



FemAI Venture

# DORIS

**Fall in love with AI certification.**

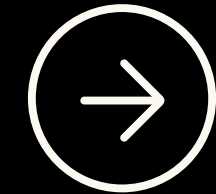
Applied AI research to scale AI for the true benefit of humanity.

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 Berlin, Germany

# INVESTING IN THE FUTURE OF RESPONSIBLE AI



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# PROBLEM STATEMENT – THE AI TRUST CRISIS

- How accurate are HR-Recruitment Tools for women? Up to **20-30% lower selection** for women in AI-assisted screening tools in tech or finance, compared to male counterparts with equivalent experience.
- How accurate are medical devices for people of color? The MIT found that the **accuracy dropped by 19% when used on Black women** compared to white women in breast cancer detection software).
- How accurate are crediting tools for people from different origins? **34% of women of color are misidentified** by facial recognition software used in law enforcement in the US.

**“BELOW 10% OF THE CONTENT  
GENERATED BY LLMS IS  
FACTUALLY ACCURATE.”**



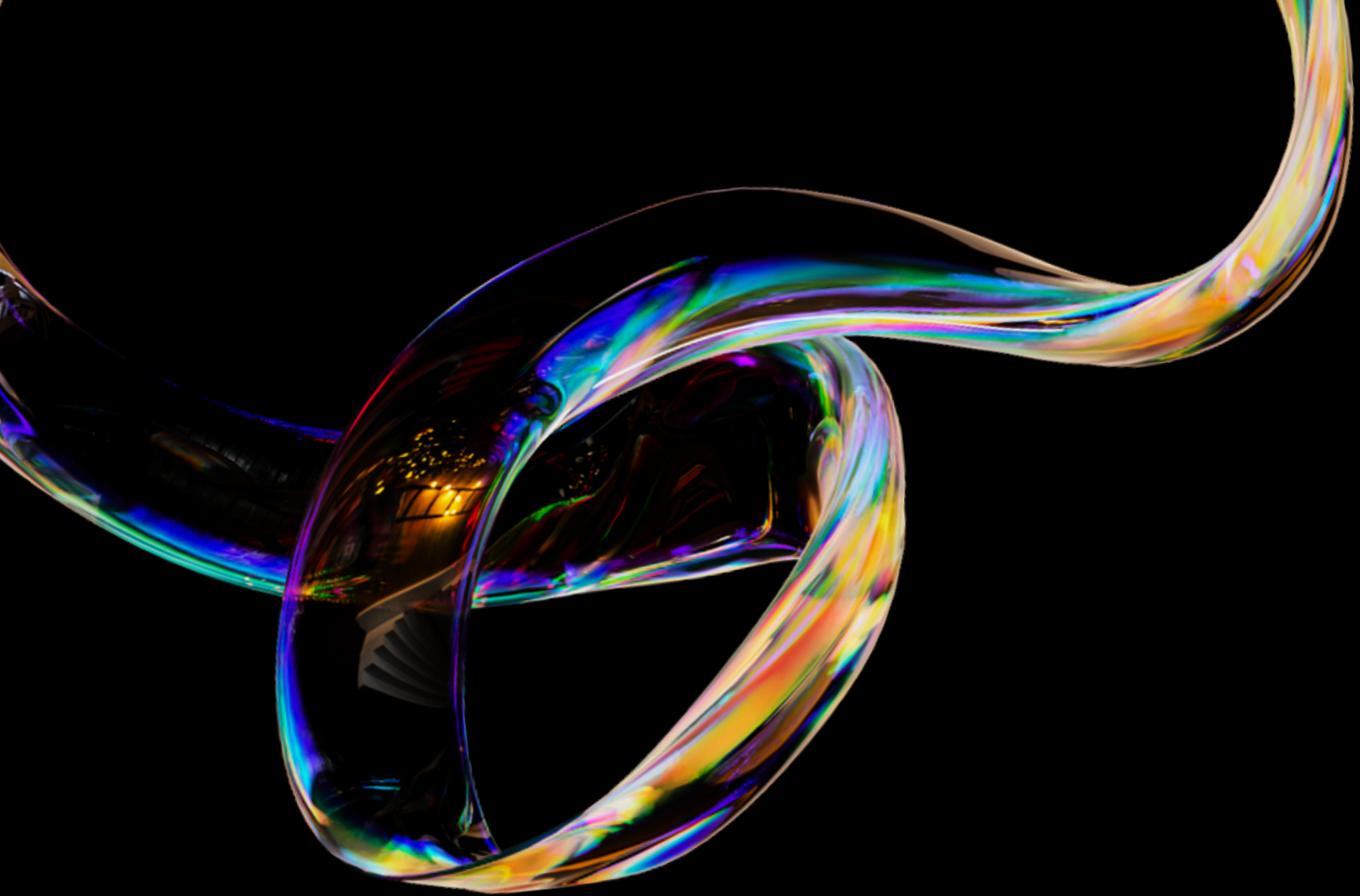
## Paper

Download our latest research papers or collaborate with us through Research-as-a-Service to shape the future of AI.

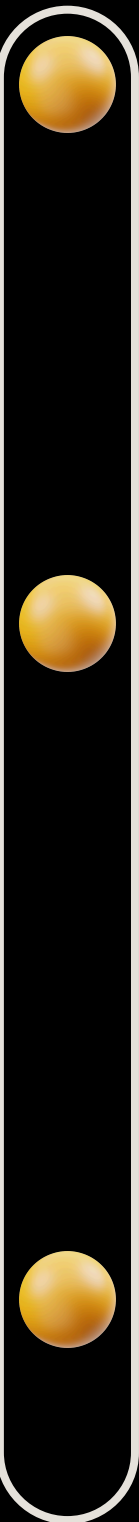
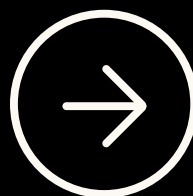
 FemAI







# PROBLEM STATEMENT



## **AI is biased**

Approximately **80% of businesses struggle to assess AI tools** for bias and compliance, underscoring the need for structured evaluation frameworks. AI may perpetuate biases from its training data, resulting in discrimination and unfair outcomes resulting in lower product performance.

## **AI is moving fast and not integrated yet**

Over **10,000 AI tools** are available, with more than 50 new tools launched daily, highlighting the rapid expansion of the AI landscape.

At the same time, **94% C-suite executives** are unsatisfied with current AI solutions. **59% of them** say they're "actively looking for a new job with a company that's more innovative with generative AI." <sup>1)</sup>

## **AI is regulated now in Europe**

From 2024, the use of AI systems is regulated through the EU AI Act. The establishment of a comprehensive certification process is not only critical to ensure responsible AI deployment and build public trust amidst rapid tool proliferation, but builds a legal requirement.

