

When Your Virtual Agent has got to be right

**kama.ai: Trust. Empathy. Accuracy.**



# The Quest for Responsible AI

Creating AI Solutions That Are Ethical, Transparent, and Trustworthy

<https://kama.ai>



# Responsible AI



Since November 2022 when OpenAI's ChatGPT was introduced, Generative AI (GenAI) has grown exponentially and captured the imagination of our entire society. Artificial Intelligence went from being merely a topic for Sci-Fi movies, to the common day tool it is today. Given the widespread and prolific use, it raises big questions about how we can use it responsibly. Managing risk is critical in this uncertain time, especially within large enterprise organizations. The saying "may you live in interesting times" can sound like a good thing. But the recent pandemic showed us how tough "interesting times" can truly be.

Now, just a few years after COVID-19, and only a short while after the emergence of AI as a societal norm, new challenges confront us. We are facing AI-generated content like articles, art, and deepfakes. It's hard to know if these will bring good changes or new worries to humanity. Or will it bring us a balance of both?

According to Gartner®: "...Responsible AI is an umbrella term for aspects of making appropriate business and ethical choices while adopting AI in the organization's context. These include business and societal value, risk, trust, transparency, fairness, bias, mitigation, explainability, accountability, safety, privacy, regulatory compliance and others." <sup>1</sup>

Whether you're an individual, business leader, investor, or employee, the question is not about whether we should use AI. We are already using it. AI can help communities, fight climate change, and boost efficiency in many indus-



# 73%

“OF PEOPLE ACROSS THE GLOBE REPORT FEELING CONCERNED ABOUT THE POTENTIAL RISKS OF AI. THESE RISKS INCLUDE CYBERSECURITY AND PRIVACY BREACHES, MANIPULATION AND HARMFUL USE, LOSS OF JOBS AND DESKILLING, SYSTEM FAILURE, THE EROSION OF HUMAN RIGHTS, AND INACCURATE OR BIASED OUTCOMES.”<sup>4</sup> IN OTHER WORDS... IRRESPONSIBLE AI USE.

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tries. It’s now part of the software and devices we use every day. But, the challenge now is to make sure AI protects the rights of businesses, workers, and users. We also need to think about its impact on privacy, resources, and the planet. It’s our duty to make sure AI is safe for people and for the environment.

“We’re change optimists, and so we always think technology can change the world, and we believe that generative AI is like that as well. But now more than ever, and with this particular technology, we have to make sure we get it right [...] ensuring we have the guardrails [...] in place.” said Sam Sebastian, VP Google Cloud Canada, at The Walrus Talks Artificial Intelligence.<sup>2</sup>

At kama.ai, as a Canadian Indigenous company, we’ve been thinking about these issues from the start. We built our AI solution with human values at its core. Our goal is to create responsible AI. Part of this vision has been to create intelligent virtual agents with human design-centred processes. The following sections will explain what we believe are the key issues in responsible AI, and how we hold ourselves accountable.

*“Corporations need to approach Virtual Agents and AI bots from a socially responsible, sustainable, and ethical perspective. When your strategy is grounded in respect for human values and building trust in every interaction, it resonates with employees and customers alike - this trust supports your brand and your organization’s values.”*

**Brian Ritchie, CEO kama.ai**

# Tool Use

AI tools for business and personal use are expanding rapidly. The pace of innovation is fast. Many companies struggle to keep up. This makes it hard for internal teams, especially policy and administration staff, to stay ahead of the game.

Businesses need to choose their technology partners carefully. It's important to work with vendors and advisors who have already evaluated the many AI tools on the market. These partners should also have experience integrating AI into platforms in ways that align with responsible use. This will help businesses ensure their AI tools work ethically and effectively.

Key factors to consider include:

- **Explainability:** How does the AI you are considering work? Can your vendor clearly and meaningfully explain their solution? Does that explanation give you confidence that the solution will deliver predictable results for your organization?
- **Transparency:** Does your AI provide visibility into the data it uses? Can you view, review, and edit this data? Knowing what data the AI is using is essential to maintaining trust in its outcomes. If you can easily access

*"We are in the dawn of a new industrial revolution, ... I'm just here to tell you that we're designing our systems with not just performance in mind, but with energy efficiency in mind." <sup>8</sup>*

**Re: NVidia's Latest Blackwell - AI Chip**  
**Bob Pette, NVidia VP Visualization**

# 61%

THREE OUT OF FIVE PEOPLE (61%) ACROSS COUNTRIES ARE WARY ABOUT TRUSTING IN AI SYSTEMS, REPORTING EITHER AMBIVALENCE OR AN UNWILLINGNESS TO TRUST.<sup>5</sup>

KPMG

THERE IS AMPLE ROOM FOR THE STEPS TOWARD RESPONSIBLE AI TO REVERSE THIS GLOBAL SENTIMENT OPPOSING THE WIDER SPREAD AND ADOPTION OF AI TECHNOLOGIES.

and manage the data, you can ensure the AI's results align with your organization's goals and standards.

