ETHICA

CREATED BY YOU PROTECTED BY US.

SMRITI PARAJULI- FOUNDER & VISION LEAD

MEDIA DESIGN SCHOOL, AUCKLAND

2025

The Problem

Moments That Shaped Public Emotion

- **Pentagon Explosion Hoax (2023)**
  Did you think the Pentagon was attacked?

- **Hurricane Helene (2024)**
  Did this rescue photo go viral for the wrong reason?

- **Los Angeles Wildfires (2025):**
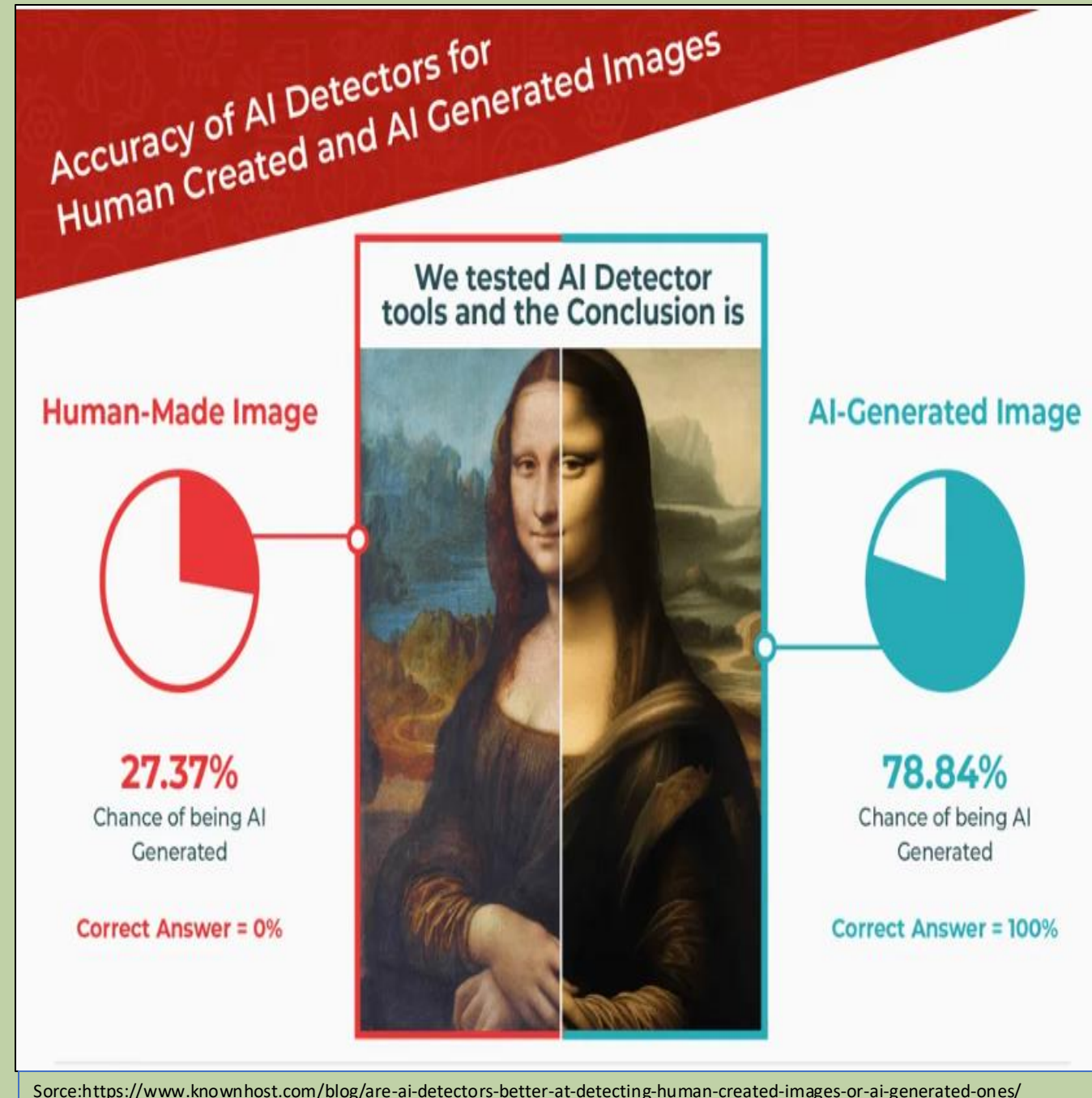 Would you have believed this image of LA?

None of These Were Real

The Solution

## What Ethica Does

A Human-First Platform for AI Content Integrity

➢ **Register, watermark, and protect original work**

➢ **AI detection tools + API for platforms**

➢ **Alert System for Platforms & Public**

➢ **Ethics consulting for media & education**

Sorce:https://www.knownhost.com/blog/are-ai-detectors-better-at-detecting-human-created-images-or-ai-generated-ones/

The Market Opportunity

Ethica enters a booming market driven by AI- related content risks

➢ **1M+ creators in NZ & Australia**
  (Artists, journalists, designers, and educators needing protection tools.)

➢ **$12B+ global market**
  (AI content moderation, copyright protection & misinformation solutions.)

➢ **75% of creators fear AI misuse**
  (Growing demand for verification tools & watermarking.)

➢ **First-mover advantage in NZ**
  (Ethica could lead ethical AI tools for Southern Hemisphere.)

