



tsc.ai

PAC 2.0

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humans + machines + data



# TSC.ai

Mission:  
Decode the business of influence



**TSC. Technology Company. 52+ countries.**



**Focused on PAC competency**



**Advanced AI and machine learning systems, PAC Bots...**



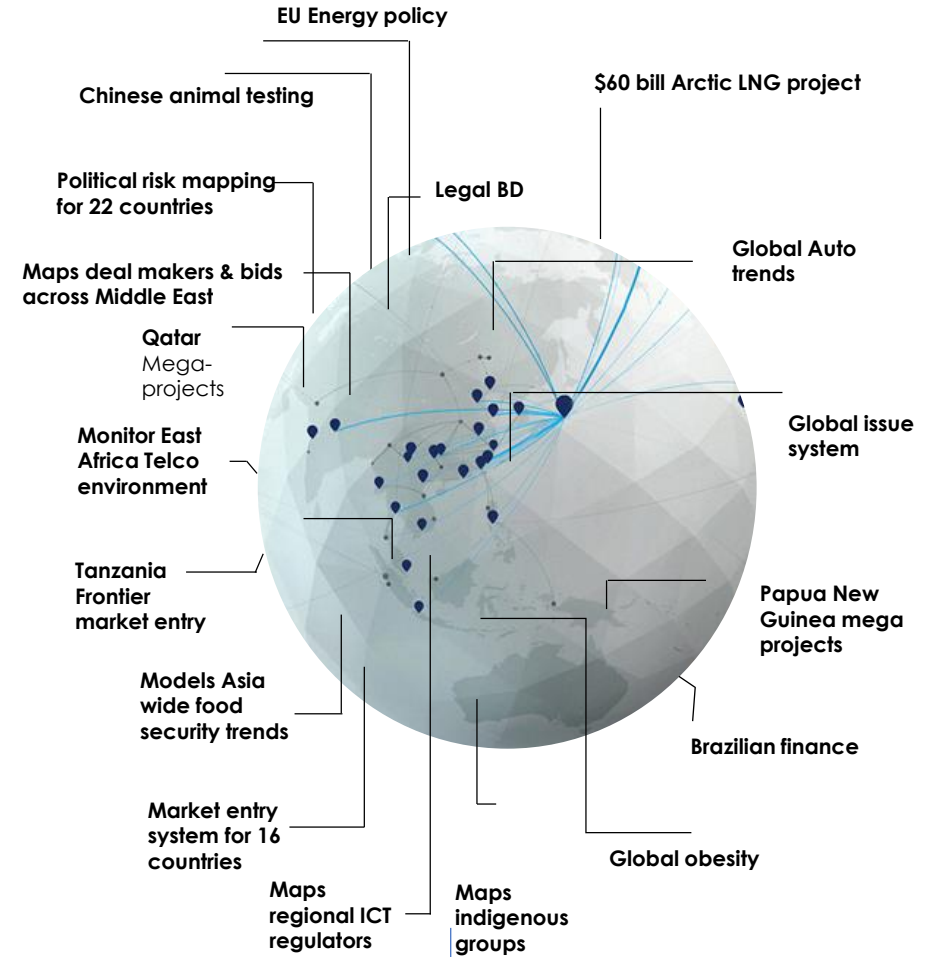
**Data concierge service built in**



**Follow-the-sun support**



**Fortune 100. 