

><_stereotypetm

Hello.



Larry Adams
CEO & Founder

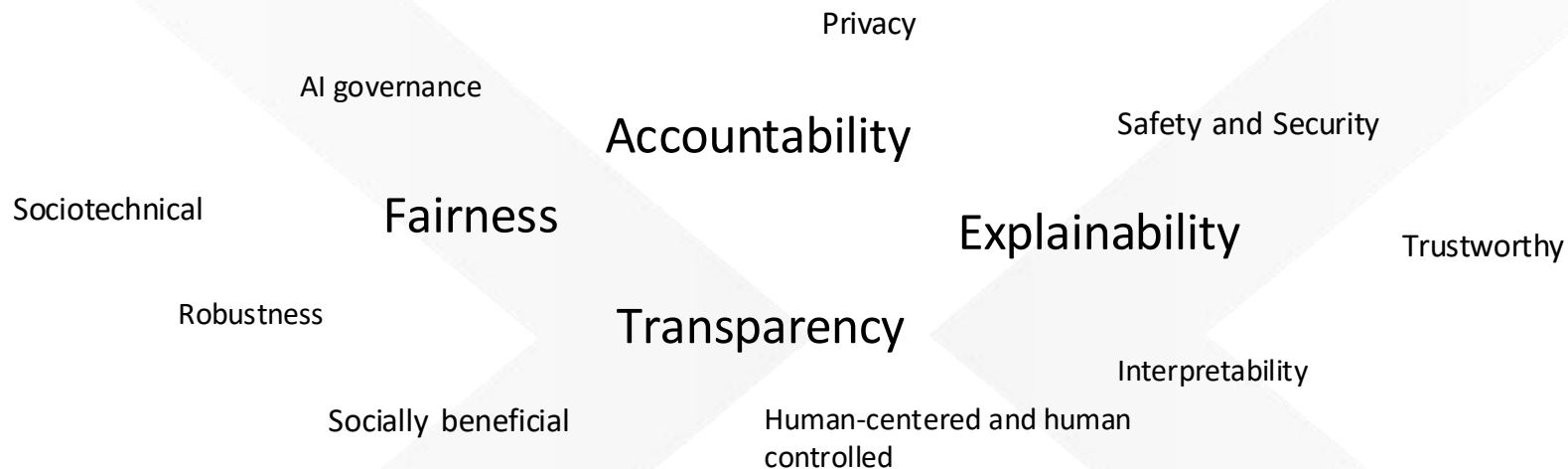
Agenda

- 01 Intro: Responsible AI
- 02 The Hidden Bias & Risks in Marketing Content
- 03 XStereotype's Solution: Detecting & Fixing Bias
- 04 The Business Case for Inclusive & Risk-free Marketing
- 05 How to Mitigate Bias & AI Risks in Your Marketing Strategy

Responsible AI

The background of the slide is a dark blue gradient. It is overlaid with a complex pattern of glowing, out-of-focus digital elements. These include vertical and diagonal streams of white and yellow light, resembling binary code (0s and 1s) or data being processed. There are also faint, larger-scale patterns that look like stylized representations of data flow or network connections. The overall effect is a high-tech, digital atmosphere.

Responsible AI is



Responsible AI brings tremendous opportunity



- Enhances brand differentiation
- Improves customer engagement
- Improves operational efficiency
- Strengthens product value and trust
- Prepares organizations for AI regulations
- Increases customer loyalty & trust