- **Diversity:** Does the AI solution support diverse users and communities? Can it represent the interests of minority or underrepresented groups? Are there risks of outcomes which may be driven by biased data? Is it open to be 'programmed' by diverse groups to suit their culture or community interests?

Bias in AI is a well-known risk, so it's important to ask whether the AI system has been designed to account for cultural and societal differences. A responsible AI system should include diversity as a priority, both in design and in practice.

- **Accessibility:** Can people of all abilities use the AI? Does it adopt accessibility standards that allow everyone to interact with it?

Accessibility goes beyond physical ability. The solution should also be easy to use from a technical perspective. Does it need a high level of technical skill, or is it user-friendly? The best AI platforms are accessible to people without deep technical knowledge, ensuring the entire organizations can benefit from its use.

- **Corporate Alignment and Governance:** Does the AI align with your company's values, culture, and brand? Can you ensure that it will continue to align over time? Your organization's decision-makers and strategists should have a hand in shaping the AI's personality and voice. There must be governance and oversight, with humans involved in key decisions to maintain the AI's

# 10 X

A CHATGPT QUERY NEEDS NEARLY 10 TIMES AS MUCH ELECTRICITY TO PROCESS AS A GOOGLE SEARCH.

AS THE PACE OF EFFICIENCY GAINS IN ELECTRICITY USE SLOWS AND THE AI REVOLUTION GATHERS STEAM, GOLDMAN SACHS RESEARCH ESTIMATES THAT DATA CENTER POWER DEMAND WILL GROW 160% BY 2030.<sup>7</sup>

*GOLDMAN SACHS RESEARCH*

alignment with company policies, brand values, and ethical standards.

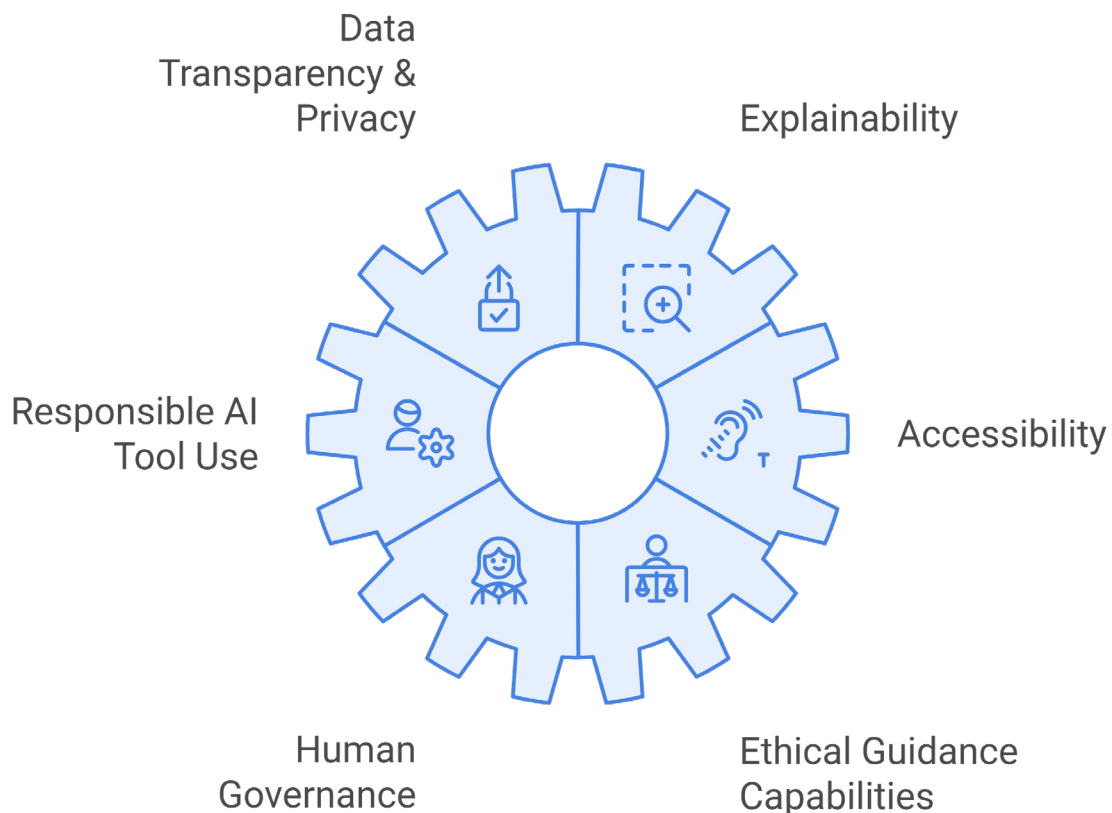
- **Moral/Ethical Compass:** Does the AI solution reflect the moral and ethical values that are important to your organization? Can it respond to societal concerns as they arise? Are there open communication channels between society and your AI through which it can uncover new market or societal concerns?
- **Social Good:** Does the AI offer benefits beyond just profit? Can it be used for social good? AI should contribute to the betterment of society, not merely shareholder wealth. The AI system should be available to not-for-profits, charities, or social organizations at an affordable rate. Offering AI solutions to these groups ensures the technology benefits all sectors, even those with limited budgets.
- **Environment & Planet:** How energy-efficient is your AI platform? Does it operate efficiently on an inquiry-by-inquiry basis, or does it consume large amounts of resources? The environmental impact of AI should not be ignored. Part of responsible AI is about designing it for environmental sustainability.