<sup>1)</sup> <https://www.axios.com/2025/03/18/enterprise-ai-tension-workers-execs>



# THE GROWING DEMAND TO MAKE THE RIGHT AI TOOL DECISIONS

“How do you know the product you are implementing in your company will ensure long-term value?”



## We center civil society focussed research with FemAI

Our future-oriented real-time delphi method improves product performance for your use case. In integrating diverse perspective in AI assessment, we diversify AI. FemAI has won **multiple awards for this unique research approach.**



## We navigate consumers with DORIS

DORIS assesses AI on a use-case level, ensuring real-world applicability. Consumer trust is key for corporate performance: **explaining 31% of the variance for profit margins and 21% of the variance for return on assets. (1)**



## We are trusted across the AI ecosystem in the EU and US

After consulting the **EU**, the **UN**, the **German Federal Foreign Ministry** and **30+ organisations** on their ethical AI Governance Guidelines, FemAI launched DORIS to bridge the gap between principle and practice.

1) [https://www3.weforum.org/docs/WEF\\_Responsible\\_AI\\_Playbook\\_for\\_Investors\\_2024.pdf](https://www3.weforum.org/docs/WEF_Responsible_AI_Playbook_for_Investors_2024.pdf)

# THE GROWING DEMAND TO DIFFERENTIATE YOUR AI TOOL

“How do you want to speak to more customers and set yourself apart from the competition?”



## Responsible AI as a Feature

Companies that prioritize responsibility in expanding their AI capabilities experience 30% fewer AI failures compared to companies that do not. (1)



## Responsible AI for Investors

potential long-term benefits and cost savings associated with implementing AI responsibly outweigh initial expense of implementing RAI by far! (2)



## Responsible AI aligned AI development processes

DORIS enables continuous compliance monitoring throughout the product lifecycle, helping AI providers detect and resolve risks before they become certification barriers. (3)

1) Boston Consulting Group (BCG). (2022). A responsible AI leader does more than avoiding risk. <https://www.bcg.com/en-ca/publications/2022/a-responsible-ai-leader-does-more-than-just-avoiding-risk>.