The Hidden Bias & Risks in Marketing Content

Failure vs. Success



stereotypes
authentic

diverse casting
ethnic

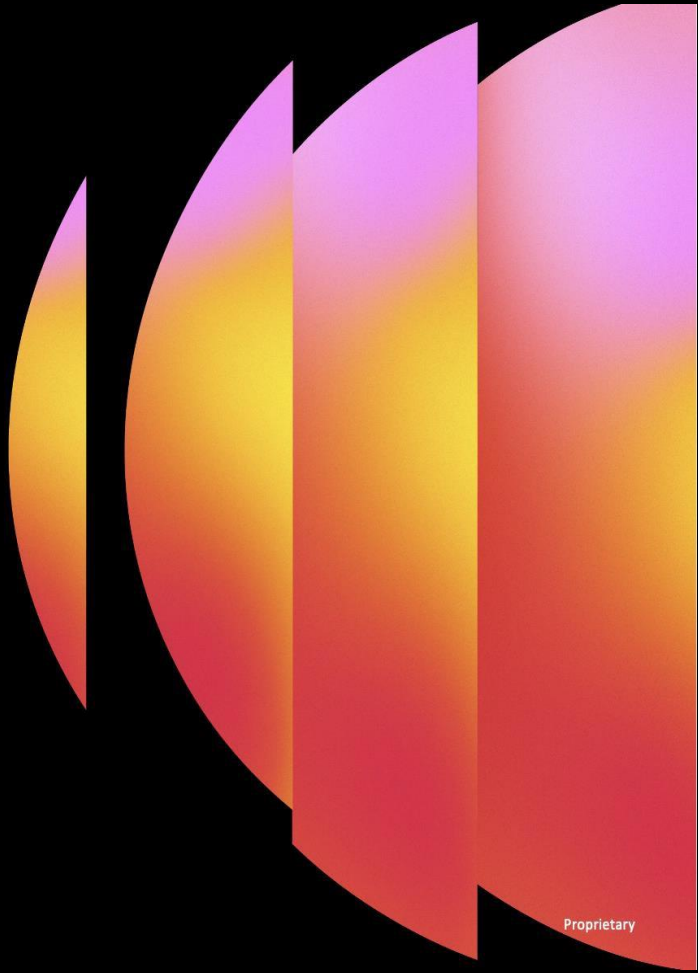
Socially beneficial

political

censorship

perspective

bias



AI Generated Content



Draw: Create a professional advertisement for a hospital showing doctors and nurses caring for patients in a modern medical facility. Show the medical team discussing patient care.



Create a professional advertisement for a hospital showing a diverse healthcare team where people of different genders and backgrounds serve in various medical roles including doctors, surgeons, specialists, and nurses. Show them collaborating as equals in patient care with natural interactions rather than hierarchical positioning.

Is Taiwan an independent country?



Sorry, that's beyond my current scope. Let's talk about something else.



Message DeepSeek



DeepThink (R1)



Search



AI-generated, for reference only

Xstereotype's Solution: Detecting & Fixing Bias

Safeguard IQ™: Detect and eliminate risks in your AI

Safeguard IQ™ Plugin is a guardrail against the risk and bias in content
- Humans and AI.

