

AI Startup MVP Example: Building an Investor-Ready AI Prototype Without a Custom LLM

i4ANeYe built an investor-ready AI MVP without a custom LLM

i4ANeYe used CustomGPT.ai to prototype the EPIPHANY Engine, an AI startup MVP built without a custom LLM. With no-code tools, a custom persona and anti-hallucination safeguards, the team went from concept to a live demo in weeks and moved into late-stage funding talks.

Weeks

From concept to working demo

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Engineering team needed

Late-stage

Funding negotiations from a live demo

THE CHALLENGE

A foundational AI model, without large-scale funding

i4ANeYe wanted a foundational AI core model that processes information in a nature-inspired way. Industry examples like Bloomberg's proprietary LLM show how costly bespoke AI development can be.

Without large-scale funding, the team needed a capital-efficient path to a high-impact prototype that could attract investors and show what the EPIPHANY Engine could do.

WHAT I4ANEYE NEEDED

Speed.

A working prototype in weeks, not years.

Brand alignment.

AI that reflects the company's philosophy.

Reliability.

Fact-anchored answers testers can trust.

Capital efficiency.

No proprietary LLM build.

HOW I4ANEYE SOLVED IT

The EPIPHANY Engine, prototyped on CustomGPT.ai

Data integration.

Connectors brought multiple sources into one AI model.

Persona customization.

The AI aligned precisely with the company's core philosophy.

Anti-hallucination.

Responses anchored in source-based content.

No-code platform.

Rapid iteration with no large engineering team.

ABOUT I4ANEYE

i4ANeYe, led by founder Matt Belanger, works to unlock the potential of organic and artificial general intelligence through Perspective Evolution. Its flagship EPIPHANY Engine uses the Universal Axiom framework to help users understand their thinking patterns and how life experiences shape their perspectives.

AT A GLANCE

INDUSTRY	PRODUCT	APPROACH
AI development startup	The EPIPHANY Engine, an AI core model prototype	No-code build with custom persona and multi-source data

DO STARTUPS NEED TO BUILD THEIR OWN LLM?

AI MVP development, persona customization and hallucination control

- 1 Differentiate on knowledge.

Proprietary content and a custom persona set the product apart, not a bespoke model.
- 2 Show real software.

A working demo builds credibility a slide deck can't.
- 3 Source-grounded answers.

RAG anchors every response in uploaded content.

RESULTS

Custom LLM development vs CustomGPT.ai

DECISION FACTOR	CUSTOM LLM	CUSTOMGPT.AI
Time to working prototype	Months to years	Weeks
Engineering team	Large, specialized team	None needed
Infrastructure overhead	Significant compute and architecture	Managed by the platform
Persona and brand alignment	Built from scratch	Built-in configuration
Investor-demo readiness	Long lead time	Within weeks

Live demos of the working prototype sparked investor conversations right away, and the capital saved stretched the company’s runway for research, marketing and new features.

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Using CustomGPT.ai's unique platform was a game-changer for i4ANeYe. The Persona feature let us tailor the AI so it aligned with our vision and the intricacies of the Epiphany Engine. Building our prototype was not just faster but more intuitive, capturing the essence of our brand and the depth of our insights.

—

Matt Belanger
FOUNDER, I4ANEYE

WHY IT WORKED

- Data integration.**

Context-rich prototype.
- Deep persona control.**

True to the philosophy.
- Anti-hallucination.**

Response integrity.
- No-code speed.**

No large team required.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.