

THE BABL WAY

AI's rapid evolution and its scalability mean that it has and will reshape human life in various positive ways. However, it also bears huge potential for unprecedented harm. BABL AI's mission is to ensure that all algorithms are developed, deployed, and governed in ways that prioritize human flourishing. In working toward this mission, the BABL Way provides guidance and accountability.

Lead with integrity

Driven by our mission, we conduct our work with integrity. BABL AI's risk assessments and audits seek to reach an accurate opinion on clients' development and/or use of algorithms in line with the relevant regulations. We do not compromise on our stated purpose, consider the potential consequences of our joint decisions, and evaluate these in line with our mission.

More generally, we take pride in leading at the forefront of a rapidly evolving field and aim to share our knowledge with other players to contribute to setting a standard for responsible AI. Knowing that companies developing and deploying AI systems, other organizations offering risk assessments and audits, and even legislators will look to us for insights and best practices, we aim to ensure that those are carefully considered and empirically grounded. Beyond supporting our clients in developing and deploying algorithms in a responsible manner, we aim to contribute to shaping AI governance in line with our stated mission.

Lead as a team

We know that the problems BABL AI works on are best solved collaboratively and that effective deliberation rests on all participants being comfortable, feeling heard, and being given due credibility. We aim to foster an environment in which each individual feels that they can and should contribute and that their contribution will be valued.

This also means we do not tolerate discrimination based on gender, race, ethnicity, sexuality, disability, or other protected characteristics. We aim to be conscious of prejudice in our own perception and behavior. We listen to those affected by discrimination and are open to learning.

We value being able to draw on a diversity of disciplines, experiences, and identities for two reasons. First, the issues we work on are best tackled through a diversity of perspectives, allowing us to grapple with complex technical and ethical questions and better understand the socio-technical system in which an algorithm is deployed. Second, we recognize our role in mitigating injustices posed by structural inequalities.

Lead through quality

BABL AI's team comprises experts from various disciplines – philosophy, data science, and law, to name a few. What unites us is that we are passionate about applying our expertise to make a positive, real-world impact and are dedicated to solving the complex problems we are presented with.

Solving these problems – conducting risk assessments and audits on rapidly evolving technology against a shifting legal landscape – requires us to think carefully about the technical and ethical considerations involved in our work. BABL AI stands for quality, aiming to offer clients accurate and actionable results and thereby drive the responsible development, deployment, and governance of AI.

BABL AI Inc. | <https://babl.ai> | contact@babl.ai



Our Leadership



Shea Brown, Ph.D.
CEO & Founder



Prof. Jovana Davidovic
Chief Ethics Officer



Khoa Lam
Chief Product Officer



Jeffery Recker
Chief Operating Officer



Ben Lange, Ph.D.
Senior Advisor