



Ethical Operating System for LLMs

TRANSPARENCY AT THE OS LAYER

EthicalAI

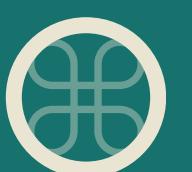
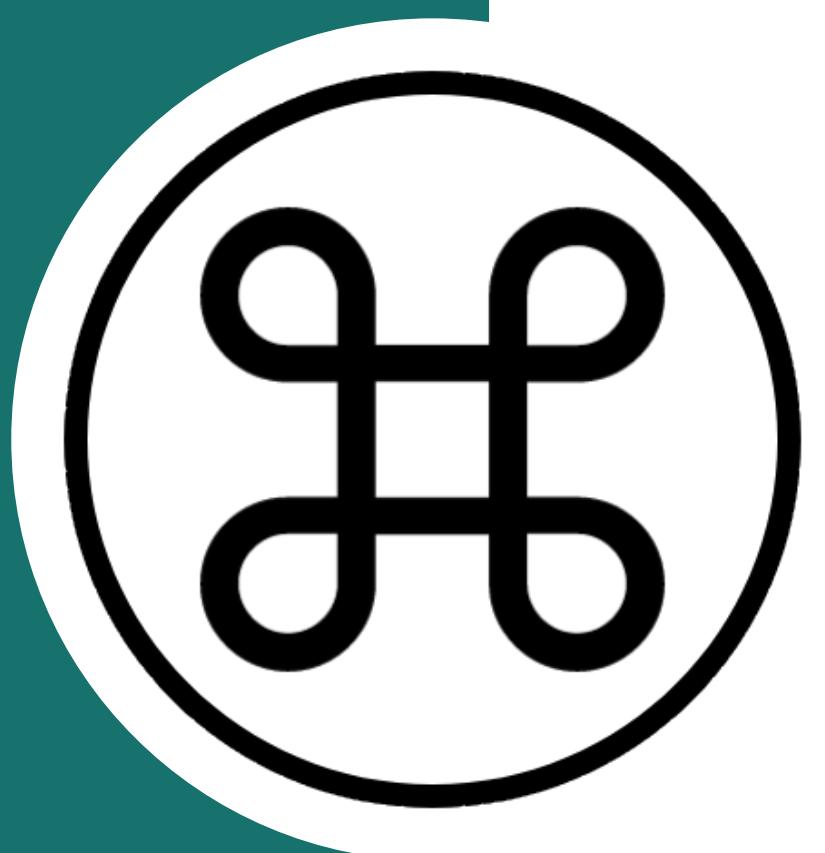


