

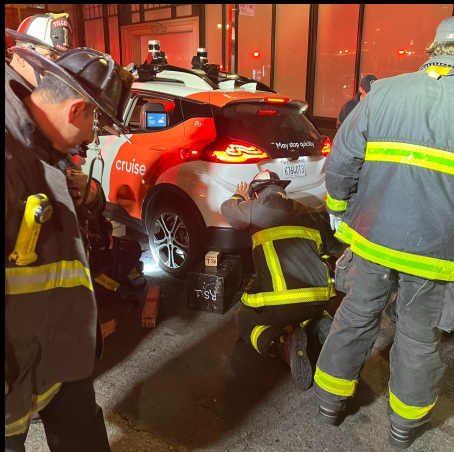
WELCOME



MORTUS AI

AI assessment at the speed of markets

# Public-facing AI is a **fiasco**



## Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare



NYC's AI chatbot was caught telling businesses to break the law. The city isn't taking it down



# Three reasons for market failure



## Public safety

People are impacted  
at scale



## Context gap

Vendor offerings  
shift constantly

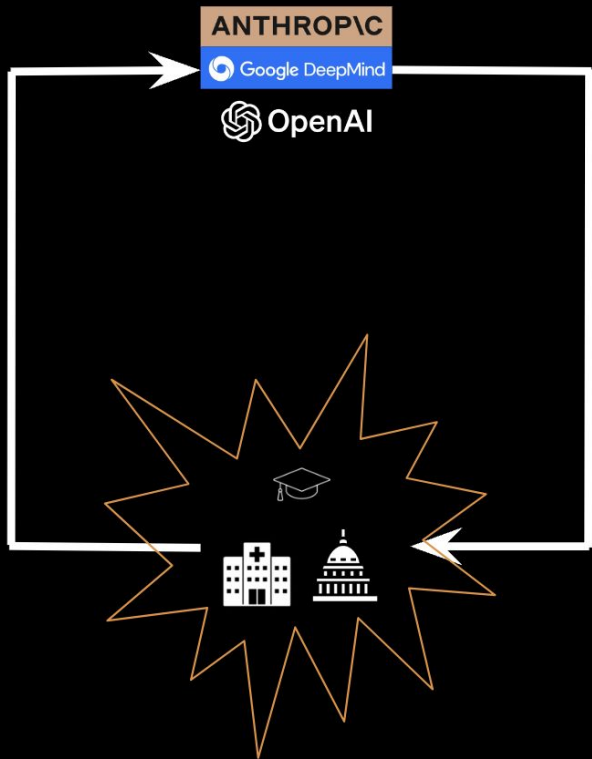


