



■ Frequently Asked Questions

■ GenAI Twins Questions

What types of GenAI Twins can be created?

GenAI Twins can be created for customers and experts.

How do you create GenAI Twins?

GenAI Twins can be created by AlgoVerde or by utilizing a company's proprietary data and knowledge base. In either case, they are for exclusive use of that company and are protected with rigorous security measures.

How do you ensure the fidelity of the GenAI Twins?

We generate the GenAI Twins using a combination of fine-tuned LLMs specifically designed for GenAI Twin creation. The twins are created using bespoke templates that are tailored to each company, ensuring a high level of accuracy and relevance. Additionally, there is an iterative testing process to evaluate their level of sophistication.

How do you ensure the GenAI Twins responses are accurate?

There is a growing body of academic research that proves that the behavior of synthetic personas closely approximates that of real people. One paper we have relied on was produced by the D³ Institute at Harvard Business School, entitled "[Using ChatGPT for market research](#)" by Ayelet Israel et al.; another paper is entitled "[Out of one, many](#)" published by researchers at Cornell. As the field keeps evolving, we continue to monitor the latest developments, and the accuracy keeps improving.

■ GenAI Twins Questions

Can engaging with GenAI Customer Twins really replace interacting with real customers?

Engaging with GenAI Customer Twins is a valuable tool for businesses looking to streamline their customer interaction processes and gain valuable insights. While it's true that nothing can fully replace the value of interacting with real customers, GenAI Twins offer a revolutionary solution that can drastically reduce the time and resources required to glean valuable insights. Imagine running a focus group in an afternoon from start to finish, or interviewing dozens of customers around the world in less than a day. By simulating customer interactions, GenAI Twins allow businesses to test different scenarios, anticipate customer needs, and fine-tune their strategies without the need for expensive and time-consuming real-world testing.

Where does the data come from?

Obtaining insights from the AlgoVerde genAI Twins is very different from a traditional survey methodology for data collection. The data for the insights is sourced from multiple reputable, publicly available data sources accessible to LLMs, as well as your own proprietary data if you choose to integrate it. The data is then processed by our proprietary GenAI methodology to generate a set of AI personas that you can interact with using natural language.

Who owns the Gen AI Twins?

All data you generate in the AV platform is your own – we do not retain ownership over this. However, the GenAI twins only 'live' in the AV platform. They can be reused for multiple projects within the same company, as they are stored in a GenAI Twin Library accessible to anybody in your company who you give access privileges to. However, they cannot be exported for use in other software platforms.

Are the GenAI Twins grounded in reality?

Yes, the personas created by AV are grounded in reality. The demographic distributions are based on real-life human data, including information from public datasets and proprietary research. We ensure that these personas are not only diverse but also accurately reflect actual consumer segments by integrating this empirical data into our models. This grounding in real data allows our personas to provide actionable and realistic insights that align with the real-world behaviors and preferences of different consumer groups.

How do you get to the nuances in behavior that we have a hard time discovering in real life?

LLMs uncover patterns . They help discover signals that allow you to unearth more nuanced answers.



■ Platform Security Questions

Is my data secure?

Yes, your data never leaves the platform and we don't train any model on your data. You will be working in a private instance of AlgoVerde, accessible only to users authorized by you. AlgoVerde is SOC certified and meets the highest standards of security.

How do you ensure our proprietary company data stays secure?

AV is deeply committed to safeguarding the integrity and confidentiality of customer data. We have a number of measures in place.

Dedicated Instances

Each customer is provided with a dedicated software instance, functioning as an isolated workspace. This ensures that no customer data is accidentally leaked.

Proprietary Knowledge Bases

AlgoVerde's Knowledge Bases are fully encrypted and converted into vector spaces for use by AV AI models.

Data Obfuscation and Encryption

We use an encrypted integration process, which provides AV with access to the data without requiring duplication. On the AV platform, only an encrypted, obfuscated (tokenized) representation of the data is maintained, ensuring both data confidentiality and security.

