Santos Soto

Cs 230

Dr Grewe

February 5, 2025

OKR

**1: Ethical Business Plan** (minimum 1500 words FOR section C + words for section A&B)

Business plans do not typically address potential ethical issues for the company. You are going to create an "Ethical Business Plan" which does address ethical issues (see section 1.C). ***(you must keep these section/sub-section names exactly to facilitate peer reviewing)***.

**1.A. Company Name**of Fictitious Company (make it a name you would like --treat this like a real startup). Remember this must be a tech company.

HHalo which stands for “health halo”.

**1.B. Long-Term Vision Statement -** *write in full paragraphs not bullets a statement that addresses each of the questions below.*

it is very important to keep track of your pet’s health and location at all times, the device is suited for customers who are not at home all the time and need extra supervision at home. Our goal is to Create a reliable, efficient, and user-friendly pet tracker that ensures the health, safety, and well-being of pets while protecting the privacy of both pets and owners.

I noticed that a lot of people like to take care of their health through smart devices such as watches, a phone, or even through bands and rings. Pets can get lost and looking into their health can be a great way to notice trends and health problems before they arise.

The purpose of the product would be to monitor pets health along with their location, our values would be privacy for both pets and owners along with quality products. Our mission is to deliver quality products that will take care of your pets.

How will the startup impact both the owners and pets? I think one of the bigger impacts would be in cases when your pets leave unexpectedly or find patterns in their health.

What are some of the repercussions of selling a product like this?

It can be used in a non-intended way, for example since it is a small device you could basically place it anywhere and since it should detect where the object is it can be used to track someone. It can also deceive customers into believing this is a substitute for someone to take care of their pets or even routine veterinary checks.

Do pets matter when it comes to privacy?

It can be interesting to delve into what is considered privacy for an animal compared to a human, I am assuming most people would be ok with sharing everything about their pets.

To what extent should privacy be kept to the owner and the company?

Now this next question talks about the privacy for the actual product in question since a lot of information might be needed to keep tabs on the tracker, maybe it would be necessary to keep GPS information available at all times, their payment information for convenience, and maybe to some extent nearby devices in case it wants to pair to something inside the house/compatibility with other devices nearby. We would also provide users with full transparency and control over their data, including the ability to delete tracking history and account details at any time.

**1.C. Strategy with Ethical Impacts AND Ethical Safeguards**: for the next 3 to 5 years you will create a list of OKRs w/ metrics, Experiments, Ethical impacts/issues and Ethical Safeguards. **You should have a minimum of 3 OKRs**. The documentation for EACH OKR is 500 words minimum (total for 3 OKRs is 1500 words minimum)

Integrate advanced health tracking capabilities to monitor vital signs such as activity levels, heart rate, or temperature to detect early signs of health problems. Provide insights through an intuitive app interface, allowing pet owners to identify patterns and adjust care routines as needed, for example food or medication.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Financial Risk | Privacy Risk | Hacking Risk | Conflicting Interest Risk |
| Customer | Low | high | High | mid |
| Company | High | Low | Mid | mid |
| Pets | low | High | low | low |

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**1.A. Company Name**of Fictitious Company (make it a name you would like --treat this like a real startup). Remember this must be a tech company.

The name would be something representative of technology and something related to electricity, like Volt or ignition, galvanism.

**1.B. Long-Term Vision Statement -** *write in full paragraphs not bullets a statement that addresses each of the questions below.*

* **1.B.1 Goals**: what are the goals?

Develop an innovative, environmentally friendly electric car that prioritizes sustainability, efficiency, and customer experience while contributing to the global shift toward clean energy. The main idea behind this is giving competition to other EV’s like tesla and others.

* **1.B.2 Idea Origination**: where did your idea come from ( a class, a job, a need)?

The idea came from the early unreliability of electric cars, and use of non-traditional/ trendy ideas.

* **1.B.3 Purpose/Values/Mission:** what is the purpose, values, and mission?

Deliver affordable and mid-range vehicles to encourage the transition to EV’s

* **1.B.4 Key Questions:**List 2 or 3 key questions that will guide the startup's choices. These should be essential questions that serve as touchstones to direct your company's efforts. For instance, how can the startup have an impact? What engages our passions?

How would privacy affect the company, to what extent should information be kept, and what are some ways to tackle the privacy issues?

I think the implementation of an electric car would require some information about the user, especially since a car is such a dependable tool it usually adds a variety of features that are sort of unrelated to the car, for example the car can have apps that themselves would have their own privacy issues, it may require the use of constant location checking to determine if you need to stop and charge the car, maybe it could even have other features like integrated GPS by default. I think overall you should be able to delete your information if you wanted to regardless of the idea above, where they can delete their tracking history at any time without any repercussions. Lastly, some ways to tackle the privacy issues is by not selling any information at all and instead let the user enable other companies like how phones do when you sign up for services.

Would the car have negative effects on the environment? To what extent would it be better than other alternatives?

The whole point of the car would be to deliver reliable transportation for a decent price, the product focuses on reliability and seeks to end the perception the electric cars are expensive to maintain. For this to occur we might have to sacrifice different features that other competitors might have but overall, the trade in features should place us in a unique market.

What sets your electric car apart from others in terms of performance and technology?

Really the main difference would be our car would focus on reliability, having maybe less range and features for the ability to have simpler EV’s that have a lower impact on the environment.

**1.C. Strategy with Ethical Impacts AND Ethical Safeguards**: for the next 3 to 5 years you will create a list of OKRs w/ metrics, Experiments, Ethical impacts/issues and Ethical Safeguards. **You should have a minimum of 3 OKRs**. The documentation for EACH OKR is 500 words minimum (total for 3 OKRs is 1500 words minimum)

Source 100% of the car’s materials from sustainable, eco-friendly suppliers by Year 3.