This is a growing concern among corporations. Responsible AI is now also about minimizing energy consumption and advancing humankind's needs while reducing the strain on the planet. NVIDIA's Bob Pette, VP Visualization noted, "Accelerated computing isn't just efficient—it's critical to the next wave of sustainable AI."<sup>8</sup> NVIDIA's latest chip platform reduces AI energy use by 2,000 times. Clearly - Sustainable AI is important.

# Responsibility & Ethics

At [kama.ai](https://kama.ai), we've created a model to build responsible and ethical AI. This model ensures that our solution is sustainable and safe. This technology drew inspiration from trusted sources like Gartner's 'Best Practices for the Responsible Use of Natural Language Technologies' and the International Association for Privacy Professionals' 'AI Governance Professional Body of Knowledge.'

We also follow the new 'Canadian Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems.' This helps keep kama.ai's systems aligned with the latest ethical standards in AI development. By following these guidelines, kama.ai ensures that our AI technology is fair, transparent, and respects privacy.



**Figure 1: Framework for Responsible and Ethical AI**

# Conversational AI Platform



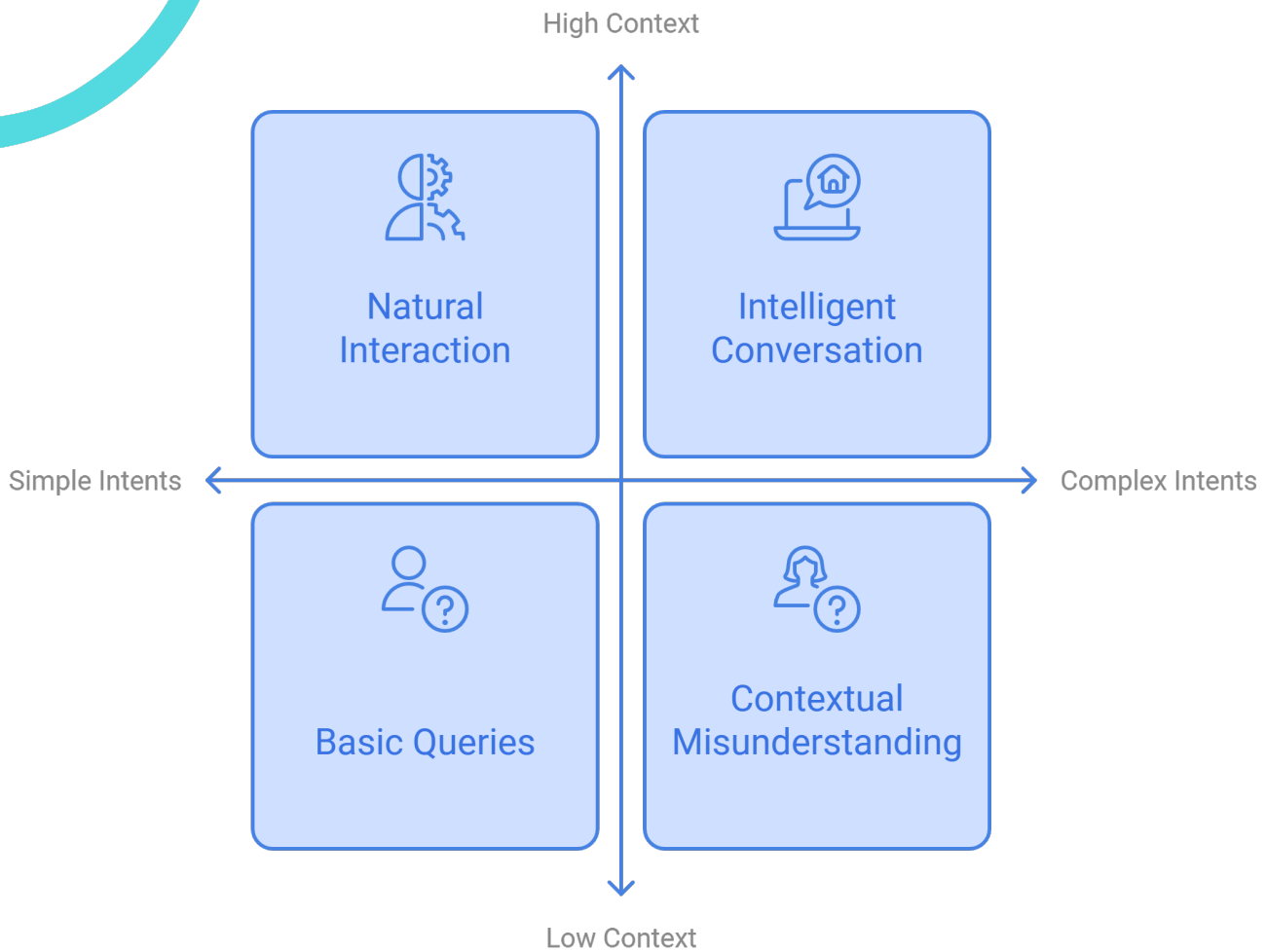
AI has many benefits for both businesses and society. At kama.ai, our focus is on building a conversational AI platform that powers Virtual Agents to help people, based on the experience of knowledgeable employees within the enterprise. Communication is essential to human progress. As such, AI must understand and respond to the human experience.