2) [https://www3.weforum.org/docs/WEF\\_Responsible\\_AI\\_Playbook\\_for\\_Investors\\_2024.pdf](https://www3.weforum.org/docs/WEF_Responsible_AI_Playbook_for_Investors_2024.pdf)

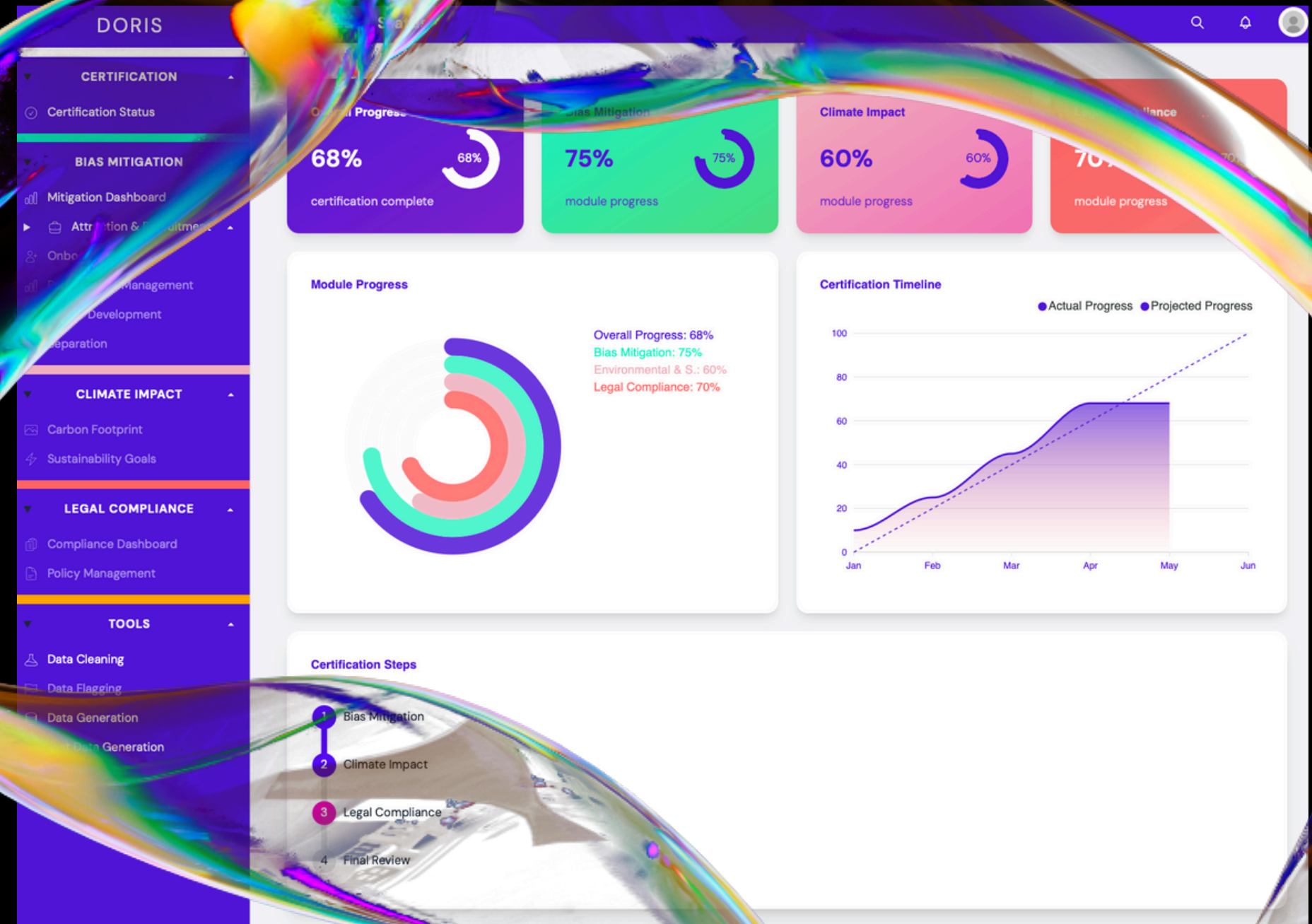
3) EU AI Act compliance is our bare minimum so you don't need to be scared of the non compliance fee of €35 million or 7% of the company's total worldwide annual turnover)



