# AIBQ Investor Brief – Ethical Intelligence for the Age of AI

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## Executive Summary

The AI Behavior Quotient (AIBQ) is a first-of-its-kind ethical intelligence platform designed to evaluate, score, and support moral reasoning in high-stakes decision-making—particularly in cybersecurity, governance, and AI-human partnerships. The system delivers real-time value-based feedback, cultural interoperability, and ethical justification tracking.  
  
This brief outlines the economic rationale, scalability, and long-term strategic impact of the AIBQ platform.

## Core System Overview

- AIBQ Moral Dashboard: Mobile + web-based interface measuring moral alignment  
- Aidan (AI Moral Companion): Dialogue-based ethical reflection tool  
- Canonical Value Engine: 15 dynamic moral values with weight calibration and drift detection  
- Codified Decision Logs: Learner or AI responses stored, scored, and re-trainable  
- Cultural Plug-ins: Indigenous, religious, and political overlays supported without loss of canonical integrity  
  
Platform Targets:  
- Mobile (iOS, Android)  
- WatchOS and embedded systems (Tesla, health wearables)  
- Web dashboard (education, government, AI policy)  
- LMS integration (CyberEd in a Box, NICE/DCWF roles)

## Market Opportunity

- Total Addressable Market: Cybersecurity education, ethical AI tooling, public governance compliance  
- Initial Market Penetration: Education pilot (CyberEd in a Box)  
- License Model: $20K/year per institution (includes dashboard, Aidan access, and value update cycles)  
  
Projected Revenue (Year 1): $200K (10 institutions)  
Development Cost (Year 1): $1M (Full-stack MVP + platform compatibility)

## Return on Ethical Intelligence (RoEI)

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| --- | --- | --- |
| AIRB Score | Classification | Strategic Implication |
| 85-100 | Reflexive Ethical Co-Agency | Optimal for crisis roles, governance agents |
| 70-84 | Value-Aware Strategic Reasoner | Best for advisory, mentorship, leadership |
| 50-69 | Rule-Following Ethical Learner | Policy-compliant, needs guidance |
| <50 | Underdeveloped Moral Reason | High-risk in adversarial environments |

Moral Lift Model: Every 10-point increase in AIBQ score correlates with a 20–25% increase in ethically reliable decision-making under pressure.

## Why Cybersecurity First?

- It is the proving ground for trust under conflict.  
- Ethics must be traceable, reproducible, and pressure-tested.  
- From national grid protection to misinformation, this is the sector where failure costs lives.  
  
Success in cybersecurity guarantees downstream credibility in finance, healthcare, governance, education, and diplomacy.

## Investment Use

- Secure cloud-based deployment of simulation platform  
- Multimodal UI development (mobile, embedded, watch)  
- Core IP protections and ethical plug-in sandboxing  
- Drift-detection engine (value shift analytics)

## Strategic Exit Options

- Acquisition by education platform or LMS (Coursera, Anthology)  
- Government/DoD ethics training contracts  
- Integration into intelligent vehicle dashboards or trust-certifying AI agents

## Contact for Funding Dialogue

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A diagram of a diagram

AI-generated content may be incorrect.