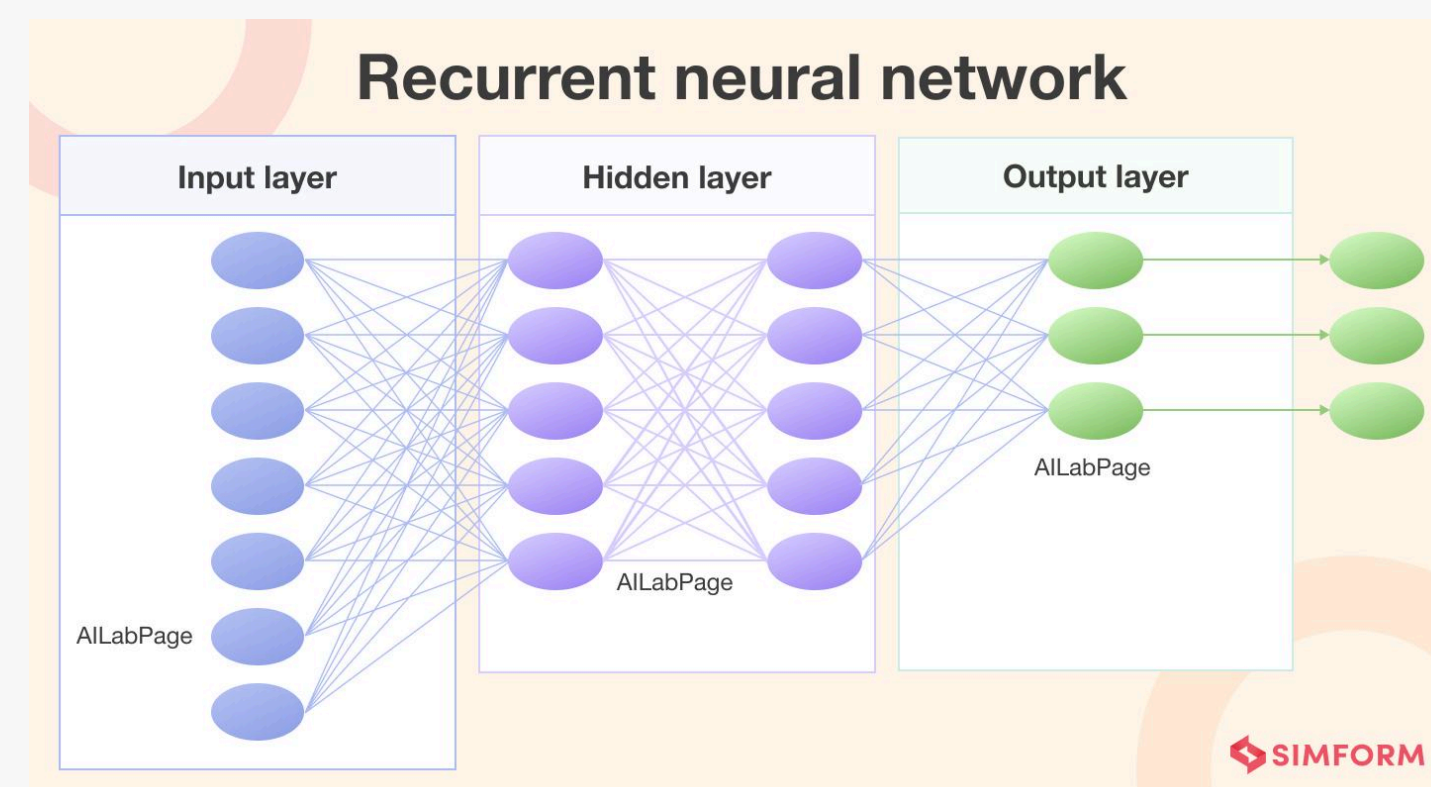
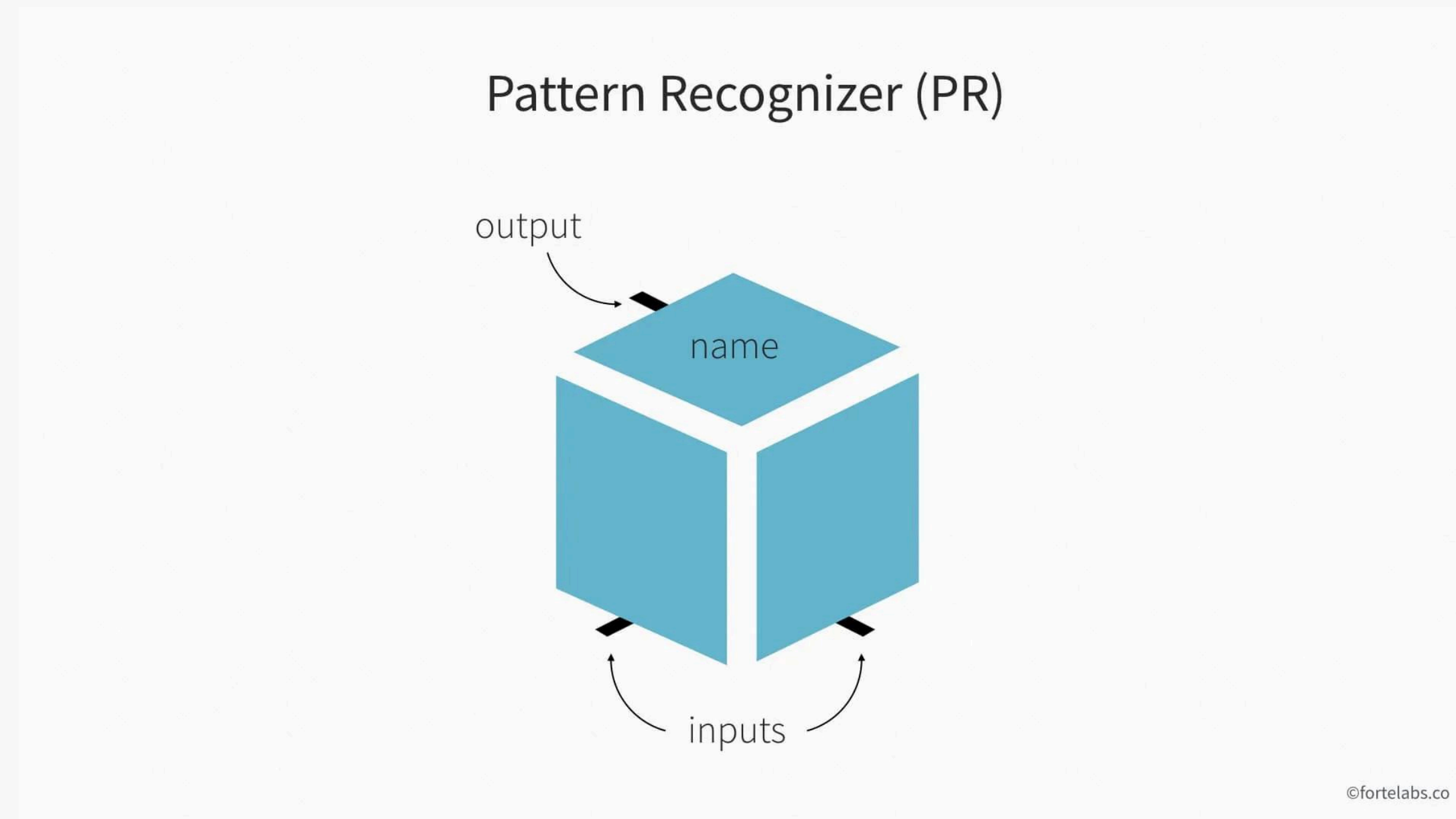
Sequential: like following a recipe