## Loss of agency

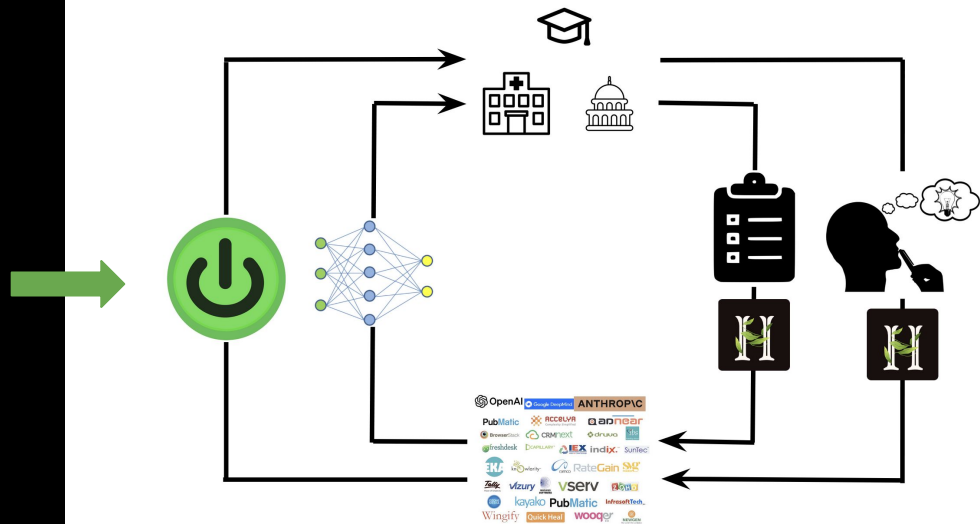
Customers can't select  
AI solutions

## SOLUTION

# From doom loop ...



## To two-sided market





Thomas Krendl Gilbert  
Founder and CEO

- 3+ years startup experience
- World-first PhD in AI ethics



Sana Pandey  
CTO

- ex-Apple, worked with Youtube, Meta
- Trained at startups in Forbes' top 50

# Trellis: an Etsy for AI solutions



**Distill:** customers generate spec



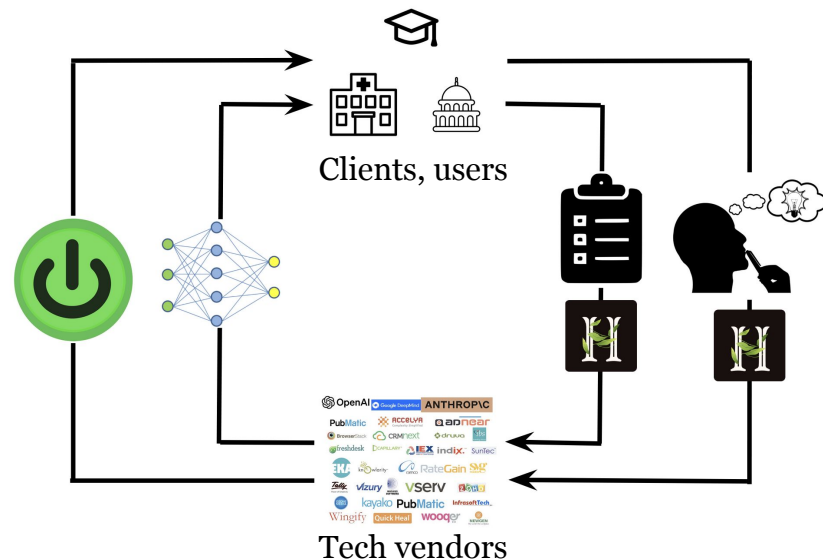
**Disclose:** vendors offer capabilities