# SAY "HI" TO DORIS

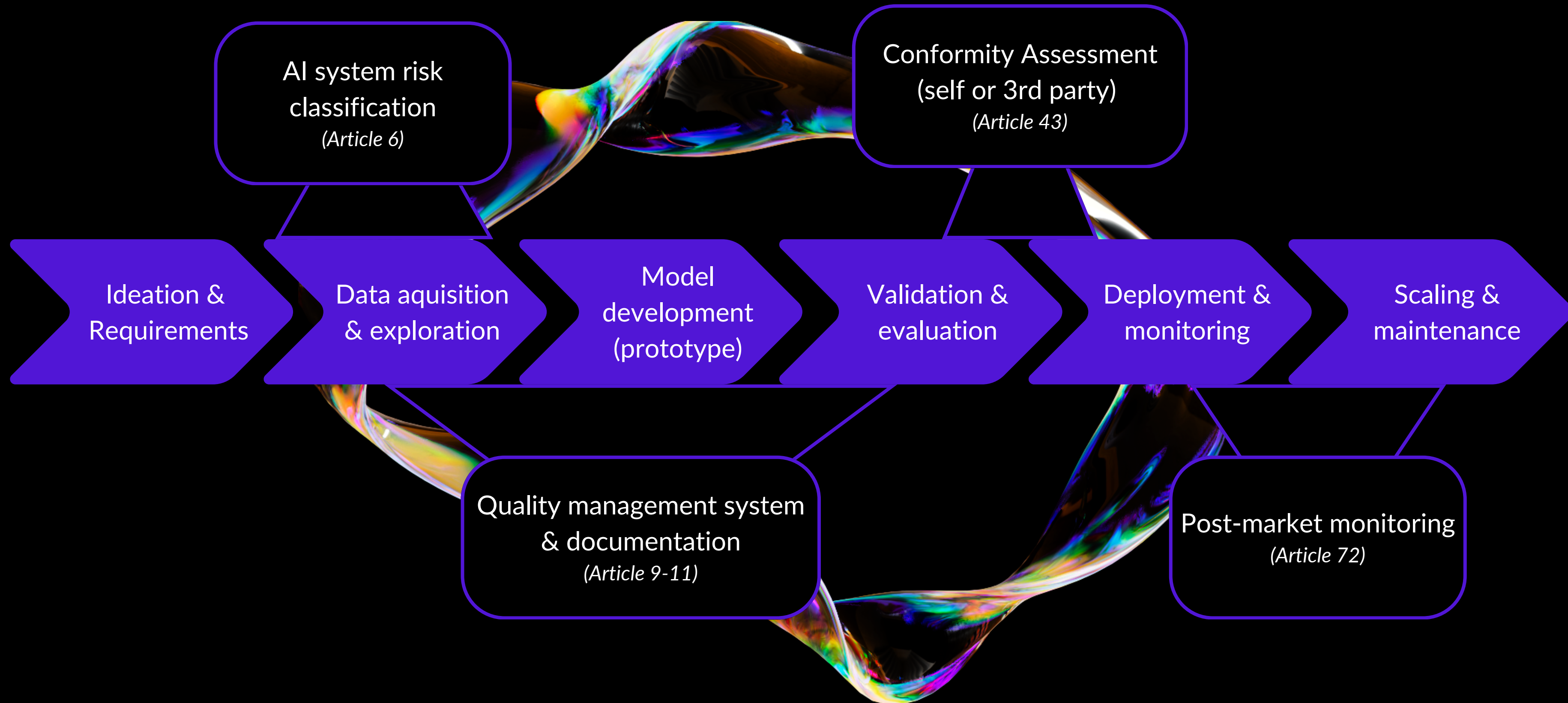
**YOUR NUTRI SCORE FOR AI-SYSTEMS  
DIVERSITY ORIENTED REINFORCED INTEGRATION SOFTWARE**

