

Tethix

Cultivating responsible tech practice

Our purpose

We exist to help humanity reimagine and create technology for collective human flourishing.

Our mission

Craft tools and narratives that close the ethical intent to action gap in product development.



The big problem: ethical intent to action gap

People and organisations have the intent to create technology in a more responsible way. But there is a **large gap between what they say and what they do**.

MIT research¹ on Fortune 500 companies showed that there was **no statistical correlation between stated values and corporate behaviour**.

Recent Responsible AI Index research² showed that 86% of respondents were aligning to Australia's AI Ethics principles yet only 3% were in a maturing phase.

This is the **ethical intent to action gap**.



This is not just a PR problem.

The ethical intent to action gap:

- leads to consumer distrust,
- leads to workers' disillusionment and lack of motivation,
- negatively impacts the bottom line,
- contributes to tech addiction,
- exacerbates the mental health crisis,
- undermines democratic institutions, and;
- negatively impacts the environment.

Turning ethical intent into action

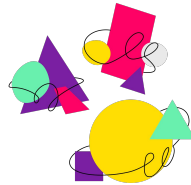
Embodied

Doing ethics is beyond mere intentions. It's something that must be **ritualised** and **embodied** in our work and how we imagine our decisions impact people and the planet.



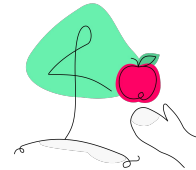
Contextual

It's easy to define intentions. But making them real means being embedded in the **workflow context** and changing **behaviour** and **culture** where work happens.



Living

Shifting from top-down mandates to engaging **diverse stakeholders in evolving practice**. Making ethics a **living system of wise innovation** at the heart of company culture.



ETHOS

Your responsible tech journey companion.

Nurture your ETHOS



My ETHOS: nurture a daily reflective practice.



Exploration backpack: collect and review ethical intents.



ETHOS profile: share your ETHOS with peers.

Explore ethical intents



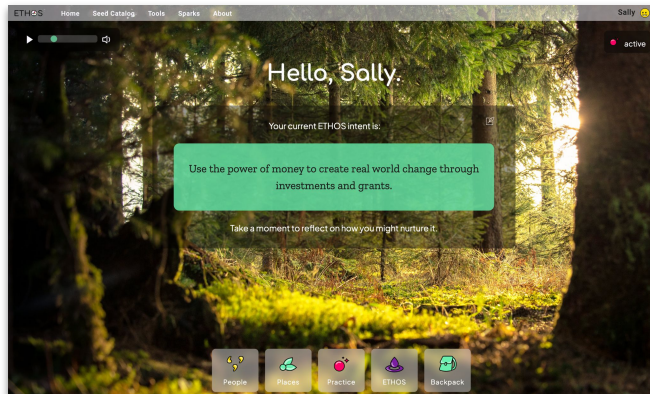
Tools Directory: explore and learn about ethical tools and techniques.



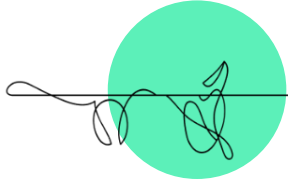
Seed Catalog: browse values, principles, and other seeds for ethical action.



Discussion Sparks: initiate more thoughtful discussions and reflections.



Growing ETHOS



Plant seedling and learning

Launch **initial ETHOS app** and **start learning through codesign**.

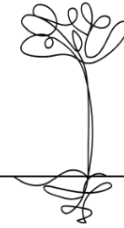
Help practitioners cultivate a daily reflective practice with **My ETHOS Dashboard** and share their ethical intents through their personal **ETHOS profile**.



Grow sapling with integrations

Nurture ETHOS into a sapling that **integrates with existing tools** (Slack, Jira, Figma, etc.) and processes.

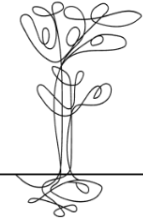
Teams can start nurturing **ETHOS Gardens** by demonstrating **ethical action** in product development.



Nurture the tree and ecology

ETHOS becomes a complete **Ethical Tension & Health Operating System** for organisations, helping them move from **individual intention to organisation wide** ethical action.