Ensure the vehicle’s battery has at least 70% of its original capacity after 10 years of use, promoting long-term sustainability. Ensuring the user can decide whether to change or not if need to.

Achieve a 20% reduction in carbon emissions by shifting to electric cars in 10 years from now.

The car would be 20% cheaper than the cheapest tesla model with a lot less features.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Financial Risk | Privacy Risk | Hacking Risk | Conflicting Interest Risk |
| Customer | High | high | High | Mid |
| Company | Low | High | High | Mid |
| Manufacturers | mid | Low | low | low |

AutoServe Technologies

**1. A. Company Name**

**AutoServe Technologies**

**1.B. Long-Term Vision Statement**

**1.B.1 Goals**

AutoServe Technologies aims to complement the automation industry by creating AI-powered self-checkout and service solutions that enhance efficiency while preserving job opportunities. Our goal is to develop smart automation systems that do not simply replace human workers but integrate seamlessly with the workforce, offering businesses cost-effective solutions while ensuring that employees are reskilled and transitioned into new roles. By designing AI solutions that work alongside human labor rather than eliminating it, AutoServe Technologies seeks to balance technological advancement with economic stability.

**1.B.2 Idea Origination**

The idea for AutoServe Technologies originated from the rapid expansion of self-checkout systems in retail stores and the growing concern over job losses in service industries. While automation can increase efficiency, its unchecked implementation has left many workers unemployed or underemployed. Recognizing this challenge, our team composed of students and professionals with backgrounds in AI development, economics, and retail operation set out to create solutions that enhance productivity without displacing workers. Through research and industry discussions, we saw the potential for AI to supplement rather than replace human jobs, leading us to develop automation technologies that focus on job transformation rather than elimination.

**1.B.3 Purpose/Values/Mission**

At AutoServe Technologies, we aim to design automation solutions that support businesses while maintaining workforce sustainability. We value innovation, responsibility, and social impact, ensuring that technological advancements do not come at the cost of widespread unemployment. Our mission is to develop AI-driven self-service technology that improves efficiency while also investing in employee retraining programs. We believe that AI should work as an assistant to human workers rather than as a replacement, allowing businesses to evolve without creating economic instability.

**1.B.4 Key Questions**

How can automation be implemented in a way that supports workers rather than replacing them?

What strategies can businesses use to balance efficiency, cost savings, and employee retention?

How can AI-driven self-service technology be designed to create new job opportunities instead of eliminating existing ones?

## **1.C. Strategy with Ethical Impacts AND Ethical Safeguards**

### **OKR 1: Developing Ethical AI for Self-Checkout Systems**

**Objective:** Ensure that our AI-driven self-checkout technology enhances efficiency while minimizing job displacement.

**Key Results:**

* Achieve at least 80% customer satisfaction with AI-assisted checkouts.
* Reduce average checkout time by 30% while maintaining human oversight.
* Partner with at least five major retailers to implement hybrid AI-human checkout systems.

**Experiments:**

* Conduct A/B testing in stores to evaluate customer interactions with AI-assisted checkouts.
* Implement phased rollouts with human attendants working alongside AI to assess job impact.
* Gather feedback from customers and employees to help system usability.

**Ethical Impacts/Issues:**

* Risk of job loss due to AI replacing cashier roles.
* Customer resistance to fully automated systems reducing accessibility for less tech-savvy individuals.

**Ethical Safeguards:**

* Design AI to work alongside human cashiers rather than replace them completely..
* Provide training for employees to transition into AI supervision or customer service roles.

### **OKR 2: Workforce Retraining and Transition Programs**

**Objective:** Develop training programs to help workers transition from traditional retail jobs into AI-related roles.

**Key Results:**

* Train at least 500 retail employees in AI system management and customer assistance.
* Establish partnerships with educational institutions to offer AI training modules.
* Increase employee retention rates by 20% through upskilling initiatives.

**Experiments:**

* Launch retraining programs with major retail chains.
* Conduct surveys to measure employee engagement and effectiveness of training.
* Monitor long-term career outcomes of employees.

**Ethical Impacts/Issues:**

* Potential resistance from employees reluctant to undergo retraining.
* Financial burden on businesses investing in upskilling initiatives.
* Risk of bad training leading to workforce dissatisfaction.

**Ethical Safeguards:**

* Provide financial incentives for employees who complete retraining programs.
* Ensure training is accessible and tailored to different learning abilities.
* Partner with government initiatives to secure funding for workforce development.

### **OKR 3: Transparent AI Decision-Making and Data Privacy**

**Objective:** Ensure that AI decision-making processes in self-checkout systems are transparent, and respect customer privacy.

**Key Results:**

* Implement explainable AI features in self-checkout systems.
* Reduce false transaction errors by 40% through enhanced machine learning models.
* Obtain third-party certification for AI ethics and data privacy compliance.

**Experiments:**

* Test AI models under diverse conditions to identify potential biases.
* Conduct external audits to validate AI decision-making processes.
* Develop customer feedback loops to continuously refine AI accuracy.

**Ethical Impacts/Issues:**

* Risk of AI errors leading to unfair transaction denials.
* Data privacy concerns regarding customer purchase history and biometric data.
* Potential misuse of AI insights for targeted marketing without user consent.

**Ethical Safeguards:**

* Implement clear AI decision explanations for customers and employees.
* Adopt strict data encryption and limit data collection to essential information.
* Ensure customer consent mechanisms are transparent and easily accessible.