Nested: like a russian doll

From Neurons to Knowledge

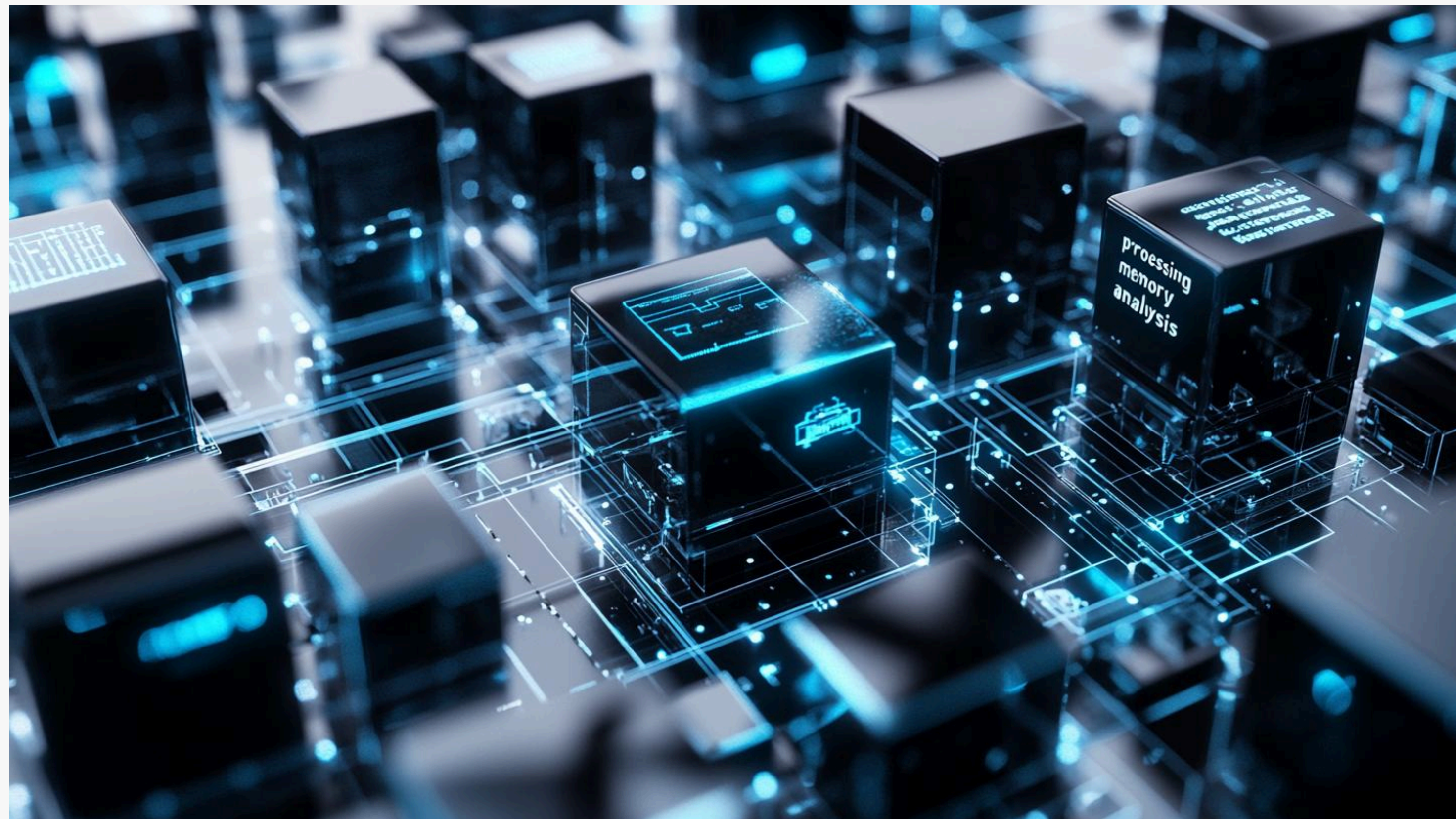
- Pattern recognition is the fundamental unit: inputs → outputs



