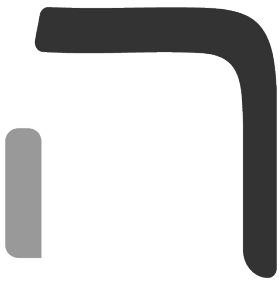

NOA Intelligence

Thinking Together.

Founding Memo

The AI Future Needs Intelligent Design

AI development is moving fast, and it is very impressive, but its foundation is not being built correctly.
The current race in AI is being driven by a belief that more compute, more data, and more energy will eventually produce something close to true intelligence. Scale has created impressive systems, but it has also created a dangerous illusion: that brute force will do it.

Look around, developing something intelligent will not be through brute force, it will be through intelligent design.

What we call AI today is not the arrival of intelligence. It is the early industrialization of approximation. Powerful, impressive, and commercially explosive, yes. But structurally complete? Not even close.

Just because a model can produce impressive responses does not mean we have solved intelligence. It means we have found a way to brute-force useful simulation.

In order to understand the Future of Artificial Intelligence,

First, we need to set a goal: We are moving AI toward personalized models and intelligent software that can operate across the digital world at scale, and eventually into the physical world through complex robotics. All in the name of human expansionism.

If that is the case then: The end state is intelligence that can perceive, interpret, remember, and act with enough continuity to become useful at scale in real life beyond a wikipedia.

Second, we need to set a baseline: LLMs, or what most people currently call AI, are fundamentally translation systems. They receive qualitative inputs, convert them into quantitative representations, and generate qualitative outputs that feel intelligent to the user.

Agentic systems are simply an extension of that. They are models given permission to gather more inputs, pull more context, and enrich the quantitative stage in order to produce better outputs.

Yet, if the model constantly needs more retrieval, more prompts, more context stitching, more tooling, and more user intervention just to approach usefulness, then what we have built is an illusion of intelligence. What we have is a highly capable reasoning layer sitting on top of a broken context architecture.

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This leave us with 3 bottlenecks:

#1 The structure, quality, and accessibility of data at the input layer: Models are failing because the input being received is broken.

#2 The compute burden required to process and retain context: The more broken the input layer is, the more compute is wasted compensating for it. We are forcing models to do expensive work that should have been handled before inference.

#3 The personalization layer is distributed across software the model does not truly own: The data required to generate meaningful, personalized intelligence is spread across the user's apps and digital exhaust.

The dominant response today is brute force:
- Build better chips,
- Build more chips,
- Consume more energy,
- Expand model data retrieval,

and hope that scale eventually produces something resembling true intelligence.

And thought it may continue producing better outputs every new model release. It also creates a dangerous form of technical and economic debt: a future where AI becomes increasingly expensive to sustain because the underlying architecture was never truly corrected.

There is no reason to assume that piling on more energy, more inference, and more retrieval will somehow collapse into human-like intelligence just because the outputs become more convincing.

This all points to a design challenge, and what better reference point for design than the human brain.

At a high level, the human brain does not operate like today's AI products do. Humans have sensors that continuously stream signals into a processing system that structures meaning, compares it against memory, and produces action. This equals continuity.

The AI Future Needs Intelligent Design

That is why I believe the future of applied AI depends on three major developments:

#1 Stream data to the model

#2 Pre-process and enrich data before the model touches it

#3 Continue improving the physical conditions for compute

And we built NOA to address the first 2 points as companies like xAi and NVIDIA keep improving chip physics.

Its role is to bring better data into intelligence systems, structure that data before the model sees it, and create a memory layer that allows intelligence to persist across time. This combined with better chip physics will allow to generate intelligence at a scale that is closer to our version of intelligence.
And though our first wedge is a companion: a system that connects to a user's world, centralizes the important signals of their day, and autonomously helps track what matters across their own apps.
Our long-term vision is far bigger:models that are personalized in the image of their users, systems that develop continuity with the people they serve,
With the vision of proving intelligence at scale to catalyze humans innovation and progress serving as the layer humanity needs to serve humans, not tech.

That is why we say NOA is Humane, designed fundamentally after us with the goal of serving us.