

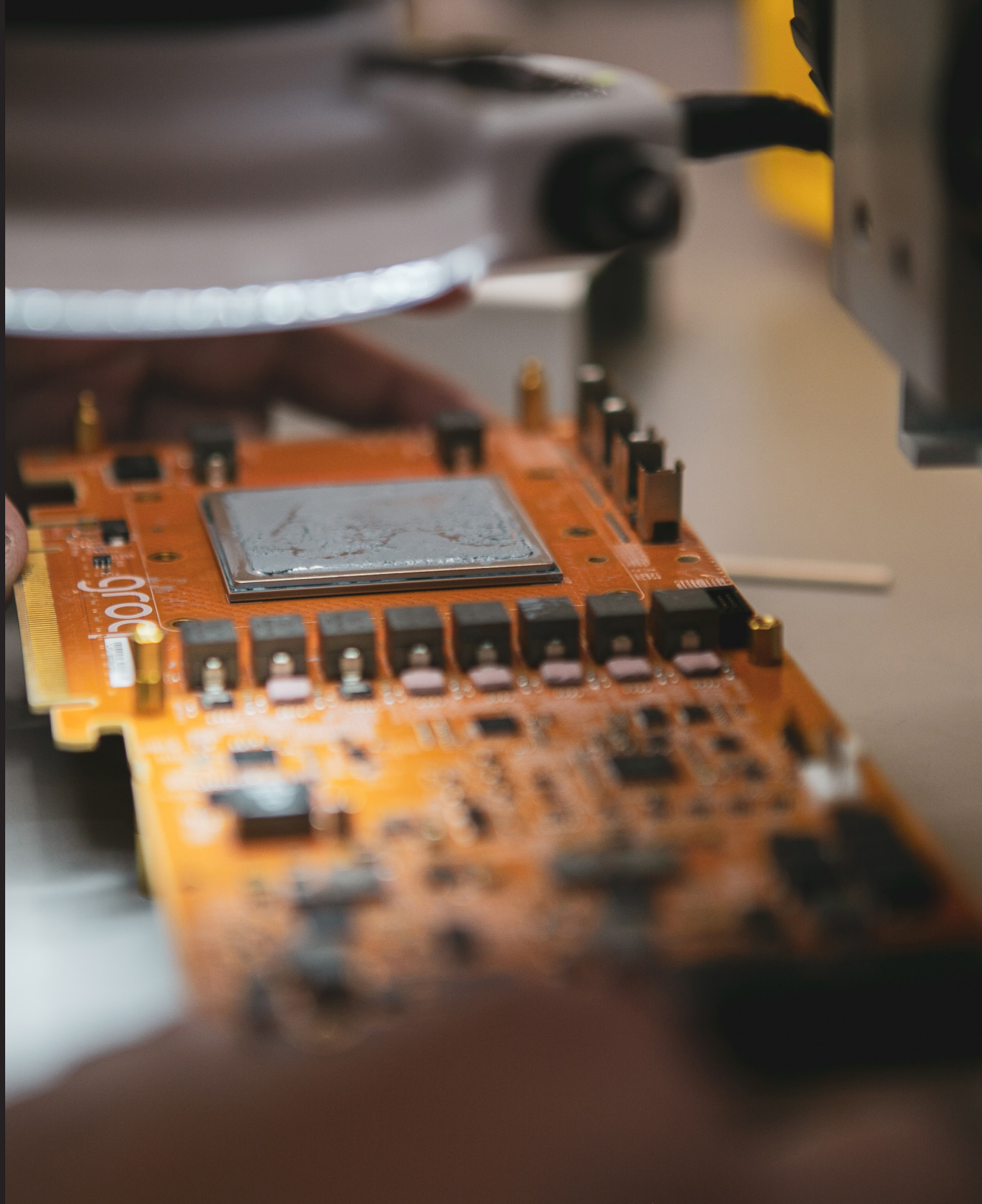


CASE STUDY: MARKETING AND DESIGN

I directed and executed on a wide variety of marketing and design projects that spanned a broad landscape of media, platforms and applications—helping to evolve an ambitious start-up into an industry leader.

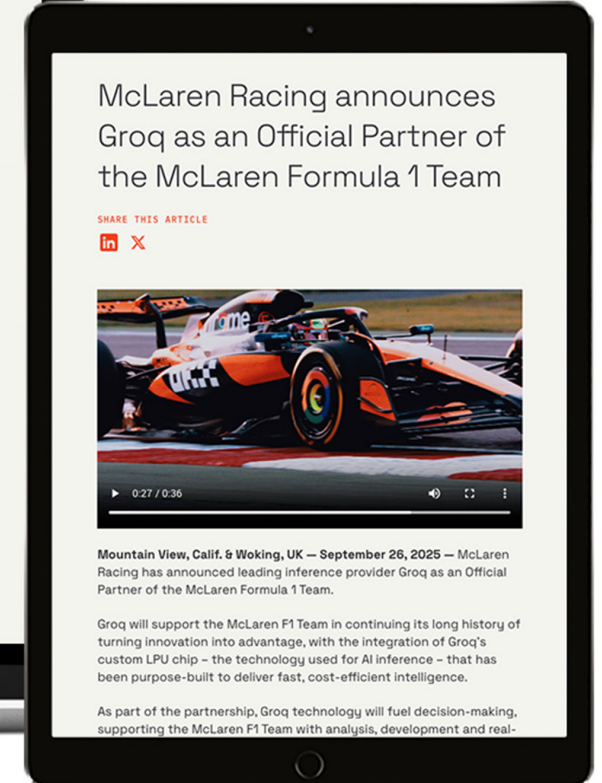
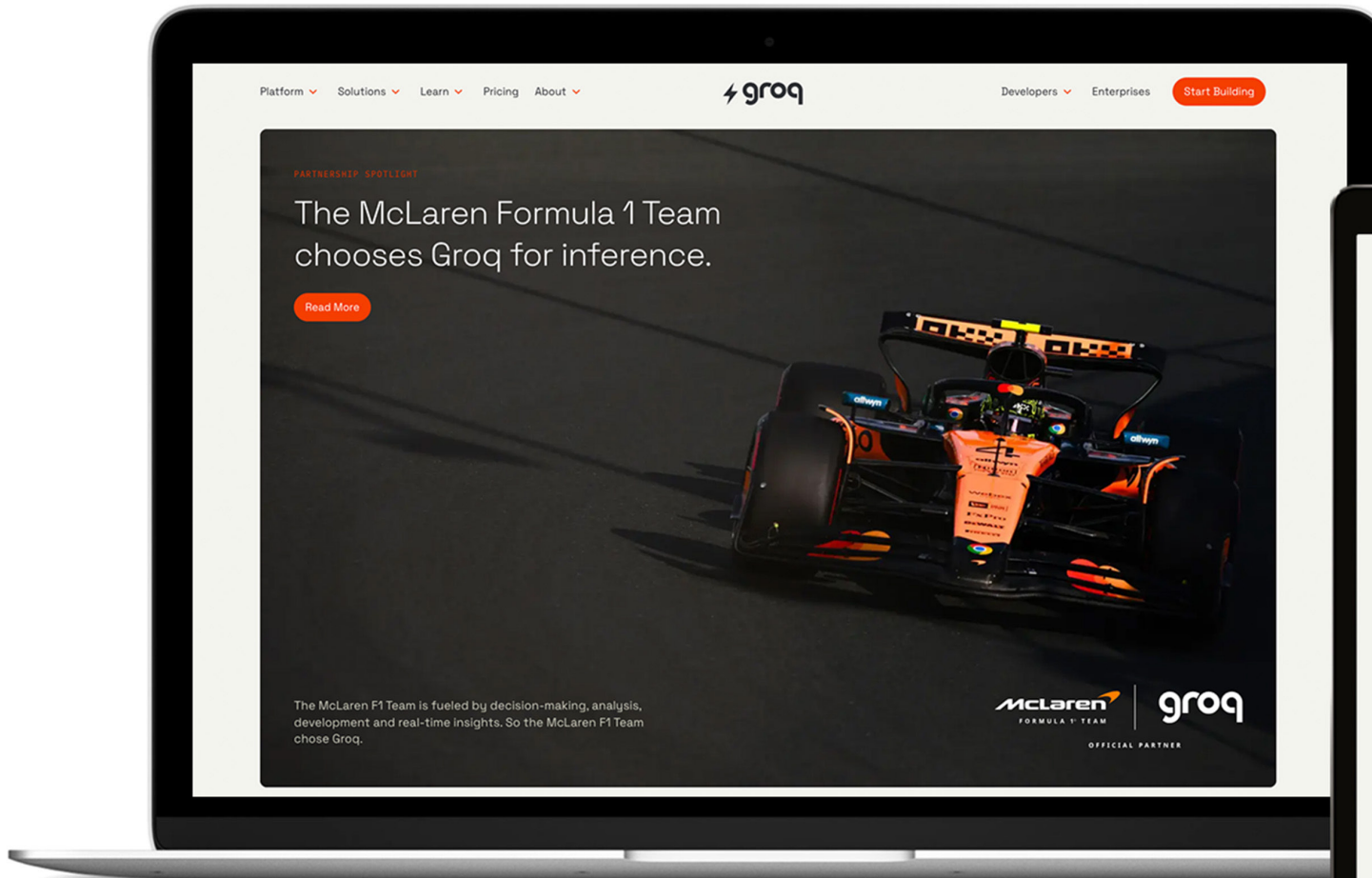
- Integrated Campaigns
- Events and Spaces
- UX/UI
- Swag+
- Products and Packaging
- Marks
- Design Systems
- Presentations
- Content

