



5PM

10PM in London (GMT), 7AM in Tokyo (GMT+9)

Visualizing System(s)

Moderator: Katy Börner, *Indiana University*

Presenter:

- Adam Bly, *Founder & CEO, System*



Adam Bly



Adam Bly is the founder and CEO of System, a Public Benefit Corporation developing a systems-based approach to organize the world's data and knowledge. He previously led data at Spotify. Prior to that, he founded and was CEO of Seed Scientific, the data analytics firm, which was acquired by Spotify.

Named a Young Global Leader by the World Economic Forum, Adam has lectured extensively on the role of data and science in society, including at the United Nations, MIT, NASA, Ars Electronica, MoMA, The National Academy of Sciences, The Royal Society, and the World Economic Forum (WEF). He was a Visiting Senior Fellow in Science, Technology & Society at Harvard Kennedy School, has advised Fortune 500 companies on data strategy and administrations and national political campaigns on science policy, and served on the WEF Global Agenda Councils on Complex Systems and Data-Driven Development.

Deeply committed to modernizing and spreading science literacy, Adam founded and served as Editor-in-Chief of the National Magazine Award-nominated science magazine, *Seed*; co-organized *Design* and the *Elastic Mind*, the landmark exhibition at The Museum of Modern Art; and edited *Science is Culture: Conversations at the New Intersection of Science and Society* (HarperCollins). He served as a Trustee of the Society for Science, the organizer of world's largest pre-college science fair (which he won in 1998 — Best of Category, Biochemistry). For his efforts to advance the public's understanding of science, Adam was awarded the Queen Elizabeth II Golden Jubilee Medal.

Born in Montreal, he studied at McGill University and began his career researching the genetics and biochemistry of metastasis at the National Research Council of Canada. He lives in New York City and the Hudson Valley.



System*

Adam Bly

Visualizing Systems

December 13, 2025

The biggest challenges we face in the world are systems — yet the knowledge we need to tackle these challenges is siloed

The New York Times

EZRA KLEIN

To Understand This Era, You Need to Think in Systems



What 'systems thinking' actually means - and why it matters for innovation today

TIME

IDEAS • INNOVATION

The World's Biggest Problems Are Interconnected. Here's How We Can Solve Them This Decade

Global crises including the coronavirus pandemic show how interconnected our world really is

What if all the world's
knowledge was organized
as one interconnected
system based on data
measuring how
everything was related?

What if it was just as
easy to get context as it
is today to find content?

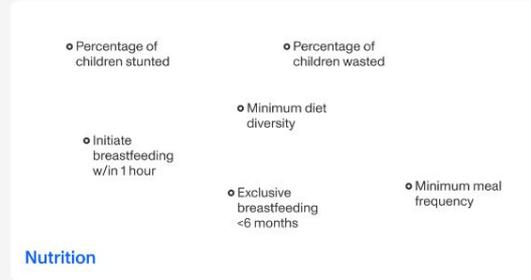
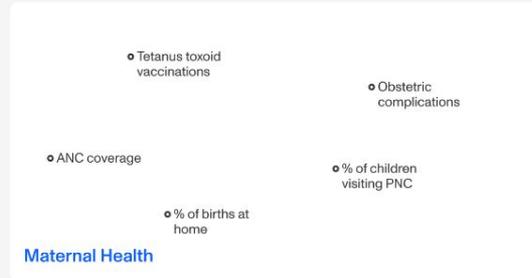
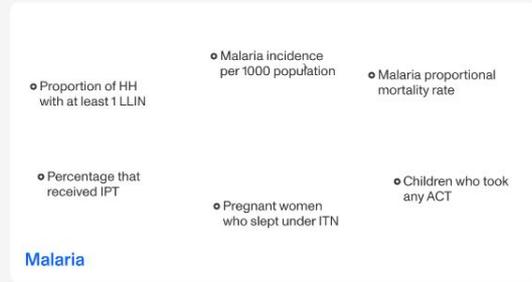
At System, we are
building foundational
knowledge infrastructure
to transform the world
from silos to systems



	Google	Wikipedia	System
Unique Value Proposition	Find the world's information ranked by popularity and relevance	Learn about every topic in the world based on collective intelligence	Discover how everything in the world is related
Atomic Unit	Media (Obesity is Rising in America, The New York Times)	Topic (Obesity)	Metric (Body Mass Index)
Core Relationship	Semantic (Obesity, Overweight, Weight Loss)	Semantic (Obesity, Overweight, Weight Loss)	Statistical (Body Mass Index, Household Income, Risk of COVID-19, Unemployment Rate)