52+ countries**



**IBM Watson Inside**

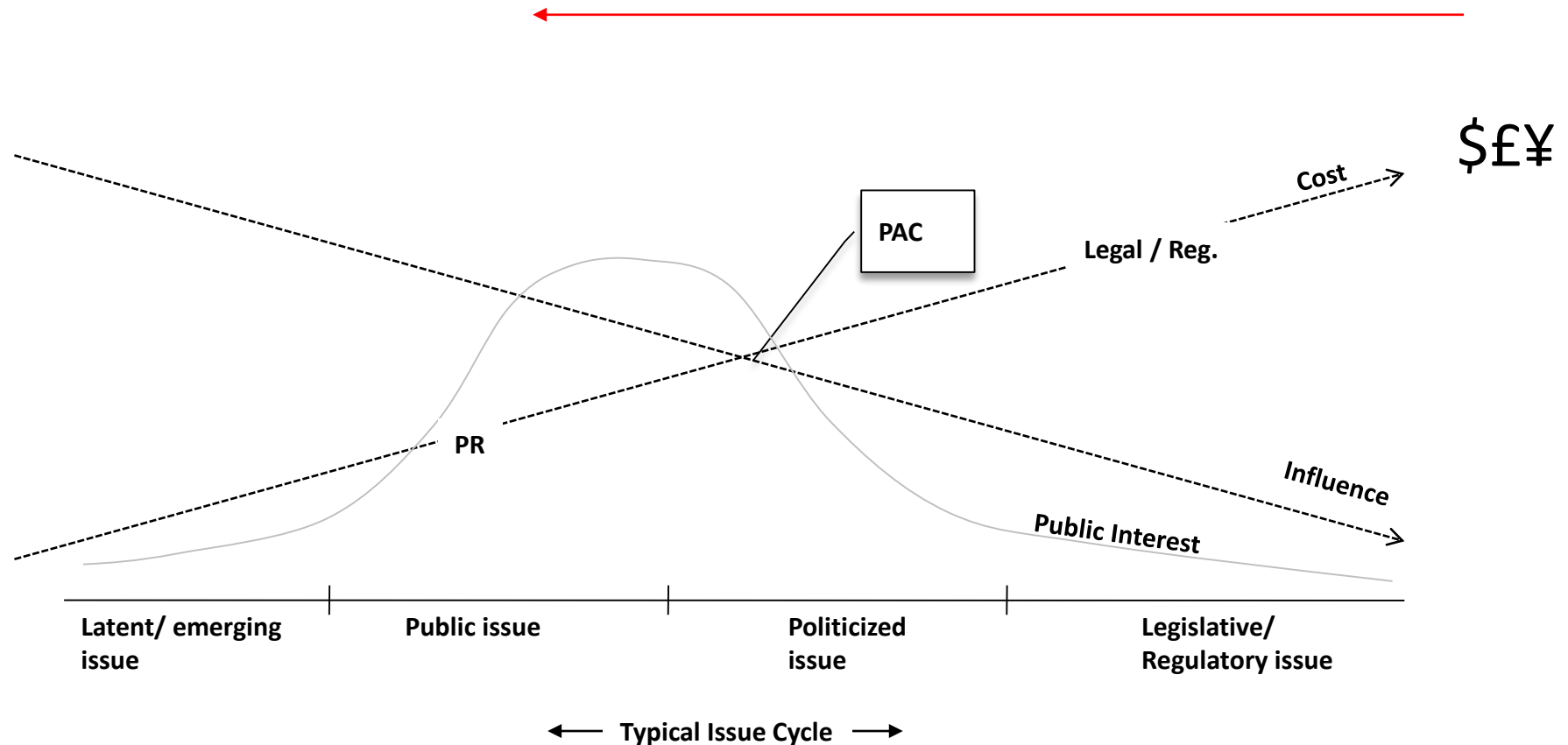
**McKinsey&Company**



# The PAC challenge is the model



**Reactive, fire fighting mode**





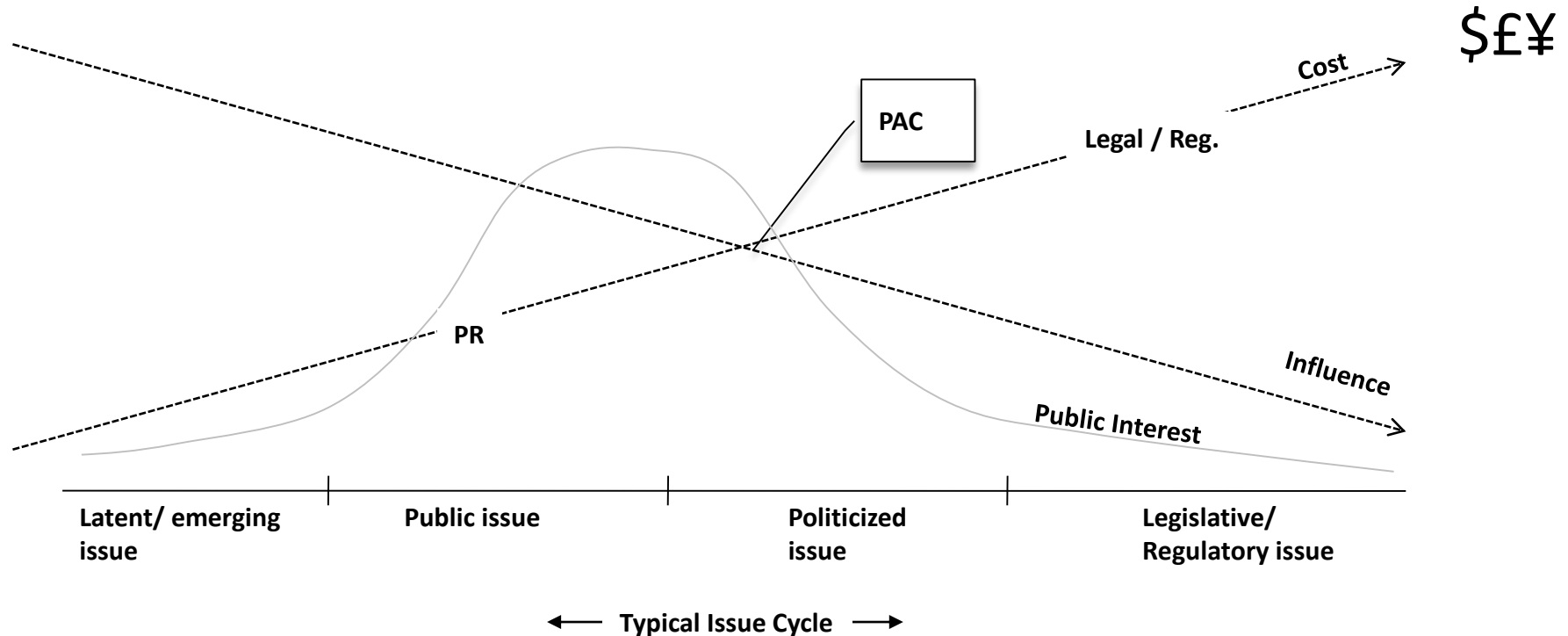
# And the model is against us



**PAC = humans + Google + XLS**

**People don't scale**

**Business as usual is not future proof**

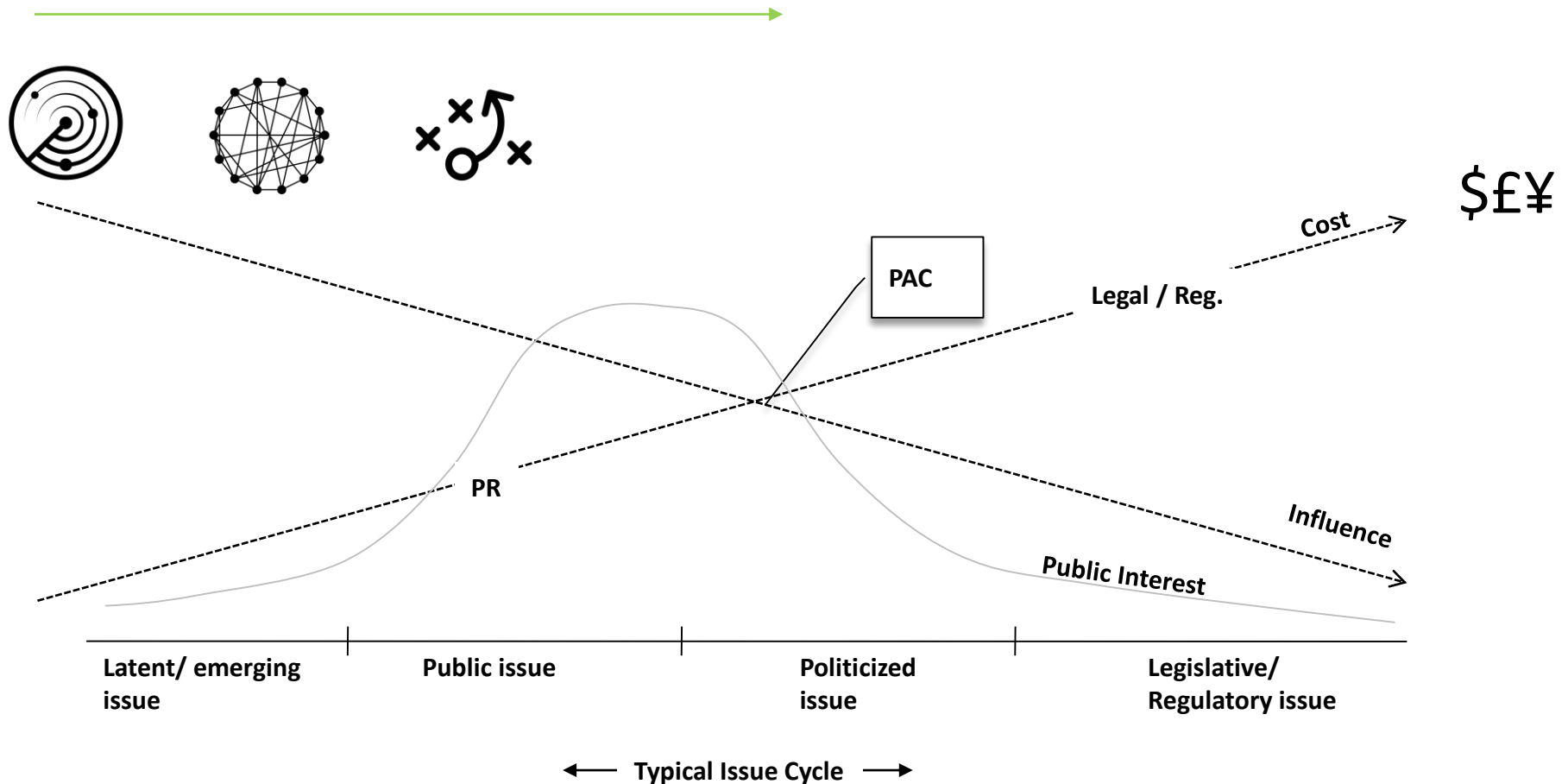




# How can we leverage tech?



## Proactive (agenda shaping)





# Decoding PAC



Multi-year global effort to enable PAC efficiency & effectiveness

## 9 core processes

1	<b>Issue</b> modelling and tracking
2	Stakeholder <b>Mapping</b> & Analysis
3	<b>Profiling</b> Stakeholders
4	Engagement <b>Planning</b>
5	<b>Monitoring</b> external environments
6	<b>Tracking</b> Activity
7	<b>Measuring</b> impact
8	<b>Reporting</b>
9	<b>Internal stuff</b> - collaborating learning, politicking...