JAKE LOUDERBACK CREATIVE

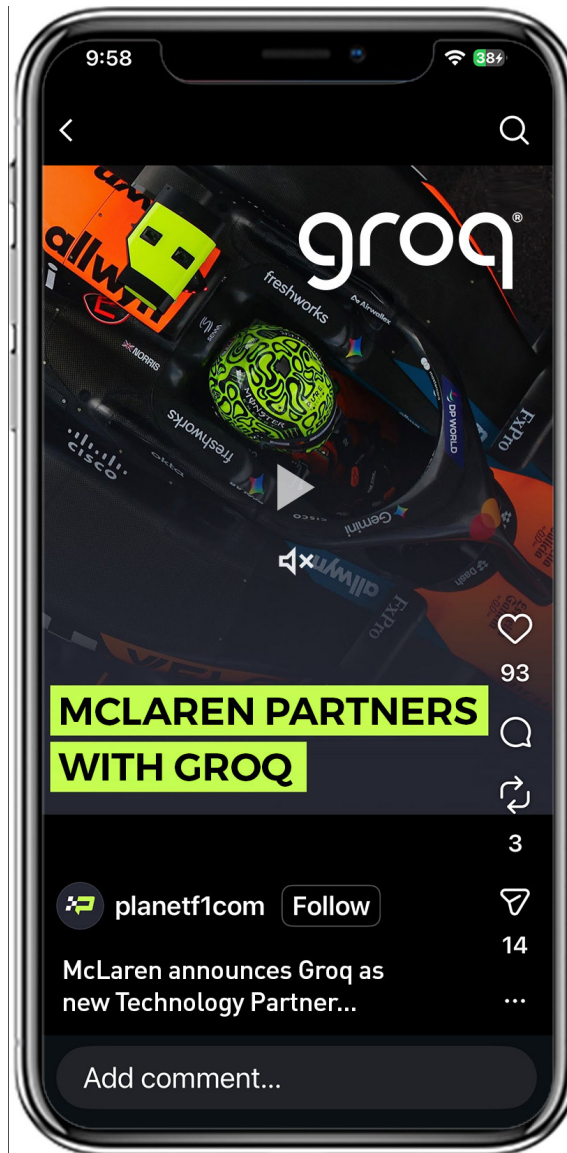


INTEGRATED CAMPAIGNS

PARTNERSHIP CONCEPT



PATIENCE IS OVERRATED—SUCESS FASTER



McLaren
FORMULA 1 TEAM

+
groq

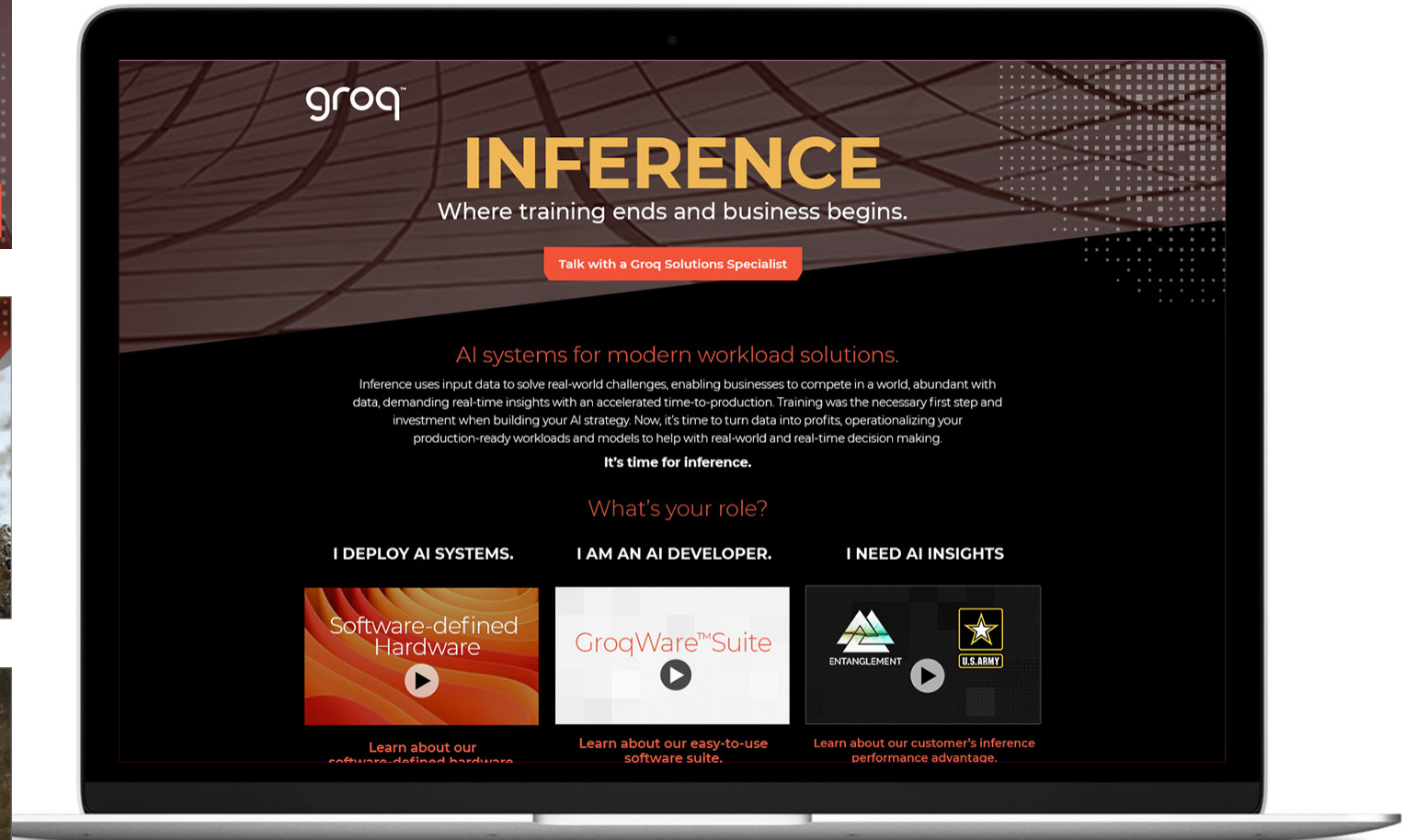
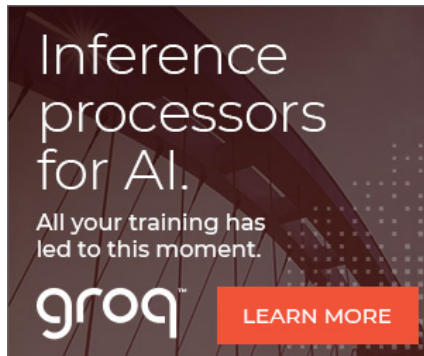


FASTEST JUST GOT FASTER



INFERENCE CAMPAIGN 2024

Google Ads (A/B Testing)



