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# From research lab to startup: Navigating the ethical AI journey

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CEO







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DATA LAB  
COMMUNITY



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# 2023

## Investment



- Massive global VC investment in GenAI: \$18BN in 2022
- Global VC investment in AI: \$222BN in 2022

## Economic Priorities

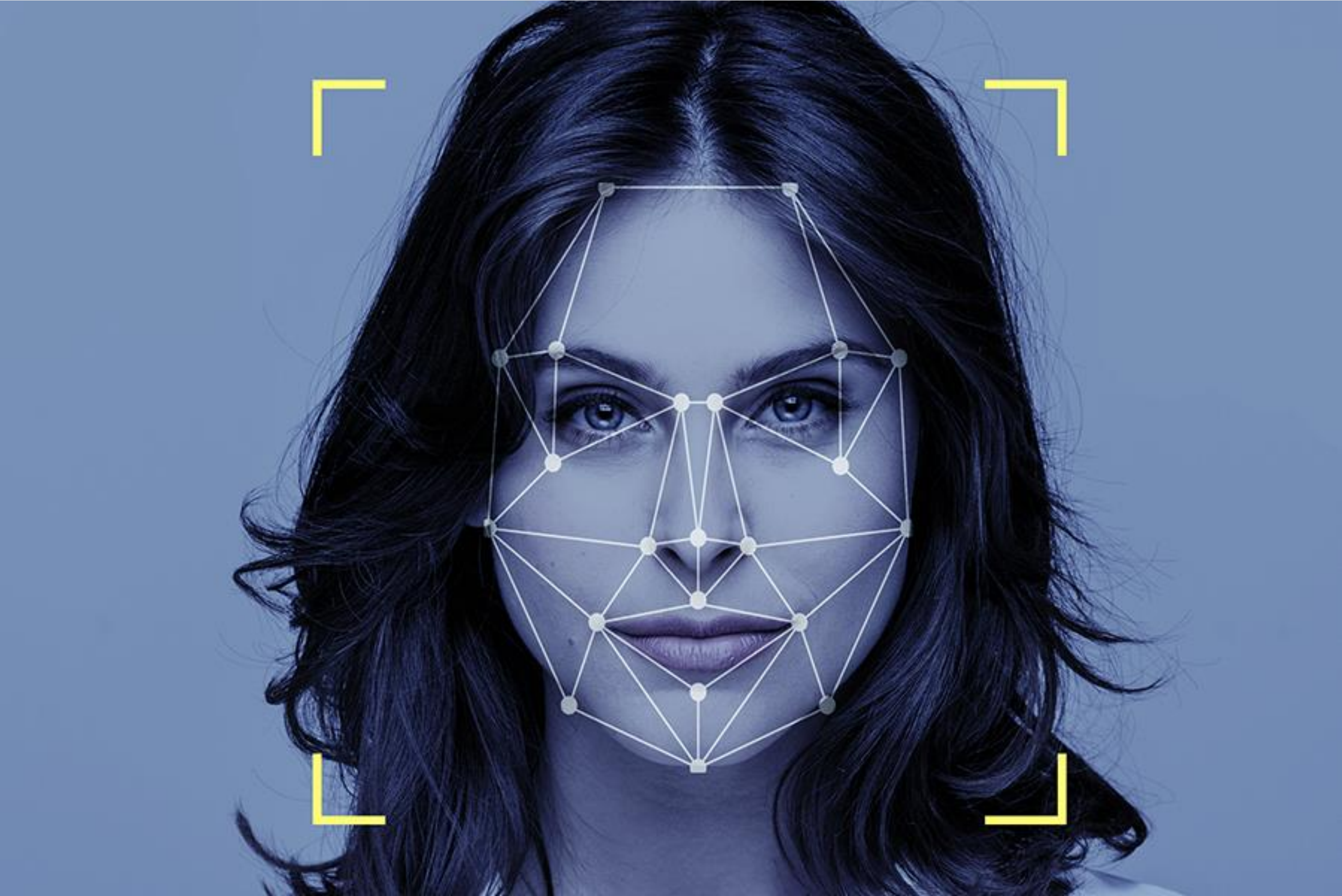


- Entrepreneurial + AI focus -> Silicon Valley Playbook
- Universities: Spin outs & talent