Senior leadership can **track and visualise** ethical tensions and health throughout the organisation.



Scale impact with the ETHOS forest

ETHOS becomes a **network of decentralised ecosystems**.

Practitioners, leaders, decision makers can engage in **immersive multi-sensory experiences** that develop skills and **enrich moral imagination and action**.

Why does this matter now?

Raising the ethical bar

Ethics in tech is not a nice-to-have. There are regulatory and consumer trends demanding companies do better.

Workers demand responsibility

Ethics frameworks are being imposed top down. Rarely reflecting the feelings, values, and ethos of tech workers or of communities and non-human stakeholders impacted.

Increased likelihood for catastrophic risk

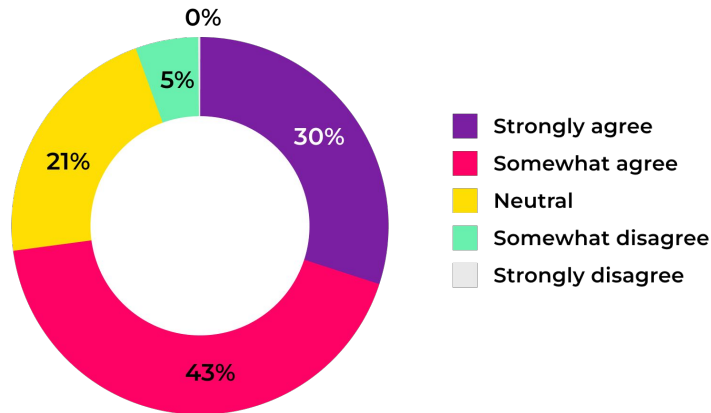
Technologies are already creating harms but with the gap continuing these risks compound. This is bad for humanity and our beautiful planet.

Gen Z is looking for purpose-aligned work

The intrinsic human need to feel good about your work and contribute to the wellbeing of people and the planet is increasingly important for Gen Z.

Is there a market for ETHOS?

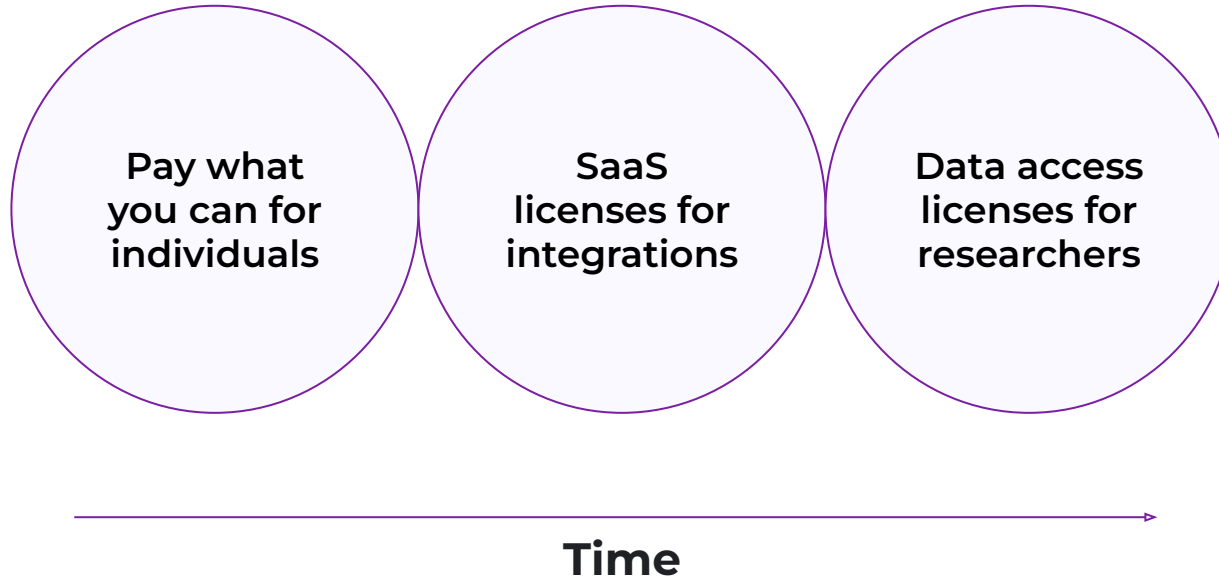
In the future, responsible technology considerations will eventually come to equal business or financial considerations in importance when organizations make decisions about technology adoption and use¹.