Source:https://market.us/report/content-moderation-services-market/
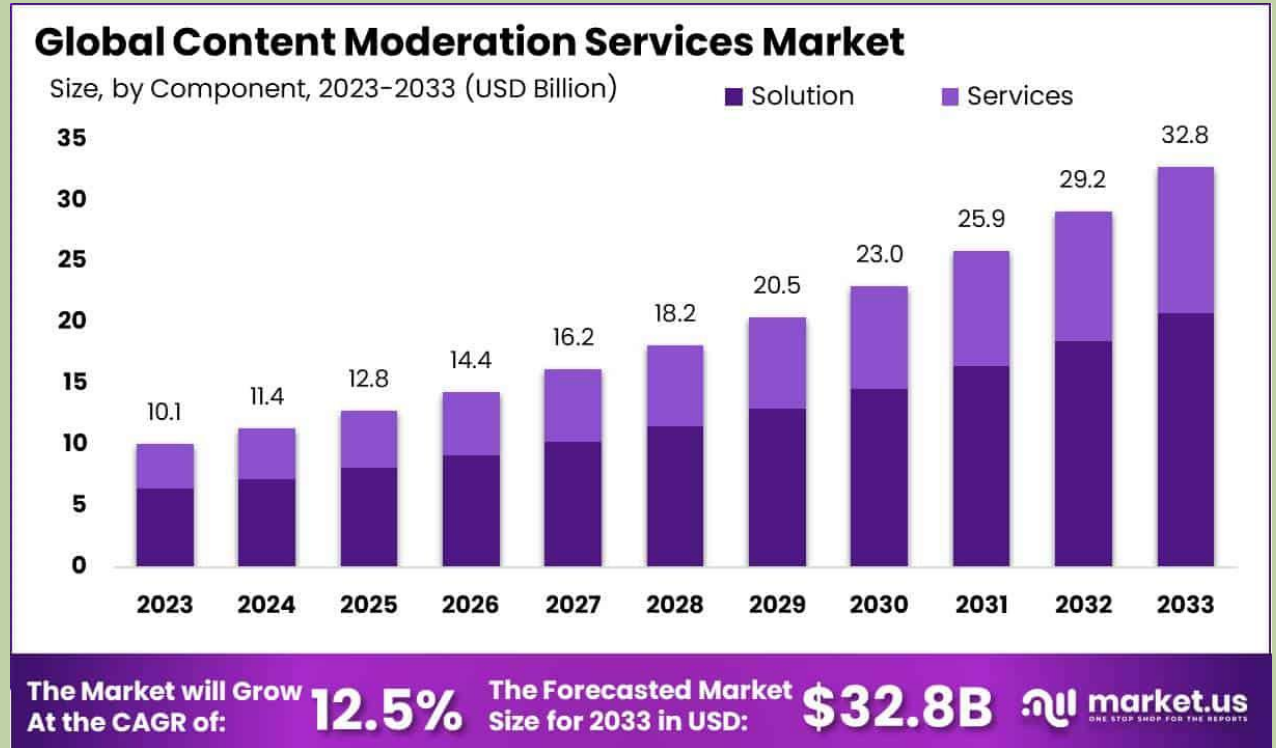
Why Ethica Different from the Rest

Spawning.ai
-Helps creators *opt out* of AI training
-*Doesn't protect or verify published content*

Truepic
-Offers image authenticity tools
- *Focused on verification, not creator rights or ethics*

Adobe CAI (Content Authenticity Initiative)
- Adds metadata
- *Limited to Adobe ecosystem, not accessible to all*

Ethica's Edgs
- Combines protection + ethics
- Works across platforms
- Crisis-focused detection

Roadmap & Growth Plan

Ethica's Launch Plan: From Beta to Global Impact

Phase 1: MVP Launch (0–3 months)

- Content registry & watermarking tools

- Invite-only beta for creators

Phase 2: Platform Integration (3–6 months)

- AI detection tools + public alert system

- Launch API for news/media platforms

Phase 3: Scale & Partnerships (6–12 months)

- Partner with journalism schools and government

- Expand into education + legal consulting

The Team

The People Behind Ethica

Smriti Parajuli – *Founder & CEO*
 AI enthusiast with a focus on ethical technology.

•**Looking to recruit:**

- CTO / Tech Co-founder – Machine learning & platform development
- Outreach/Partnership Lead – Industry relations & B2B growth
- IP Legal Advisor – Contract-based, digital rights specialist

Go-to-Market Strategy

- **Creator Outreach**

    - Instagram, Reddit, Behance

- **Workshops**:

    - Journalism & design schools

- **B2B Sales**:

    - Demos for media platforms & education

- **Thought Leadership**:

    - Blog, LinkedIn, public talks

Financial Model & Projections

- **Revenue Streams**:
  - Freemium model for creators (e.g., 5 free uploads, $5/month for more)
  - API licensing for platforms
  - Paid ethics training/workshops for institutions
- **Yearly Projection** *(simple and believable)*:
  - Year 1: $10K (MVP + pilot programs)
  - Year 2: $70K (API + outreach)
  - Year 3: $200K+ (scale with partnerships)
- **Long-Term Vision**:
  - Licensing ethical AI watermarking tech
  - Potential for acquisition by media/AI compliance firms

Thank You — Let's Build Ethical AI Together

Ethica: Human-first AI. Protecting What Matters.

SMRITI PARAJULI - FOUNDER, ETHICA

SMRITI.PARAJULI@MDS.AC.NZ

LINKEDIN.COM/IN/SMIRTI-PARAJULI-84128B1A7

HAPPY TO TAKE YOUR QUESTIONS!