

Skelethos

Tomorrow's AI starts with Today's Ethics

In a world racing to build smarter machines, who is stopping to ask the smarter questions? As artificial intelligence (AI) grows faster, more creative, and more powerful, one emerging, yet trailblazing startup is asking the questions that too few are asking: Is it safe? Is it compliant? Is it ethical? Meet Skelethos, a mother-and-daughter-led company on a mission to guide the future of AI with conscience, culture, and care.

Founded by Veena and Amberlynn Menezes, Skelethos did not emerge from a tech accelerator or venture-backed incubator; it started, quite simply, over a coffee break. "It was a conversation that kept returning," says Amberlynn. "We were not just talking about AI's potential – we were asking, what are we forgetting in the rush?" Several coffee meetings later, Skelethos was born.

And in many ways, they have become a rare kind of voice in AI: clear, ethical, and fiercely human.

The Skelethos Approach

At a time when AI development is being driven by scale, speed, and headlines, Skelethos is doing something different. They offer services that help companies, individuals, and institutions develop and deploy AI that is ethical, transparent and aligned with human values. Their work sits at the intersection of technology, society and creativity.

But their vision is not limited to corporate boardrooms. Skelethos works closely with artists, art institutions, and academia, supporting conversations on how AI intersects with cultural production. From fair use of data in AI-generated art to unpacking bias in machine-made content, they guide creators and curators alike through murky ethical waters.

"You can't build ethical AI on an unethical foundation," says Veena. "Ethics has to be laid down at the start and carried through every stage of AI development and deployment."



SKELETHOS

Demystifying AI for Everyone

Skelethos believes that ethical AI begins with transparency. They strive to demystify complex AI systems, making their inner workings understandable and accessible to all stakeholders—not just experts. Whether it's companies, regulators, or everyday users, Skelethos promotes clear communication about how AI decisions are made, what data is used and what biases might exist.

"Opacity breeds mistrust," Veena explains. "If people don't understand AI, they can't hold it accountable".

To tackle this, Skelethos develops tailored transparency frameworks and user-friendly reporting tools that reveal AI's processes in plain language. They advocate for "explainability" as a cornerstone of responsible AI, pushing for systems that can justify their decisions and be audited when necessary.

By shining a light on the black box of AI, Skelethos empowers communities to engage critically, demand fairness, and foster a more informed digital future—where ethical innovation can thrive. They believe transparency is not just a technical feature but a social imperative that strengthens trust between AI and users.

Publication date: July 15th 2025

Received date: July 4th 2025

Generative AI: Creativity, on Demand

Generative AI has changed the game. It can write poetry, paint landscapes, and sing lullabies in a voice that never existed before. With the right prompt, it can design buildings, draft contracts, compose symphonies or imagine new molecules that scientists had not dreamed of. It is a tool of limitless invention, learning from billions of pieces of data to produce something new with startling fluency.

Once upon a time, when technology acted independently of its design, we called it a bug. But with Generative AI, that is the feature: autonomous, creative unpredictability. It democratizes creation, offering a paintbrush to anyone with a keyboard.

Yet, in all this wonder, Skelethos warns: "Where's the ethical compass guiding this creativity?" Behind the wonder lies a shadow: deep fakes capable of impersonating anyone with chilling realism, AI models trained on artists' work without permission, and a growing list of creators watching their styles and voices copied, monetised, and remixed without credit or consent. The very technology that promises to amplify creativity is now entangled in the theft of it.

The Ethical Crisis of Superintelligence

Skelethos's voice grows louder in a time when the pursuit of Artificial General Intelligence (AGI) and Artificial Superintelligence (ASI) is no longer speculative; it's strategic. As we approach this new frontier, they warn we risk building minds more powerful than ours, but far less ethically evolved.

Skelethos believes, "The future of AI depends on the ethical decisions we make right now". They believe the time to act is now, by building ethical policies, implementing safety standards, and embedding fairness at the core of how AI is designed and used. To ignore these issues, they argue, is to repeat a very old human mistake.

"From the myth of Prometheus, who gave fire to humans without permission, to Mary Shelley's *Frankenstein*, where creation outpaces control, our stories have always warned of invention without accountability," says Amberlynn. "We're living that moment now—but the tools are real, and so are the stakes."

Resisting the Rush: Why Deregulation is not the Answer

As AI advances rapidly, some big tech companies and governments push to ease regulations, fearing strict rules will slow innovation or cost them global leadership.

"Deregulation now is like letting someone drive a high-speed car blindfolded," Amberlynn cautions. Instead, Skelethos calls for thoughtful regulation focused on safety, fairness, and accountability, urging transparency and public oversight before AI becomes too entrenched.

"Rushing ahead risks bias, privacy violations, and harm to vulnerable communities," Veena says. Skelethos insists ethics and innovation must progress hand in hand.

Reimagining Intelligence with Integrity

Amid an AI culture obsessed with speed and spectacle, Skelethos is prioritising principle over pace, and that changing the world sometimes starts with a conversation and a shared vision over coffee. In a landscape of turbocharged innovation and digital marvels, Skelethos brings the conversation back to something fundamental: if we are building AI systems in our image, we need to pause and ask, what exactly are we teaching them to mirror?

<https://doi.org/10.63211/j.p.25.645352>