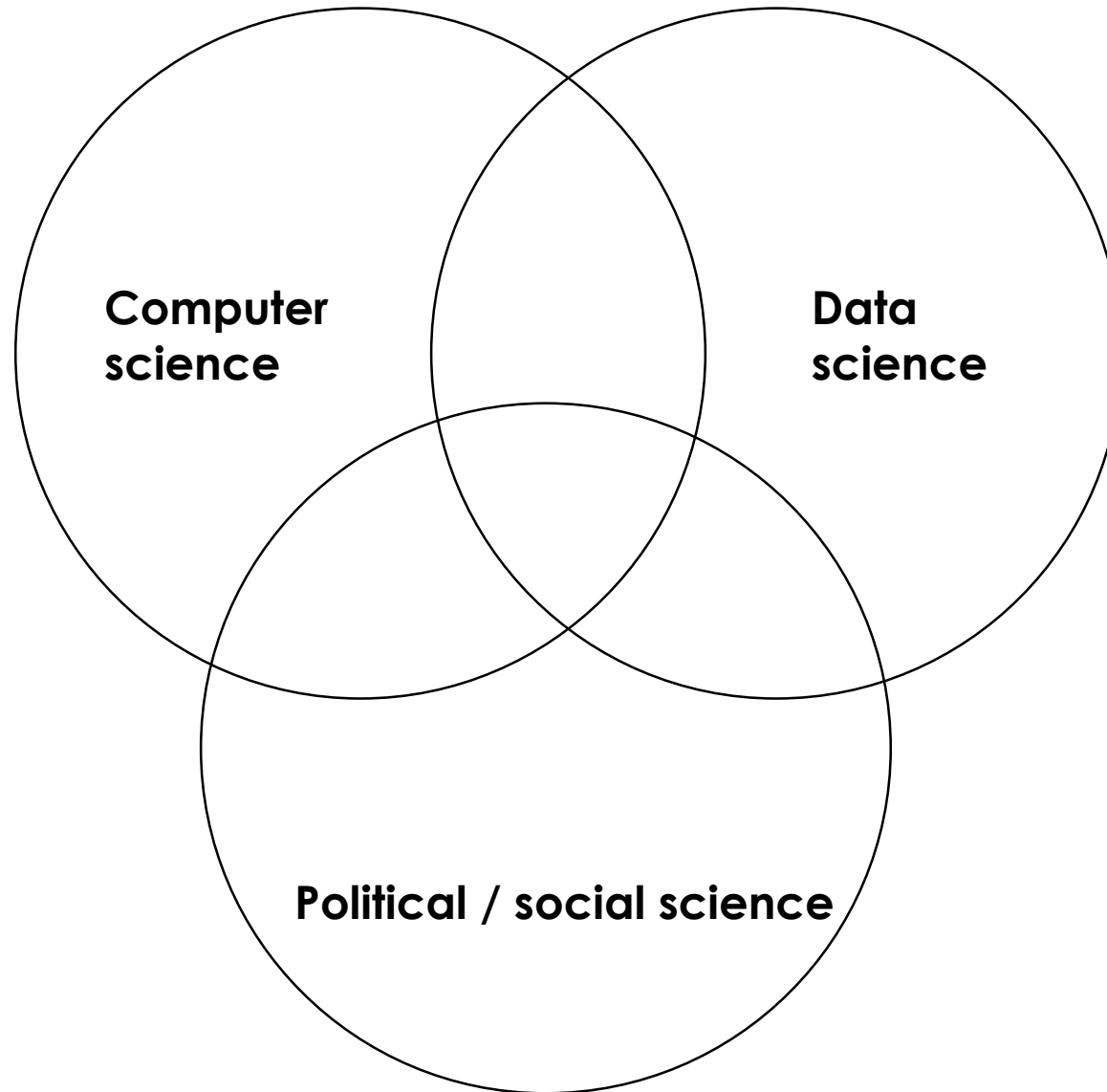
**~70%** PAC  
time internal

**~45%** of work  
can be  
automated



# The Mission

**Geek fun.**





A close-up of a futuristic robot's face with glowing blue eyes and a metallic, blue-toned skin. The background is filled with vertical columns of binary code and faint, illegible text, suggesting a digital or artificial intelligence theme.

Machines: 1

A human hand is shown interacting with a digital interface. The hand is pointing at a screen that displays various data visualizations, including line graphs, pie charts, and a network diagram. The background is dark with glowing white lines and nodes, creating a high-tech, digital atmosphere.

