



## Our Values

At Shobdo, we believe that speech and language have unique power to inspire, connect, and transform—and these capabilities should belong to everyone, not just those served by big tech. Every product we create and every interaction we enable is guided by three core values:

- **Privacy First** – Your data, your AI models, and your devices belong to you—period. We protect your control by building solutions that work completely offline, offering private server rentals, or minimizing the data you need to share. Privacy isn't just a feature—it's a fundamental right.
- **Sustainability Over Exploitation** – We earn revenue the straightforward way: by selling valuable products and services. We do not exploit your data or attention by creating addictive platforms. This honest business model prevents the inevitable enshittification that plagues ad-supported services. We don't accept frivolous product returns and encourage product rental instead, staying true to our commitment to environmental sustainability.
- **AI for Everyone** – Advanced AI has enormous power to improve lives and should not be the privilege of a few. We make cutting-edge technology accessible and affordable for individuals and communities worldwide. We achieve this through *authenticity* and *affordability*:
  - **Authenticity** – We preserve the cultural and linguistic richness of under-served languages. Technology should serve communities authentically, not as an afterthought or poor translation from English-focused systems.
  - **Affordability** – Quality AI solutions shouldn't require enterprise budgets. Through smart engineering, open-source contributions, and fair pricing, we ensure that cost never becomes a barrier to access.

These values drive us to push the boundaries of what's possible while maintaining an unwavering commitment to user empowerment. We're not a data harvester masquerading as a service provider—we're a true partner invested in giving you control over your technological future.