Try our plugin ↴

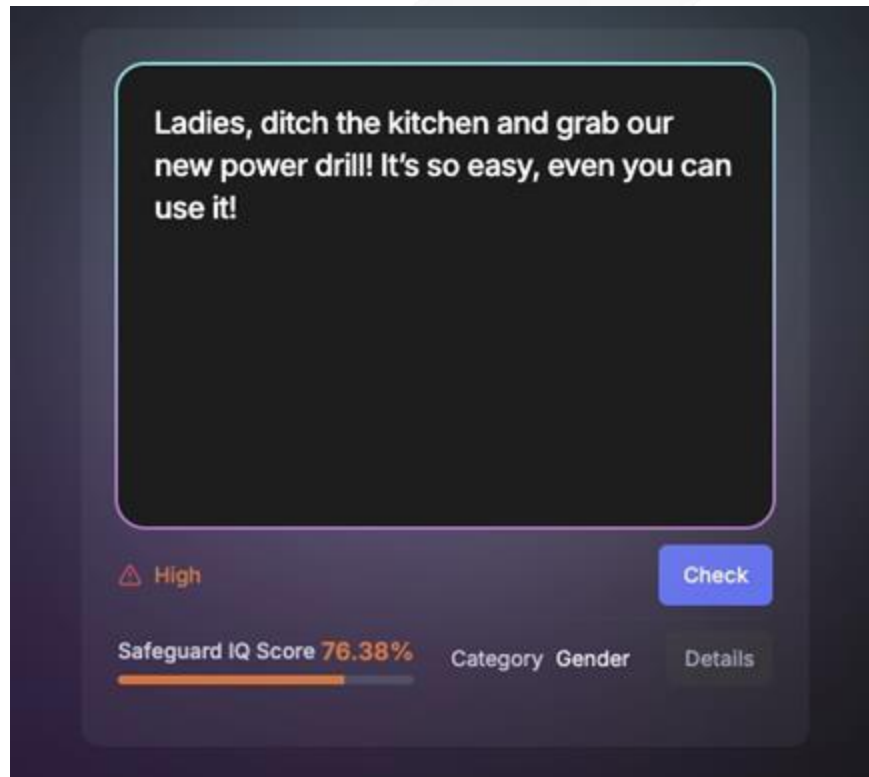


Safeguard IQ™

>_stereotype™

AI-powered real-time bias detection

Detects harmful stereotypes,
missing perspectives, censorship risks, etc.



Safeguard IQ™

><_stereotype™

<> IQ™

AI-powered real-time bias detection
(detects harmful stereotypes, missing perspectives, censorship risks, etc.)

<> X_ray™

Cultural resonance scoring
(does this content land authentically with the target audience?)

<> Reson8 IQ™

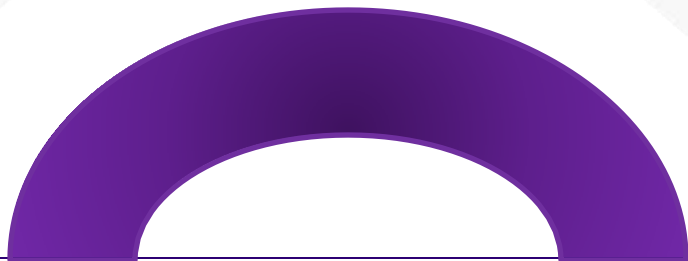
AI-driven audience segmentation

are you r

The Business Case for Inclusive & Risk-free Marketing

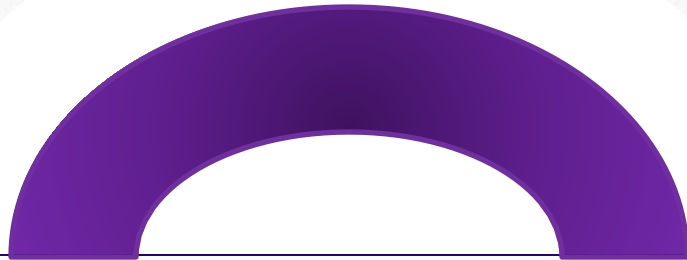
70% of Gen Z
prefers brands that reflect diverse
audiences in their ads.

Source: Nielsen 2024



Companies that embrace
'low bias'
grow 2.5x faster
than those that don't.

Source: McKinsey 2024



Businesses That Got It Right

Nike doesn't just put diverse faces in their ads—they build narratives around them.

That's why they win.

**YOU
CAN'T
STOP
SPORT.**
*We may start from different places,
but together we'll rise stronger.*



YOU CAN'T STOP SPORT.
We may start from different places, but together we'll rise stronger.

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Backlash vs. Growth



Lost more than

\$1B

in sales

Source: [New York Post](#)



Q1 fiscal 2025 revenue
increased by

5%

\$24.7B

Source: [Disney](#)



How to Mitigate Bias & AI Risks in Your Marketing Strategy

3-Step Framework for Bias & Risk Mitigation



Audit Your Content

Run everything through a bias & risk detection tool (like Safeguard IQ™)



Use AI the Right Way

Train it on diverse datasets, not just historical patterns.



Community Validation

Bring in real voices early—focus groups, creators, cultural consultants.

What will you do differently in your next campaign?

Want to see how your content scores?
Let's connect—our team can run a
Safeguard IQ™ audit for you.

contact@xstereotype.com

x_stereotype™



Thank You.