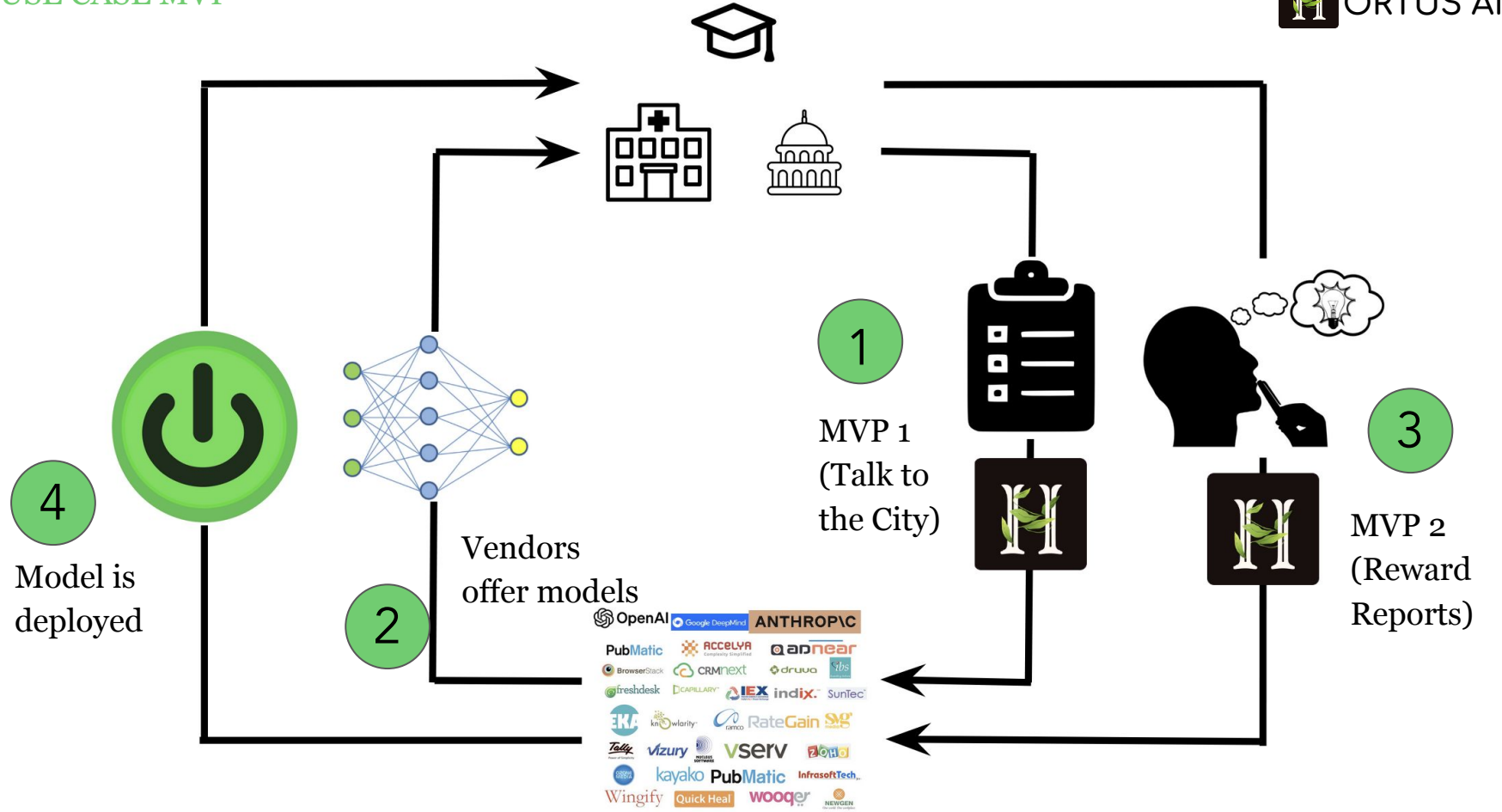


**Direct:** Trellis matches specs to caps



**Deploy:** solutions are implemented



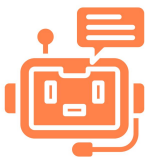


# How will Detroit digitize its services?



They find an AI vendor (static, locked in)

~~Trust~~



They add a chatbot (easy, but sloppy)

~~Trust~~



They do it themselves (onerous, slow)

~~Trust~~

### Heal Michigan

Description: This AI-generated report is based on a collection of video interviews about challenges faced by individuals in Michigan, many of whom are formerly incarcerated individuals (referred to below as "returning citizens"). Twelve interviews were conducted in Summer 2023 during a collaboration between the AI Objectives Institute and Silens Cry.

Videos can be viewed by clicking on a claim  
\*Indicates the claim or quote has been edited

**Reentry Challenges**  
Difficulties faced by formerly incarcerated individuals when reintegrating into society:  
**Community Support**  
The role of community and family support in successful reentry.  
**Systemic Issues**  
Under-representation and legal obstacles impacting formerly incarcerated individuals.

**238 Claims**  
**135 Claims**  
**145 Claims**

**Reward Reports**  
Build Report Version History User Feedback Performance View Changes  
Overview Original Reward Report August 7, 2024 at 4:31:03 PM Compared Reward Report August 6, 2024 at 3:41:01 PM  
Performance  
Responsibilities  
Implementation  
Evaluation  
Maintenance  
Comments on Performance  
Comments on User Feedback  
Recommendations  
Changelog

lowering shifts in the metrics amount seem of most disengagements significant? The seems comparison particularly between Interviewing, Wayne White and the Cruise article when notes it that results it to should disengagement, be Cruise taken from with 2021 a to grain 2022 of had said a six 2015 rise to the autonomous variation vehicles li where the as way Wayne that decreased companies 0.73%, assess however it, there is think an 8 82.2% difference from a useful human metric intervening to less report with and Cruise provides than evidence Wayne, that Resulting life in gain every age an new (source) source a human driver there should be an impact intervention from (source) every li

...to Book...