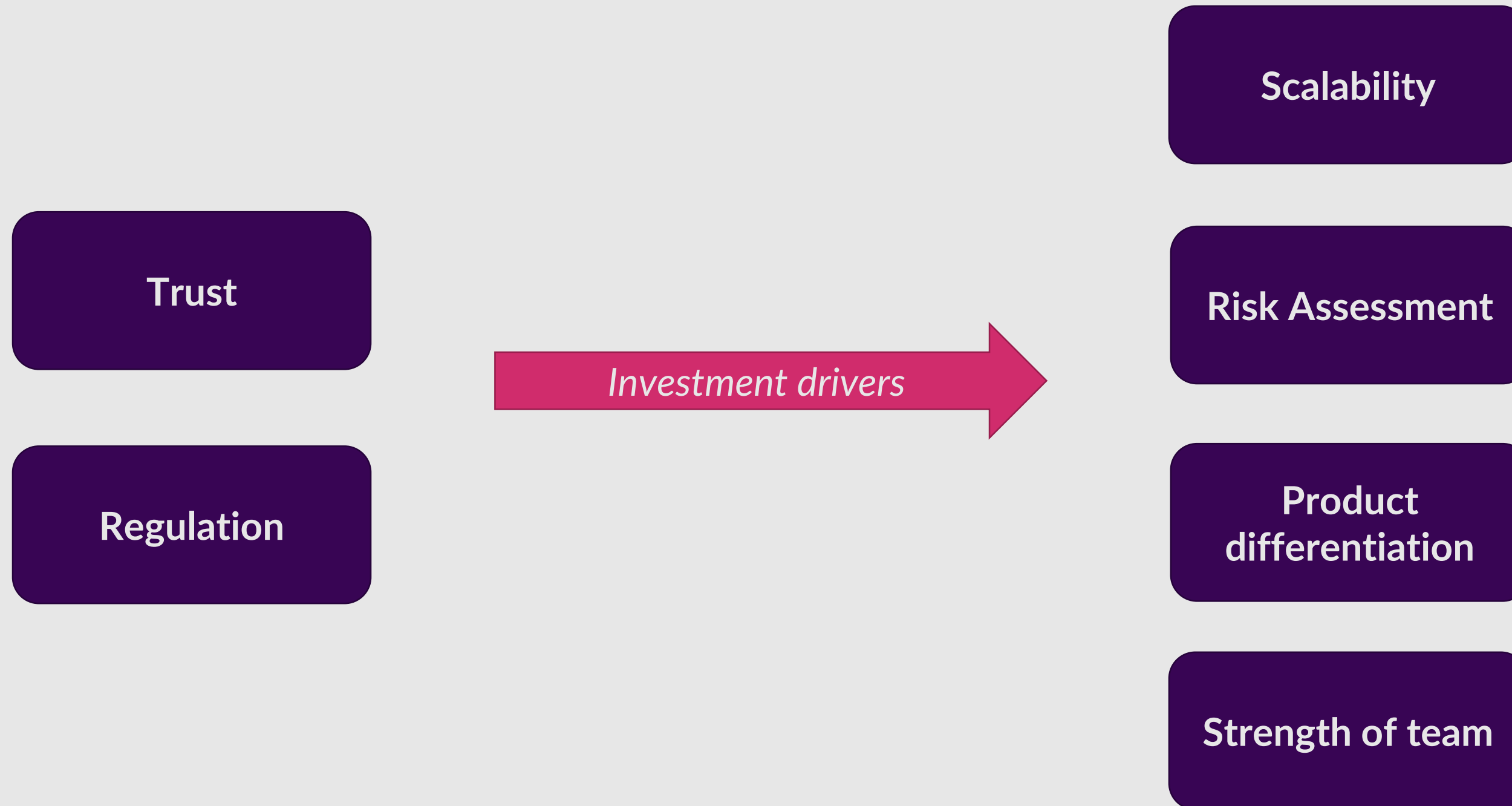
## Controversies



- X26 increase in reports to AIAAIC 2012-2022
- Regular press coverage / social media



# Why ethics?





# Key Principles

## 1. Ethical AI Design Processes

- Defining principles to guide your decisions
- For example: transparency, fairness, accountability, privacy, and social responsibility.

## 2. Human-Centred AI

- Prioritize user well-being, safety, and empowerment.
- Understand the potential dangers of AI systems that amplify biases or manipulate users.

# Foundations

## 1. Continuous learning & adaption

- Learn, iterate, and adapt AI systems to changing ethical considerations
- Stay updated with evolving AI ethics guidelines and regulations. Pivots maybe required!

## 2. Ecosystem collaboration

- Partnering with ethicists, regulators, academia, and other industry players.
- Actively contribute to discussions on AI ethics, standards, and policies to collectively shape a responsible AI future.

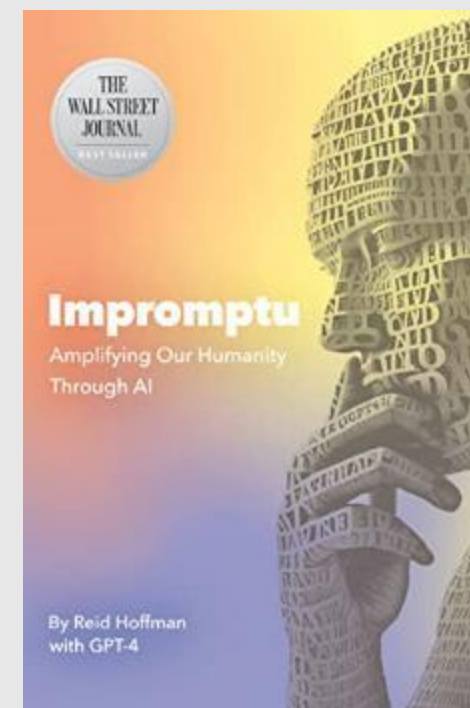
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# Key resources





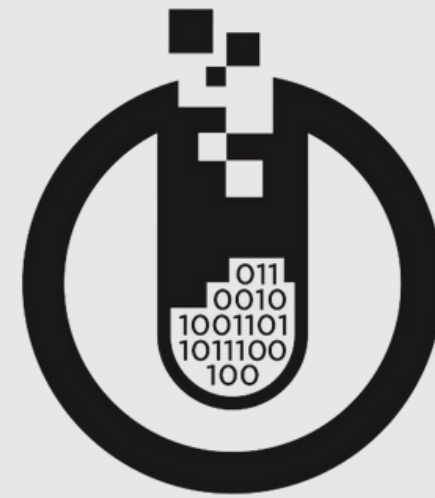
When you invent the **ship**, you also invent the **shipwreck**;

When you invent the **plane**, you also invent the **plane crash**;

When you invent **electricity**, you invent **electrocution**....

**Every technology carries its own negativity,  
which is invented at the same time as technical progress.**

- Paul Virillo, French cultural theorist and philosopher



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