FINAL PROJECT OVERVIEW: AI & MORALITY

TEAM MEMBERS

- Yehuda Leibler
  - Academic Track: LL.B & M.A in Law Technology & Business Innovation
  - TZ: 323682443
- Gil Ayache
  - Academic Track: Msc. Data Science
  - TZ: 200358612
- Agathe Benichou
  - Academic Track: Msc. Data Science
  - TZ: 345428312

OVERVIEW:

Our final project(s) comprised of the full ideation of an AI based product and analysis of its moral and ethical implications and risks. As part of this, we designed a complete technology architecture for the product including mapping all the relevant technologies and putting together an eight-page white paper on it.

In parallel, further to the legal and ethical/moral concerns presented, we designed comprehensive mechanisms both policy-wise and technological in order to mitigate the threats including: an initial AI Ethics Policy, AI Governance Bodies outline, and a Comprehensive document outlining the specific technologies and mechanisms that are to be put in place for dealing with issues like explain ability and more.

Additionally, we also created an initial user agreement/terms of service alongside a privacy/data protection policy to further deal with the concerns raised. We also expanded on the original

presentation to transform it into an official corporate deck.

In writing the project and brainstorming the technologies, we were in contact with a number of international organizations including ARX (data-driven capital markets advisory firm), The Future Markets Research Tank (emerging technologies and finance research tank), and others. Together with ARX, we ran an initial analysis using ML Libraries recognizing manipulation surrounding a NASDAQ traded company we were put in touch with (Steakholder Foods. NASDAQ: STKH).

Finally, we designed and developed a full-fledged website that features all of the above content and more via the following pages: Home, About, Technology, Trust Center (and additional subpages).

ACCESING THE SITE:

- Link: https://www.mitigai.com/
- Password: reichman
- We recommend viewing the website on a desktop (not on mobile/tablet)

WEBSITE & MATERIALS OUTLINE AND LINKS

- **Home Page** Including:

  A general overview of the company, the need and the business offering.

- **Technology Overview** Including:

  o Overview of the technology

  o A detailed white paper with the technological architecture (8 pages)

  o Technological roadmap until 2024.

- **Trust Center** Including:

  o Our core values.

  o AI Ethics area including:

    ▪ Sample mechanisms put in place to ensure a culture of AI Ethics

- - AI Ethics policy overview
  - AI Governance bodies
  - Privacy and User Rights Area including:
    - User Agreement
    - Privacy Policy

- **Sample Report** Including:

  A client report which represents a POC of one offering the company would have for traded companies experiencing financial manipulation online. This was done in partnership a leading company in the field of capital markets data analysis (ARX), a US based research tank in the field of emerging technologies, and a publicly traded company which recently experienced this type of manipulation. The report shows analysis of the manipulation surrounding the company on twitter as well as indications of malicious users to block. Among the data presented:
  - ML Based financial sentiment analysis.
  - Sentiment spike analysis.
  - ML Based analysis on price to sentiment and chatter volume.
  - ML Based user analysis presenting the top 6 manipulating users.
  - Discursive analysis and word cloud.

- **About Page** Including
  - Founding Team
  - Advisory Board
  - Design Partners
  - Company Corporate Deck/Presentation.