They use our tools (dynamic, easy, fast)

Trust



# A two-sided market for AI assessment

We charge SaaS subscriptions based on vendor + client needs



**GovTech**

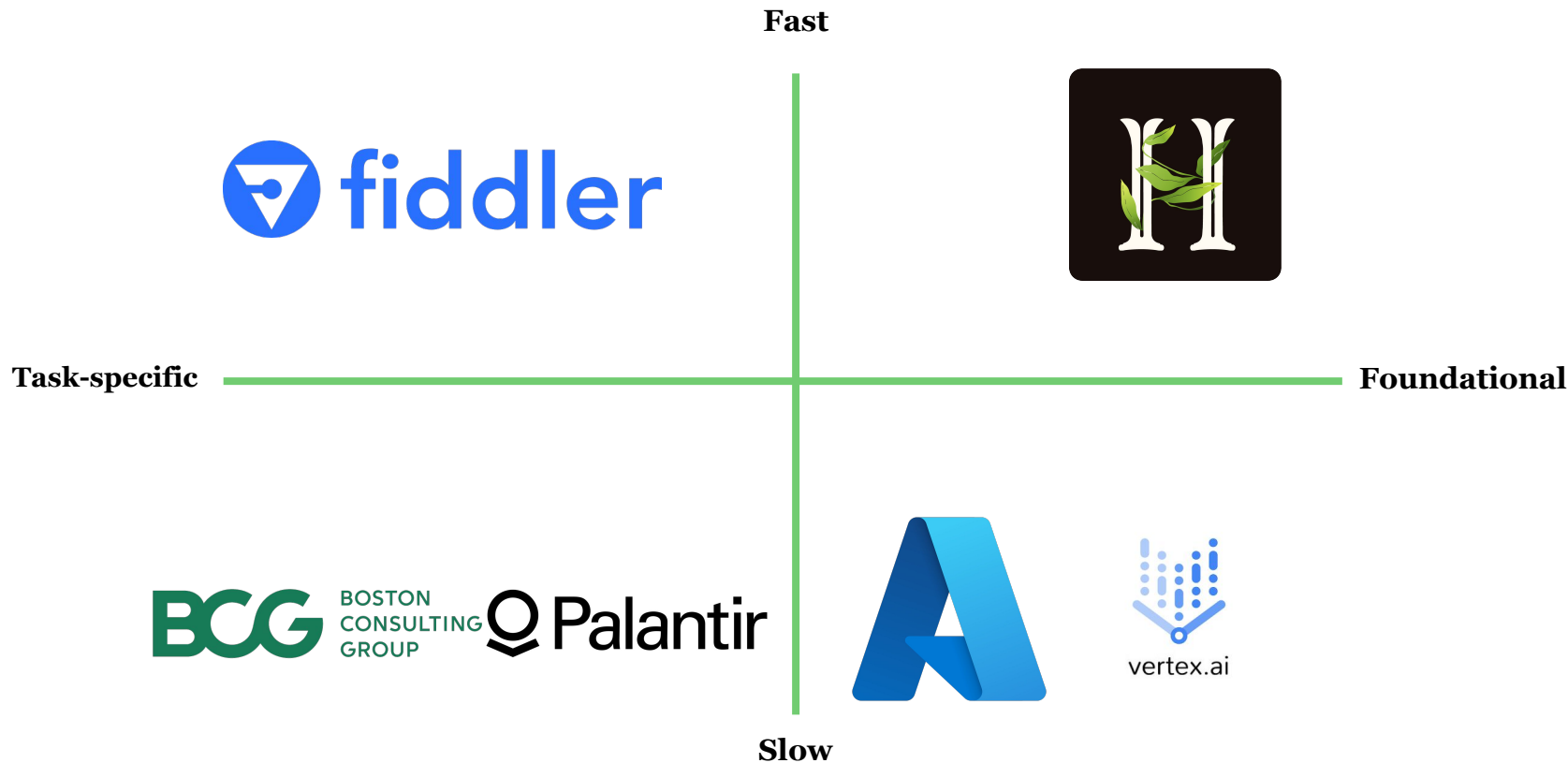


**HealthTech**



**EdTech**

We offer assessment **at market speed**



# How do we stack up?

Stakeholder	Search engines, chatbots	In-house updates	Cloud platforms*	IBM FactSheets†	Hortus Trellis‡
Vendor	✓	✗	✓	✓	✓
Client	✗	✓	✓	✗	✓
User	✓	✗	✗	✗	✓
Public	✗	✓	✗	✓	✓

\*See for example Microsoft Azure's MyCity chatbot:  
<https://apnews.com/article/new-york-city-chatbot-misinformation-6ebc71db5b770b9969c906a7ee4fac21>

†Arnold, Matthew, et al. "FactSheets: Increasing trust in AI services through supplier's declarations of conformity." *IBM Journal of Research and Development* 63.4/5 (2019): 6-1.