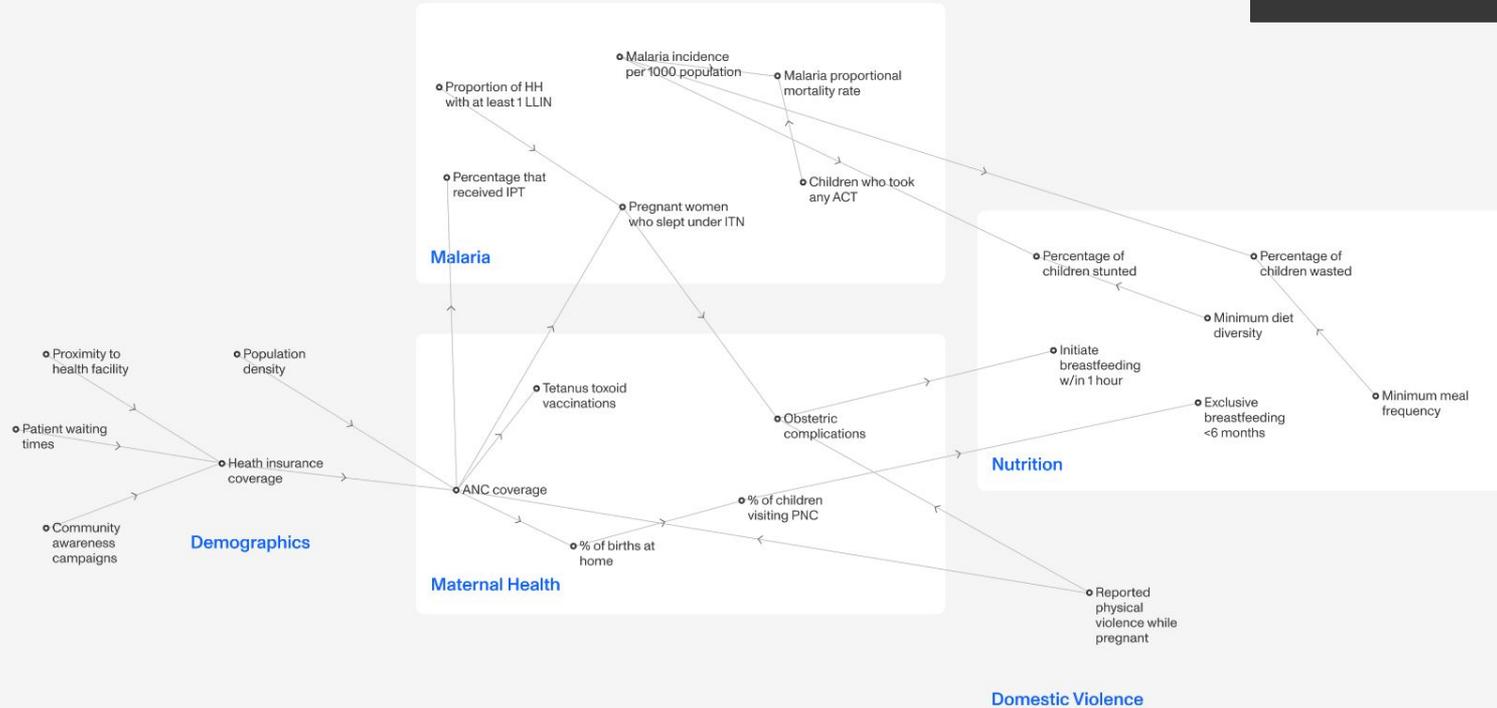
From silos...

Today a search for “Malaria” is constrained by the semantic architecture of knowledge (i.e. Semantic Web, Wikipedia, Google, LLMs) — so we can never see the whole picture.



...to systems

Now imagine a new contextual knowledge object — the system of “Malaria” — based on the latest data, that we used to understand, predict, and prevent. It would change everything.



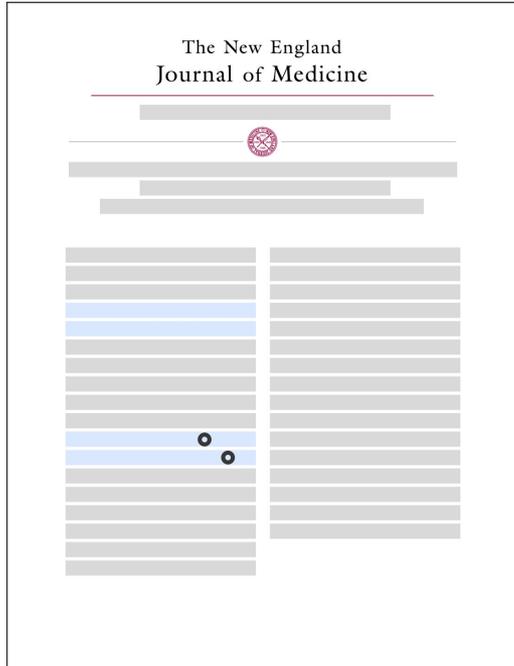
System*

System[®] Graph[™]