- 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

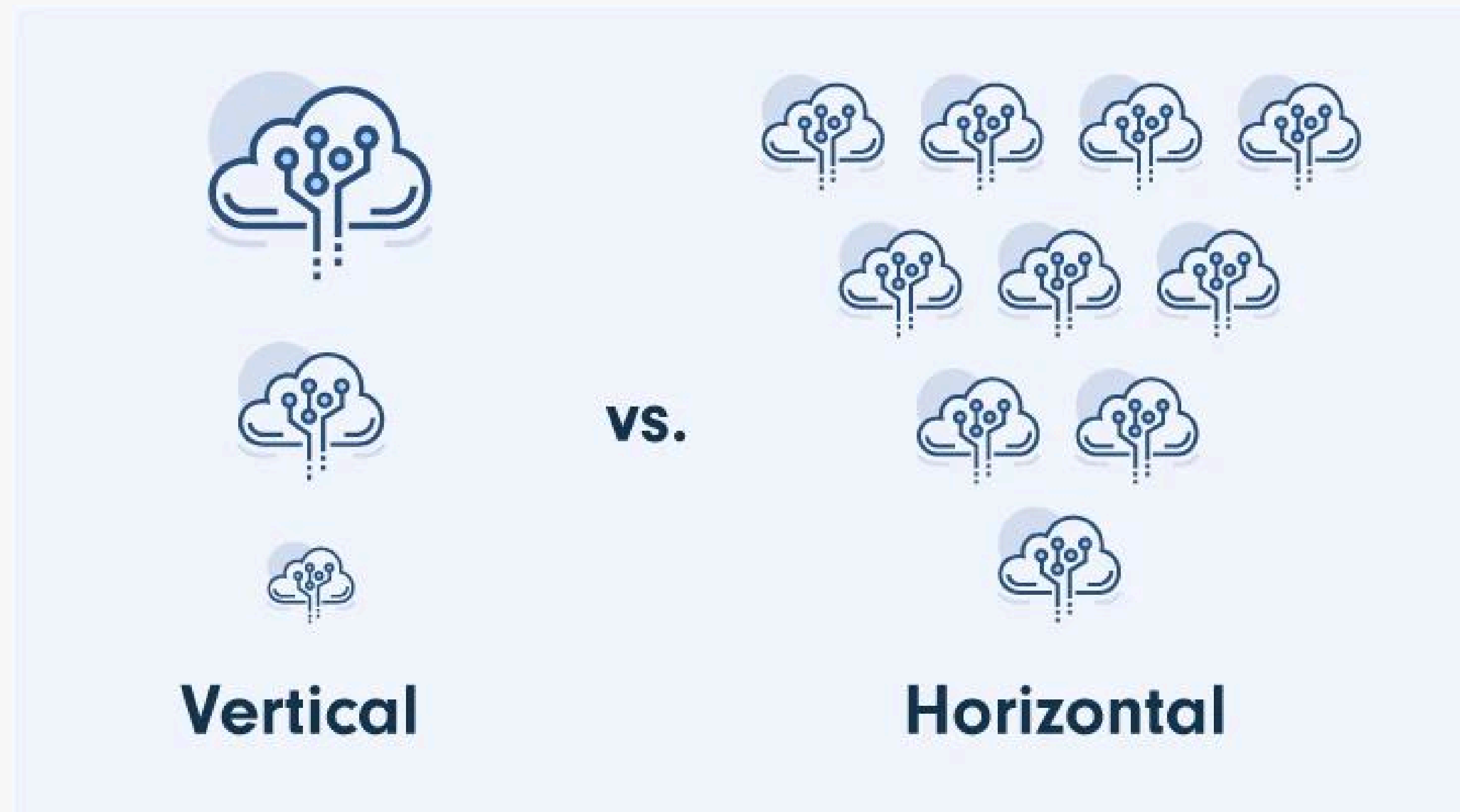


- Lessons from GPT-4's Architecture
- Nature's Proof: No "Single Model" Systems
- Beyond Capability to Reliability



