

# Press Kit — Beyond the Algorithms AI

Research, diagnostics, and narratives for safer, more human-compatible AI.  
Prof. Dr. Carlos Portela • [founder@beyondthealgorithmsai.com](mailto:founder@beyondthealgorithmsai.com) • <https://beyondthealgorithmsai.com>

## About

Beyond the Algorithms AI is a research and diagnostics initiative led by Prof. Dr. Carlos Portela. The project operationalizes a clinical–computational approach to model behavior, offering asynchronous audits, evaluation suites, and governance mapping to reduce behavioral risk in AI systems.

## Short Bio — Carlos Portela

PhD in Applied Sciences (USP). Postdoctoral work on behavior–immune–inflammation interfaces. Current focus: computational psychopathology of AI, behavior-first evaluations, and safety governance. Founder of Beyond the Algorithms AI; author of the narrative project ‘The Aquarium Owner’.

## Core Services (AI Diagnostic Lab)

- AI System Health Audit — document/log review, failure mapping, mitigation plan.
- Evaluation Suite (TUP/AG/AD/OOD) — batteries, metrics (ECE, Brier, abstention), release gates.
- Failure Taxonomy & Governance — one-page policy-ready mapping with owners/escalation/cadence.

## Key Links

Website	<a href="https://beyondthealgorithmsai.com">https://beyondthealgorithmsai.com</a>
Zenodo — Computational Psychopathology	<a href="https://doi.org/10.5281/zenodo.1704224">https://doi.org/10.5281/zenodo.1704224</a>
Zenodo — Cite this version	<a href="https://doi.org/10.5281/zenodo.17103004">https://doi.org/10.5281/zenodo.17103004</a>
LinkedIn	<a href="https://www.linkedin.com/in/carlos-portela-328516bb/">https://www.linkedin.com/in/carlos-portela-328516bb/</a>
X (Twitter)	<a href="https://x.com/portela_news">https://x.com/portela_news</a>
Quora — Beyond the Algorithms	<a href="https://beyondthealgorithm.quora.com/">https://beyondthealgorithm.quora.com/</a>
Email	<a href="mailto:founder@beyondthealgorithmsai.com">founder@beyondthealgorithmsai.com</a>

## Suggested Boilerplate (for media use)

Beyond the Algorithms AI develops behavior-first diagnostics for AI systems. Combining clinical reasoning and engineering rigor, the project delivers audits, evaluation suites, and policy-ready governance to help organizations ship safer, more reliable AI.

## Brand Assets & Usage

- Logomark/Wordmark: request via email. Use on white or dark backgrounds with enough contrast.
- Colors: indigo–cyan gradient for hero sections; grayscale neutrals for body text.
- Imagery: futuristic editorial style, subtle cyan circuitry overlays; avoid cartoonish looks.

## Images & Permissions

Media may reproduce the images supplied in the press kit for editorial coverage with attribution “Beyond the Algorithms AI — Carlos Portela”. Do not imply endorsement by third parties. For any alternative uses, please request permission via email.

© Beyond the Algorithms AI — Carlos Portela