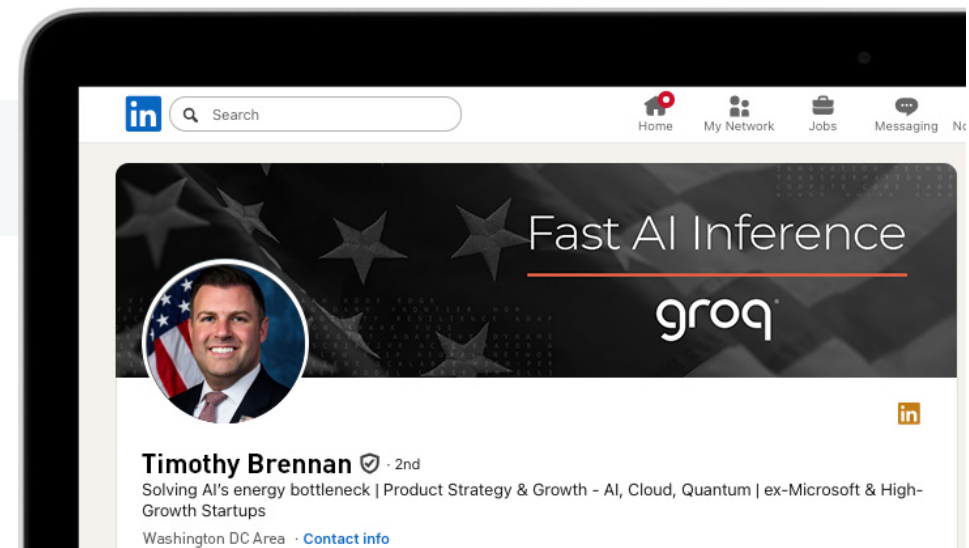
Landing Page: Videos, Case Studies and Documents

US GOVERNMENT

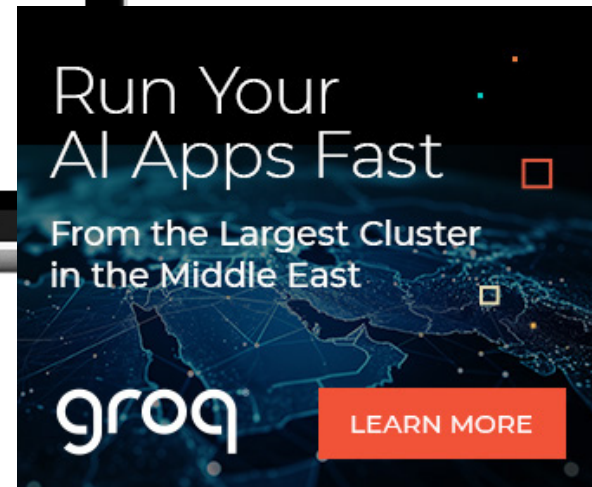
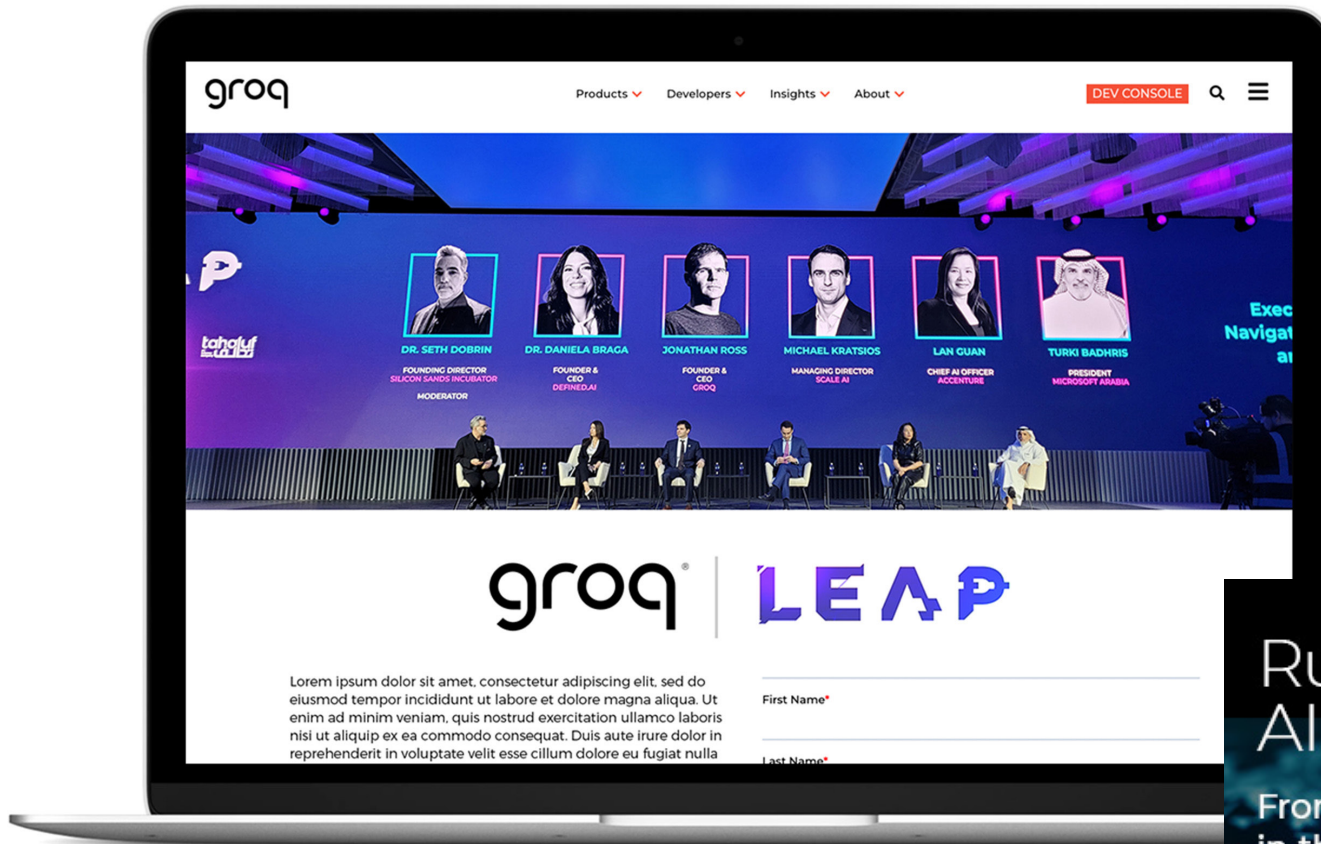
Fastest LLM Performance for AI Applications

- Purpose-built for AI Performance at Scale
- Accelerating & Simplifying Time-to-production
- Domestic Supply Chain & Available to Ship
- Synchronous Hardware & Software Ecosystem

groq

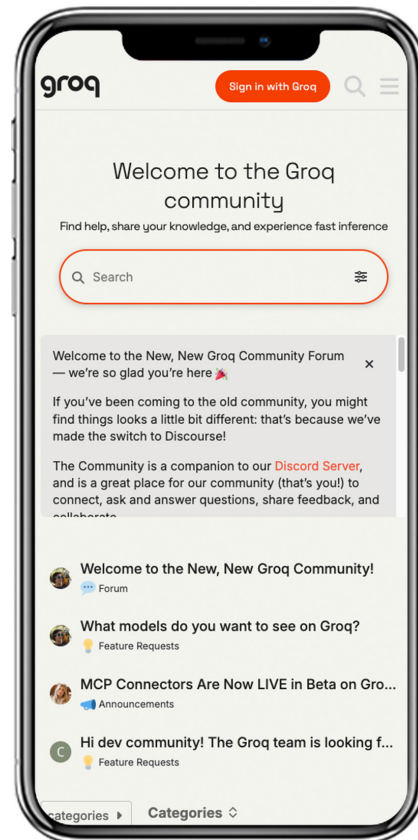
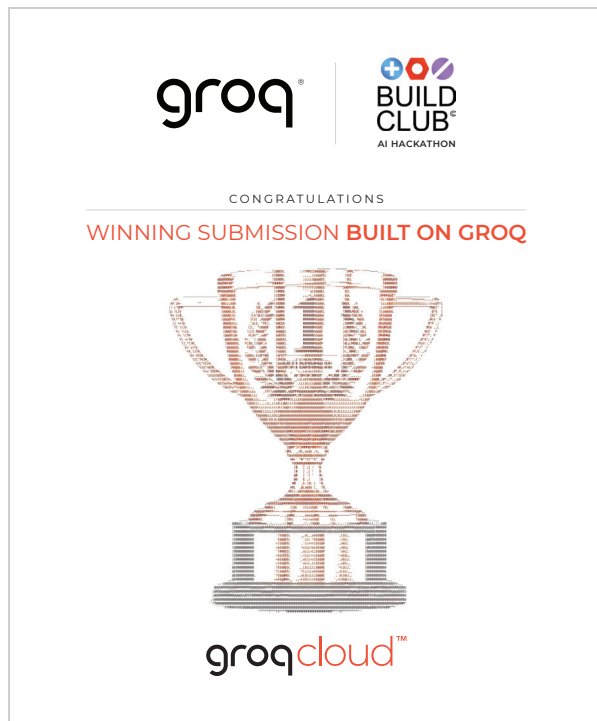


ARAMCO DIGITAL



DEVELOPERS

HACKATHONS, DISCORD AND THE PLAYGROUND



Start Building on Our Developer Console Today

- Increased rate limits during hackathons
- Leading openly-available models across text, audio, and vision modalities
- 1,000+ hackathon projects Powered by Groq
- 1M+ developer community



FREE API KEY



JOIN OUR DISCORD

INTEGRATORS



DEVELOPERS

HACKATHONS, DISCORD AND THE PLAYGROUND



Happy National Techies Day

We invite developers to celebrate by attending GroqDay tomorrow!