To do this, we use a human-centered design. This system is built on a proprietary knowledge graph that works like the human brain. This graph connects vast amounts of related information. It combines external sources with company data—like products, services, and values. This combination creates a human behavior model that adapts to a user's context while reflecting your organization's personality. The result is the best automated engagement between your organization and its stakeholders.

Human experience, not algorithms, should guide the user journey. Making the experience your organization delivers to employees and clients accurate, timely, and meaningful, in your own voice – improves loyalty, drives efficiency, and makes a difference. This belief is the foundation of [kama.ai](https://kama.ai)'s Designed Experiential Intelligence® platform.

To keep the system on the ethical AI track we built a patented system that includes over 150 human values. These values—such as awareness, compassion, safety, and security—are recognized across all cultures. The patented architecture also includes an advanced natural language understanding (NLU) layer, and a human-value-guided problem solving and intelligence layer. These tools detect and analyze human issues based on the context of user inputs.





**Figure 2: Conversational AI Intents & Context**

### How it works:

1. The system decodes what the user says into 'intents' or goals.
2. The NLU can detect multiple intents in a single statement. For example, "I'm hungry, but I'm too tired to go out," or "We need a vacation, but we don't want to go far."
3. The system breaks these down into separate intentions and compares them against the knowledge graph to understand the user's context.
4. Now the value-rating system prioritizes issues just like a human would. It identifies problems, develops solutions, or might even provide new insights to discuss with the user.

This approach makes the interaction feel more natural and personal, delivering the best possible experience through intelligent conversation.

# kama DEI Platform

# 50%

OF RESPONDENTS CITED MANAGEMENT OF AI-RELATED RISKS AS ONE OF THE TOP INHIBITORS TO SCALING AI PROJECTS. DESPITE SUCH SENTIMENTS, ONLY 33% OF RESPONDENTS HAVE ALIGNED THEIR AI RISK MANAGEMENT WITH THEIR ORGANIZATION'S BROADER RISK MANAGEMENT EFFORTS. <sup>9</sup>

DELOITTE

Although kama DEI delivers human-like intelligence, trust is crucial. Our AI must earn and keep the trust of businesses, customers, members, and various other stakeholders. Trust is built by showing how ethical principles are continually and consistently applied through the AI engine.

A responsible and Ethical AI Model guides everything done within the kama DEI platform. This model ensures the AI works fairly, safely, and transparently. It protects privacy, reduces bias, and makes sure the AI's actions align with the values of each organization.