A systems model
of the world —
powered by AI

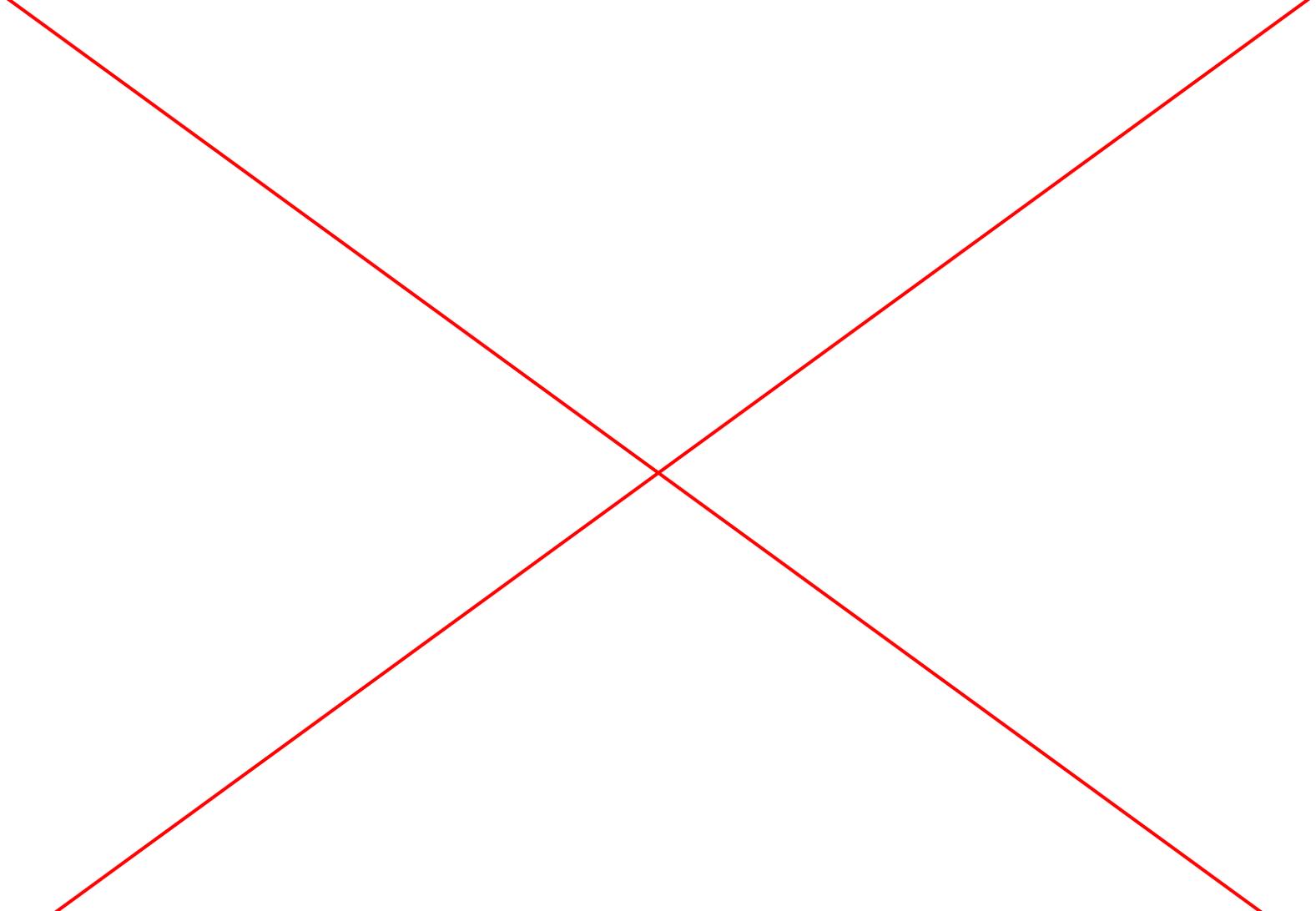
Leverages SOTA large language models, advanced graph technology, complexity science, and causal inference techniques to generate **the first model of the world as one interconnected system.**

Starting in health

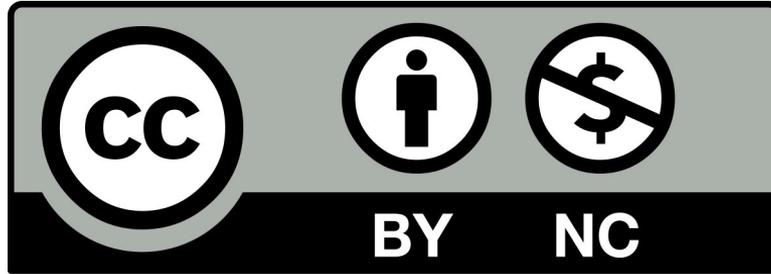


STUDY Type-Specific Persistence of Human Papillomavirus DNA before the Development of Invasive Cervical Cancer	CITED BY 473	JOURNAL The New England Journal of Medicine	PUBLISH DATE 11/25/1999
AUTHORS K L Wallin, F Wiklund, T Angström, F Bergman, U Stendahl, G Wadell, G Hallmans, J Dillner	PMID 10572150	DOI 10.1056/NEJM199911253412201	