Free Virtual Event
Tuesday, 10/4 | 1pm PST

Register at groq.link/groqday3

groqday



groqday **Free Virtual Event**
Tuesday, 10/4
1pm PST

Customer Conversation

Featuring Massimiliano Lupo Pasini, Computational Scientist at Oak Ridge National Laboratory on how AI and HPC is being used in new application areas, accelerating innovation, and reducing time-to-solution.

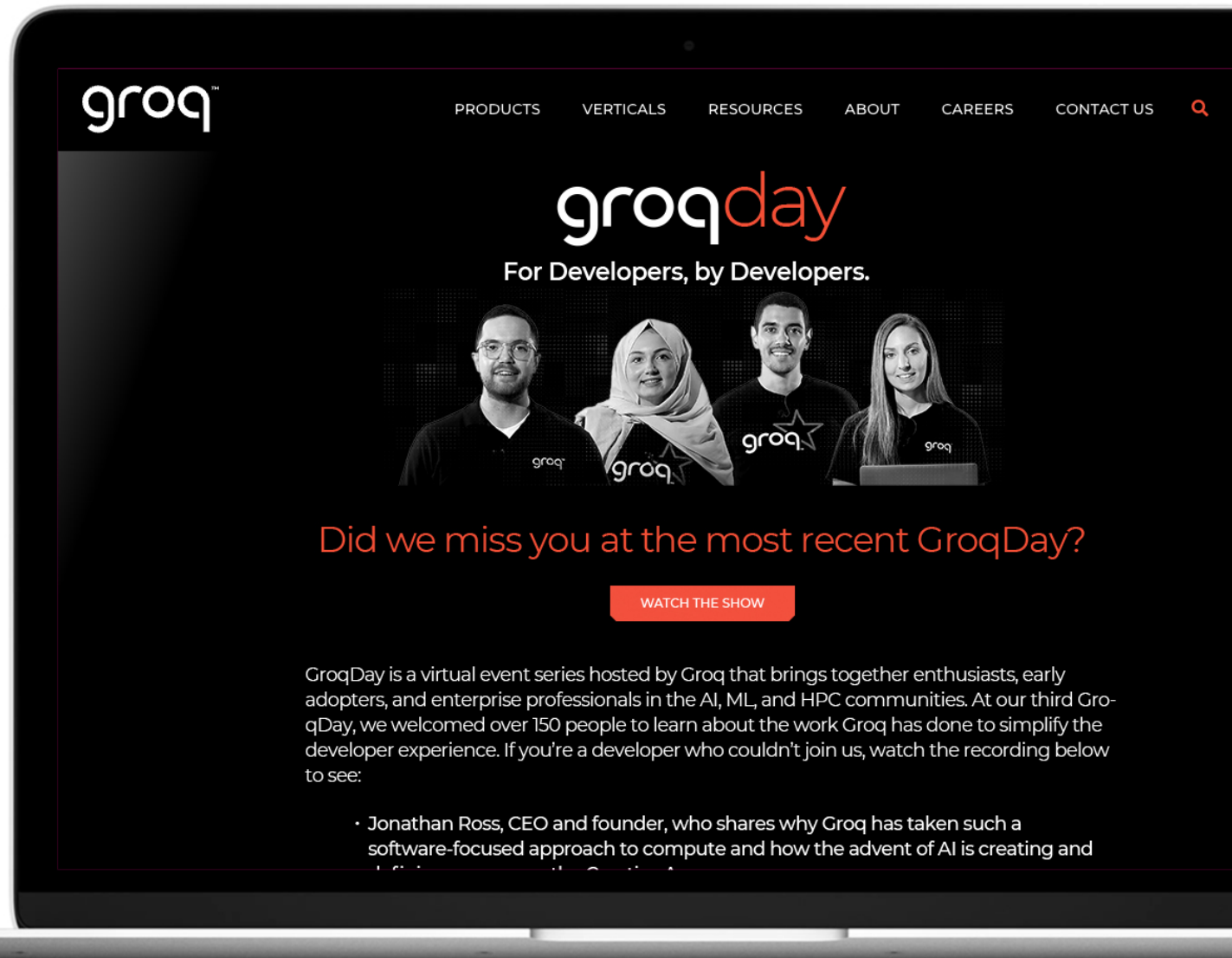
REGISTER AT [GROQ.LINK/GROQDAY3](https://groq.link/groqday3)



groqday

Thanks for helping to make Groq Day a big success!

Learn more @ groq.com



groq™

PRODUCTS VERTICALS RESOURCES ABOUT CAREERS CONTACT US

groqday

For Developers, by Developers.



Did we miss you at the most recent GroqDay?

[WATCH THE SHOW](#)

GroqDay is a virtual event series hosted by Groq that brings together enthusiasts, early adopters, and enterprise professionals in the AI, ML, and HPC communities. At our third GroqDay, we welcomed over 150 people to learn about the work Groq has done to simplify the developer experience. If you're a developer who couldn't join us, watch the recording below to see:

- Jonathan Ross, CEO and founder, who shares why Groq has taken such a software-focused approach to compute and how the advent of AI is creating and

EVENTS, SPACES AND EXPERIENCES



SC23

@Supercomputing

Groq Inc. has demonstrated the world's fastest performance for Llama 2 70b – a competitor to ChatGPT. To celebrate their record breaking performance, they brought a llama named Bunny to the #SC23 event



11:30 AM · Nov 15, 2023 · 793 Views



1



2



13



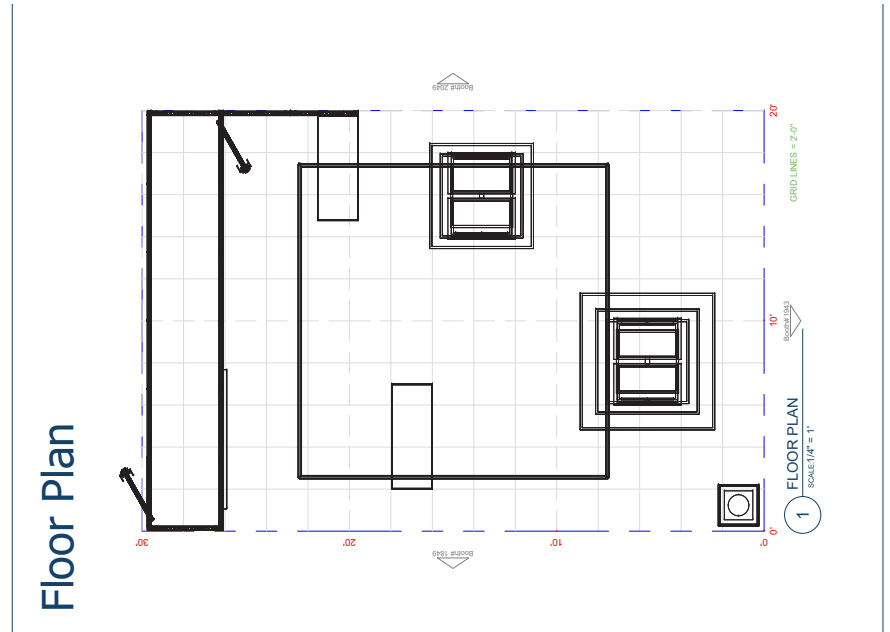
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Post your reply

Reply





THE AI SUMMIT NEW YORK

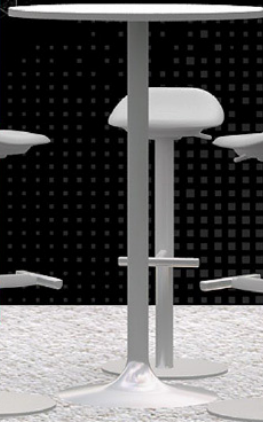
Groq is the technology bridging our solution and quantum, helping us deliver on the promises of quantum today.