OPEN-SOURCE & DECENTRALIZED WITH VERIFIABILITY

Website

<https://www.ethicalai.pro>
<https://www.ethicalai.network>

July 2024



**Leading LLMs (Large Language Models) & OS (Operating Systems)
are centralized and proprietary**

**Businesses, Institutions & Users are relying on 3rd-party
systems, jeopardizing their security and privacy**

**Security threats escalate risks, creating
biases, flaws and malfunctions**

**A decentralized open-source operating system with
ethical standard is the solution**

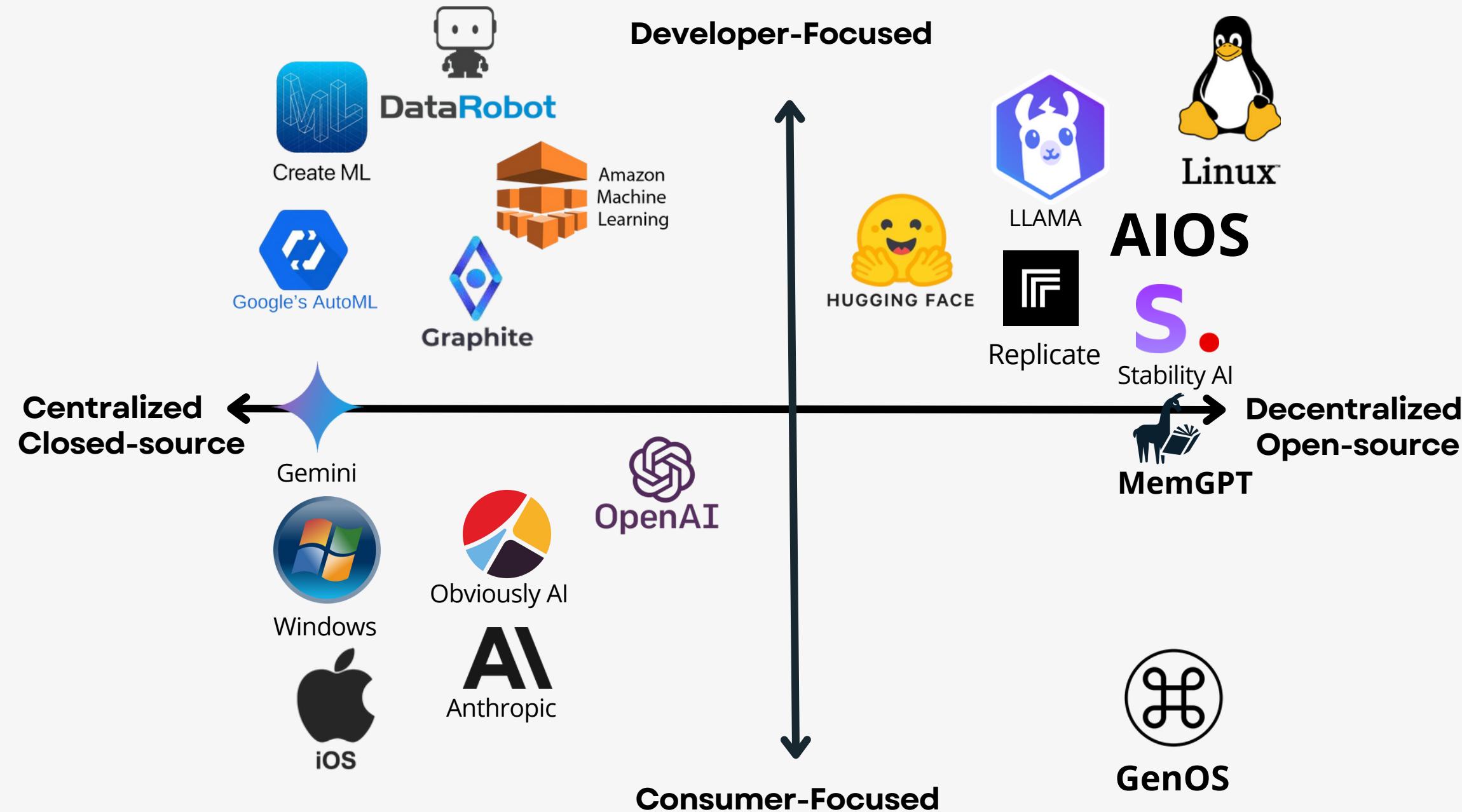
COMPETITIVE AI & OS LANDSCAPE

Why GenOS? Why EthicalAI?

- **Consumer-Focused OS for AI**
- **EthicalAI Certified Score Reports**
- Empowers data security and user control
- Mitigate bias and IP protection
- Hub for open-source collaboration
- Allows transparent creation and innovation

Competitive Edge:

- Merges practical AI ethics with compliance
- Expert team from sectors of AI, Fintech, and Ethics
- Setting new industry standards for ethical AI



! THE PROBLEM !

The acceleration of AI in both enterprise and consumer applications have met with alarming ethical issues

01

Jeopardizing Security & Privacy

Current AI & OS systems require data to be **operated by third party** companies to run, develop, & train models: creating a '**black-box**'

03

Unauthorized IP & Trademarks Usage

Companies **cannot legally create models** with sensitive data as they **risk infringing on intellectual property** (IP) and trademark guidelines

02

Inherent Bias

AI systems, trained on **private datasets** with unrepresentative or biased data, risk propagating or exacerbating these biases leading to **unverifiable unfairness**

04

Non-Consensual Operability

Companies and users **cannot consent to their data** being used for **AI model training & inference**, limiting transparency and control