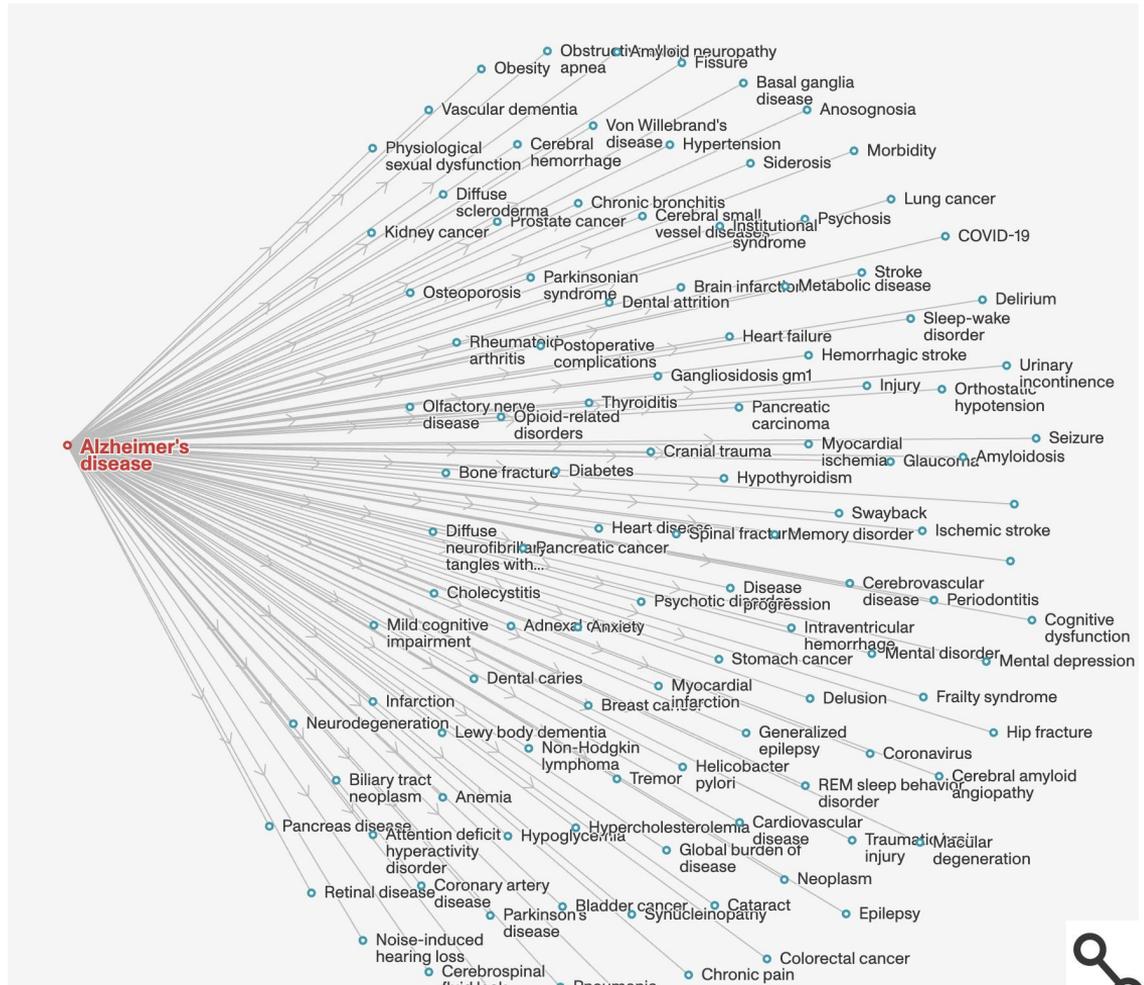


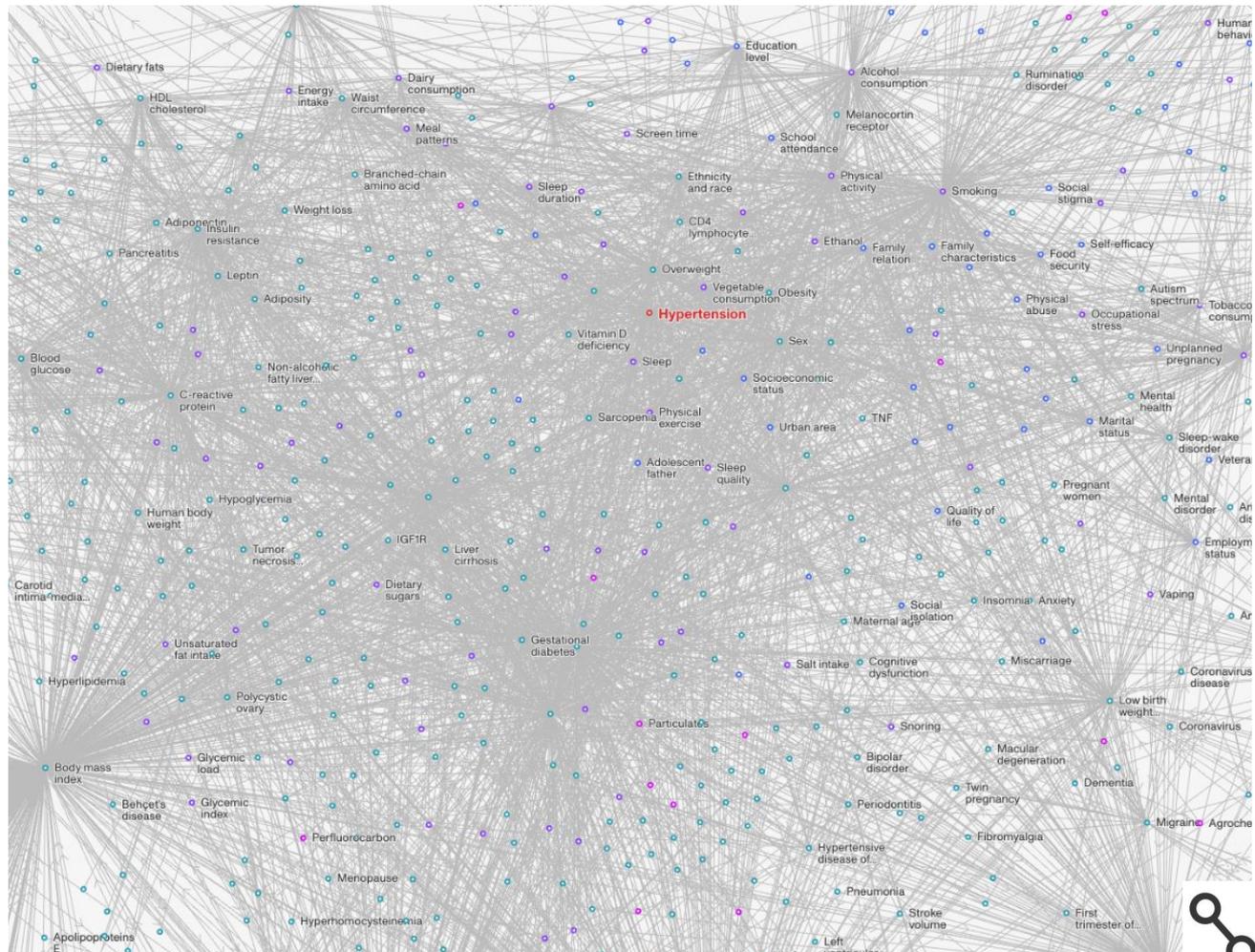


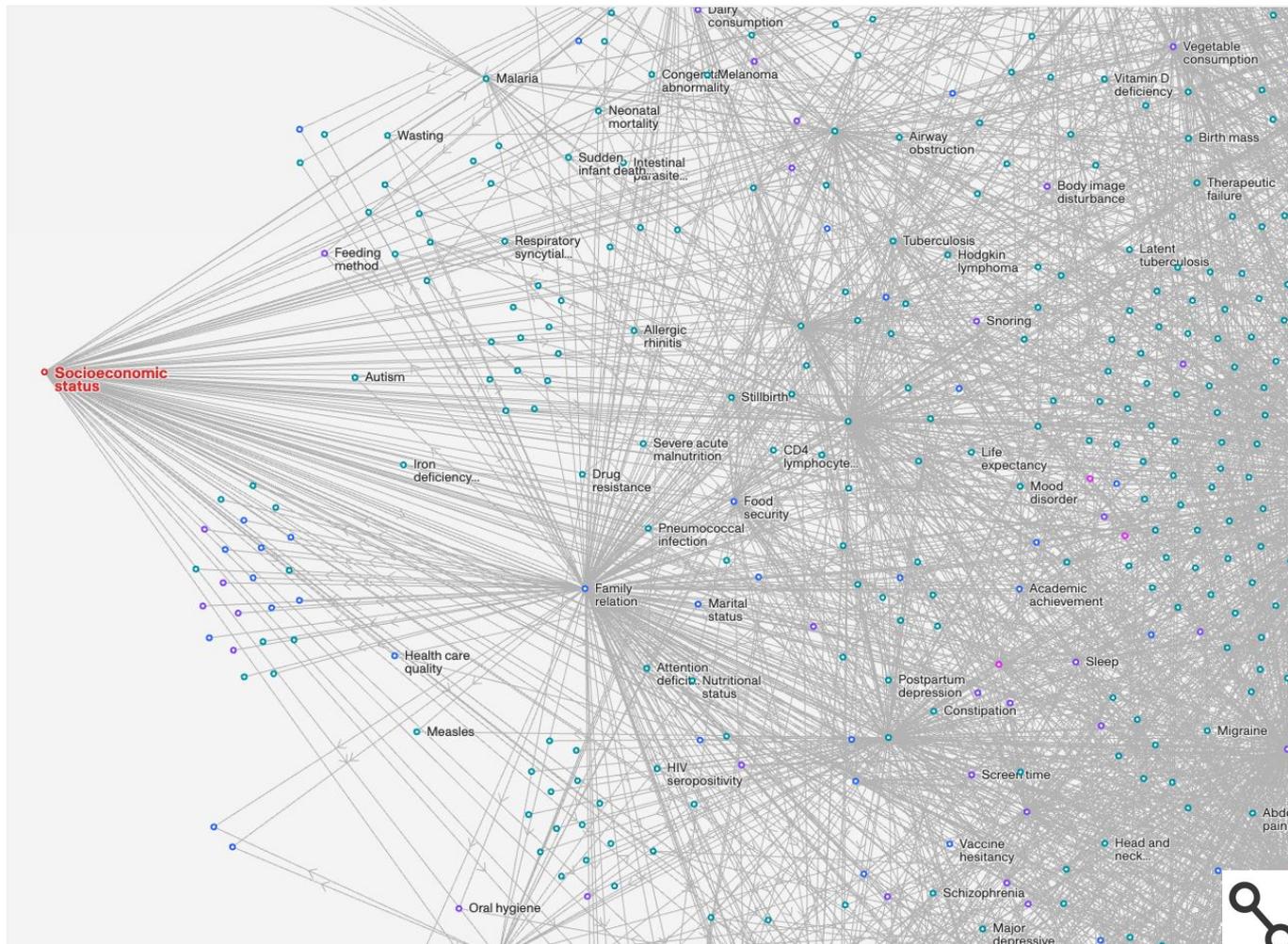