It is important to understand that AI needs to do more than just perform tasks. It has to operate in a way that is both explainable and understandable. This approach gives businesses confidence in how our AI interacts with their teams and customers. Kama aims to balance innovation with responsibility, creating Virtual Agent solutions that work ethically and responsibly deliver the best possible information and results to your employees and clients.

What follows is a detailed out line of how this model shapes every part of the platform.

*"Transparency isn't optional—it's essential. Our clients need to know how our AI makes decisions. By designing for explainability, we're empowering organizations to confidently deploy AI that they can trust."*

**Michael Sasarman, SVP Customer Success**

# Responsible AI Tool Use



AI vendors, often use third-party or open-source tools in their platforms. Whether it's the main AI solution or additional AI tools, all parts must be used dutifully, following the prescribed responsible model.

For example, when using generative tools within kama DEI, sensitive information is always safeguarded. Prompts and data used to create response drafts for our kama DEI Knowledge Managers are protected. Data from one customer is never shared or allowed to cross boundaries with another. Extra care is put into protecting enterprise data. All this is part kama's governed-in-advance approach. Here, humans review all AI-generated drafts before they are stored in the knowledge base. This process guarantees safe and controlled distribution of information.

Using AI tools responsibly also means being energy-efficient. Today's AI systems can consume tremendous amounts of energy. We believe it's important not to waste energy resources. At kama, we use energy-intensive tools, like generative models, only when necessary. These tools help our Knowledge Managers create better responses but are not used for every inquiry. Once a response is reviewed and saved in the system, it can be retrieved quickly and efficiently, should one inquiry be similar to another which was already answered. This method uses far less energy than creating real-time responses for every inquiry. For many knowledge management applications, like customer inquiries, many customer questions are common.

# Accessible AI

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Making sure AI is accessible to everyone, regardless of physical abilities or technical skills, is key to building responsible and ethical AI. We believe that AI should be easy to use for everyone. At kama.ai, we've created a zero-code platform that allows organizations to manage and 'program' their AI without any need for coding. This approach helps companies deliver honest, clear responses that reflect the voices of the communities they serve.

The zero-code kama DEI platform is designed to give cultural groups, communities, and organizations the ability to create their own responses. These responses are tailored to reflect their specific culture, language, and values. This ensures that the AI speaks authentically, providing real value to the people it serves. It enables communities to engage with the platform in a way that matches their unique identity and needs.



# Data Transparency & Privacy

# 44%

OF RESPONDENTS SAY THEIR ORGANIZATIONS HAVE EXPERIENCED AT LEAST ONE CONSEQUENCE FROM THE USE OF GEN AI. RISK CONSEQUENCES INCLUDE INACCURACY, INTELLECTUAL PROPERTY INFRINGEMENT, PERSONAL / INDIVIDUAL PRIVACY, EXPLAINABILITY, EQUITY AND FAIRNESS, ORGANIZATIONAL REPUTATION, ENVIRONMENTAL IMPACT ...<sup>6</sup>

MCKINSEY & COMPANY

Transparency is a critical part of building trust in AI. A transparent AI system gives organizations a full understanding of how the AI works and where its data comes from. This is important because businesses need to know exactly how the AI is making decisions.

In the kama DEI platform, all data is fully discoverable. It is presented in clear, simple language, making it easy for teams to review and edit as needed. AI managers, subject matter experts, and other stakeholders can access and adjust the data at any time. This allows organizations to deliver messages that reflect their exact goals and values.

Data is managed by experts using natural language input. It ensures the data is transparent, easy to understand, and can be changed whenever needed. This process doesn't require advanced technical skills and allows business teams to groom and control the AI and the information it delivers.

Data privacy is also a top priority. As AI becomes more powerful, protecting personal information has become even more important. Privacy regulations around the world are getting stricter, with rules like the General Data Protection Regulation (GDPR) in the EU and The Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada. In the U.S., there are federal and state privacy laws as well. All these regulations aim to protect people from identity theft and other risks.

At kama.ai, we continually review new privacy laws and best practices. This helps to improve our platform and keep user data safe. Our team works hard to ensure that the kama DEI platform follows the latest privacy standards, keeping users' information secure and private.