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



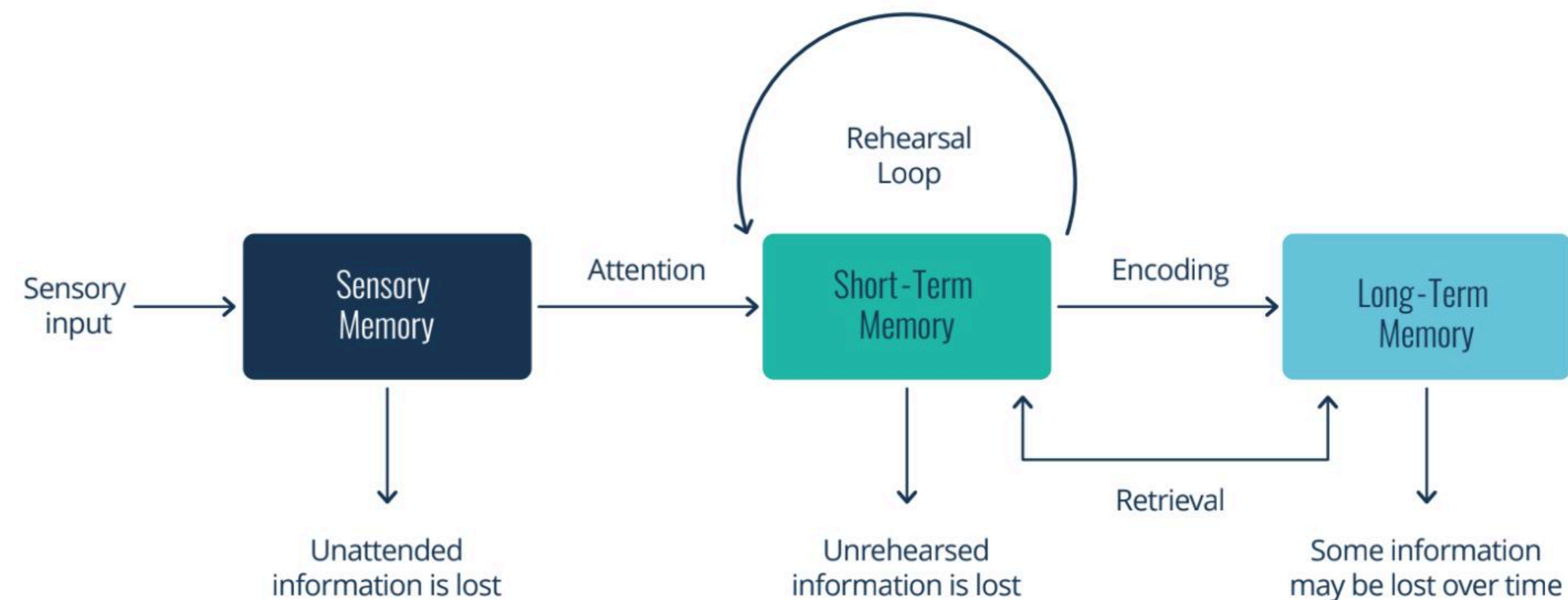
Building Your Digital Brain

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

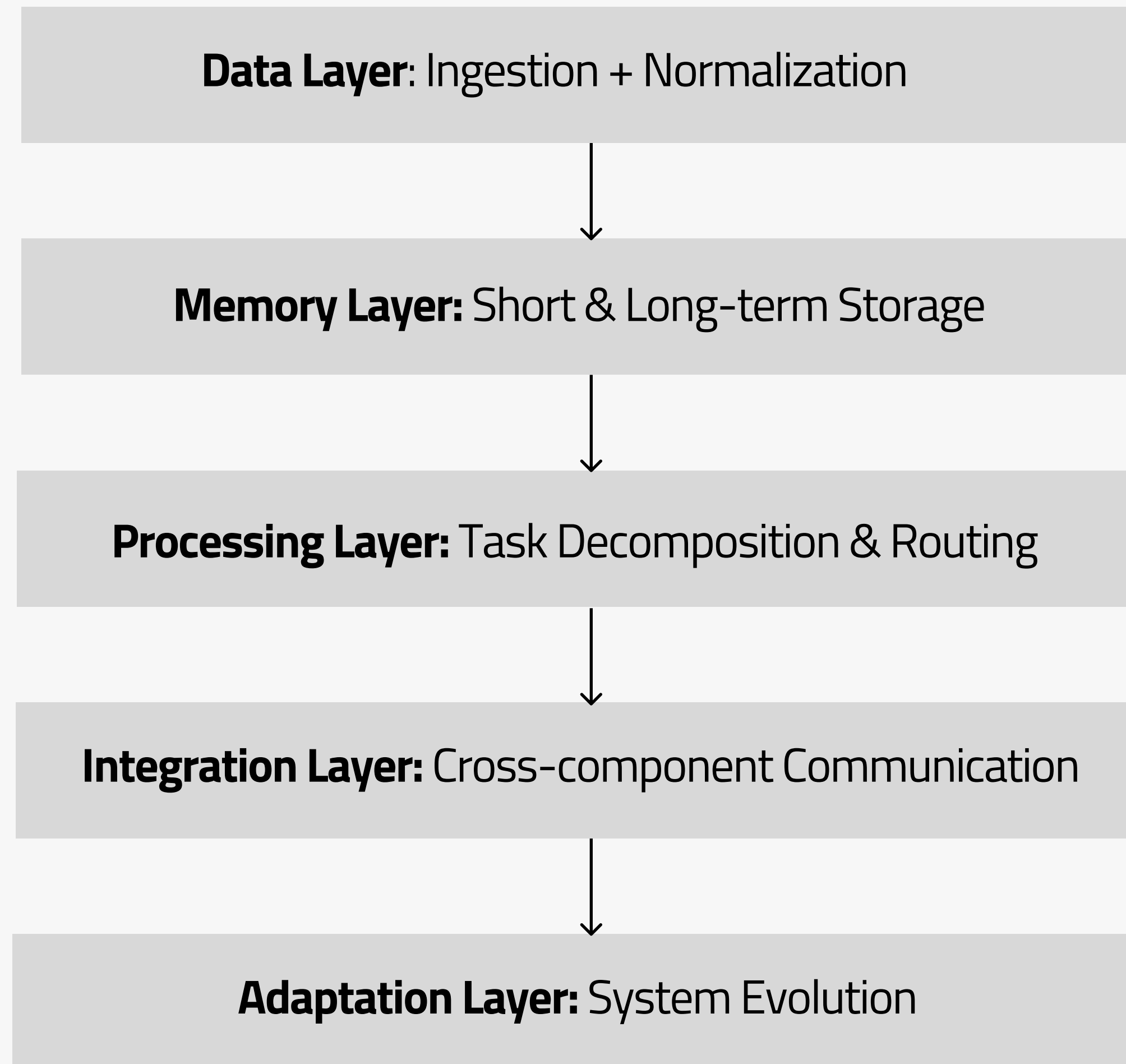