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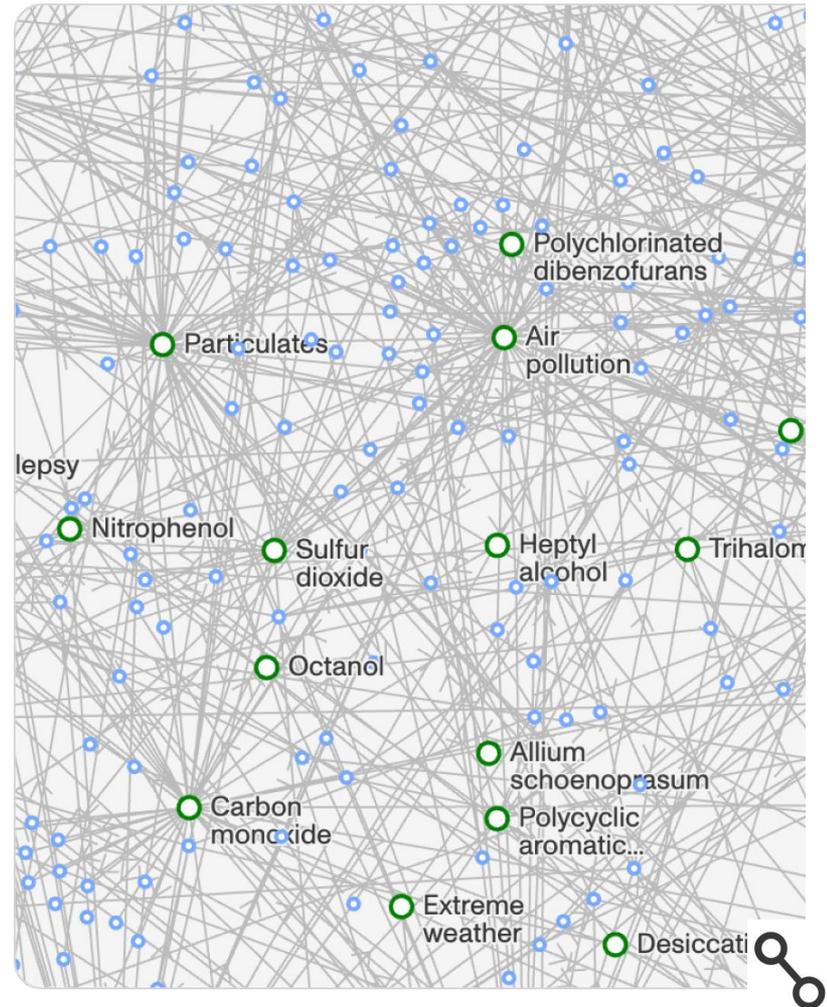


