AI–Native Monitoring for Public Affairs

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→ The Monitoring Process
→ Implications for Your Team

About us

OUR TEAM →

Team of 25

Based in Brussels & Copenhagen.
Tech talent & industry expertise.

OUR INVESTORS →

+4,5m EUR raised

From Danish & Swedish investors.

OUR CLIENTS →

+100 organisations

Incl. LEGO, Danfoss, Rud Pedersen,
TotalEnergies, BCG, Pfizer, Mars.
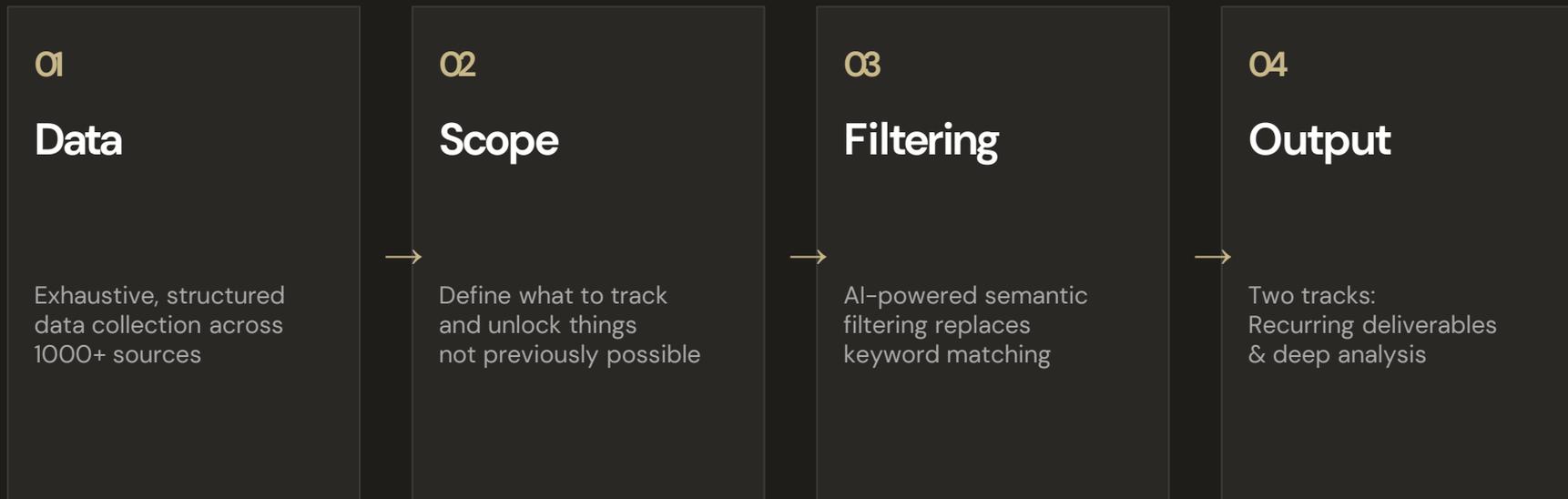
PRESENTING TODAY →

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Monitoring is a structured process.
Break it down, and AI can
solve each part.

The monitoring process

01

Data

Exhaustive, structured
data collection across
1000+ sources

02

Scope

Define what to track
and unlock things
not previously possible

03

Filtering

AI-powered semantic
filtering replaces
keyword matching

04

Output

Two tracks:
Recurring deliverables
& deep analysis

01 Data

The foundation of enterprise-grade AI is having exhaustive data — what we call context. Without it, AI cannot produce correct results.

You need engineers who understand that each data type behaves differently — and build infrastructure accordingly.

THE DATA CHALLENGE

1,000+ websites
that change structure constantly

LinkedIn data
social insights from EC staffers & MEPs

API integrations
EU institutions, parliaments, registries

Data heterogeneity
A press release is published once. A public consultation has ongoing status changes & new feedback.

02 Scope

COST EFFICIENCY →

AI reduces time spent on repetitive desk work

The first wave of understanding: AI helps you do existing tasks faster. Summarize reports quicker, draft mails, scan documents.

NEW CAPABILITIES →

AI enables things that were never possible before

The second wave: AI unlocks entirely new workflows. How do you ensure your team checks every single EC staffer LinkedIn account for valuable insights every day? You don't — unless AI does it.

O3 Filtering

THE LAST 20 YEARS

Keyword-based filtering

Boolean logic. Many filters. No domain understanding.

Cannot distinguish:
"trading" in ETS context vs. financial trading.

Result: noise, false positives, missed signals.

THE AI ERA

AI-powered heuristic filtering

Every data point read by a model with a human-readable description — like instructions to a colleague.

"Is this relevant for our client's strategic interests in EU trade policy?"

Domain understanding. Contextual judgment.

Data — Noise = Signal

Two primary patterns for using this signal:

01 Recurring Deliverables
Automated, client-specific reports
that replicate human output

02 Analysis & Expertise
Stay an actual domain expert with
AI-powered intelligence workflows

Recurring deliverables

Every client is unique. One wants a 30-page report with hyperlinks to every document. Another wants a 1–3 page prose briefing with natural hyperlinks under relevant headers.

BEFORE AI

Everyone stuck with identical exports that couldn't be used directly.

Humans had to do the rest — reformatting, rewriting, adapting to each client's preferred format.

WITH AI

Upload instructions + a Word template once.

The AI takes the data set and replicates client-specific deliverables automatically — in their exact format, tone, and structure.

We are already doing this for clients today.

Analysis & domain expertise

Old solutions showed items in a chronological timeline. Now entirely new capabilities are possible:

Daily digests & executive summaries

Condensed intelligence delivered at the cadence your team needs

Smart grouping

Multiple articles on the same topic are clustered and collectively summarized

Impact assessment

Initial scoring of importance, next steps, and strategic implications

Status tracking

Ongoing changes in legislative files, public consultations, and policy processes

All of these would take significant human thinking just to get the overview — AI handles it in seconds.

Where the future is heading

The next evolution: AI uses monitoring data, combines it with internal knowledge and communications, then acts.

EXAMPLE SCENARIO

1 An internal stakeholder requests understanding of a specific policy file

2 AI automatically prepares a brief according to best practices in your custom format

3 Adds it as a draft in your mail

4 Configures a monitoring dashboard so your team stays updated on the file

5 All while you have performed zero prompts

What does this mean for you?

CONSULTANCIES →

Adopt AI aggressively — before your competitors do, because they will.

Accept early failures

Automating enterprise workflows is difficult and painful. But this is the goal — not just using Copilot to fix grammar in emails.

Commoditize deliverables

Solve your recruiting and overhead problem by automating recurring outputs.

Budget for it

In software engineering, we now discuss token budgets per employee — and these budgets often outsize the engineer's salary.

What does this mean for you?

IN-HOUSE TEAMS →

Adopt AI tools. Use them to push back on expensive retainers.

Pricing is approaching zero
Commoditization and inexpensive tailoring mean the cost of monitoring deliverables is dropping fast. AI is consistently beating consultancies on speed.

Redirect consultancy spend
Instead of paying retainers for monitoring reports, make consultancies do what only humans can — actual advocacy: strategy, networks, non-public insights.

Empower your team
In-house teams with AI tools become more self-sufficient. Faster briefings, automated dashboards, better coverage — with smaller teams.

Thank you for your attention.

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