EthicalAI

The Solution: EthicalAI

Security & Privacy Preservation

GenOS, an LLM-based operating system beyond third-party data operation:

- localized computing = privacy
- local encryption = data security

IP & Trademark Protection

EthicalAI Certified Score Reports ensure adherence to legal norms, enabling the creation of AI models without infringing on sensitive data or violating copyright legislations:

- transparent scoring and guidelines

Consent Control

With GenOS, users have control over consent of their data's use in AI model training, thus promoting transparency and user agency:

- allow data access for monetization
- fair usage of published knowledge

Bias Mitigation

GenOS open datasets ensures a fair AI experience that minimises data bias and propagates fairness within AI systems eliminating 'black box':

- easy-to-use and verify

Enable Open Creation

Equipped with specialized LLM agents, GenOS drives innovation by enabling the creation of diverse models & digital assets, from web apps and websites to benchmarks and workflows:

- consumer-focused experience for AI

Immutable Database

GenOS utilizes its own & existing public blockchains to store public or encrypted data for permanently stored Verifiable Proofs:

- permanent & verifiable history

MARKET ANALYSIS

Server Operating Systems

- Global market size expected to grow from USD 20.08 billion in 2024 to USD 32.82 billion by 2029.

AI Software Development Market

- Projected global value of \$22.6 billion by 2025.

Open Source Services Demand

- Market size of \$28.3 billion USD in 2022 expected to increase to \$138.61B USD by 2032.*
- CAGR of 17.22% from 2023 to 2032.*

Ethical AI Demand

- Rising public interest in ethical AI
- Firms under pressure to adhere to ethical norms
- Market pressure for sectors such as healthcare, education, art, cybersecurity, finance, retail, and technology

AI Market Growth

- Expected to reach \$390.9 billion by 2025.
- CAGR of 46.2% from 2019 to 2025.

*Source: 2024 research report by Precedent Research <https://www.precedenceresearch.com/open-source-services-market>

PRODUCTS IN DEVELOPMENT



GenOS

GenOS is an open-source Operating System designed for verifiable, innovative, efficient, and ethical usage of AI.

Pre-installed specialized LLM agents including CreateSoftware, CreateWebsite, CreateAutomation, CreateFinance, CreateMarketing, CreateForecast and more.

GenOS is at the forefront of the AI revolution, ensuring an enhanced user experience that combines control, creativity, and compliance.

Key Features & Benefits

- **Versatile Agents:** The inclusion of various pre-installed agents fosters a wide range of applications—from crafting stunning websites to orchestrating effective automations.
- **Empowered Creativity:** With GenOS, users gain the liberty to envision and fashion complex AI models.
- **User-Control:** GenOS places a strong emphasis on user control, allowing direct user engagement in AI model training while also ensuring transparency and consent.
- **EthicalAI Compliance:** By mitigating data biases and upholding user data security and privacy, GenOS champions ethical AI practices.
- **IP & Trademark Protection:** GenOS respects sensitive data constraints and copyright norms, ensuring your work is protected.

PRODUCTS IN SOFT LAUNCH



EthicalAI Certified Score

EthicalAI Certified Score is part of the initiative of building a generally accepted standard.

Centered on conducting a comprehensive evaluation of AI systems, these reports provide a detailed assessment of the ethical nature of an organization's AI deployment.

The report details the company's commitment to ethical AI development, mentioning regulatory compliance, transparency, and stakeholder respect. It also highlights the company's focus on long-term sustainability and its role in the AI industry.



Key Features & Benefits

- AI Audit:** Identifies any ethical, bias, or privacy issues in current AI implementations
- Score Certification:** Awards an 'EthicalAI Certified Score' based on its alignment with ethical norms, fair practices, transparency, and respect for privacy
- Recommendation:** A detailed proposal to rectify any ethical non-compliance identified
- Monitoring:** Follow-ups to ensure alignment of values in openness, fairness, duty, privacy

EthicalAI Certified Score



Score	Category	Sub-Category	Details
83	Rule Compliance	Regulatory Compliance	The company uses data masking to ensure personal information is not disclosed to third parties.
76	Rule Compliance	Organizational Rule Compliance	The company stated they are adapting to fit in a new technology (EthicalAI), which indicates a flexibility to adhering to organizational rules
87	Fairness	Equity	Not enough detailed information was provided on this aspect. We assume that they provide equal opportunities since they did not mention any discriminatory practices.
92	Fairness	Fair Trade Practices	There was no explicit mention of adhering to fair trade practices or any exploitative behavior. However,

How it works?