—Jason Turner
CEO and Founder,
Entanglement AI



Using Groq, we accelerated COVID-19 drug candidate identification. Groq's AI capabilities reduced the time needed for search from days to minutes.

—Tom Brettin
Computational Scientist,
Argonne National Lab



SAVE THE DATE

groq™ THE AI SUMMIT NEW YORK

DECEMBER 7-8
MEET GROQ AT BOOTH 119
groq.com/ai-summit-ny

LEARN MORE



THE AI SUMMIT NEW YORK

DECEMBER 7-8
BOOTH 119



AI SUMMIT PRESENTER

Traditional Versus Converged HPC

Amr El-Ashmawi
VP Vertical Markets, Groq

groq™ THE AI SUMMIT NEW YORK

DEC. 7-8
VISIT US AT BOOTH 119



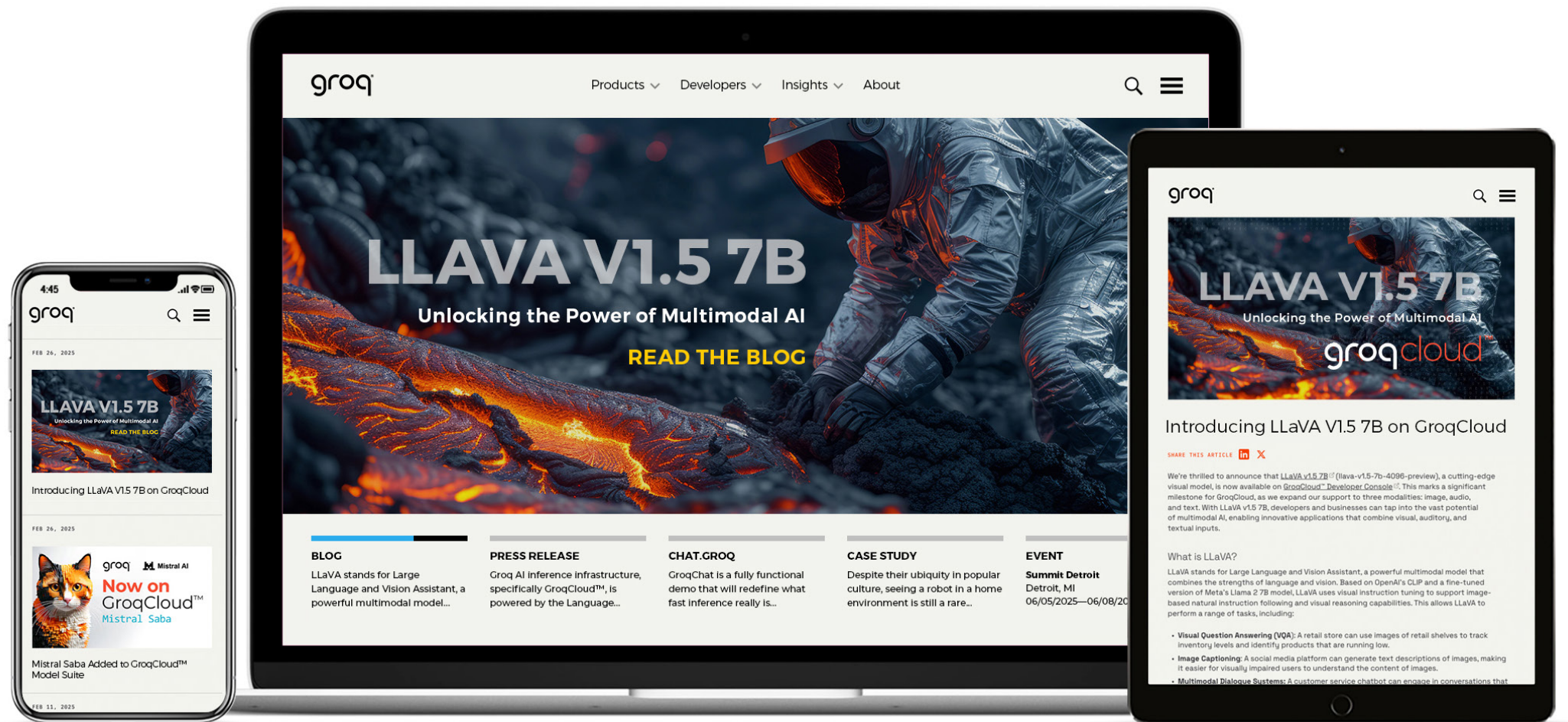
PORTABLE WALLS



UX/UI

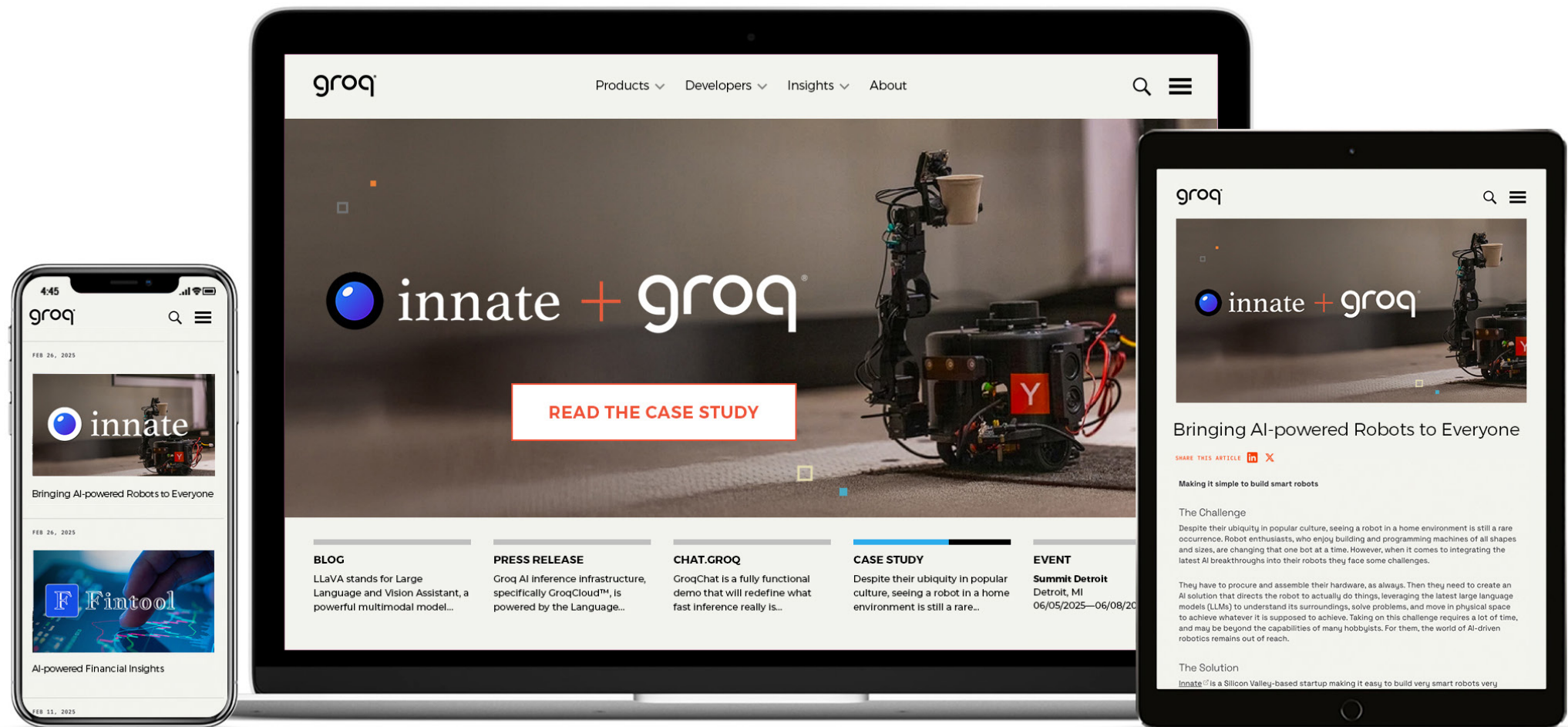
GROQ.COM: HOME > BLOG

The 2024 site design focused on the theme of “Making It Real”. That year Groq achieved record-breaking product performance, revenue and brand recognition—beginning to re-shape the world through the application of AI technologies, tools and services delivered at unprecedented speed. This marked the transition from start-up contender to enterprise dominance. The principle focus of the site was to deliver a steady stream of content and information about product updates and events.