Building Blocks: From Neural to Digital

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



The Five Layers of LLM Architecture



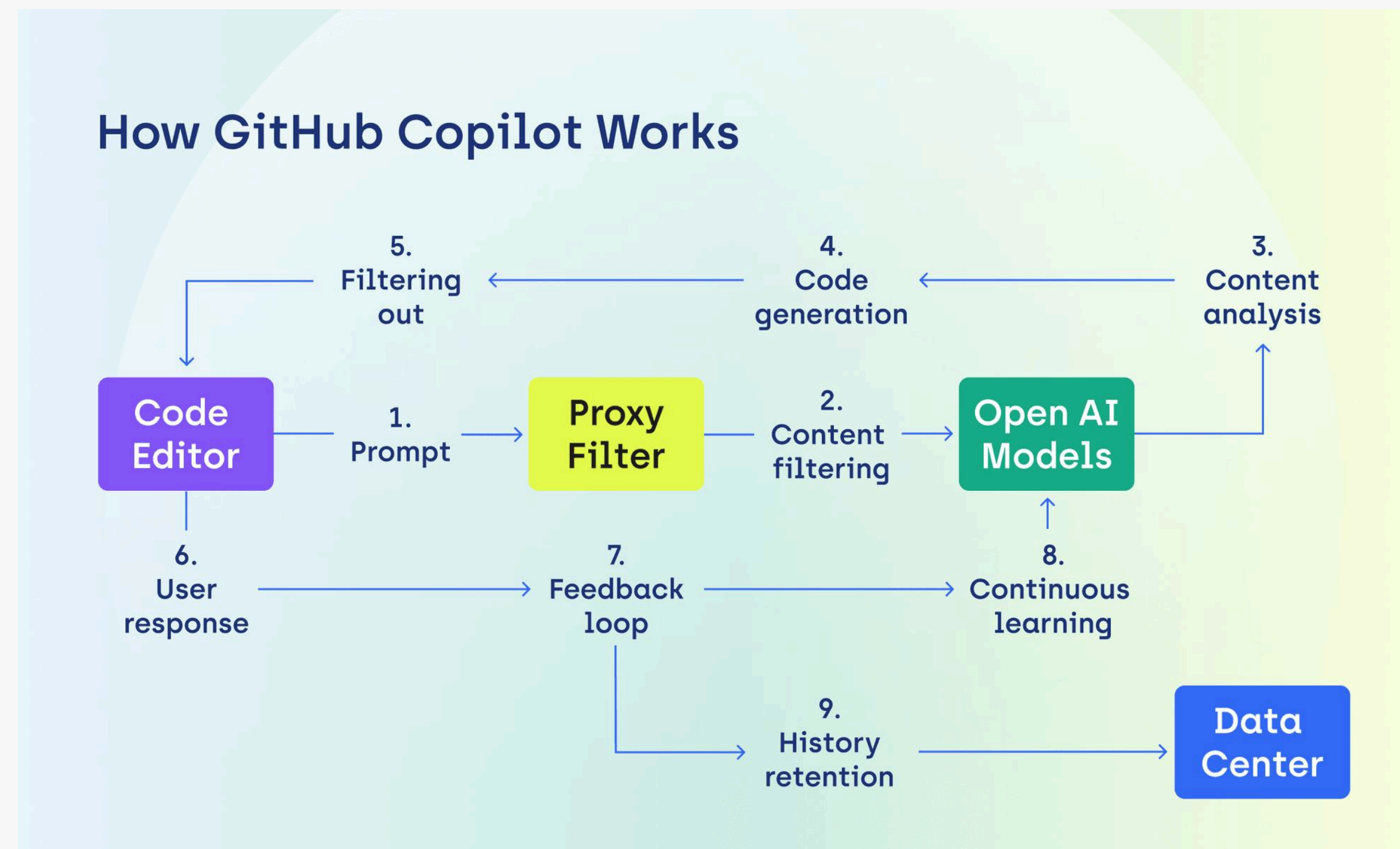
Emerging Patterns

- **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?