Humans: 0

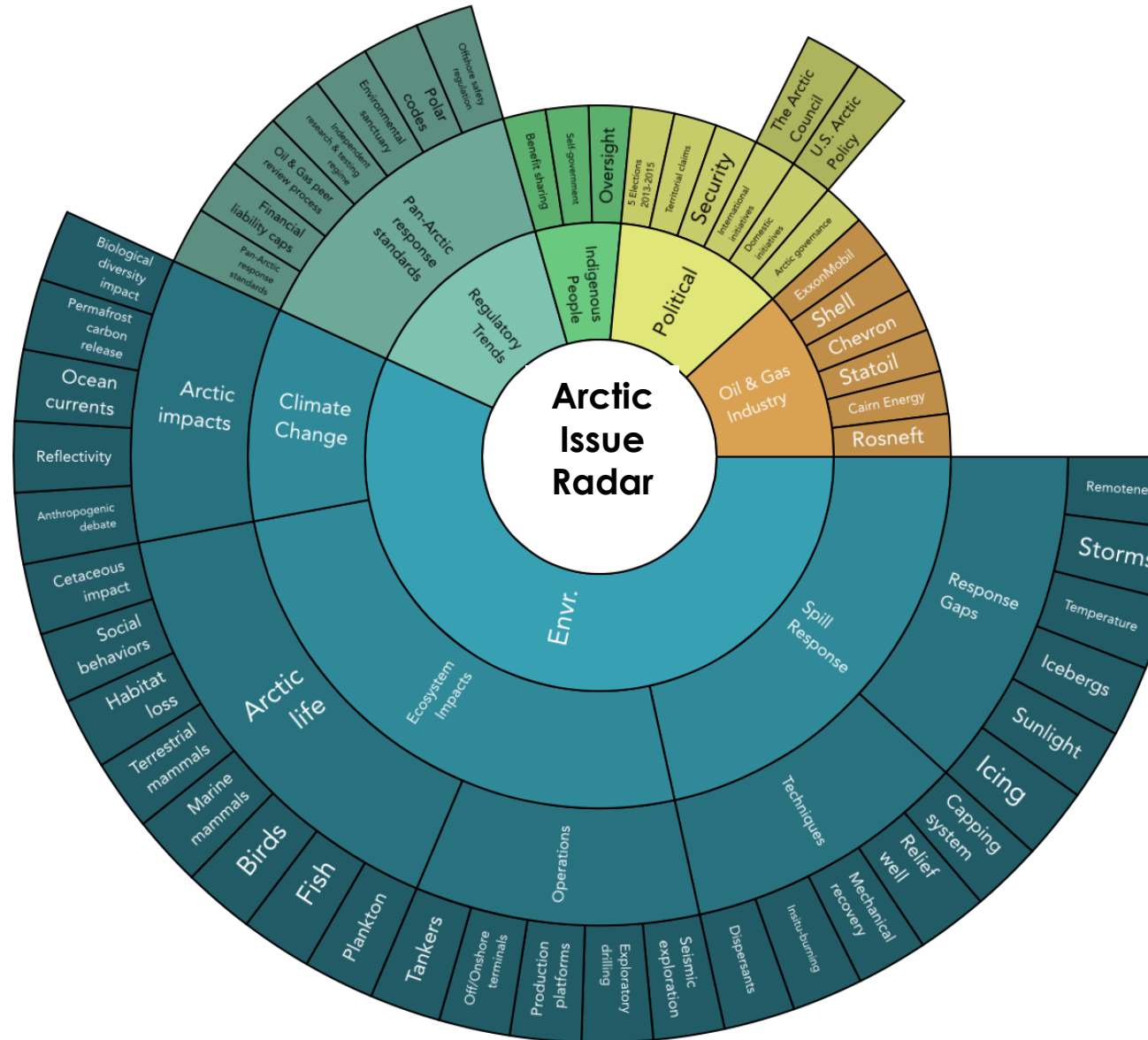
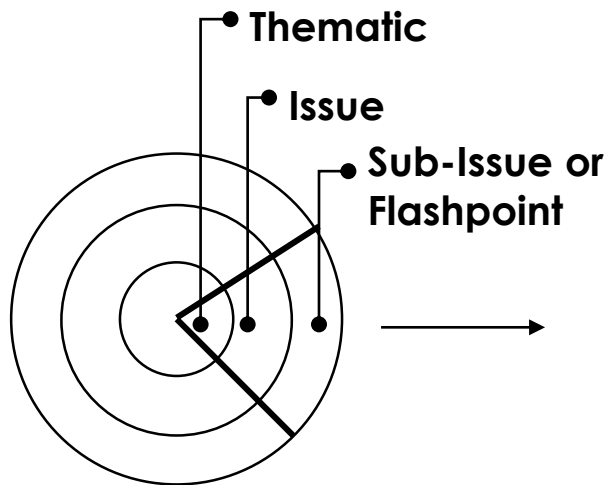