Of 500 **global business leaders** surveyed seventy-three percent say **responsible technology use will become as important as business or financial considerations** when making tech decisions¹.

Tech workers want more time and resources to think about the impacts of their products. Nearly two-thirds (63%) would like more opportunity to do so and three-quarters (78%) would like **practical resources to help them**².

Revenue model



Competition for share of mind and wallet



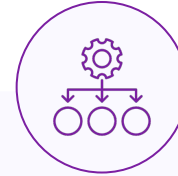
Compliance tech

Many large and evolving regtech and compliance focused companies offering training, auditing and reporting.



Big consulting

Strategy, auditing, and training programs on everything from AI Ethics to responsible tech innovation.



Static frameworks

Academia, government, industry and civil society standards and ethical frameworks for tech are many.

Where current solutions fail to close the gap

Tech ethics training doesn't engage employees and the knowledge is easy to forget. It becomes "checkbox" compliance culture at best.

Principles and values end up gathering dust as posters on a wall or in a knowledge base or company document that employees rarely revisit.

Efforts feel inauthentic – are seen as ethics washing – and result in loss of trust impacting bottom line business metrics companies care about.

ESG data management solutions help organisations measure various metrics, but don't help them change their culture and processes in a meaningful way and fail to capture the softer metrics.

Reporting on ESG is not just about the letter of the law, it's the spirit too.

Early traction



Community supporters

Early support and validation of our approach from tech ethics practitioners and experts around the world.



Academic recognition







Presented talks and received accolades from academics focused on this multidisciplinary field at IEEE and CSIRO.



Industry partnerships

Established partnerships with Capgemini and have prospects including Salesforce and CSIRO for ETHOS pilots.

Our story so far

-  Built and launched Greater Than Learning, a **marketplace for tech ethics courses** to explore market needs (2021)
-  Rebrand to Tethix and launched **tools and techniques directory** (2021)
-  Developed **Tethix immersive, sticky, social & sound approach** to ethics training and learning experiences MVP in Gather (2022)
-  Completed **public pilot** of Challenge Based Learning and social learning models in the Tethix Archipelago (March 2022)
-  Establishing **brand differentiation**, exploring **partnerships** and publishing **thought leadership** (2023)
-  Built and **launched first version of ETHOS** (Feb 2024)

Founding team



Mathew Mytka

CHIEF VISION SHAPER (CEO)

Moral imagineer, systemic thinker, and doer. Drawing from diverse fields across philosophy, socio-technical theory, complex systems, cognitive sciences, and responsible innovation. Experience working in startups and education through to federal governments and fortune 500 companies at the intersection of ethics, trust and digital technologies for more than a decade.



Alja Isaković

CHIEF PRODUCT SCULPTOR (CTO)

Building communities and educational experiences in the metaverse since 2007, Alja is a humanist, storyteller, founder of ResponsibleTech.Work & Europe Code Week, and advocate for greater diversity in tech. Her many years of experience across product and UX roles in startups is combined with great depth in instructional design in diverse settings.

Advisors



Katina Michael

Professor at the School for the Future of Innovation in Society and School of Computing and Augmented Intelligence at Arizona State University. Founding editor-in-chief of the IEEE Transactions on Technology and Society.



Nathan Kinch

Nathan is a practical sociotechnology ethicist that has spent the last decade leading major programs in responsible innovation all around the world. Contributing to bring about more trustworthy organisations on a better track to make technology a force for good.



Stuart Hudson

Technologist, computer scientist and physicist with more than 3 decades experience working in senior leadership positions architecting and building innovative technology with space agencies thru to enterprises and startups.



Roba Abbas

Snr Lecturer of Operations and Systems in the Faculty of Business and Law at the University of Wollongong. Co-Editor-in-Chief of the IEEE Transactions on Technology and Society and is the Technical Chair of the IEEE Socio-Technical Systems Committee.

Want to support us on this journey? Let's chat...

community@tethix.co