# Faculty AI's strategic approach to military applications of artificial intelligence



Faculty AI has carved a niche in the competitive landscape of artificial intelligence by focusing on the resale and consultancy of existing AI models, particularly those developed by OpenAI. Unlike many organisations that prioritise the creation of original foundational models, Faculty's strategy leverages established technologies to assist various sectors, including defence and government operations.

The London-based firm gained recognition for its data analysis contributions to the Vote Leave campaign and subsequent collaborations with the UK government, notably under the administration of former Prime Minister Boris Johnson. This included work related to the COVID-19 pandemic, where Faculty's CEO, Marc Warner, participated in governmental scientific advisory meetings. More recently, Faculty has been involved in testing AI models for the Artificial Intelligence Safety Initiative (AISI), a project spearheaded by former Prime Minister Rishi Sunak.

While specific details regarding Faculty's involvement in defence projects remain confidential due to non-disclosure agreements, the company has been reported to collaborate with Hadean, a startup that has hinted at their joint efforts in developing technologies for "subject identification, tracking object movement, and exploring autonomous swarming development, deployment and operations." Notably, it has been clarified that this collaboration does not pertain to weapons targeting. However, Faculty refrained from commenting on the potential existence of drones capable of lethal force in their projects.

A spokesperson from Faculty articulated the company’s commitment to fostering "safer, more robust solutions" for its defence partners while adhering to "rigorous ethical policies and internal processes." The spokesperson also noted that the company complies with the ethical guidelines set forth by the Ministry of Defence regarding AI technologies. Emphasising their extensive experience in AI safety, Faculty has been involved in initiatives aimed at combating child sexual abuse and tackling terrorism.

The development of AI applications for military drones has raised significant ethical and legal concerns, particularly around the introduction of autonomous weapon systems. These issues have garnered attention from experts and politicians alike, with a House of Lords committee advocating for international agreements to clarify the implementation of humanitarian law in the context of lethal drones. In alignment with these concerns, the Green Party has called for a total ban on lethal autonomous weapon systems.

In a related observation, it has been revealed that the Scott Trust, which owns The Guardian, holds a minority stake in Faculty through its investment arm, Mercuri VC (previously known as GMG Ventures). The intersection of AI innovation and its military applications continues to unfold, highlighting the need for stringent ethical considerations in the development and deployment of such technologies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://faculty.ai/insights/articles/openai-asks-faculty-to-help-businesses-adopt-generative-ai> - Corroborates Faculty AI's partnership with OpenAI to leverage established AI models, particularly ChatGPT and DALL-E, and their focus on safe and responsible deployment.
2. <https://bylinetimes.com/2020/08/07/poachers-to-gamekeepers-vote-leave-data-firm-promoted-by-government-as-anti-disinformation-expert/> - Supports Faculty AI's involvement in the Vote Leave campaign and subsequent collaborations with the UK government, including work on the COVID-19 pandemic.
3. <https://www.standard.co.uk/business/cityspy/brexit-campaign-s-ai-firm-faculty-ai-gets-political-again-b1154254.html> - Provides details on Faculty AI's work with the Vote Leave campaign and its subsequent contracts with the UK government.
4. <https://www.information-age.com/openai-faculty-partner-to-open-generative-ai-use-cases-123502068/> - Confirms the partnership between OpenAI and Faculty AI, focusing on safely securing real-world use cases for generative AI.
5. <https://faculty.ai/insights/articles/openai-asks-faculty-to-help-businesses-adopt-generative-ai> - Highlights Faculty's expertise in AI safety and their role in evaluating, optimizing, and integrating OpenAI's products.
6. <https://bylinetimes.com/2020/08/07/poachers-to-gamekeepers-vote-leave-data-firm-promoted-by-government-as-anti-disinformation-expert/> - Mentions Faculty AI's work on detecting terrorist content, identifying disinformation, and other AI tools, aligning with their commitment to AI safety and ethical policies.
7. <https://www.standard.co.uk/business/cityspy/brexit-campaign-s-ai-firm-faculty-ai-gets-political-again-b1154254.html> - Discusses Faculty AI's decision to move away from political activities and focus on other sectors, while still being involved in various government contracts.
8. <https://faculty.ai/insights/articles/openai-asks-faculty-to-help-businesses-adopt-generative-ai> - Quotes from Zack Kass and Marc Warner emphasizing the importance of safe and responsible deployment of AI technologies, aligning with Faculty's ethical policies.
9. <https://www.information-age.com/openai-faculty-partner-to-open-generative-ai-use-cases-123502068/> - Details Faculty's industry expertise in natural language processing, computer vision, and large language models, supporting their role in various sectors.
10. <https://bylinetimes.com/2020/08/07/poachers-to-gamekeepers-vote-leave-data-firm-promoted-by-government-as-anti-disinformation-expert/> - Mentions Faculty AI's work on the Coronavirus response, including analyzing social media and utilities data, which aligns with their involvement in government projects.
11. <https://www.standard.co.uk/business/cityspy/brexit-campaign-s-ai-firm-faculty-ai-gets-political-again-b1154254.html> - Provides context on Faculty AI's contracts and their involvement in various government projects, highlighting their continued collaboration with government entities.
12. <https://wave-tv.blogspot.com/2025/01/uk-government-linked-ai-firm-developing.html> - Please view link - unable to able to access data