KPI
KLEINER POWELL INTERNATIONAL

To raise trust in the AI ecosystem,
every organization has a part to play.

KPI partners with trusted leaders who
bank on responsible AI to win.

We help you evaluate opportunities,
manage risk, and deliver on your KPIs.

Wherever you are in exploring generative AI, producing AI tools, or using AI for company goals, trust is required.

Generative AI often provides the illusion of control.

We put trust at the center of our work with you, giving people genuine control.

With KPI's calculus of intentional risk, we help you minimize the risk of AI systems.

Our advisory services build trust by taking into account the 4 logics of AI power: business, engineering, government and humanity.

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Our mission is to help you assess AI opportunities and risks, to better deliver on your KPIs.

Whether you're delving in generative AI, crafting AI tools, or harnessing AI to accomplish corporate objectives, **the bedrock of trust is an essential requirement.**

The Four Logics of Power

- Together, these four perspectives help us see the possibilities that work for all stakeholders.
- None of the four logics are in control.
- None are right or wrong in themselves.
- If we want trustworthy AI systems, we need to bring all four perspectives together.
- We use creative friction to understand why others feel and think the way they do.
- When we take into account all four logics, we consider the impact and benefits of your work all while ensuring a foundation of trust and reliability.

Four Logics of Power	Private	Public
Individual	**Engineering logic** Technology	**Social Justice logic** Humanity
Institutional	**Corporate logic** Ownership, Markets, and Growth	**Government logic** Authority and Security

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The Calculus of Intentional Risk: A model for decision making

KPI's framework for quantifying the risk of AI-related decisions

After in-depth consultation, we identify the potential value in an AI system or ecosystem.

These factors include:

1. Reputational damage in the worst-case scenario of harm to people;
2. Benefits and rewards from positive outcomes, in commercial and societal terms;
3. Fines and penalties from new laws like the European Union's comprehensive Artificial Intelligence Act (AIA) expected to be passed in 2023;
4. The opportunity cost of lost revenues from failing to release a product.
5. Potential gains from alternative businesses and approaches.

We value each factor on a matrix of consequence and likelihood, leading to a range of possible returns and losses.