# Task # 1. Horizon scanning



**Systems thinking  
approach**

**Knowledge  
taxonomies**





# Task # 2. Prime the data pump



## And yes that's complex

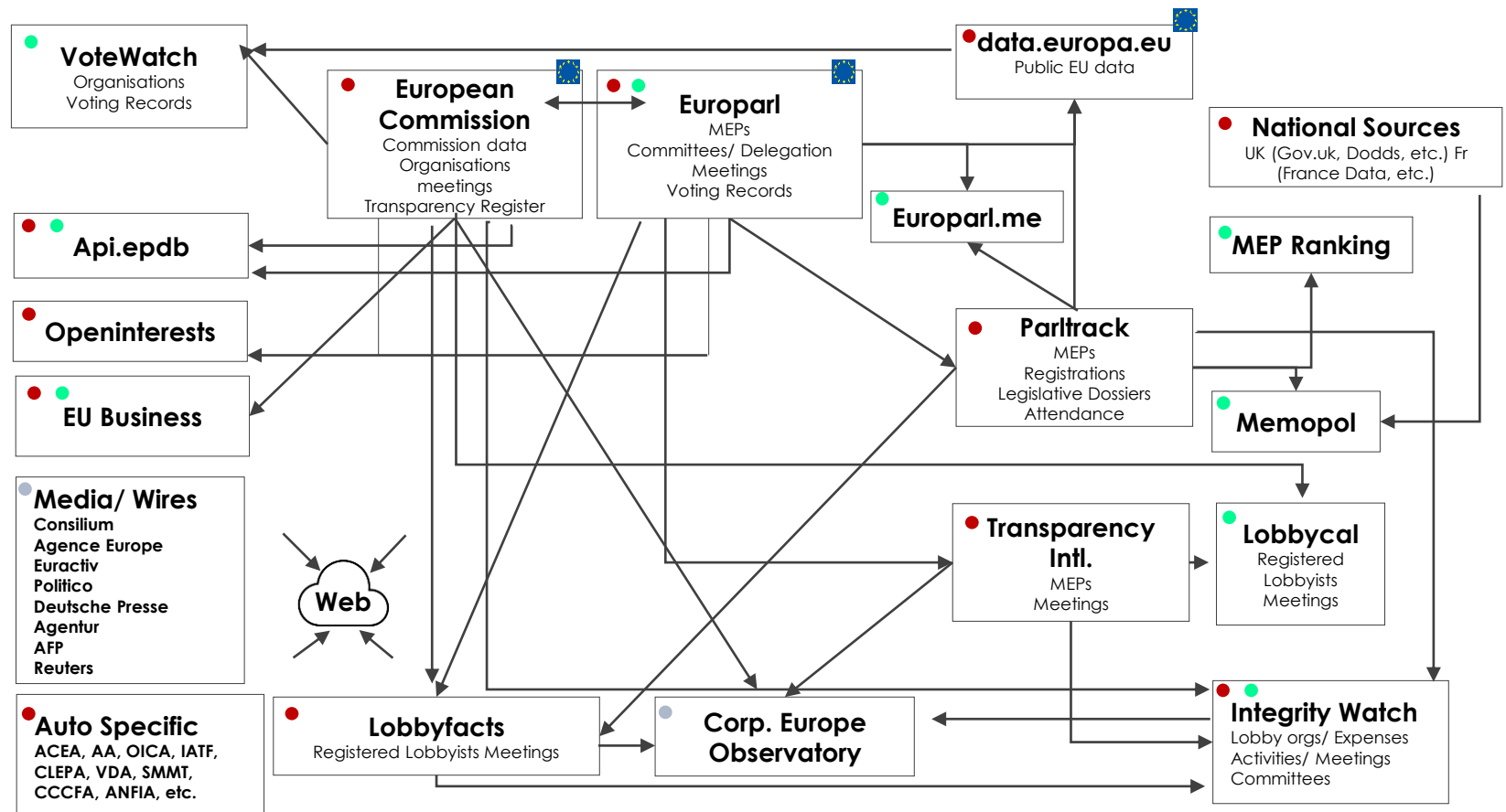


PAC Bots.