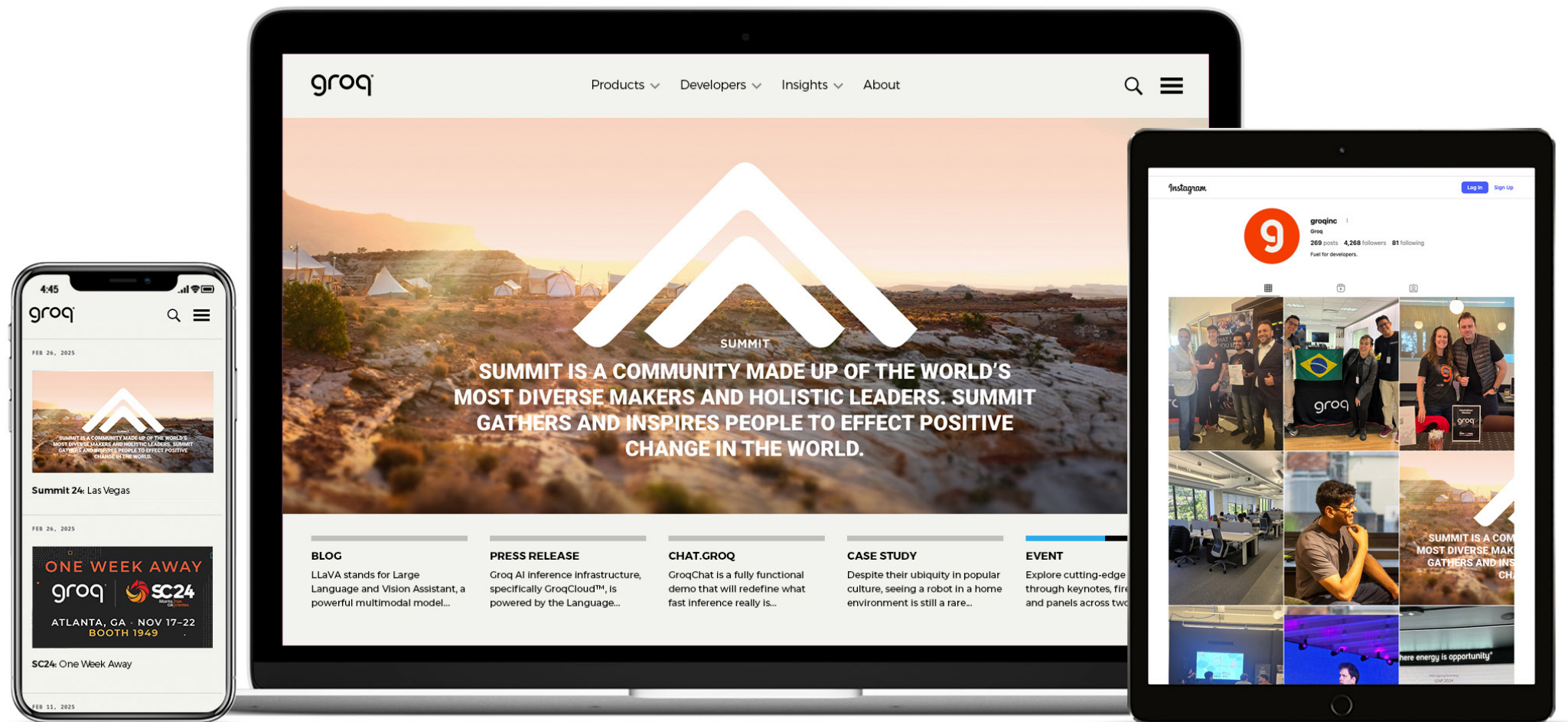
GROQ.COM: HOME > CASE STUDY

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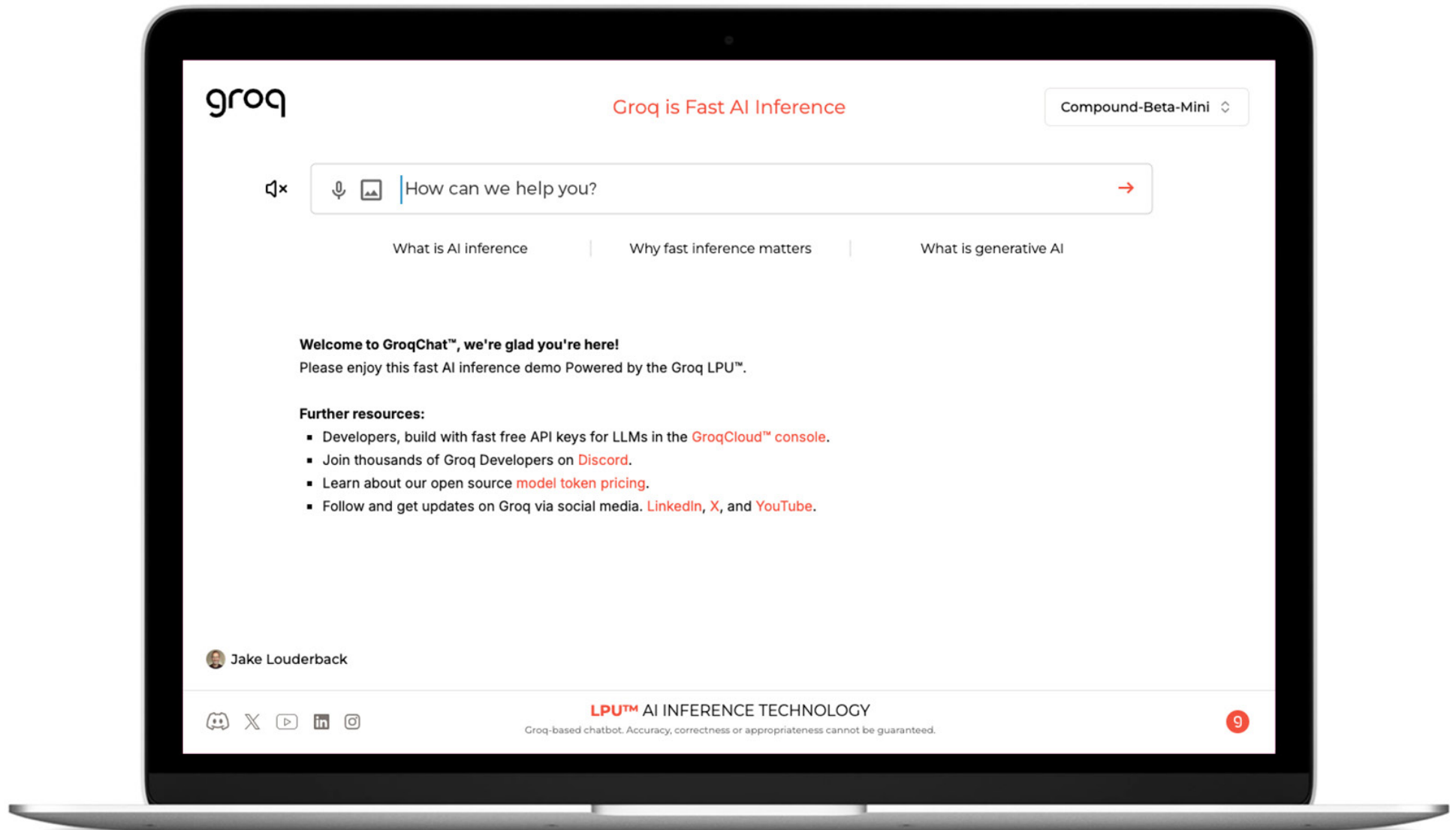
GROQ.COM: HOME > EVENT