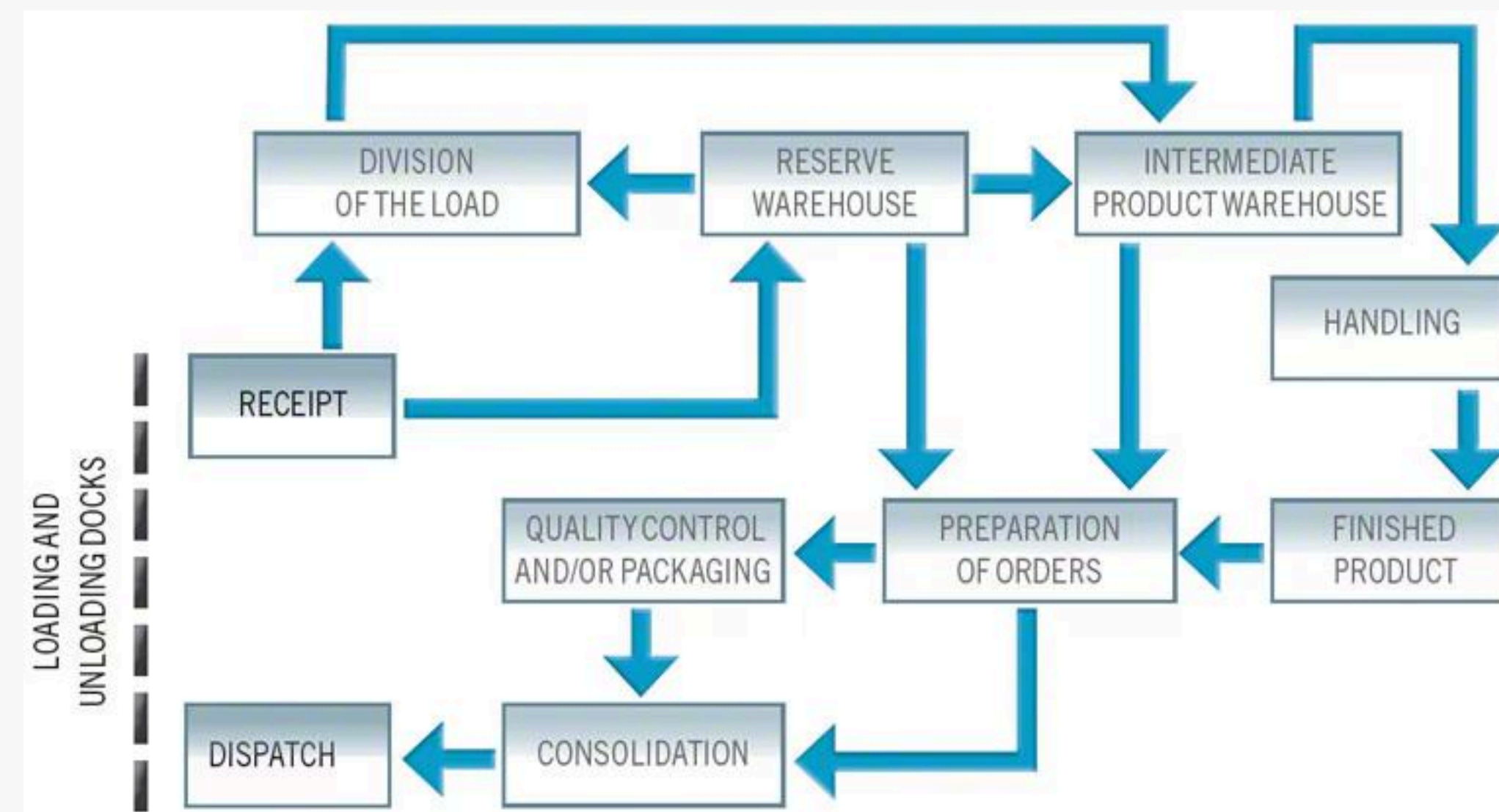


Social listening is the process of monitoring what is being said about a company, a product or a brand, across all social channels.