<https://demo.fem-ai.eu/dashboard>



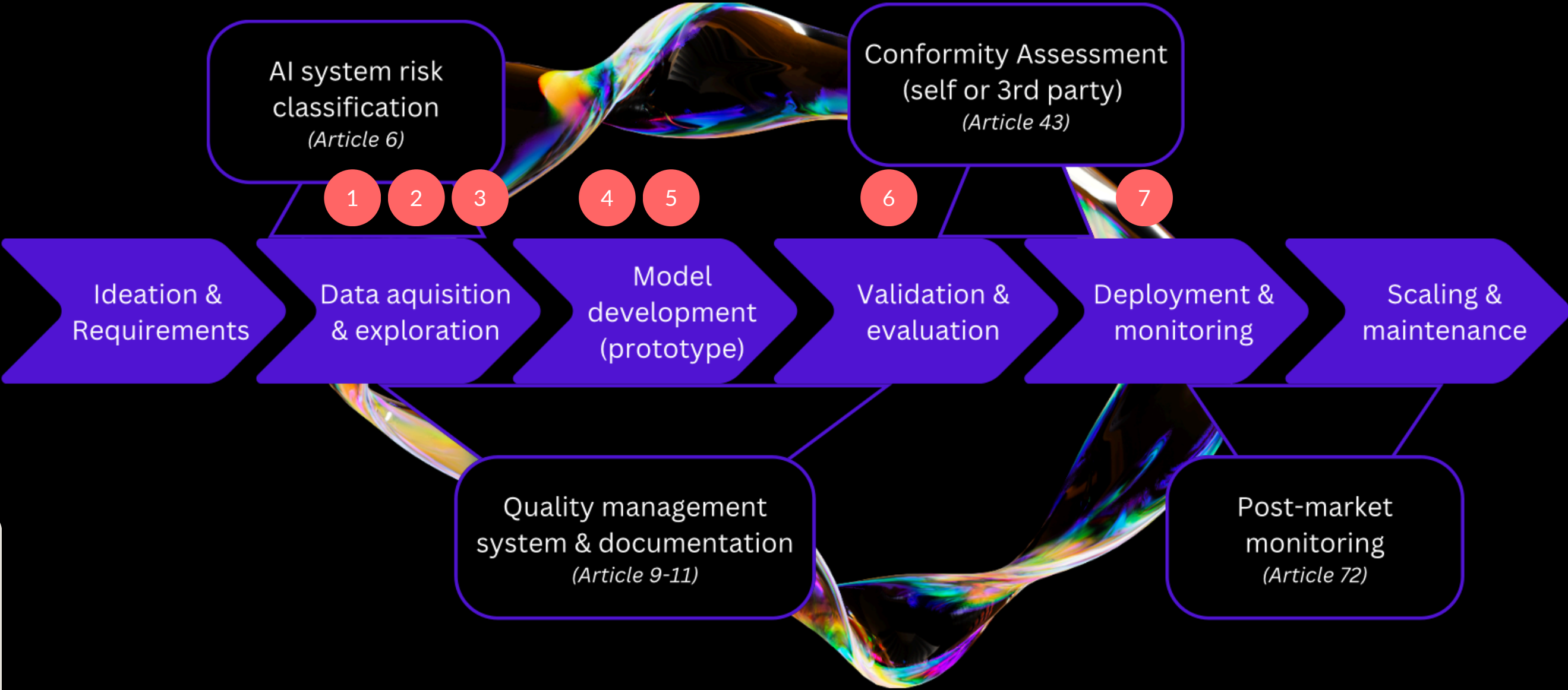
# OUR EU AI ACT IS THE BARE MINIMUM

AI high-risk system Conformity Assessment by EU AI Act in the AI product development process





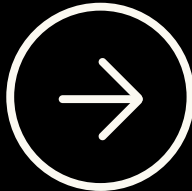
# IDENTIFYING **BIASES** IS THE GAMECHANGER



## BIASES

- 1 historical bias
- 2 representation bias
- 3 measurement bias
- 4 learning bias
- 5 aggregation bias
- 6 evaluation bias
- 7 deployment bias

## TECHNICAL DOCUMENTATION



training process, bias mitigation strategies

testing logs, bias audit results, traceability records



# DORIS

The DORIS Certification Program is available as a hybrid, self-paced solution, backed by expert consultation to help AI providers not just evaluate but improve their AI systems. The certification follows a one-time payment model, with subscription-based software for ongoing compliance monitoring and re-certification support.