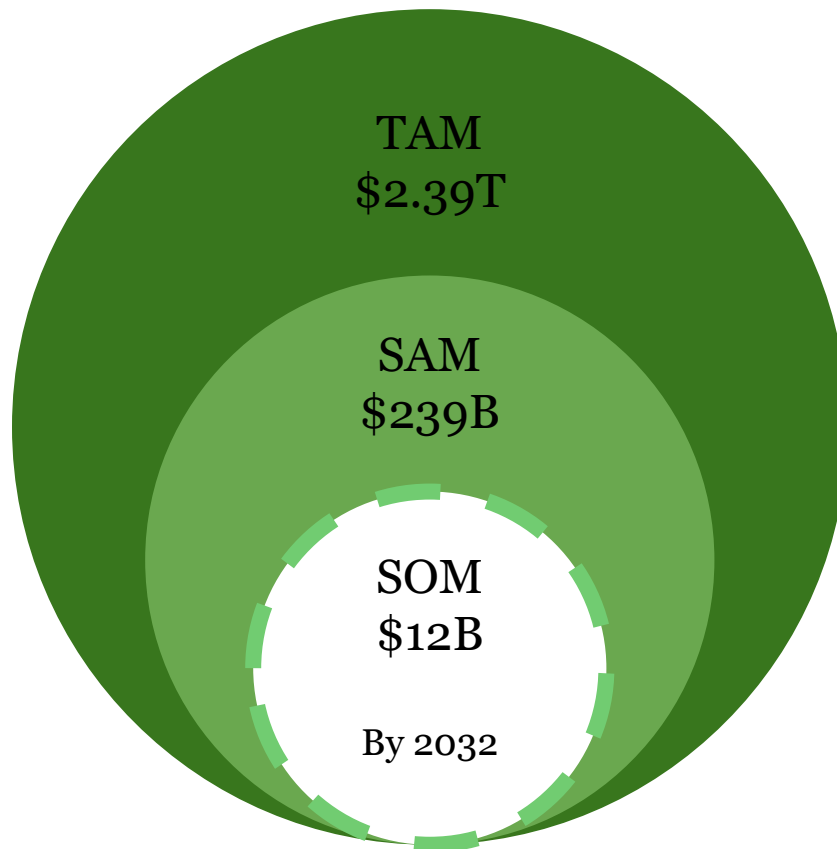
‡Software platform based on our forthcoming whitepaper.

# Growing demand for assessment

GovTech  
\$1T

HealthTech  
\$981B

EdTech  
\$404B



# Certified for key market segments

1. 

2. 

3.   
National Coalition for Technology  
in Education & Training

## CURRENT

First client

**CITY of BOSTON**

200+ subscribers



## IN-PROGRESS

Second client



Workshop + white paper



## OUTREACH

*Johnson & Johnson*



# Funding: \$5M

1. **IT:** Hire Business Dev VP, Software Dev, UX Lead
2. **BD:** 10 enterprise customers within 24 Months
3. **Marketing:** awareness; education; website