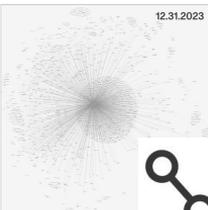
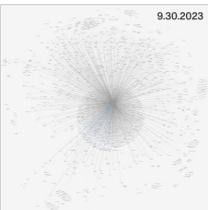
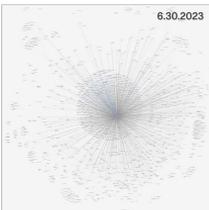
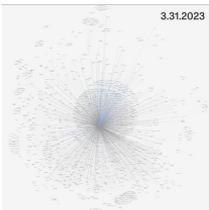
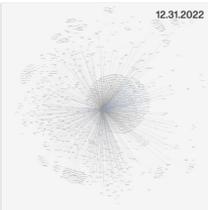
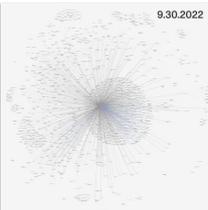
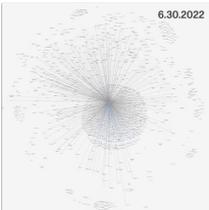
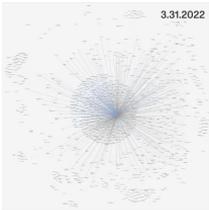
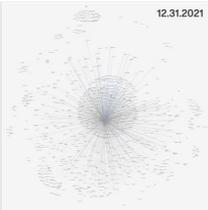
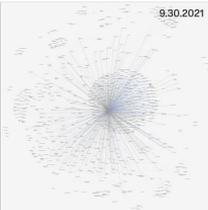
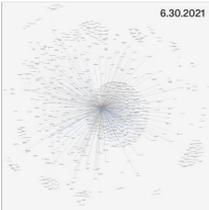
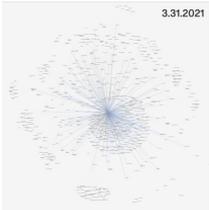
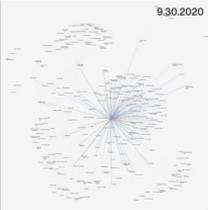
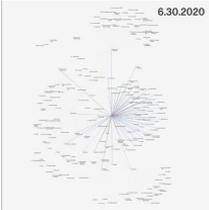
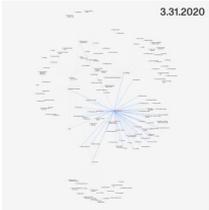
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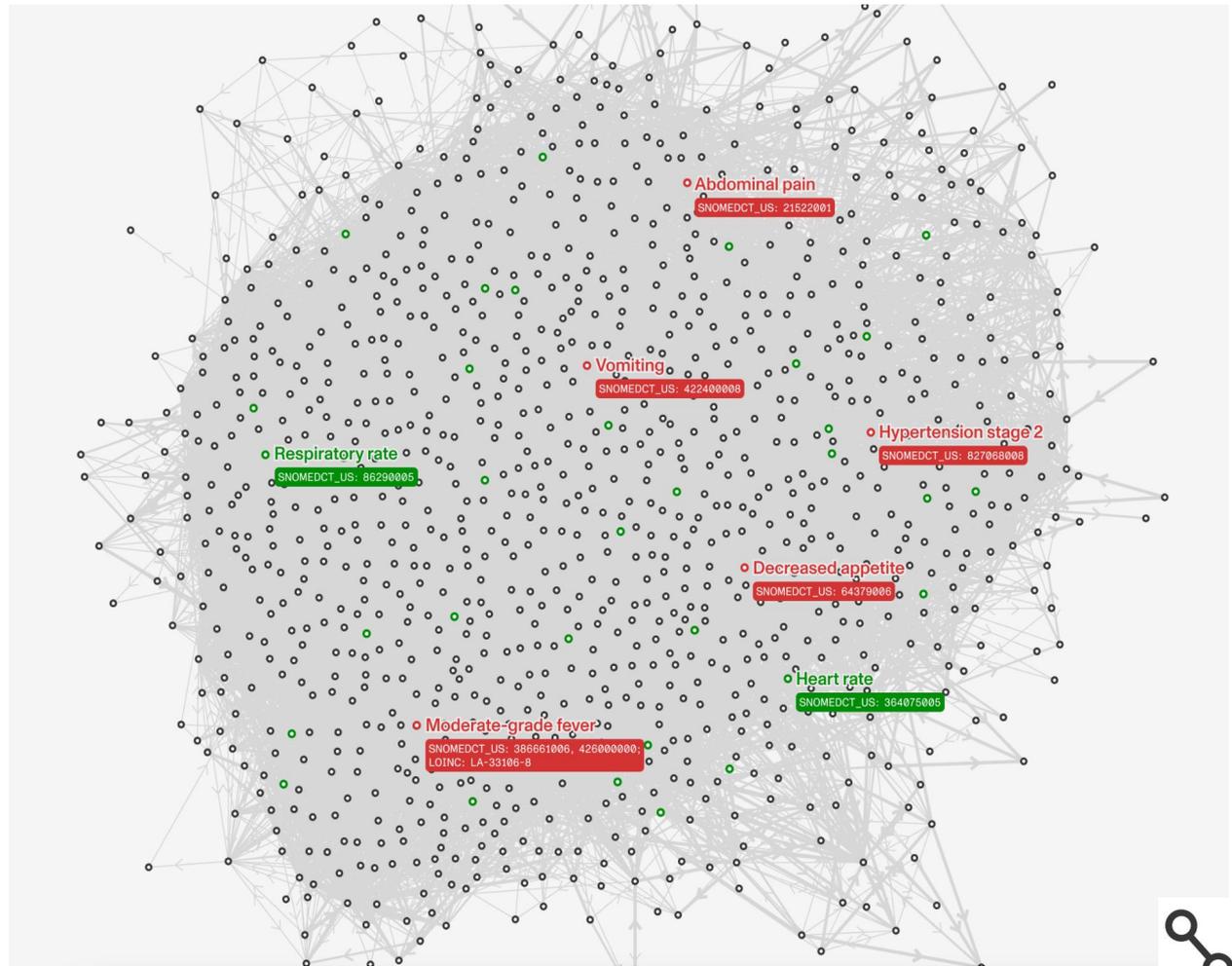