## Revenue Model

- One-time setup
- SaaS subscription model

## Adoption Pathway

- Bias assessment
- Bias certification
- Lifecycle integration & re-certification

## Go-to-market-strategy

- FemAI Funnel
- Direct sales

## Target Customers

- AI Provider and AI Deployer



# SIZE OF MARKET

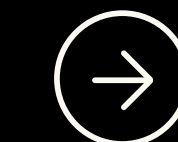
Responsible AI is an emerging market with opportunities for first movers and a market that is not yet ready for market adoption.

In Europe, the AI governance market is expected to grow at a CAGR of 33% from 2024 to 2030, reaching a volume of USD 119.8 billion in 2024.

The market for responsible AI is even larger.

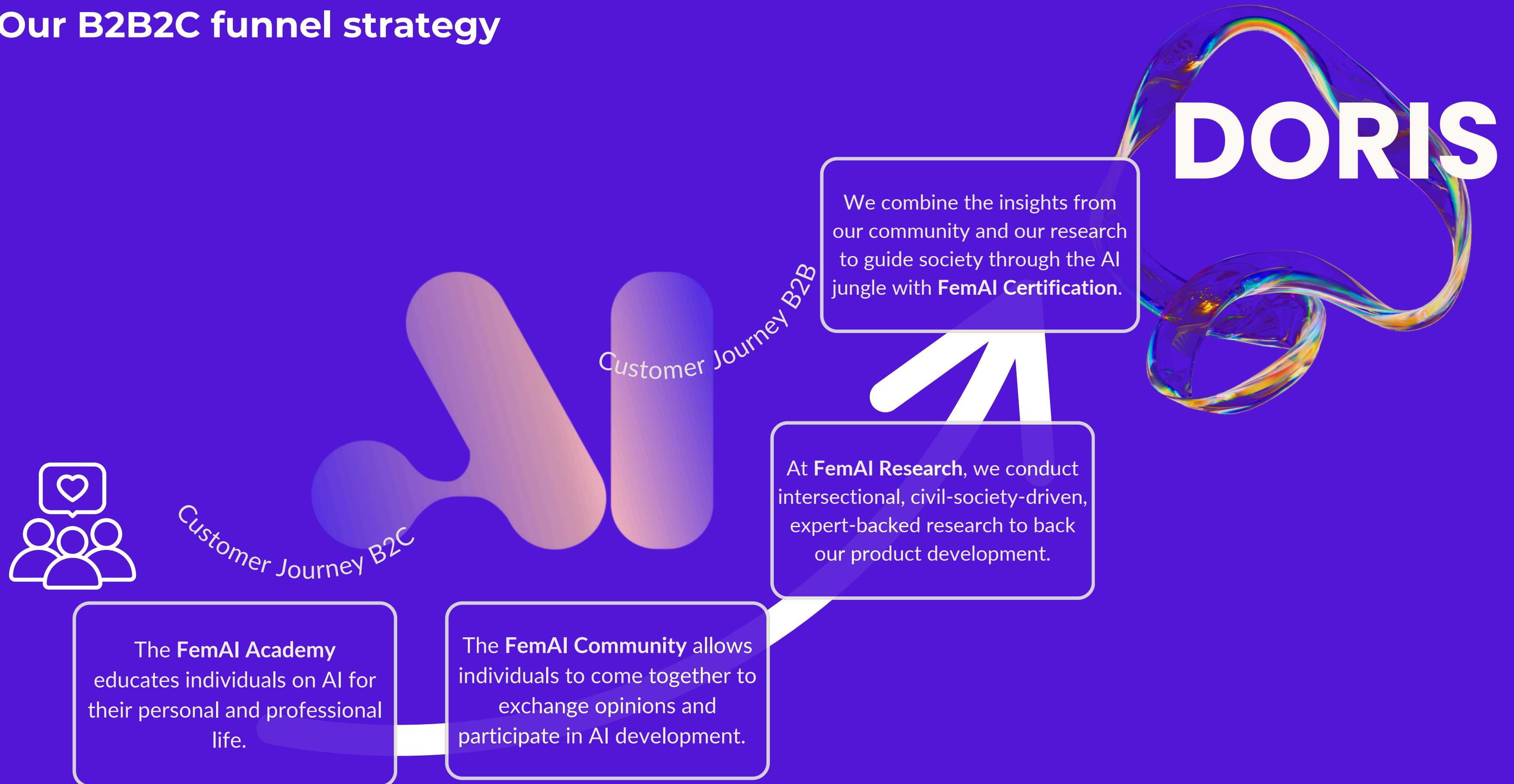
To date, most AI governance solutions are not offered at scale. DORIS is an AI certification platform for evaluating AI tools. Our SAM therefore covers all AI providers and AI users in Europe.

