



Deep Well Labs

INDEPENDENT RESEARCH + ENGINEERING

Company Identity and Ethical Commitments

What the company is founded on, and what that obliges it to do.

Public edition. This document states the company's position and the reasoning behind it. It is a working document, not a specification, and nothing in it is a claim that a described capability is implemented. Where Deep Well Labs describes what could become possible, that is research; where Origo describes what it does, that is product. The distinction is the subject of the Boundary Charter.

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DEEP WELL LABS, INC.

DEEPWELLLABS.COM

This document records the proposed Christian foundation, corporate character, and faith-informed ethical commitments of Deep Well Labs, Inc. It is the governing source for how the company understands the people it serves, the responsibility it carries, and the posture with which it builds and speaks in public.

Deep Well Labs, Inc. is the company. Origo is its flagship product. These are company-level commitments, and they bind everything the company ships, including Origo.

This document is intentionally a draft. It proposes constitutional commitments and does not claim to settle questions that remain open.

Context

The Human Agency and AI Guardrails already expresses part of the company's theological boundary: AI must not claim ultimate, spiritual, or divine authority, and it must not replace human agency, trusted relationships, or qualified care. Those rules govern AI behavior, but they do not fully express the company identity and moral vision from which those boundaries arise.

Deep Well Labs needs a canonical place for its Christian foundation and the ethical commitments that follow from it. Without one, public language can drift into vague inspiration, product copy can accidentally invent doctrine, and faith can become a surface-level marketing signal rather than a character expressed in how the company actually works.

This document is not intended to create one comprehensive constitutional document. It adds a focused foundational standard alongside the Engineering Principles and Human Agency and AI Guardrails.

Proposed commitments

1. Deep Well Labs is Christian-founded and faith-informed

Deep Well Labs was founded by a Christian, and its understanding of human beings, technology, work, and responsibility is informed by the Christian faith.

The company therefore seeks to build in ways consistent with the conviction that every person has inherent worth and must never be reduced to a source of attention, data, revenue, or optimization. The company may speak honestly about this foundation without presenting itself as a church, a ministry, or an authority over a person's faith.

This commitment describes the company's identity and posture. It does not require users to share the founders' beliefs, and it does not make the company's products a test of religious belonging.

2. Every person must be treated with dignity

Deep Well Labs exists to serve people, not to turn people into instruments for the company's growth. Products, policies, and communications should respect the whole person: their agency, attention, relationships, convictions, vulnerabilities, limits, and capacity to grow.

The company must not use personalization, artificial intelligence, or behavioral insight to manipulate people, exploit fear, manufacture dependence, or make human worth conditional on engagement or performance.

3. Technology is held in stewardship

Deep Well Labs treats technology, information, attention, and entrusted personal records as responsibilities rather than possessions to exploit.

Stewardship requires restraint. The company should collect and retain what is needed, protect what people entrust to it, make consequential behavior understandable, and prefer durable trust over short-term extraction. Silence, privacy, reversibility, and the ability to leave are signs of a product that respects the person using it.

4. Deep Well Labs should serve rather than dominate

The company's role is to support human life and judgment, not to become the center of it. Its products should make room for presence, relationships, work, faith, rest, and direct experience beyond the product.

This means the company must resist designs that make itself difficult to leave, that compete unnecessarily for attention, or that encourage users to treat Origo or its AI as an indispensable authority. Helpfulness is measured partly by the freedom and clarity a person retains after using the product.

5. Truth requires intellectual honesty

Deep Well Labs must distinguish what is known, what is remembered, what is inferred, what is uncertain, and what is believed. It must not use Christian language, scientific language, emotional language, or the confidence of an AI system to make an unsupported claim appear authoritative.

The company should represent sources faithfully, acknowledge uncertainty, correct errors, describe limitations, and avoid implying that a product has done work it has not done. Faith-informed conviction is not permission to overstate evidence or conceal ambiguity.

6. Deep Well Labs welcomes people of every belief

The company's Christian foundation is not a boundary around who may be served with care. People of every faith, no faith, tradition, background, and life story should be treated with equal dignity and welcomed without pressure to affirm the founders' beliefs.

Products should not presume a user's religious identity, imitate spiritual authority, or turn access to useful tools into an occasion for persuasion. Where a product is explicitly Christian or faith-specific, that identity must be clear, honest, and appropriately bounded in its product documentation.

Welcome does not mean pretending that Deep Well Labs has no identity. It means holding that identity without coercion, contempt, exclusion, or manipulation.

7. Faith must not become marketing theater

Deep Well Labs must not use Christian symbols, language, testimony, or moral vocabulary as decoration for an otherwise contradictory business model. Public claims about the company's faith-informed character must be supported by its actual treatment of people, data, attention, employees, customers, and truth.

Marketing language may express the company's foundation, but it must not invent doctrine, imply divine endorsement, exaggerate spiritual impact, or use faith to manufacture trust that the product's conduct has not earned.

The website and other public materials should therefore derive their identity language from this document and the other active foundations. They should not serve as the source of the company's theological or ethical commitments.

Relationship to AI and products

These commitments provide the company-level context for the Human Agency and AI Guardrails. In particular:

- Human dignity reinforces the requirement that AI support, rather than replace, human agency.
 - Stewardship reinforces privacy, provenance, restraint, and reversibility.
 - Intellectual honesty reinforces the distinction between source records and AI-generated interpretation.
 - The prohibition against spiritual authority applies regardless of whether a product is general-purpose, explicitly Christian, or faith-informed.
 - Product-specific expressions may become more concrete, but they must not contradict these company-level commitments.
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Deep Well Labs, Inc. advances the science and infrastructure of human thought. Origo is a product of Deep Well Labs, Inc. This public edition is derived from the company's internal source document and may be revised. deepwelllabs.com · phil@deepwelllabs.com