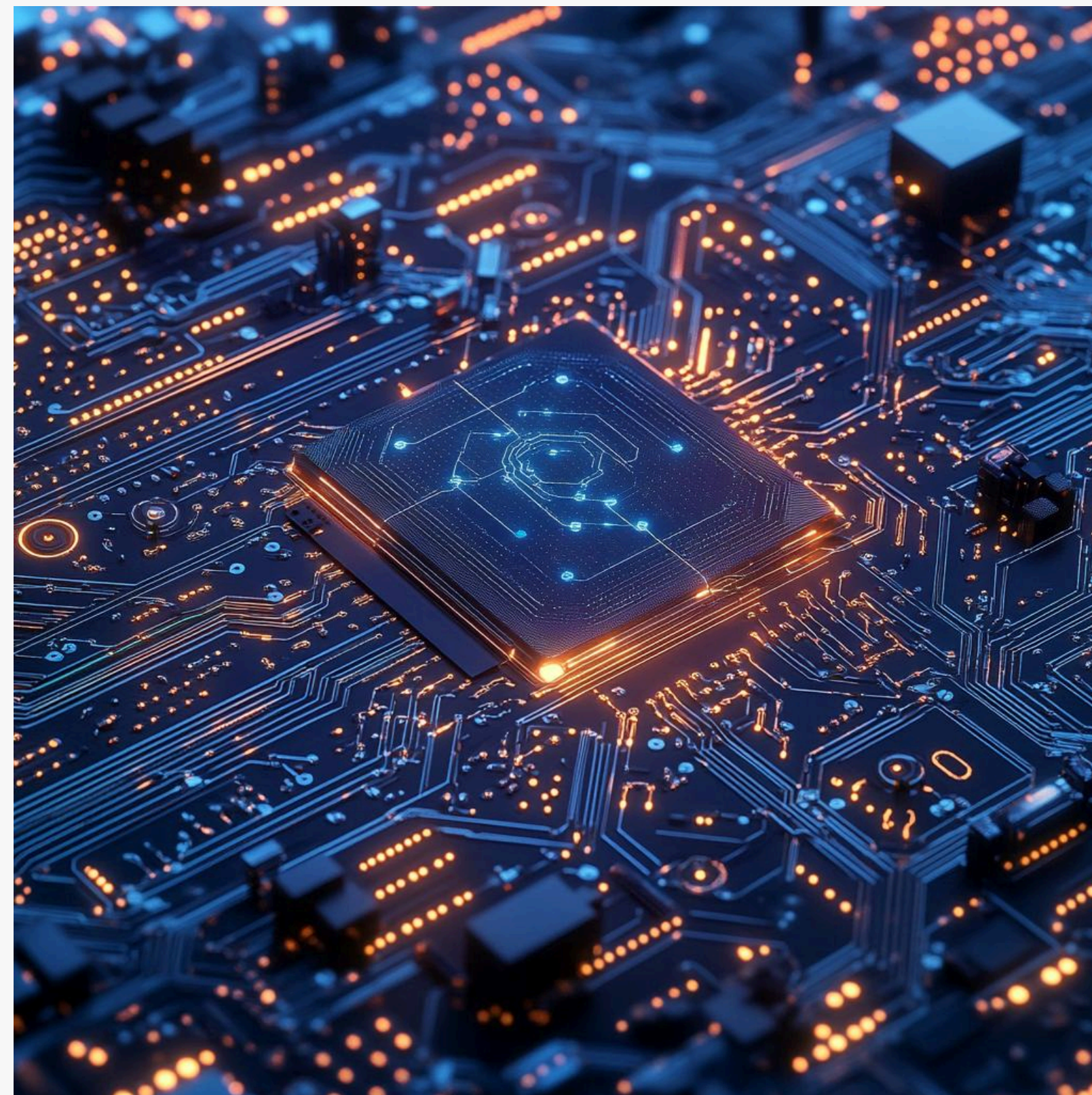
Case Study - Supply Chain Optimization

- **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



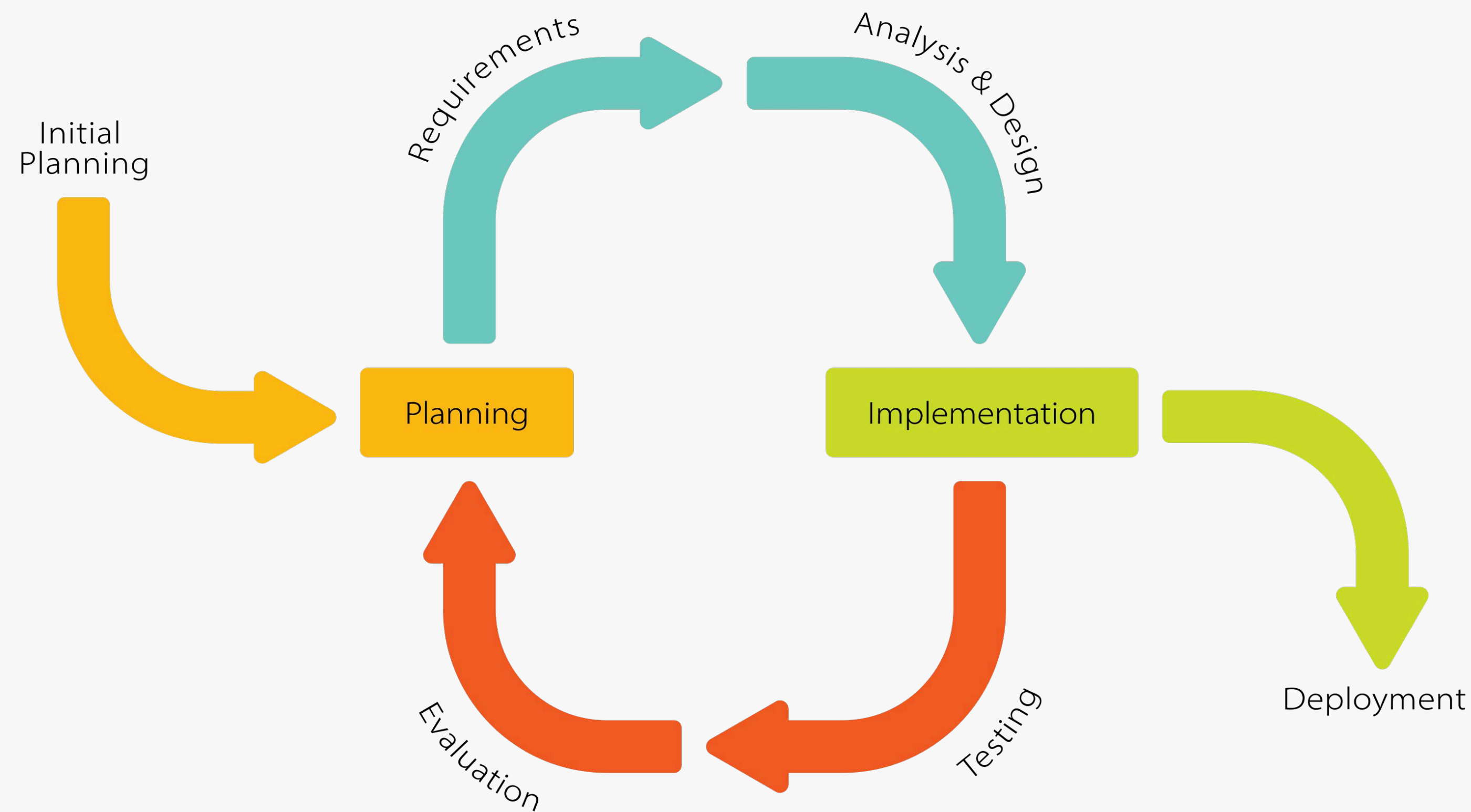
Future-Proofing Your System

