

Ethical AI for start-ups

At a time when Artificial Intelligence is making headlines (and rapidly changing the way we work) the world over, Ethical AI for start-ups will enable start-ups and AI designers to make informed decisions, considering ethics and risks.

AI ethical principles

Australian Government, 2022





“Artificial intelligence is one of the most powerful tools that humanity has at its disposal right now. Harnessing its full potential will involve navigating with agility and awareness.

We’re extremely proud of how this guide serves to ensure that systems are designed ethically to keep people at the heart of AI transformation and builds trust with customers”

Linda Brown

CEO/President, Torrens University
EY Entrepreneur of the Year



“This publication provides useful guidance to any entrepreneur keen to explore the enormous potential of ethical AI. Innovation applied in this frame will contribute to a bright and sustainable future.”

*The Australasian Society for Computers & Law (AUSCL) is delighted to support the launch and promotion of **Transparent & Productive AI: Recommendations & Guidelines for Start-ups.**”*

Marina Yasttreboff

President of Australasian Society for Computers + Law



To access our
Ethical AI for start-ups,
scan the QR code

Productive and transparent AI checklist

The guide includes an AI ethical checklist developed in consultation with Australian start-ups. It focusses on issues to consider when applying an ethical lens to new innovations in AI.

Key criteria	Questions to consider	Yes	No	Notes
Governance	<ul style="list-style-type: none"> Transparent communication via available tools? Defined responsibility and accountability Aligned and focused organisational objectives and business strategies? Available transparent processes? Open to change and continuous improvement? 	<input type="checkbox"/>	<input type="checkbox"/>	
Investment	<ul style="list-style-type: none"> Available external financial support and funding? Research and development (R&D) support? Available incentives from state or federal government? Budget for in-house and external trainings? 	<input type="checkbox"/>	<input type="checkbox"/>	
Transparency	<ul style="list-style-type: none"> Transparent information sharing through viable communication channels? Internal and external supportive environment to foster trust and goodwill? Traceability and explainability of communications and actions? 	<input type="checkbox"/>	<input type="checkbox"/>	
Collaboration	<ul style="list-style-type: none"> Have you found an available and supportive community AI? Government (federal and state) support for ethics? Academia (public, private, national and international) support? 	<input type="checkbox"/>	<input type="checkbox"/>	
Security & Privacy	<ul style="list-style-type: none"> Abiding by international and national 'Codes of Ethics'? Accessibility to enhanced resources and training? Embracing consent, accountability and governance? Clear understanding of data accessibility, accuracy and protection? 	<input type="checkbox"/>	<input type="checkbox"/>	
Training	<ul style="list-style-type: none"> Support of professional business and AI talent training? Access to digital skills' training program? Close connection to business community and the provided support? Available mentorship? If not explore relevant mentoring programs 	<input type="checkbox"/>	<input type="checkbox"/>	
Awareness	<ul style="list-style-type: none"> Awareness via different channels (e.g seminars, conferences, workshops, newsletters, magazines, blogs, etc)? 	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainability	<ul style="list-style-type: none"> Supporting human centred values? Supporting environmental centered values? Supporting economy centred values? 	<input type="checkbox"/>	<input type="checkbox"/>	

The research team

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