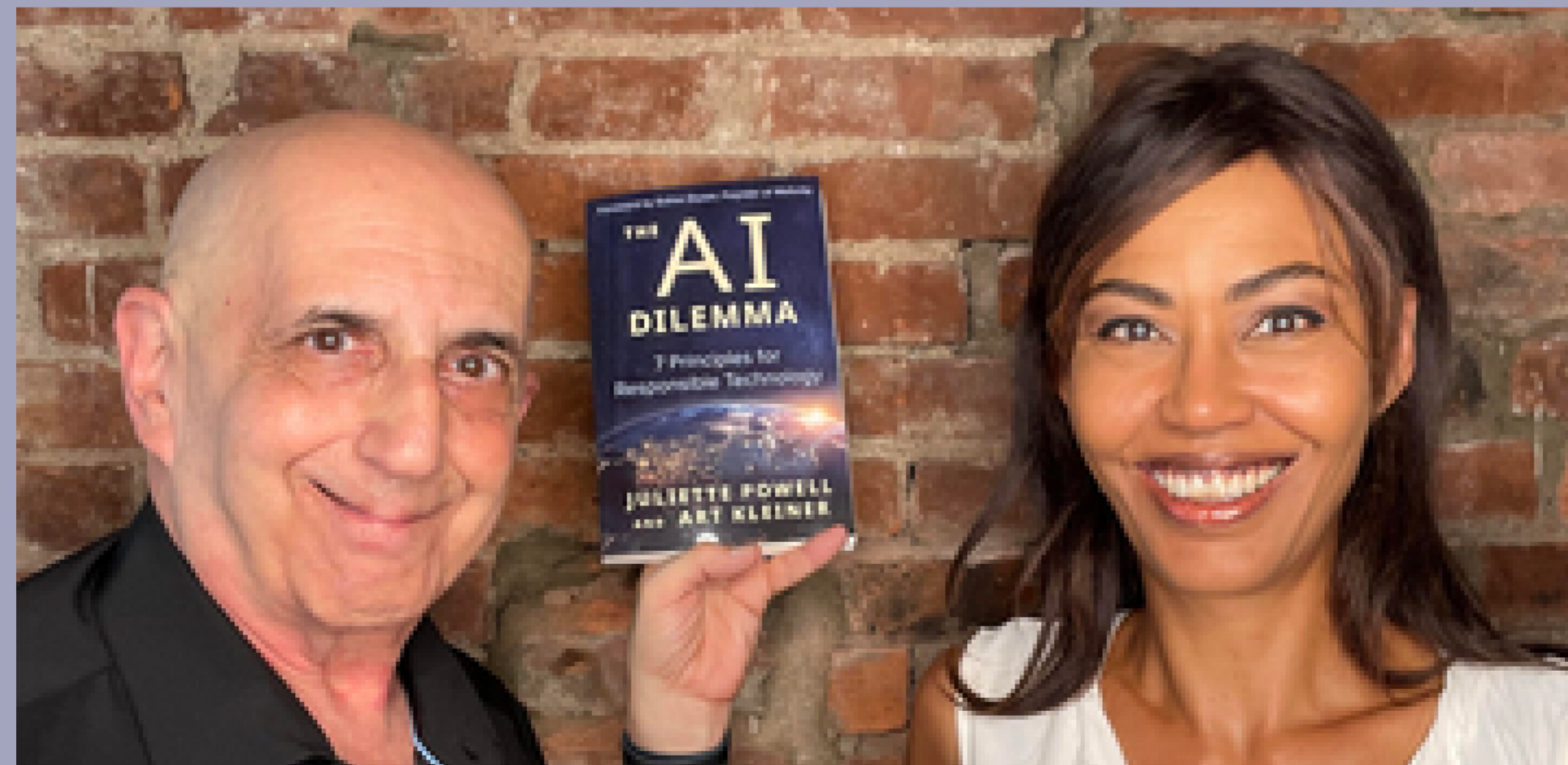The deliverable is a risk level series based on scenarios combining these outcomes.

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Strategic Services for Business Clients

Human Impact Assessment for AI Systems	Capacity Building	Communications	Data Effectiveness Strategy
Better use of AI in sustainability, talent/HR, and product development, in the context of your growth objectives.	Bespoke support to develop in-house skills related to AI risks and benefits.	Developing a narrative around the human impacts of your AI systems.	Some data is useful; much is misleading or unnecessary. We can help you gain and apply insight.
• Trust assessment • Scenarios on possible risks, threats, benefits, and outcomes • Responsible governance for generative AI • Alpha project testing • The mix of human and AI logic that works for you	• Briefings • Training and knowledge sharing for C-suite and executive leaders, middle management, and new hires • Relevant AI news curated in your inbox	Internal and external communications: • How will jobs change? • What must staff learn? • What data are you gathering and how do you use it?	• Data assessment • Consultation with your data science groups on trust and human impact

Services for Investment Funds

Responsible AI Due Diligence	Capacity Building	Data Effectiveness Strategy and Implementation	Communications
We help you compare potential AI risks and opportunities for the investments you are funding.	We develop skills and experience for fund managers and officers related to AI risks and benefits.	Some data is useful; some is misleading. We can help you gain and communicate genuine insight.	Funds need to develop a narrative around the AI impacts of their investments.
• How upcoming regulation will affect key businesses and industries • Avoiding reputational risk • Human impact	• Briefings and training on risk assessment skills • Knowledge sharing • Communicating to funds and assets about responsible AI practices, potential impacts, and winning strategies • Relevant AI news curated in your inbox	• Data assessment • Interpretation and scenario sessions • Consultation with your data science groups • Application to reporting and oversight	• "How will jobs and skills change?" • "What new skills must be learned?" • "What data are we gathering and how do we use it?"

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To raise trust in the AI ecosystem, KPI partners with you.

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