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



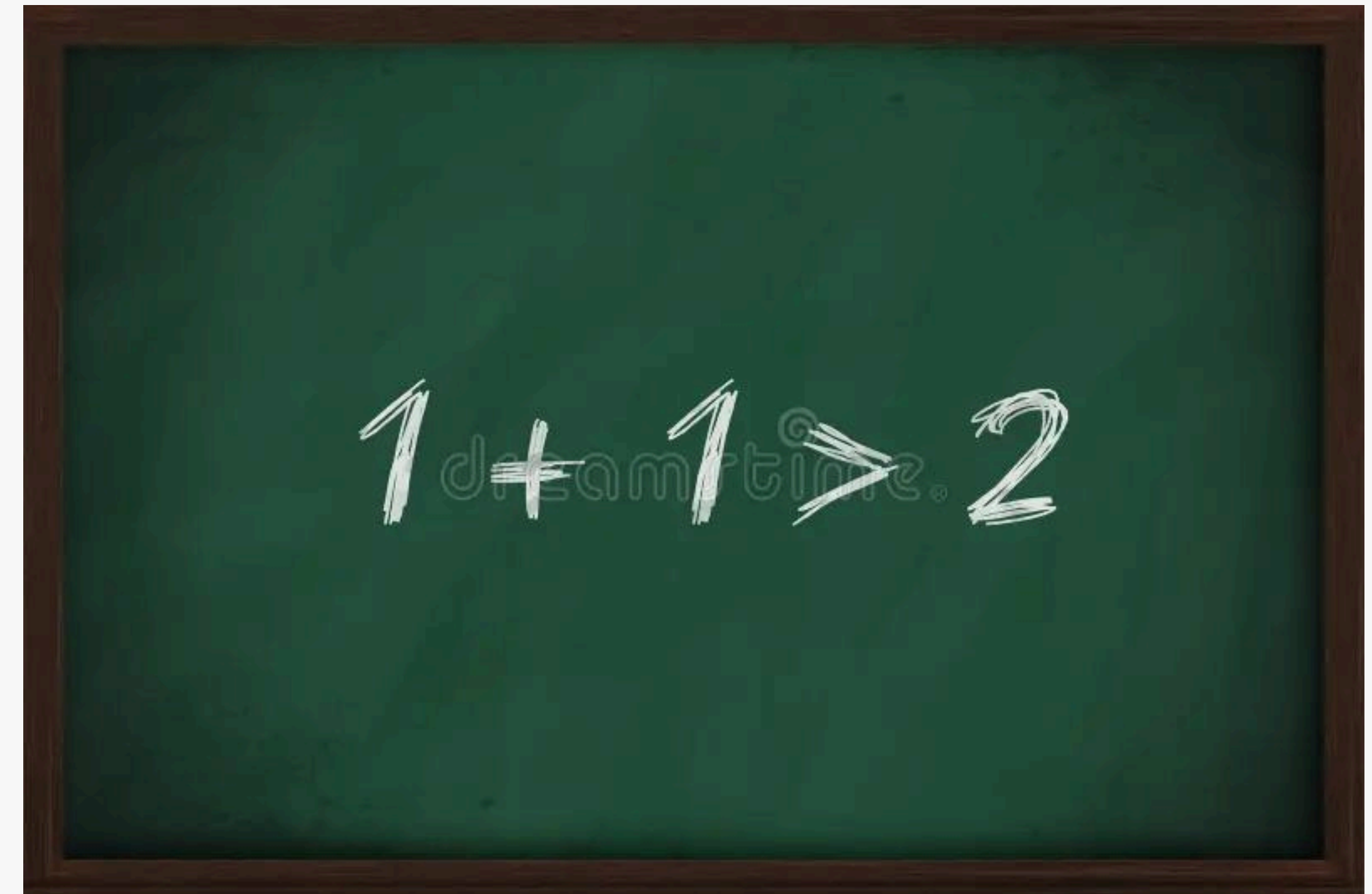
Common Pitfalls in LLM System Design

- 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?