groq*thoughts*

Groq & Hunch:
Powering More Creative and Productive Business Teams with AI

What task would you like AI to do for you?

HUNCH

A virtual AI studio to write, code, illustrate, transcribe audio, synthesize speech, and more. Use all the top AI models, tackle complex projects, and be more productive—in one place.

The Challenge

Businesses are now learning how they can make AI work for them. They must figure out how to apply AI Large Language Models (LLMs) to the very practical challenge of making their teams more innovative, creative, and productive. Usually, these teams are not technical. They may include content marketers, product managers, data and finance analysts, operations managers, and so on.

How can these businesses give their teams the capability and tools to develop powerful, high-value AI solutions that are customized to their objectives and processes?

For example, companies have lots of information in various forms of content about their customers and use cases spread across multiple platforms. When today's product teams need to design the next set of features or products, it's practically impossible to pull all of that disparate data into a place where it can be used, analyzed, and turned into actionable product briefs, project plans, marketing content, etc. It's possible with AI, but only if those teams have an easy way to lay out the workflow and choose the right LLMs.

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The Solution

Enter a startup called Hunch, who is partnering with Groq to deliver a new workspace collaboration platform for business teams at companies of all sizes. Hunch is an AI workspace that makes it easy for teams to break down a complex task into discrete, but connected, subtasks - each running a different AI model - and place them into a workflow to be run sequentially. The workflow can then be shared with others as a distributable tool, enabling further iterations and improvements.

The result is a visual workplace solution designed by business users that can deliver value right away. For example, models Powered by Groq in the Hunch platform allow business teams to quickly brainstorm and write thought-provoking blog posts, social media posts, white papers, and many other forms of content - all targeted for unique channels and audiences.
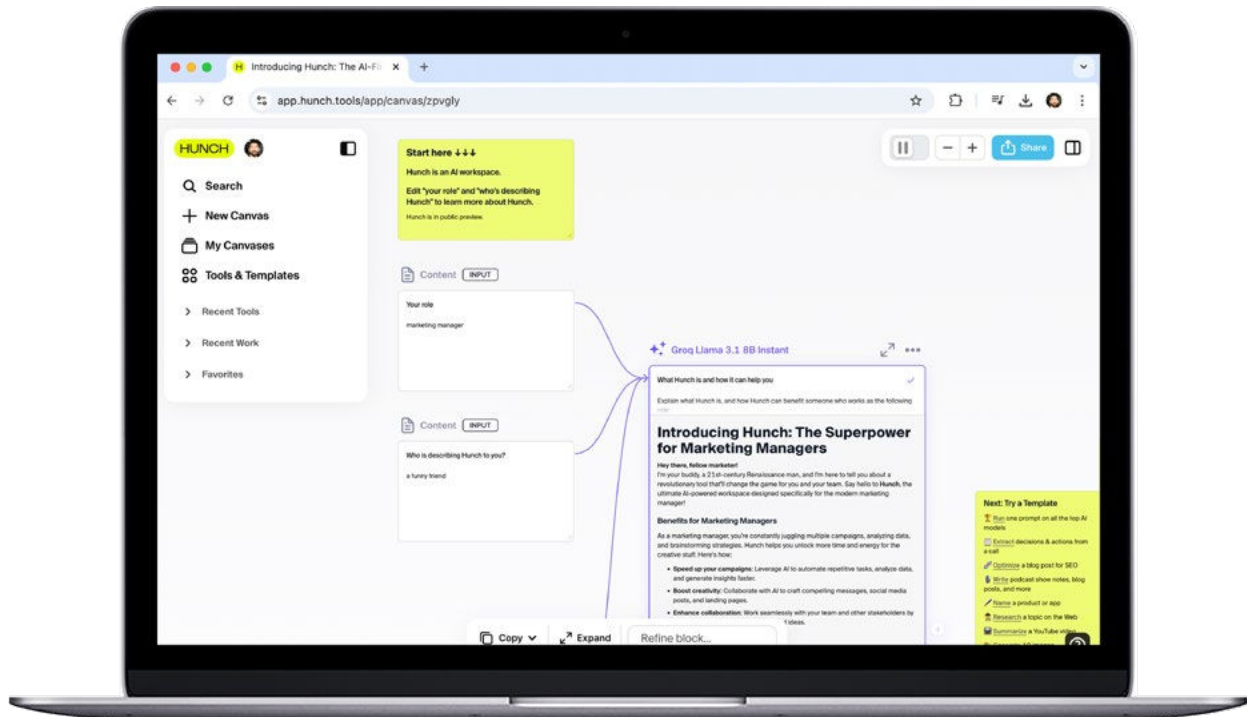
Hunch chose Groq as its AI inference partner for one primary reason: speed. Business users are in the early stages of learning how AI works, and the Hunch platform creates an ideal environment for experimentation to help teams understand what different models can do. Such a rapid iteration environment only works if it's fast. Latency kills flow and productivity, especially during rapid experimentation and iteration with different models and prompts. Low latency is critical to the success of the Hunch platform.

Groq is fast AI inference. Most business workflows need to execute multiple tasks, which means multiple model calls, and Groq LPU™ AI inference technology is designed to deliver ultra-low inference latency even for complex, multi-agent AI solutions.

By combining Hunch's intuitive workspace with ultra-fast AI inference Powered by Groq, business teams can now rapidly prototype, test, and deploy custom AI solutions without technical expertise.

The Opportunity

How many business workflows could be improved with the right AI solution? The answer is, a lot! Unfortunately, most of the business teams who run those workflows on a day-to-day basis don't have the ability to design their own AI solution. That's the problem Hunch and Groq are addressing. Together they are helping business teams focus on higher-level strategic thinking by using AI to increase work output.

Live tutorials from Hunch and Groq: WATCH THE WEBINAR

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