Large Language Model (LLM) with Humans-in-the-Loop from the Consensus Board of EthicalAI, makes our ECS report a symbol of commitment to responsible AI practices encompassing key principles:

Openness

EthicalAI encourages an open dialogue about AI algorithm operations, decision-making processes, and impacts. We aim to make AI technologies transparent, ensuring they are accessible and comprehensible to many, thereby fostering a culture of understanding and trust.

Duty

EthicalAI reinforces the significance of responsibility in AI applications. We aim to recognize and rectify mishaps promptly and efficiently. Close monitoring of AI systems ensures they function as expected and corrective measures are taken when anomalies arise.

Fairness

At the heart of EthicalAI, we champion fairness, bolstering AI systems that refrain from practising discrimination or harm against any group. We persistently pursue neutrality and impartiality, driving ultimately towards unbiased AI modelling and results.

Privacy

We hold individual privacy and data confidentiality in high regard. EthicalAI ensures meticulous adherence to data-protection laws, maintaining respect for user autonomy, privacy, and data rights. Our commitment penetrates every stage of AI application, from development to deployment.

PRODUCTS IN SOFT LAUNCH



CreateWebsite

CreateWebsite is a cutting-edge AI-powered website and marketplace builder developed by EthicalAI and part of GenOS native apps.

It aims to democratize access to Website Creation through user-friendly and accessible platform

Key Features & Benefits

- **Language Agnostic:** CreateWebsite supports multiple languages, making it usable and beneficial across diverse geographies.
- **Payment Agnostic:** With support for various payment options, CreateWebsite ensures smooth financial transactions for everyone, irrespective of their location.
- **AI-Powered:** The platform leverages AI to give users a tailored web-building experience and optimize their website content and design, based on their unique requirements and audience behavior.
- **Ethical by Design:** Following our commitment to ethical AI, the platform is constructed in a manner that respects privacy and minimizes bias.

CreateWebsite Live Products

LWPstore.com

LIVE WELL PHARMACEUTICALS

Experience the Live Well Difference

At Live Well Pharmaceuticals, we partner with the esteemed Tumulus Biologics to provide a unique gateway to the advanced healthcare solutions offered by the renowned Rothschild Wellness Institute. This exclusive membership empowers you to elevate your well-being with unparalleled care and expertise.

Chat with us

Products Legal Security Company

LIVE WELL PHARMACEUTICALS

Shop by categories

Products Legal Security Company

Test Skin Health Cosmetics Melanotan Protein IGF1 Peptides Health Urinary Cardio Testosterone Prostate Cognitive Pancreas Liver Anti-Aging Tablets Respiratory Bioregulator Ampules Injectable

Product Name	Description	Price
TestProduct	NO IMAGE AVAILABLE TO REQUEST, PLEASE CONTACT OUR SALES TEAM	usd 0.30
CuRevitalize (Botox Alternative)	NO IMAGE AVAILABLE TO REQUEST, PLEASE CONTACT OUR SALES TEAM	usd 250.00
Tripeptide Glow (Collagen)	NO IMAGE AVAILABLE TO REQUEST, PLEASE CONTACT OUR SALES TEAM	usd 200.00
Argireline Smooth (Skin Firmness & Hydration)	NO IMAGE AVAILABLE TO REQUEST, PLEASE CONTACT OUR SALES TEAM	usd 250.00

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Welcome to Contentico - Redefining Luxury

Experience the power of real gems, accessible to everyone. Unveiling exquisite Colombian emeralds and bespoke jewellery designs.