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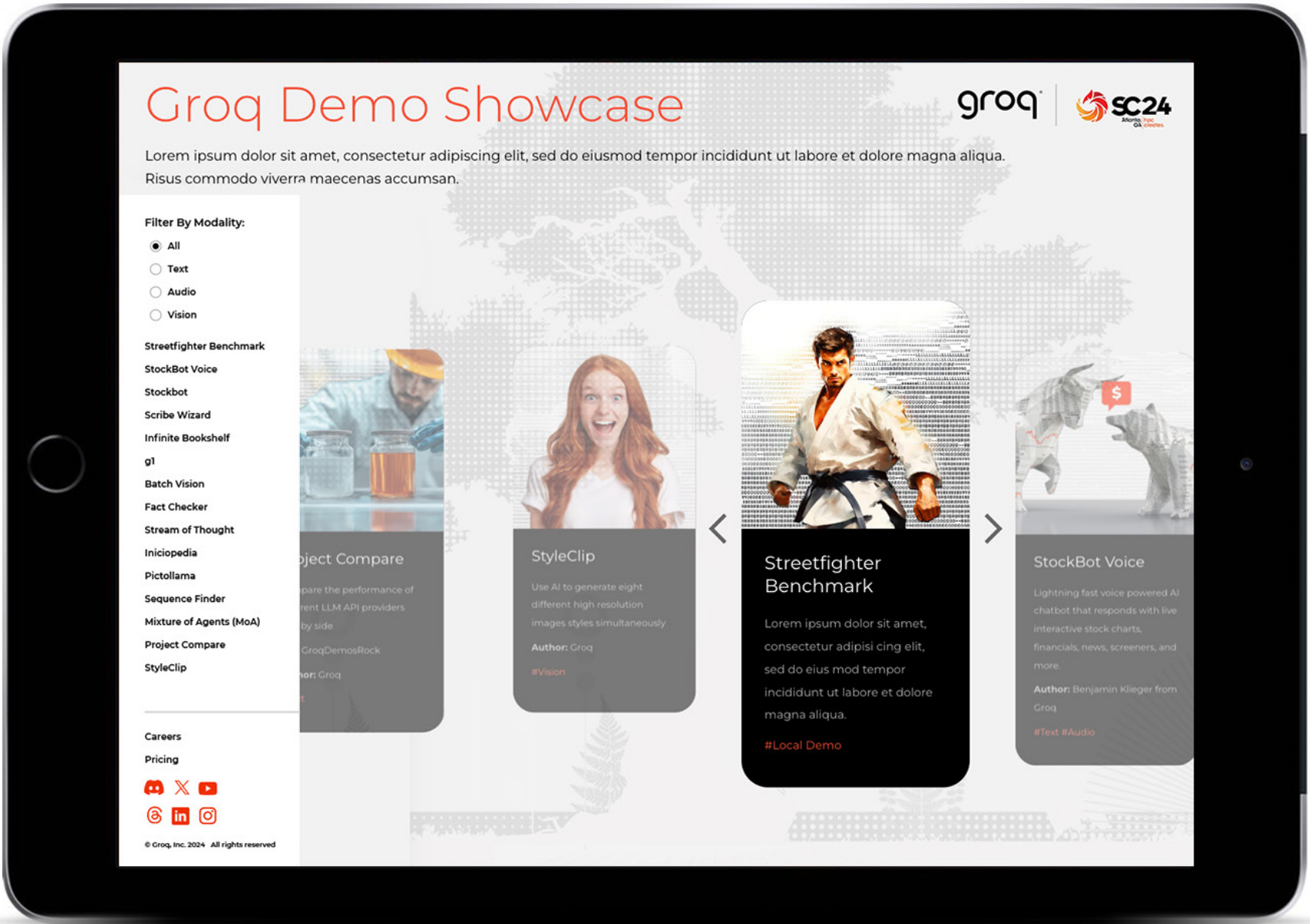
CHAT.GROQ

GroqChat was originally a demo that was embedded on groq.com but it was so successful that we redesigned it as its own stand-alone experience and became the most impactful example of how effectively Groq technology produced superior quality. This project became the baseline for a design system that would expand into numerous demos.



SC24-DEMO LAUNCHER: IPAD

For SC24 we designed a digital environment that allowed visitors to our booth to easily access our rapidly expanding the library of demos.

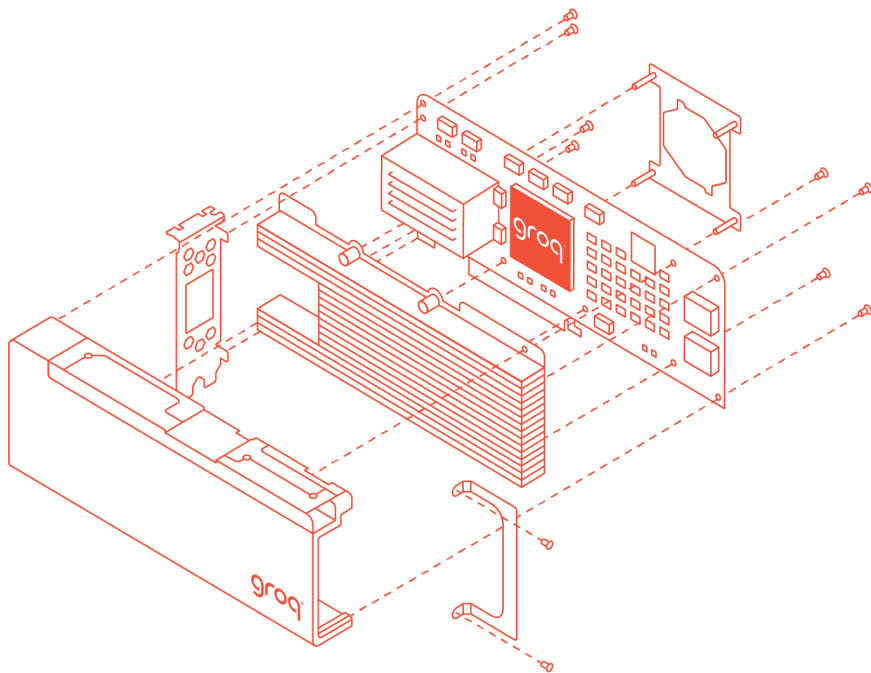


SWAG+



```
curl https://api.groq.com/openai/v1/chat/completions -s \  
-H "Content-Type: application/json" \  
-H "Authorization: Bearer $GROQ_API_KEY" \  
-d '{  
  "model": "deepseek-r1-distill-llama-70b",  
  "messages": [{  
    "role": "user",  
    "content": "Explain why we vibe with fast AI inference"  
  }]  
'
```







Street Fighter Demo_25



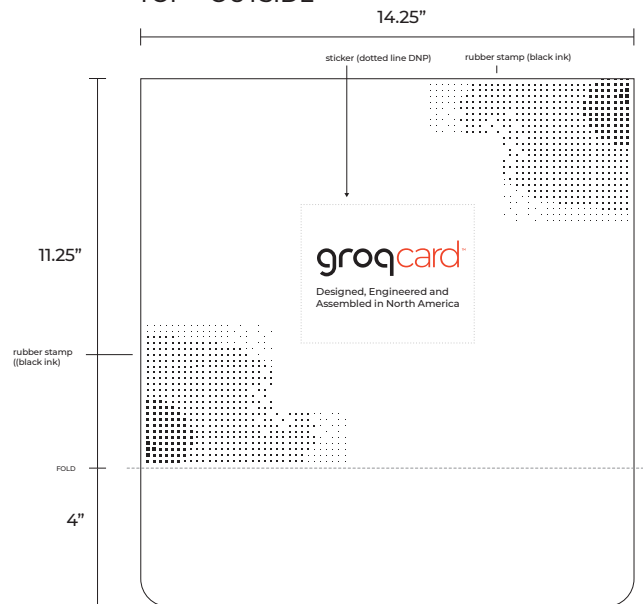
PROJECT POLARIS

10.2024

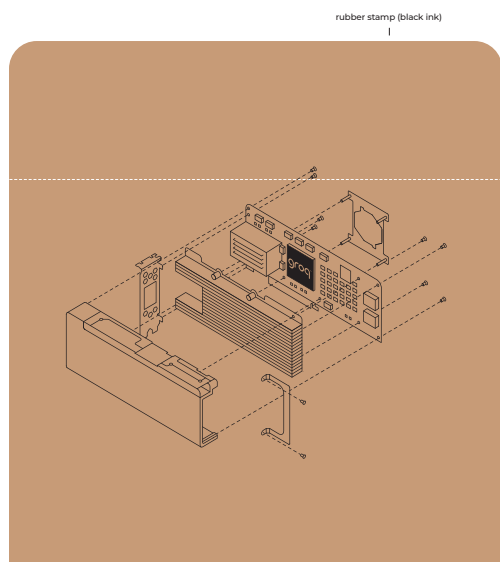
PRODUCTS AND PACKAGING

GROQCARD BOX

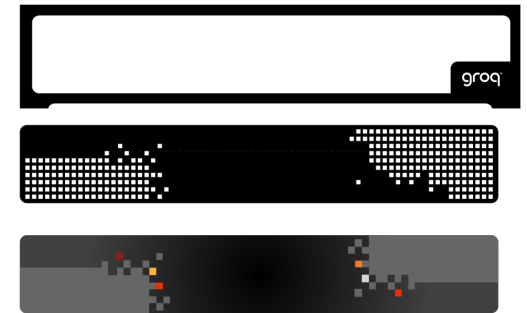
TOP—OUTSIDE



TOP—INSIDE



RACK BLADE CONCEPTS



MARKS/ID



The Language Processing Unit represented the next leap in Groq's chip evolution—a moment that called for a visual identity as forward-thinking as the technology itself. Our goal was to design a signature mark that felt unmistakably Groq: clean, modern, and built on the foundations of our existing brand system.