Items	Testing time (d/m)	Normal range	Result
Leukocyte	25/6	4.0-10.0*10E9/L	9.6
Platelet	25/6	101-320*10E9/L	247
Hemoglobin	25/6	113-151g/L	126
Thyrotropin, TSH	25/6	0.389-4.340	3.019
WFR	25/6	0.85-1.15	0.96
D-dimer	25/6	0-700ug/l	1479
Fibrinogen	25/6	2.00-4.00g/L	3.14
GFR	25/6		136.73
Creatinine	25/6	45-84	39
TG	25/6	0.3-1.70	0.72
TC	25/6	3.14-5.86	2.84
LDL-C	25/6	1.31-3.29	1.20
HDL-C	25/6	0.89-2.04	1.52
Blood glucose	25/6	3.90-6.10mmol/l	4.20
HCV	25/6	0-15.0	10.7
HBS-Ag	25/6	Negative	Negative
Anti-HCV	25/6	Negative	Negative
Anti-HIV	25/6	Negative	Negative
Anti-TP	25/6	Negative	Negative
Hs-CRP	25/6	0-8.0mg/L	15.00
ANCA-MPO	28/6	0-5	2.1
ANCA-PR3	28/6	0-5	1.2
ANA-series	28/6	Negative	Negative
APS antibody			
ACL-IgG	28/6	0-20 GPL-U/ml	3.96
ACL-IgM	28/6	0-20 MPL-U/ml	3.28
ACL-IgA	28/6	0-15 APL-U/ml	2.30
β2GP1-IgG	28/6	0-18 U/ml	0.84
β2GP1-IgM	28/6	0-18 U/ml	1.94
β2GP1-IgA	28/6	0-18 U/ml	1.47