The Essence of Genuine Gemstones

Products Services Company

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Sort Category

Product	Description	Price
Heart Emerald - 18k white gold necklace	(1.5g chain)(1g pendant) with 0.4 ct emerald Exemplifying Colombian artisanship, this ...	cad 910.00
Elite 18k white gold ring (3g) with emerald	0.35 ct + 2 vvs diamonds 0.15ct Experience timeless elegance with this 3...	cad 1465.00
Solid 18k (8g) gold ring with 1.2 ct emerald	An 8g 18k gold ring, meticulously crafted ...	cad 2645.00
Ankh 18k gold pendant (5g) with 0.8 ct emerald	Discover the essence of luxury with this 5...	cad 1850.00

TRACTION

EthicalAI Certified Score Reports

Companies Audited:

- Conducted ethics audits for over 30 companies across diverse sectors including healthcare, finance, retail, and technology.

Industry Leadership:

- Established as a recognized leader in AI ethical compliance.

Stakeholder Trust:

- Certifications led to increased trust from stakeholders in AI systems.
- Positive feedback from clients highlighting the value of certifications in building trust.

Regulatory Compliance:

- Companies using our compliance reports experienced a 40% reduction in regulatory and ethical issues.
- Detailed assessments help identify and mitigate potential ethical and regulatory risks.



GenOS

Development started in June 2024, GenOS is currently in a early phase, advancing steady strides towards ethical AI

CreateWebsite

Adoption:

- 20 customers currently using the private beta.
- Large waitlist for the product.

Positive Feedback:

- Early users appreciate the platform's accessibility and user-friendly design.
- High satisfaction with AI-powered features such as content optimization and multilingual support.
- Ethical by design approach resonates well with customers.

BUSINESS MODEL & REVENUE STREAMS

EthicalAI Certified Score Reports



- Initial Phase: Free on-boarding for companies
- Post-Onboarding: Fee for AI ethical audit and score certification
- Services:
 - Comprehensive Full evaluation reports
 - Key recommendations for enhancing ethical compliance
 - AI consultancy services
 - AI/Coding as a Service

Subscription Services

- Regular follow-ups and monitoring for continuous compliance



Future Monetization Opportunities:

- Partnerships with software&payment providers, e-commerce platforms, and other services



GenOS Freemium Model

GenOS's core product is forever free.

- Premium Add-ons: Additional software with advanced or enterprise-grade features available at various price points.
- Private AI Customization: Enterprise consultation for bespoke private customization, delivering tailored solutions for businesses.

CreateWebsite's Model:

- Basic websites for free
- Advanced features on a subscription basis.
 - E-commerce capabilities
 - Customizable design templates
 - Premium content generation
 - In-depth analytics
- Additional Offerings:
 - Premium support
 - AI-powered marketing tools