# Human-in-the-Loop

# 52%

THE PUBLIC IS MORE NERVOUS ABOUT AI'S POTENTIAL. 52% EXPRESS CONCERN OVER AI, WITH A 13-POINT RISE FROM 2022. (P.26) <sup>10</sup>

"RISKS FROM AI ARE BECOMING A GLOBAL BUSINESS CONCERN. A SURVEY HIGHLIGHTS THAT ORGANIZATIONS' TOP AI-RELATED CONCERNS INCLUDE PRIVACY, DATA SECURITY, AND RELIABILITY." (P.17) <sup>10</sup>

## STANFORD UNIVERSITY

THE STATISTICS ABOVE UNDERSCORE THE IMPORTANCE OF AI BUILT WITH PRIVACY BY DESIGN. USER DATA MUST BE SAFEGUARDED WITH ENCRYPTION, SECURE COMMUNICATION, AND RESPONSIBLE ACCESS CONTROL.

Today's AI tools still have limits. That's why kama.ai believes humans must always review AI-generated information before it reaches employees, clients, or stakeholders. Human reviewers check for truthfulness, fairness, and whether the information fits with the company's brand and values.

At kama.ai, we started with the idea that each company controls its own information. While new AI technologies have come a long way, human oversight continues to be essential. This human governance makes sure the AI delivers the right message, guided by subject matter experts and marketing professionals. Naturally, this is done to safeguard the brand to avoid missteps coming from hallucinations, learned bias, or poisoned data. AI can suggest content, but humans make the final call.

With the introduction of generative AI in the kama DEI platform, the cutting-edge technique called Retrieval Augmented Generation (RAG) is used with a human safeguard. This technology creates impressive results but must be carefully managed. RAG is a technique that enhances the accuracy and reliability of generative AI systems. It does so by only retrieving facts from specific pre-identified sources during the generation process. Using a RAG process that includes human fact-checking and approval, gives us the best of both worlds. It auto-generates answers based on sanctioned sets of resources (documents, approved information sources, frequently asked questions, etc). But, at the time of use within the Virtual Agent, trusted responses are efficiently and accurately delivered in real-time from the knowledge graph. As a result, business experts use generative AI to save time in researching and writing while they keep the final authority to craft the words that support the enterprise's goals and values.

# Explainable AI

## Be a Knowledge Champion

Share this Whitepaper with your peers and let's build smarter, more efficient organizations together.

To trust AI, businesses need to understand how it works. The more explainable the AI, the more confidence companies can have in its actions. Predictability is key. Organizations want to know that AI will act in ways that are ethical, safe, and reliable, without putting their brand, reputation, or users at risk. In generative AI's relatively short experience in the industry, there have already been countless blunders where untrue or biased statements have been made by generative solutions deployed by corporations. At times, these 'blunders' have cost tens and even hundreds of millions of dollars of market cap value in a single day.<sup>3</sup>

At kama.ai, the processes behind kama DEI are clear and easy to understand, even for non-technical people. Our knowledge base, value-based inference system, and response data are all transparent. If something needs changing, the information is easy to find and edit.

Our human-centered value-rating algorithm identifies problems in user queries and provides prioritized solutions. This system is simple to follow and fully explainable, making it accessible to anyone, regardless of technical background.



# Ethical, Emotional AI



Emotion AI is a type of Artificial Intelligence that detects human emotions. It can pick up on emotional states through words, facial expressions, and tone of voice. Common examples include Sentiment Analysis, which identifies positive or negative emotions in text, and Facial Analysis, which reads emotions through facial gestures. Tonal Analysis listens to the tone of a person's voice to determine how they feel.

Kama DEI uses Emotional Intelligence to detect a wide range of emotional states by analyzing phrases and evaluating how they relate to the user's personal values. Kama.ai's human-centered value-rating approach allows the system to offer:

1. Multiple, prioritized solutions to specific problems.
2. A way to prioritize different issues raised in one user query.
3. A method for identifying and addressing the most important issues in a conversation.



Not all Emotion AI is responsible by default. However, understanding the emotional context of a user's conversation allows the AI to guide the interaction more effectively. It also makes conversations more empathetic and responsive to human needs.