We understand our customers' needs: trust, guidance, and differentiation in the AI jungle.



# Welcome to the FemAI Universe

## Our B2B2C funnel strategy





## COMPETITIVE AI-CERTIFICATION LANDSCAPE

- Offers similar services or products to ours but without a focus on scalability. Most competitors are backed with significant funds or are joint-venture based.
- Targets the same customer base and market segments but with variety on use-cases.
- Competition in price, placement and promotion is not existing as the market is currently evolving (EU AI Act Certification Art. 43,44 will be binding from August 2026 onwards)
- Can be easily identified and recognized as a competitor by customers and industry analysts: Certain, getcertif.ai, Certifi AI, Securiti, Kertos, Holistic AI, Vanta, certif.ai by fairlab (US).

## COMPETITIVE ADVANTAGES OF DORIS

- **Research driven**– It uniquely integrates civil society perspectives early in the AI evaluation process, fostering public trust and accountability.
- **Use-Case focused**– It enables continuous compliance monitoring throughout the product lifecycle, helping AI providers detect and resolve risks before they become certification barriers.
- **Fast** – Certified AI solutions gain visibility and credibility, as DORIS promotes AI systems that benefit humanity within our trusted network
- **Trusted - FemAI is the first european AI brand:**  
**first mover advantage**



# ACHIEVEMENTS & MILESTONES

FROM AI RESEARCH › TO AI POLICY › TO AI TRUST › AND AI CERTIFICATION

## Research Paper 2022 - 2025

- Facial Recognition Software in Law Enforcement under the EU AI Act
- Sustainability in AI (Art. 4 and Art. 95 under the EU AI Act)
- The threat of Deepfake Detection Tools during elections and beyond
- Methods to ban Autonomous Weapons Systems
- Power Imbalances in Society and AI: A feminist approach
- Rethinking Content Moderation based on cultural differences

## Consultations 2023-2024

- German Parliament
- EU on EU AI ACT
- EU Delegation in Washington
- UN for Digital Global Compact
- German Federal Foreign Ministry
- +18

## Awards 2023 - 2024

- AI Person of the Year 2024
- Best paper award (WI)
- 40 under 40 by capital
- 100 klügste Köpfe der Hauptstadtwissenschaft (Tagesspiegel)
- 30 under 30 by CIDDOB
- Zukunftsmacherinnen by Business Insider
- Generation ChatGPT by ZeitCampus