EthicalAI

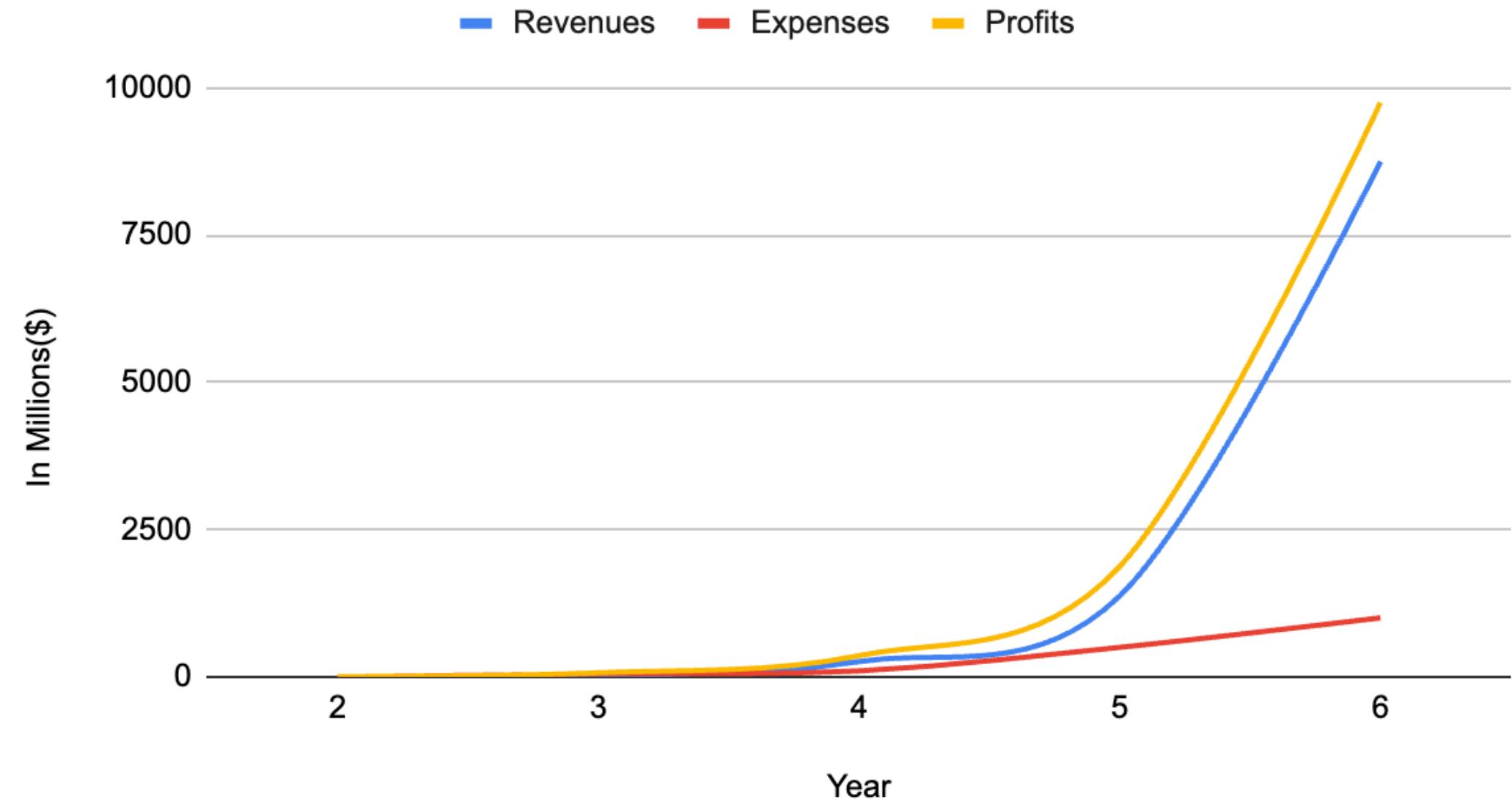
Revenue Forecasts

Harnessing upsales, certification revenues, AI/Coding services, and subscription services as significant contributors to our revenues, we anticipate a blended burn rate over time that will progressively decrease due to reductions in relative operating costs, robust marketing strategy, controlled technology costs, and optimized spendings on Research & Development and acquisitions.

This is evidenced by the Year 1 to Year 2 transition, where despite a ~185% increase in total costs, the reduction in burn rate is significant, down from about 33% to 17%. Alongside, our revenue is rising sharply by ~445% during this period. Such trends underscore our relentless commitment to customer value proposition and retention, which in turn fuels growth in our customer base across all categories.

This forecasted growth and cost management aids us in projecting long-term stability and robust profitability, confirming our futurist, growth-oriented strategy.

Revenues Forecast 2024-2030

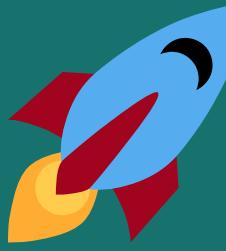


As our trajectories project, we expect the ECS Certificate clients count to catapult by 1000% every year, GenOS Enterprise clients count to grow by an identical 1000% annually, and a steady, significant increase of 900% each year in our subscribers count through to Year 6.

We envisage an accelerated revenue growth trajectory, with the overall revenue expected to skyrocket by an unprecedented ~1000% annually. Simultaneously, with our effective management of operational and acquisition related expenditures, we anticipate our burn rate to maintain a reducing pattern, standing at merely ~10% by the sixth year.