### Key

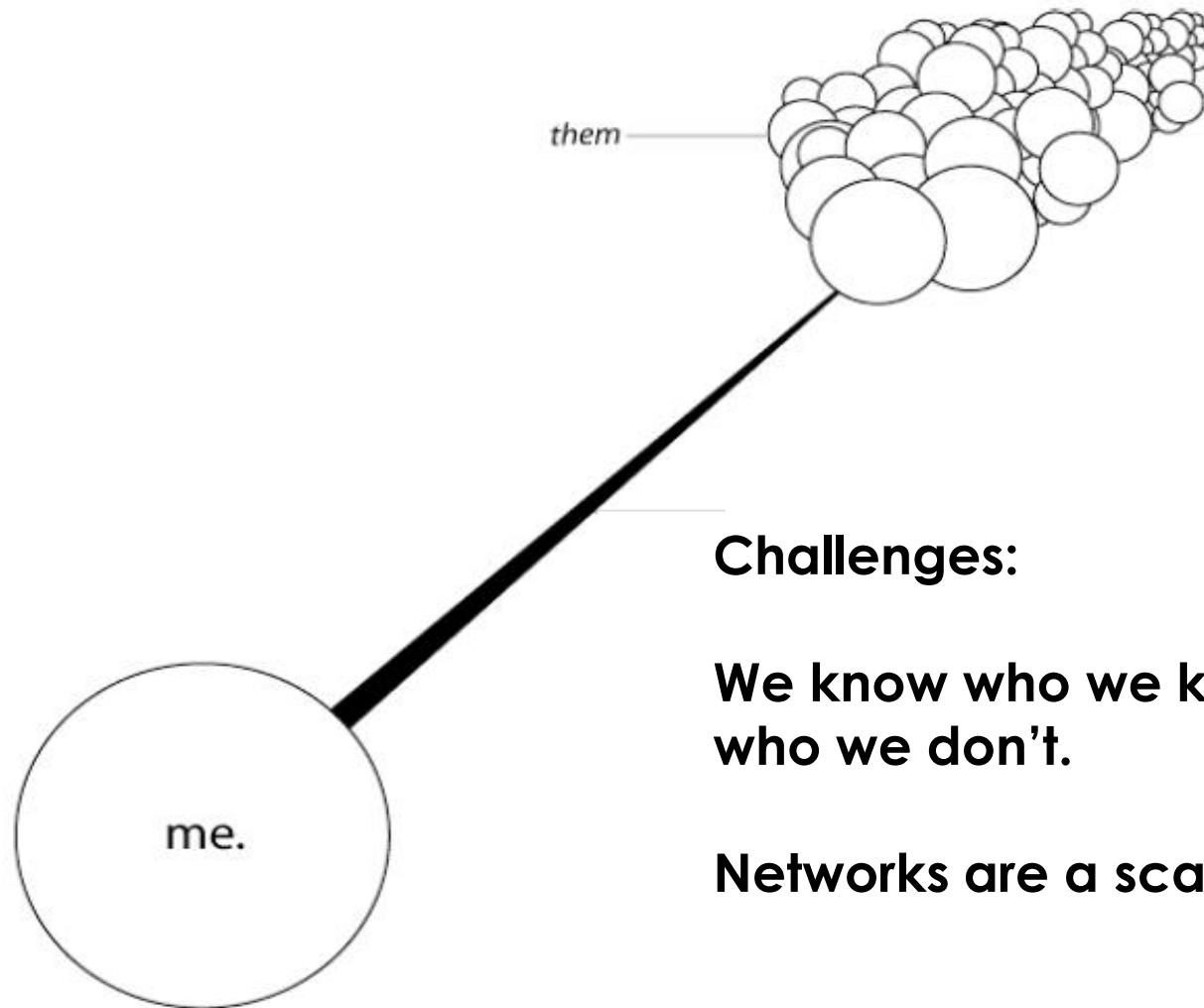
● Database ● Tool ● Media

### Simplified EU data sources and key flows





# Task # 3. Hyper connect stakeholders



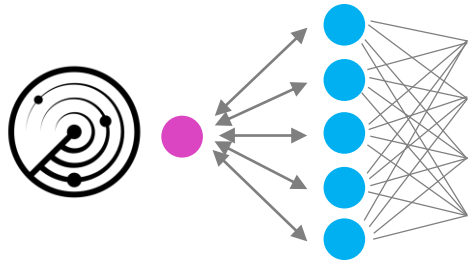
**Challenges:**

**We know who we know but not who we don't.**

**Networks are a scale challenge**

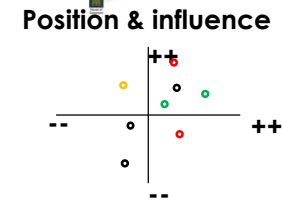
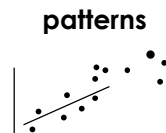
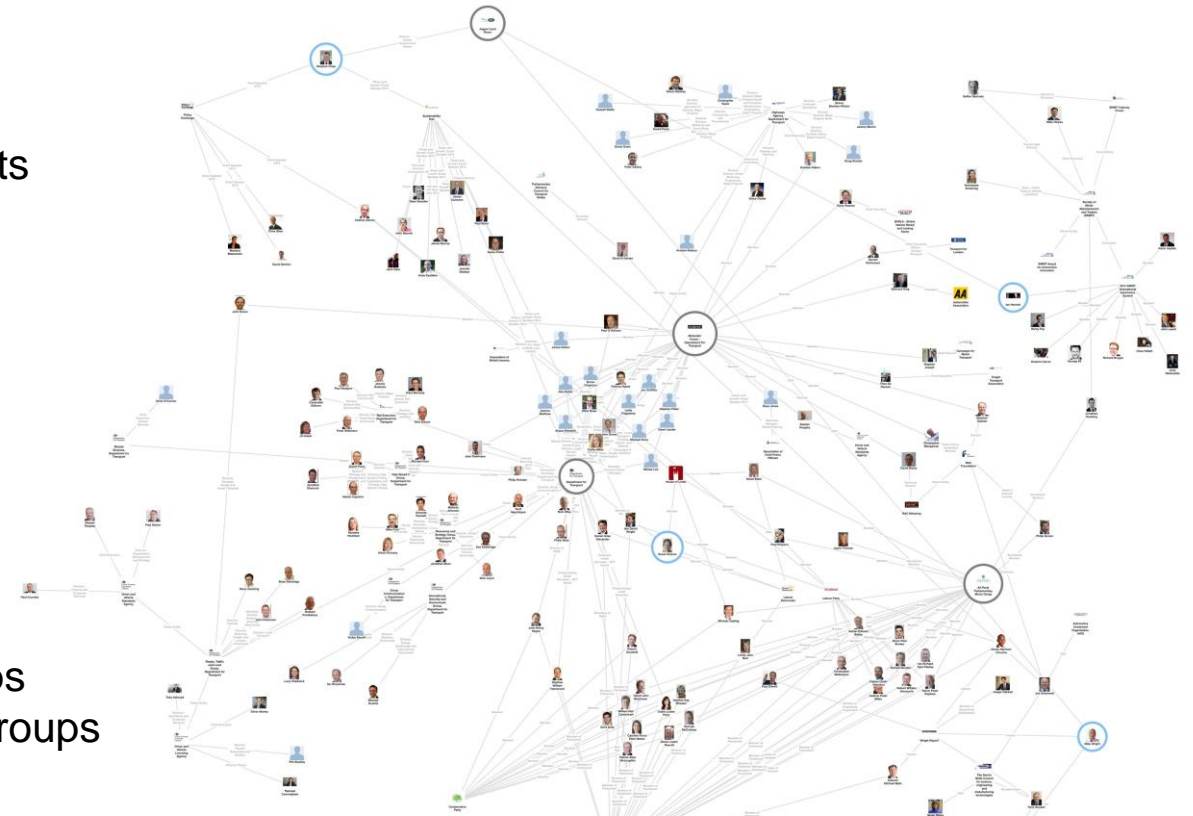