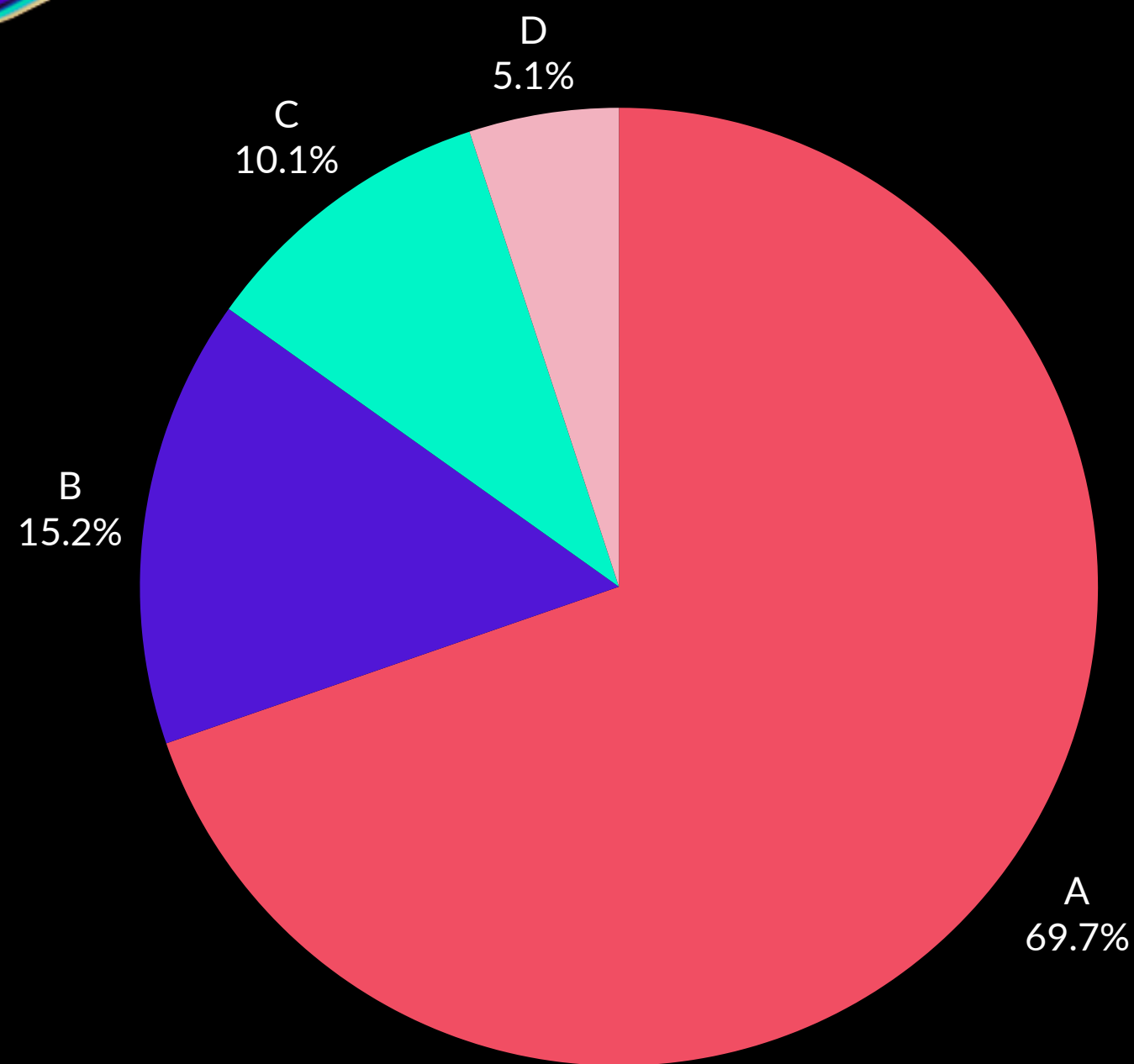
## Kick-Off DORIS

## Angel Ticket & Product Development

- First angel ticket accepted October 2024
- Product development started November 2024



# USE OF FUNDS – WE ARE RAISING 3.1 M€



Our plan for using funds generated from investors is straightforward.

We'll allocate 70% towards further developing our products, ensuring they stay competitive and meet customer needs. 15% will go into marketing and sales efforts to attract new customers and drive revenue growth. 20% will be invested in infrastructure and operations to support our expanding business and improve efficiency.

Finally, 10% will be set aside for strategic initiatives like entering a strategic venture.

A. 70% Product Development (incl. legal)

B. 15% Marketing and Sales

C. 10 % Infrastructure and Operations

D. 5% Expansion and Growth Initiatives

# MEET THE TEAM



**ALEXANDRA**

Founder & CEO



**RHEA**

Technical Co-Founder



**ANNA**

Data Science & Research  
Process



**WILLIAM**

Funnel Strategy & Sales  
(external)



**MOCKI**

Back-End &  
Architecture  
(external)





# MEET THE ADVISORY BOARD

work in progress

**ALI CARL  
GÜLERMAN**

COMPANY BUILDING &  
CYBER SECURITY

**LUKAS  
STOCKMANN**

FINANCE

**SILKE  
REUTER**

BRAND



# OUR COMMITMENT

FemAI is a research-based, responsible AI startup.

Everything we do is rooted in our intersectional, civil-society-driven, expert-backed research methodology. Our research has proven its impact—unlocking biases and ensuring AI serves humanity in meaningful ways.

An approach that has earned us multiple awards.

We understand what truly benefits humanity, and work every day to progress toward that vision.

If you align with this commitment, we are pleased to welcome you to the FemAI Universe!

 [www.fem-ai.com/invest](https://www.fem-ai.com/invest)

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