# Creating a DEI<sup>®</sup>

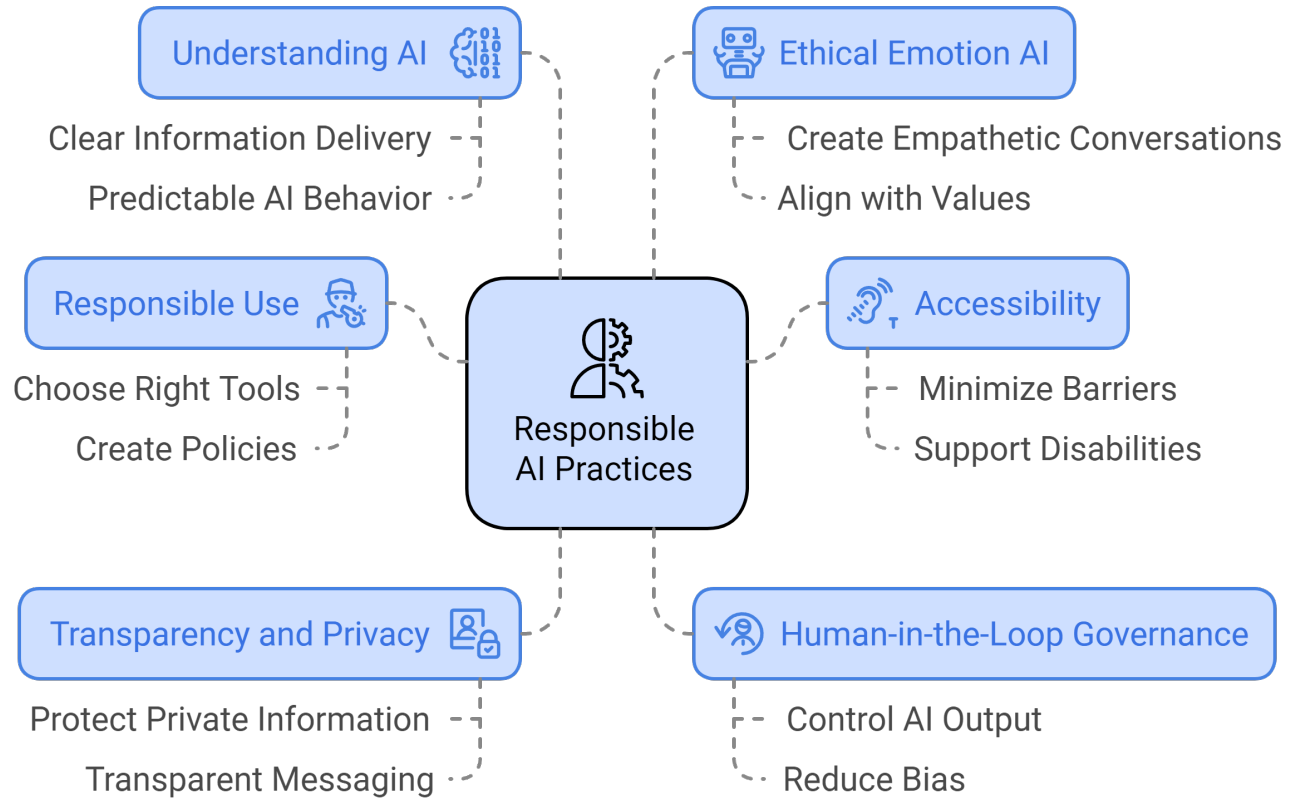
Experiential Intelligence (XQ) is a term coined by Robert Sternberg, a past president of the American Psychological Association. He believed that real-world experience is often a better predictor of success than raw intelligence. People with high XQ have learned practical knowledge that makes them experts in their fields. They can apply what they've learned to solve problems and help others succeed.

At kama.ai, we see digital intelligence in the same way. When knowledge-keepers, product managers, and experts share their knowledge with AI, it becomes a valuable resource. This intelligence is not “artificial” in the usual sense. It's like books, manuals, or training videos—tools designed to teach others. That's why we call our platform a Designed Experiential Intelligence<sup>®</sup>.

Our platform helps deliver knowledge through intelligent conversations. The AI responds based on the user's personal values and needs. This ensures that the information provided is both relevant and ethical. By combining human knowledge with AI technology, we create a more responsible and effective form of digital intelligence.



# Takeaways



To responsibly harness the power of AI, we must prioritize ethical practices at every step. As outlined in the Responsible AI Practices graphic, it's crucial to use AI tools with transparency, accessibility, and human oversight. By fostering transparency and privacy, we build trust in AI's ability to serve businesses and society.

At kama.ai, we're committed to ensuring that our Designed Experiential Intelligence® platform aligns with these principles. By incorporating human knowledge and experience, using human-in-the-loop governance, and leveraging Emotion AI thoughtfully, we can create interactions that are not only intelligent but also empathetic and values-driven. This is our roadmap to a future where AI serves humanity responsibly, efficiently, and ethically.



- **Use AI responsibly:** Choose the right tools and create policies to ensure they are used ethically.
- **Strive for Accessible AI:** Make sure your AI can be used by everyone, including those with disabilities. Minimize technical barriers for building and managing AI systems.
- **Ensure transparency and privacy:** Your AI should be transparent in its messaging and protect all private information.
- **Use human-in-the-loop governance:** Human oversight is vital to control AI output to reduce bias or misinformation.
- **Understand your AI:** Work with your teams to ensure that the way AI delivers information is clear and predictable.
- **Leverage Emotion AI ethically:** Use emotional intelligence to create ethical, empathetic conversations that align with the values of the people you serve.