Proprietary LLMs

AlgoVerde has since the beginning made the choice of using private instances of Open Source LLMs. This not only maximizes the performance (we use different models for different tasks) but also maximizes security as the users' data is NEVER exposed to commercial LLMs and is never used for training models beyond the individual instance.

Certification

We have obtained SOC 2 type 1 and are in the process of obtaining SOC 2 type 2 certifications. We were given an accelerated timeline for completion because all our security measures already in place far exceed those required by these standards certification protocols.

How do you determine which LLM to use?

Our research lab is constantly testing the latest LLMs from multiple providers to ensure that our output is the best. We integrate multiple foundation models and have always believed in using different models for different tasks. Best LLMs for the task. We blend commercial models with Open Source models, and constantly update/upgrade the models based on the latest releases, after rigorous testing.

■ AlgoVerde Workflows

What exactly is a Workflow and why does it matter?

An AlgoVerde workflow is a guided pathway that helps users complete all the steps necessary to generate innovative solutions. They are backed by extensive research and best practices both in innovation & in GenAI. Think of it as a series of predetermined steps that guide users along the innovation journey. They are, in part, the result of our collaboration with the D³ institute at HBS and LISH, the Laboratory for the Science of Innovation at Harvard. In other words, we know they work. However, you can customize the GenAI workflow you are using based on company preferences or can also create your very own one from scratch.

■ Company Data

Can AlgoVerde use company-proprietary data?

Yes. We can use internal company data or third-party data by either uploading proprietary RAG's or jointly developing RAGs.

Can you integrate RAGs?

Yes we can. LLMs continue to evolve and improve, but they sometimes don't provide the necessary level of specificity. Particularly for highly specialized domains, RAGs are especially useful. We can use your existing RAGs or help you build one ad-hoc.

Can the RAG be configured to operate within the company's firewall for enhanced security?

Yes, the RAG can be configured to operate within the company's firewall (by providing a distributed system where the functionalities involving private content are executed in the company's network only).



■ General Questions

Why is AlgoVerde better than other off-the-shelf LLMs? Why can't you do the same with ChatGPT, Gemini, Llama or other models?

AlgoVerde is a Generative AI platform combining virtual customer research (e.g. GenAI twins), workflow automation and process engineering to drive revenue growth. It helps you design, plan and operationalize critical initiatives in e.g. Product Development, Marketing, Sales, Customer Success or Pricing.

AlgoVerde offers a much more comprehensive solution than AI assistants. For example:

It offers one comprehensive, intuitive interface to guide you step by step through your project

It allows you to create and reuse large libraries of GenAI twins and workflows

It offers one comprehensive, intuitive interface to guide you step by step through your project

Inputs can be easily changed and workflows updated without restarting entire conversations or overwhelming a model's context memory

It uses LLM capabilities to develop the most effective prompts for each task. So there is no trial and error in getting to the right embeddings / answers

Our lab has conducted side-by-side comparisons trying to solve business innovation problems with AlgoVerde vs commercial LLMs, and you can find the results here: [Innovating with AlgoVerde vs. generalistic LLM](#)

Tell me more about your collaboration with HBS

Our CEO is a co-founder of the Data, Digital, and Design Institute at Harvard Business School. One of our key advisors is [Prof Karim Lakhani](#). Beyond that, we collaborate with the D³Institute on research (e.g. jointly producing a paper on crowdsourcing with GenAI, [The Crowdless Future](#)) and we leverage the leading-edge research produced by D³ to advance our AI models and protocols.

How much does AV cost?

Our pricing is per project and per team.

AV is currently deployed with a consultative approach which includes an initial 4 to 6-week forward deployment to solve a specific innovation project and the use of the platform for 3 months afterwards. Beyond that, the platform is available as a subscription model. The pricing is in line with other enterprise applications.