Revenue Formulas

Over the coming years, our strategic plan is to ignite accelerated growth, fueled by a potent blend of expanding our client base and conscientiously enhancing our service offerings.



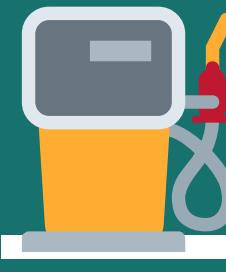
Our "Rocket" formula focuses on client expansion, where we aim to boost our ECS Certificate client count from 100 to an astronomical 1,250,000, our GenOS Enterprise client base from an initial 100 to a robust 1,250,000, and skyrocket our subscriber count from a humble 5,000 to a whopping 62,500,000. As a result, we anticipate an astronomical growth rate averaging over 1000%.

CS Certificate Clients Count Growth: $ECS\ Year(n) / ECS\ Year(n-1)$

GenOS Enterprise Clients Count Growth: $GenOS\ Year(n) / GenOS\ Year(n-1)$

Subscribers Count Growth: $Subscribers\ Year(n) / Subscribers\ Year(n-1)$

To verify the Rocket formula, let's take Years 1 and 2 for ECS Certificate Clients Count. It's $(1000 / 100) = 10$. This shows a growth rate of 1000%.



Our "Thrust" formula primarily revolves around a sophisticated pricing strategy. We aim to propel our average subscription price from 40, energizing our revenue generation. Meanwhile, we plan to charge for our ECS Certificate at a value-driven doubling rate from 800 over the years, corresponding directly to the amplified value we offer.

Avg Subscriptions Price Growth: $(Sub.\ Price\ Year(n) - Sub.\ Price\ Year(n-1)) / Sub.\ Price\ Year(n-1)$

ECS Price per Year/Certificate Growth: $(ECS_Price\ Year(n) - ECS_Price\ Year(n-1)) / ECS_Price\ Year(n-1)$

As a proof of the Thrust formula, calculate the growth from Year 1 to Year 2 for Avg Subscriptions Price. It's $((20-15) / 15) = 0.33$ or 33%.



Our "Gravity Control" formula looks to manage the burn rate effectively. Despite considerable upfront costs propelled by investments in R&D and acquisitions, these 'fuel burns' are essentially our thrusts for launching higher growth orbits.

Burn Rate: $Total\ Costs / Total\ Revenue$

As a check for the Gravity Control formula, take the burn rate for Year 1. It's $270,000 / 815,000 = 0.331$, or 33.1% of the total revenue spent.



Our "Orbit" formula paints a picture of our overall financial trajectory. With the projected exponential growth in revenue, our costs as a proportion of revenue are expected to decrease due to economies of scale, eventually placing us onto a stable, growth-oriented orbit.

Profit Growth: $(Profit\ Year(n) - Profit\ Year(n-1)) / Profit\ Year(n-1)$

We can examine the Orbit formula using profit growth from Year 1 to Year 2. It's $(3,677,500 - 45,000) / 45,000 = 81$, expressing that the profit grew by 8100%.

Use of Funds

Product Development & Research

Funding will be channeled into advancing the EthicalAI Certified Score Reports and GenOS while innovating and expanding our portfolio of ethically-aligned AI tools.

Strategic Partnerships & Alliances

We will forge strategic partnerships with educational institutions, businesses, and government organizations to enhance our influence over AI ethical standards.