# Let's Talk



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Think you need a Responsible AI, Virtual Agent, or knowledge management solution?

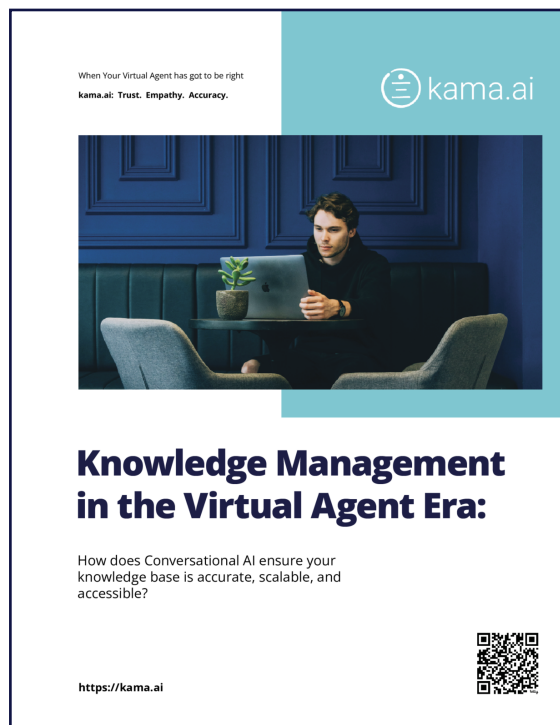
**Let's connect to check your options.**

Ready to elevate your customer interactions with a powerful, human-centered AI? At kama.ai, we're revolutionizing the way businesses connect with their employees and clients through our Designed Experiential Intelligence® (kama DEI) platform. Our technology goes beyond typical AI—it's emotionally intelligent, personalized, deterministic (does not hallucinate) and is continually evolving with each interaction. Whether it's automating routine processes, addressing a critical employee question, improving customer engagement, or delivering 24/7 support, kama DEI brings the human touch to your AI and Virtual Agent automation.

How can better knowledge management transform your business? Let's have a pressure free conversation. Kama.ai helps organizations like yours drive sales, improve customer loyalty, and improve operational efficiency with the AI that's as human as it gets.

Think kama.ai for trust, empathy, and accuracy.

# Knowledge - Virtual Agents



A deep dive into how Virtual Agents are revolutionizing knowledge management, enhancing accuracy, and building trust within enterprise environments.

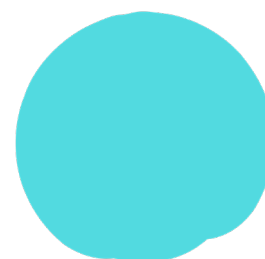
Discover the transformative power of AI in Knowledge Management in the Virtual Agent Era. This whitepaper shows how Virtual Agents, powered by AI technology, enhances knowledge delivery, efficiency, and user engagement. It details how knowledge graphs and human-in-the-loop governance ensure accuracy and align with organizational values.

Uncover the future of responsible AI-driven knowledge management. See how kama.ai's platform enables enterprises to deliver personalized, context-aware information that builds trust and connects with diverse audiences.

Find it here:

<https://bit.ly/4gUDZ1b>

**FREE to download**  
**NO STRINGS ATTACHED !**



# Endnotes

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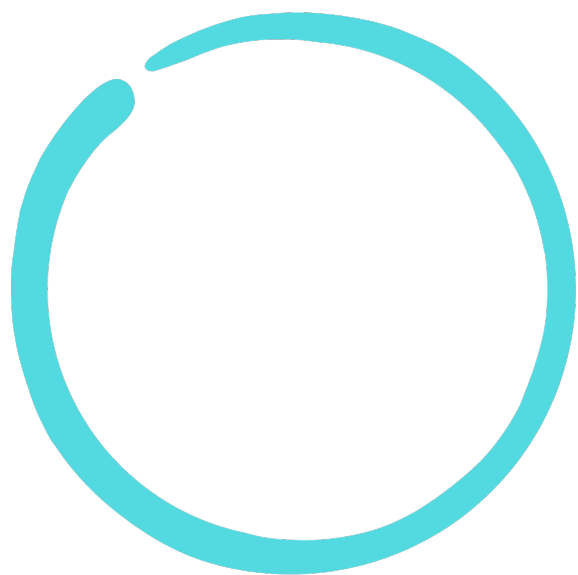
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