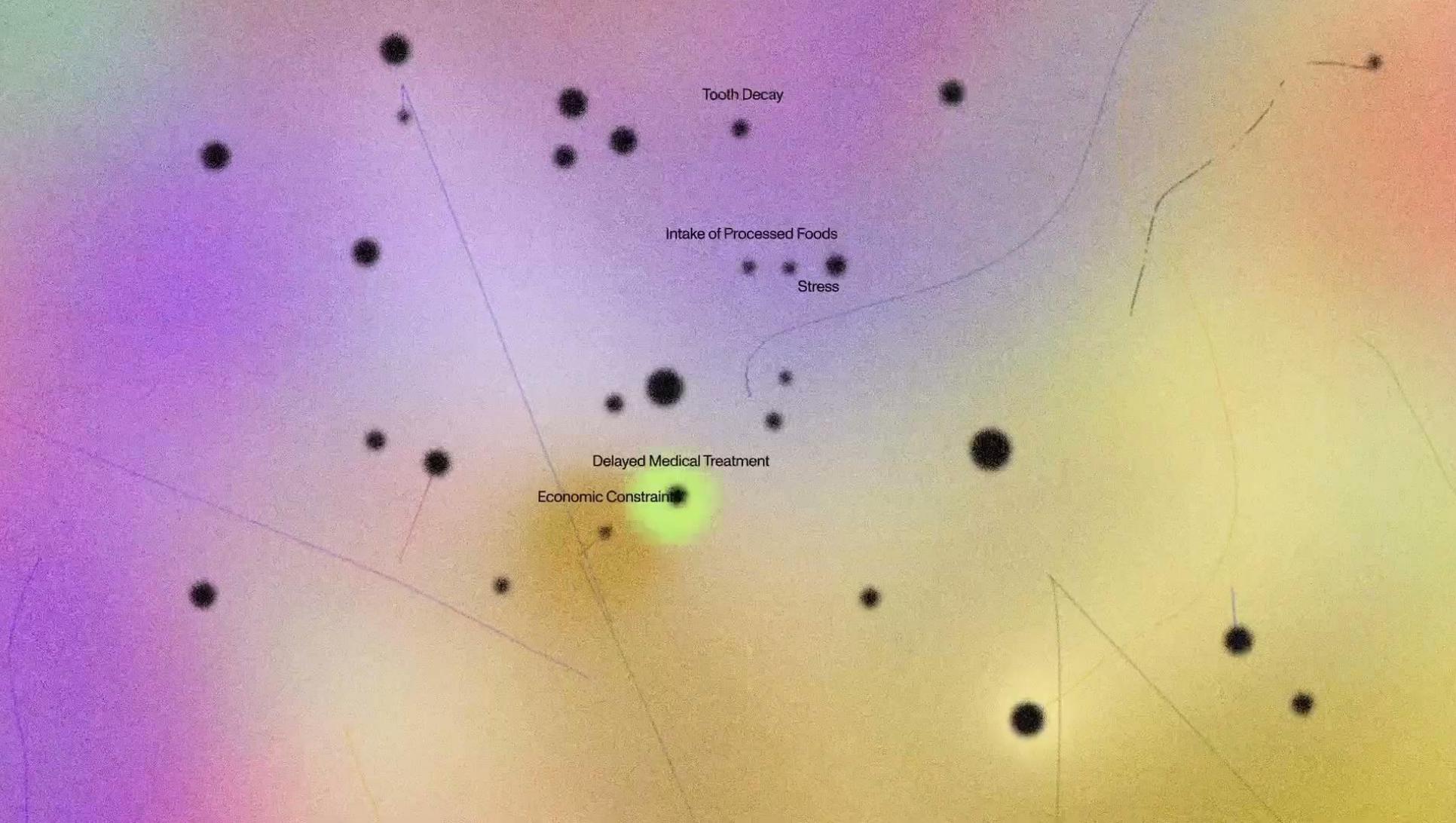
To harmonize the whole is
the task of art.

Wassily Kandinsky

The ideal art, the noblest of art:
working with the complexities of
life, refusing to simplify...

Joyce Carol Oates





Tooth Decay

Intake of Processed Foods

Stress

Delayed Medical Treatment

Economic Constraint

**Why haven't we
seen a
photograph
of the whole
Earth yet
?**



**Why haven't
we seen it all
connected
yet?**



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