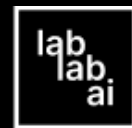


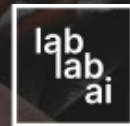
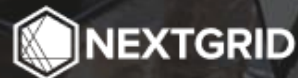
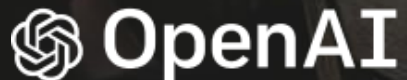
# Project presentation (Personalized Ethical Decision Advisor)

EthicaAI



# Introduce your team

- Moazzam Waheed - AI Ethicist & Project Lead
- Master in Data Science, 10+ years in Software Development and AI.



# Your problem statement

- Ethical decision-making in complex scenarios can be challenging due to conflicting interests, diverse perspectives, and lack of structured guidance.

## Illustration:

- Business partnerships with controversial practices.
- Healthcare decisions involving patient confidentiality and public safety.



# The solution

- A platform leveraging AI to guide ethical decision-making across various sectors.

## How It Works:

- **Ethical Reasoning Algorithms:** Integrate moral philosophies (consequentialism, deontology, virtue ethics) and cultural norms.
- **Case Studies Analysis:** Database of real-world ethical dilemmas.
- **Stakeholder Perspectives:** Consideration of diverse stakeholder impacts.
- **Personalized Guidance:** Recommendations based on user preferences and organizational values.
- **Scenario Simulations:** Interactive simulations to visualize potential outcomes.

## Case Study:

An executive uses EthicaAI to decide on a partnership, inputting details and receiving a nuanced analysis of ethical implications and stakeholder impacts.

- **The Technology**

AI/ML Algorithms:

Advanced algorithms trained on historical ethical decisions and philosophical principles.

**Natural Language Processing:**

To understand and analyze user input and case studies.

**Platform Tools:**

Python

Streamlit

Supabase

# Market Opportunity

## Market Size:

- Total Addressable Market (TAM): \$10 billion.
- Serviceable Addressable Market (SAM): \$2 billion.

## Growth Trends:

- Increasing need for ethical decision-making tools in business, healthcare, and governance.



# Competitive Analysis

## Key Competitors:

- Competitor A: Strong in healthcare ethics, limited business applications.
- Competitor B: General decision support, lacks ethical focus.

## Unique Selling Proposition:

- Comprehensive integration of ethical theories and cultural norms.
- Personalized and scenario-based guidance.

# Revenue Model

## Generating Revenue:

- **Subscription Model:** Tiered pricing based on organization size and features.
- **Consultation Services:** Premium service offering personalized ethical consultations.
- **Sales Channels:** Direct sales, online platform, and partnerships.



# Demo

## Demo Overview:

- Users start at the Dashboard.
- Input details of ethical dilemmas.
- Perform AI-driven ethical analysis.
- Simulate different decision scenarios.
- Receive personalized recommendations.
- Access final decision support and save outcomes.

## Interactive Items:

- Recent Ethical Dilemmas: View details of recent cases.
- Saved Scenarios: Access and manage previously saved scenarios.
- Personalized Recommendations: Tailored advice based on user interactions.
- Navigation Buttons: Quick access to other sections of the application..

# Future Prospects:

## Scalability:

- Potential to expand into new sectors (e.g., legal, education).
- Continuous learning and improvement mechanisms.

## Impact:

- Promoting ethical awareness and informed decision-making.
- Addressing complex ethical dilemmas with AI-driven insights.

## Summary:

- EthicaAI provides a scalable, personalized solution for ethical decision-making, leveraging AI to integrate diverse ethical theories, case studies, and stakeholder perspectives.

## Call to Action:

- Join us in promoting ethical awareness and making informed decisions with EthicaAI.

## Contact Us:

- Email: [moazzamwaheed@gmail.com](mailto:moazzamwaheed@gmail.com)



# Thanks!