Talent Acquisition & Retention

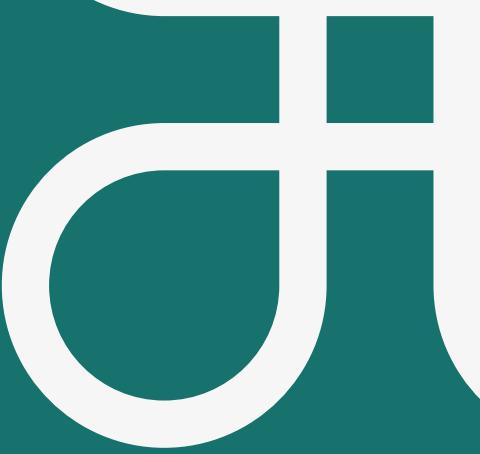
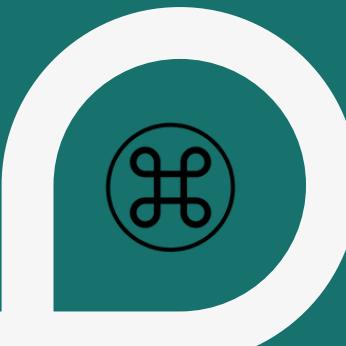
We believe in focusing on talent. We will continue to attract highly skilled individuals and grow our team of experts who are at the intersection of AI and ethics.

Marketing & User Acquisition

Marketing efforts will increase awareness about misuse of sensitive within AI systems and our goal is to create engaging content about ethical AI practices and tools to expand our user base.

Legal & Compliance

Although we ensure our products are compliant, funds will also be used to keep up with the evolving legal landscape around AI, protecting our operations and our users' interest.



VISION & FUTURE PLANS

VISION

We envision revolutionizing AI to be transparent, fair, and privacy-centric, operating within ethical frameworks.

Our focus rests on redefining Operating Systems, ethical aspects of AI and autonomous agents promoting a future of responsible and trust-centric AI evolution.

FUTURE PLANS

We are currently onboarding to Incubation Programme of HKSTP and planning to apply for Acceleration Programme of Cyberport or HKAI LAB.

Our roadmap includes expanding EthicalAI tools, adding robust features to GenOS, fostering broad partnerships across sectors, and shaping AI practical and ethical standards.

Our sole pursuit is to adapt to evolving user needs while becoming the global standard for ethical AI.

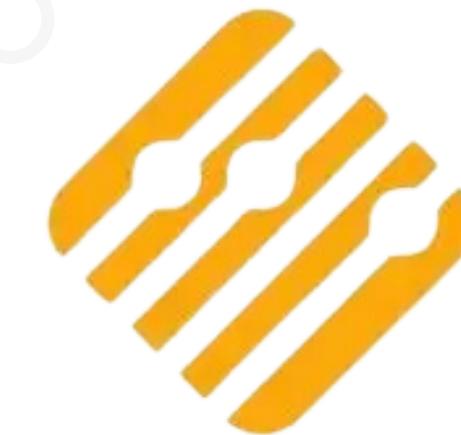
PARTNERS



EthicalAI



Alibaba Cloud



CRASTONIC



More to be announced

InvestHK

TEAM



EthicalAI



William Bolduc - Co-Founder
Tech-savvy entrepreneur
and ex-Google



Joe Pan - Co-Founder
Multi-Disciplinary Journalist,
Venture Builder and ex LA Times



Jean-Louis Bertrand - VP
Creator of first 3D
imagery algorithms



Satish Gupta - CTO
Mastermind dev with
15 years+ experience



Jacob Vinetti - VP of Finance
Controller of 5 companies with multimillion
revenue and operation budgets



Audrey Hyo-Jin Lee - VP of Strategic Partnerships
Proven leader who successfully helped growth for numerous companies



Iyvan Chandran - Advisor
Software Manager for Canadian, African, Guyanese & Sri Lankan Governments & 5+ Major Corporations



Candice Burin - Advisor
Top 100 Woman of the Future,
ESG & Compliance Specialist
[TBC]



Herbert Sterchi - Advisor
Recognized international lawyer and ex-Oracle



Alec Schimdt - CGO
Superervised many high growth Canadian ventures



ON A MISSION TO SHAPE THE FUTURE OF AI

Ready to embark on the journey of responsibly harnessing AI power?



Welcome to our mission to shape the future, where AI drives innovation and also adheres to ethical norms.

Our tools and resources address ethical dilemmas in the AI space to make decisions backed by ethical intelligence.

Let's make AI technology fair, accountable, transparent, and beneficial to all.

Builders, users, companies - we need you for revolutionizing the AI landscape.
Together, let's pioneer an AI future that's innovative and beneficial to all.

CONTACT US

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