The box surrounding “LPU” dovetails seamlessly with the Groq logo, creating a sense of motion as it flows upward and outward in a confident, curving slope. Its geometry echoes the precision of the chip itself, while the overall form strikes a balance between contrast and cohesion—adding a fresh layer of visual continuity to the Groq identity.





Groq Labs is the research and development powerhouse within Groq—where innovation is not just encouraged, but expected. As the engine behind new product breakthroughs, Groq Labs embodies a spirit of curiosity and bold experimentation, constantly asking, “What if...?” and pushing beyond the boundaries of what’s possible. In an industry that moves at lightning speed, this relentless drive keeps Groq ahead of the curve. The Groq Labs logo plays on the dual meaning of “Labs”—both a nod to the laboratory and to the Labrado—symbolizing tenacity, focus, and an unshakable commitment to discovery—like a dog with a bone.

PERSISTENCE, DEDICATION AND DETERMINATION



THE KEY TO HARDWARE IS **SOFTWARE**

ML Agility was Groq's software design and development group. They prided themselves on their ability to work quickly and efficiently, creating custom solutions that seamlessly integrated with Groq's rapidly evolving hardware. The growing influence of this innovative team inspired an identity that, while connected to the established brand system, introduced its own distinctive elements and a sense of dynamic creativity.

MLAgil!ty

MLAgil!ty

MLAgil!ty

MLAgil!ty

groq®



Only use in black or white



Don't stretch or distort



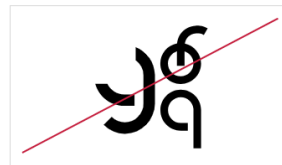
Only use logo with ®



Don't apply any effects



No adaptations and additions



No dissections



Fonts

Montserrat

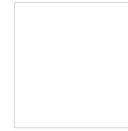
Consolas

Arial

Primary Colors



HEX #F55036



HEX #FFFFFF



HEX #F3F3F3



HEX #000000



PMS 2028C

Secondary Colors



#00AFC8



HEX #8C1E14



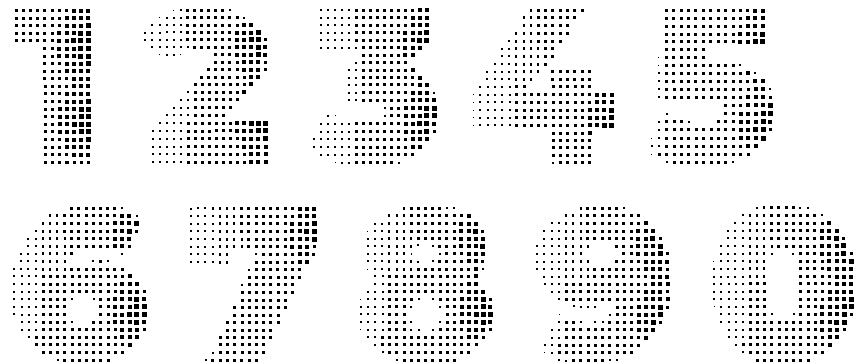
HEX #FA7828



HEX #FAB43C



HEX #E6DCAF



PRESENTATIONS



Groq® LPU™ Inference Engine ☆ ☆ ☆

File Edit View Insert Format Slide Arrange Tools Extensions Help

Search Menus + - [Icons] Fit [Icons] Background Layout Theme Transition

1 2 3 4 5 6 7

1

2

3

4

5

6

7

Groq® LPU™ Inference Engine:
The Green Accelerator for GenAI

groq®

[Icons]

CONTENT

GROQ.COM CONTENT LIBRARY

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DEV CONSOLE



Insights

Customer Use Cases Blog **Papers** Events Press Releases Videos In the News

White Papers



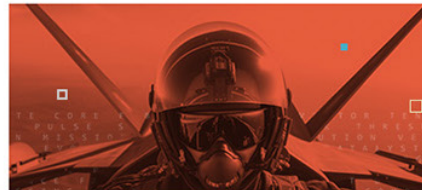
Groq Automatic Speech Recognition (ASR) API



The Future of AI Is Agentic...and Groq



What is a Language Processing Unit?



LONG FORM CONTENT

CASE STUDIES, ARTICLES, TECH DOCS, ETC.

CUSTOMER USE CASE

Groq + Vetted: Revolutionizing the AI Shopping Assistant Experience



Leverage AI to make smarter, more informed shopping decisions with a powerful, real-time research assistant.

The Challenge

After all these years of e-commerce, researching a product purchase online is still a fairly primitive experience. You ask your favorite search engine about a product or category ("best facial cleanser", "stylish backpacks"), click through on a bunch of results, read reviews which may or may not be trustworthy, then try to figure out which question to ask next. After slogging your way through the product research process you make your purchase, but sometimes wistfully wishing you could just walk into an old fashioned brick and mortar store and talk to a human expert who would listen to you and provide an informed recommendation.

The Solution

Vetted is an AI-powered shopping assistant that walks users step-by-step through their product research and purchase journey. Users interact with Vetted via a natural language chat interface, so they can easily get the best reviews and recommendations to make informed purchase decisions quickly.

Behind the scenes, Vetted sorts through tons of data to get to the right information for any particular shopping journey. It knows where to look for the right information, processing social media threads, comments, and reviews to hone in on what's relevant. It helps users go from broad category research to specific purchase decisions, suggesting additional questions the user should ask while providing actionable recommendations and access to source material every step of the way.

The user experience is conducted in a chat interface, with a UI that's designed with user interactivity in mind. It's like having a lively conversation with that human in the store. This doesn't work unless Vetted's responses are fast, which is why Vetted is Powered by Groq fast AI inference. Low latency is critical in delivering these instant recommendations as this process involves several different models in Vetted's backend system that conduct custom research in real-time for each customer.

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groq.com | 1

Inference Speed Is the Key To Unleashing AI's

groq

Engagement has always been critical to exponential growth of technology. When tech is slow, we'll use it when we need it but we won't engage with it. Humans are quite impatient; research shows that when websites pages are delayed by 300 - 500 milliseconds (ms), engagement drops by around 20%¹. Conversely, when tech is fast - wow fast - we'll use it over and over again. Speed drives engagement, and engagement drives productivity, collaboration, creativity, and innovation.

The same applies to artificial intelligence (AI) and large language models (LLMs). LLMs have opened up a world of possibilities of how AI can help people across a wide range of fields up their game. Pick any role in any industry, and you'll find humans in the value loop applying their smarts, experience, training, and judgment to get things done. These "humans-in-the-loop" already use computers as tools in their work, but now LLMs present an opportunity to boost performance by orders of magnitude. Regardless of our field, we can all have access to superhuman intellect and insight at human speed. Software development, content creation, customer service, analytics, fraud and crime prevention, health care ... **AI can 10X human impact across them all (a concept we at Groq have named HumanPlus).**

But not if it is slow. You can have the best LLM system in the world, and if it's too slow people won't use it. This is why speed is the top priority for most AI applications.

The problem is, when AI developers finish training their LLMs and turn to deploying and scaling them (aka inference), the only hardware option they have is the good old graphics processor unit (GPU). GPUs are cool for training models, but for inference, they're slowpokes, leading directly to the great-model-that-no-one-uses problem.

Speed is affected by other factors, such as quality and scale. **When determining an inference strategy for a given application, business and technology leaders need to ensure it can achieve the necessary quality and scale while still maintaining a fast enough pace.** In this paper, we look deeper into each of these factors and provide a clear set of questions leaders can pose to their teams and partners to guide them to the best strategy.

LLMs and other generative AI applications have the potential to transform markets and solve big challenges, but only if they are fast enough, which depends on getting inference right. This paper helps you do that.

¹ For example, a 2017 study by Google showed that delays of 300-500ms reduce user engagement by 20%, while a 2020 study by the University of Michigan found the reduction to be 22%.

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contact@groq.com | groq.com | 1

THANK YOU



JAKE LOUDERBACK CREATIVE

415.301.0213

2jlouderback@gmail.com

jlouderbackcreative.com

linkedin.com/in/jakelouderback/