# Task # 3. Hyper connect stakeholders



- ☐ Regulators
- ☐ Governments
- ☐ Analysts
- ☐ Investors
- ☐ Customers
- ☐ KOLs
- ☐ NGOS
- ☐ Media
- ☐ Academia
- ☐ IGOs
- ☐ Suppliers
- ☐ Trade groups
- ☐ Advocacy groups
- ☐ Unions

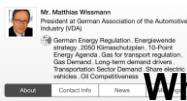
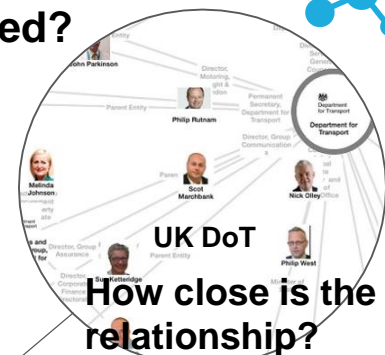
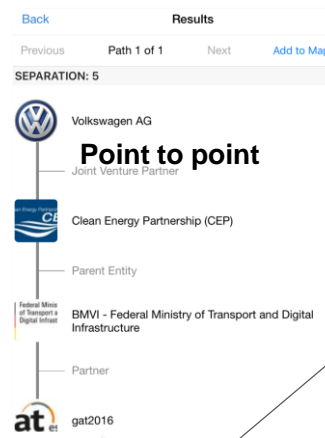
...





# Example. EU Auto Lobbying

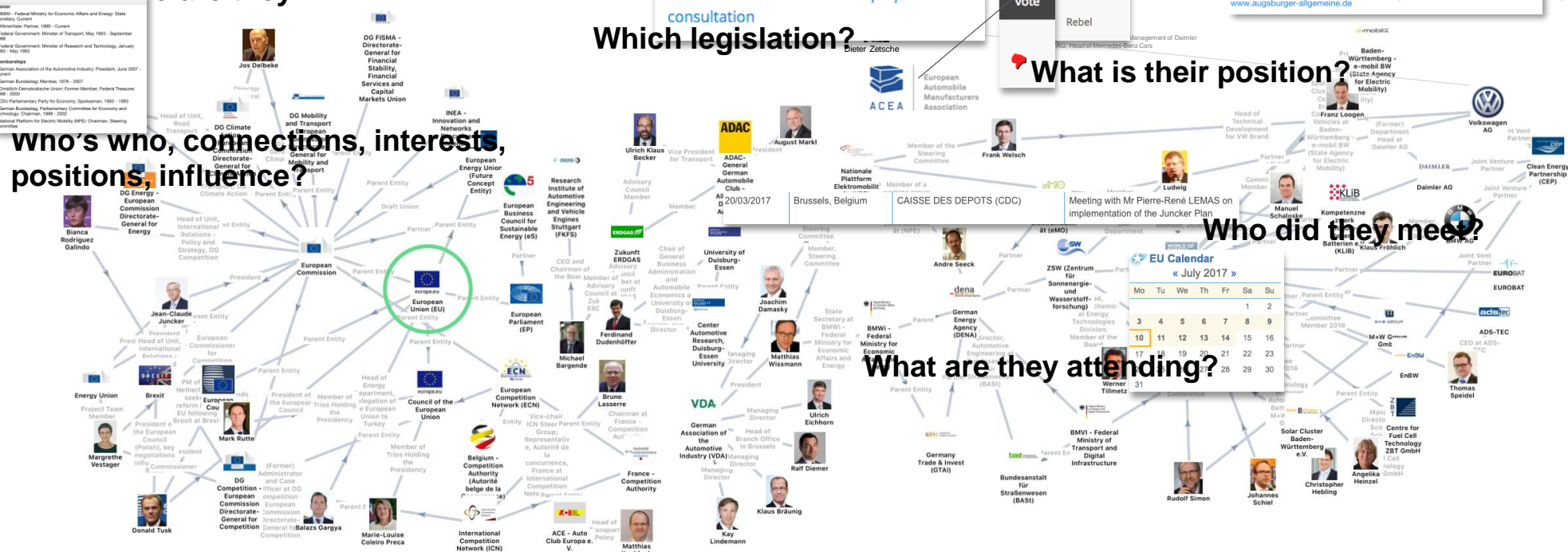
How is it all connected?



Who are they?

Mr. Matthias Wissmann  
President of German Association of the Automotive Industry (VDA)  
German Energy Regulation, Energiewende strategy, 2010; Renewable Energy, 10 Point Energy Agenda, Gas for transport regulation, Gas Demand, Long term demand, 10 Point Transportation Sector Demand, Smart electric vehicles, CO Competitiveness  
Career  
• BMW - Federal Ministry for Economic Affairs and Energy: State Secretary, Current  
• Ministerial Partner, 1999 - Current  
• Federal Government Minister of Transport, May 1993 - September 1998  
• Federal Government Minister of Research and Technology, January 1993 - May 1993  
Memberships  
• German Association of the Automotive Industry: President, June 2007 - Current  
• German Bundestag Member, 1979 - 2007  
• Christian Democratic Union of Germany: Federal Treasurer, 1989 - 2000  
• CDU/Parliamentary Party for Economy, Space, 1983 - 1993  
• German Bundestag, Parliamentary Committee for Economy and Technology: Chairman, 1999 - 2002  
• National Platform for Electric Mobility (NPE): Chairman, Steering Committee

who's who, connections, interests, positions, influence?

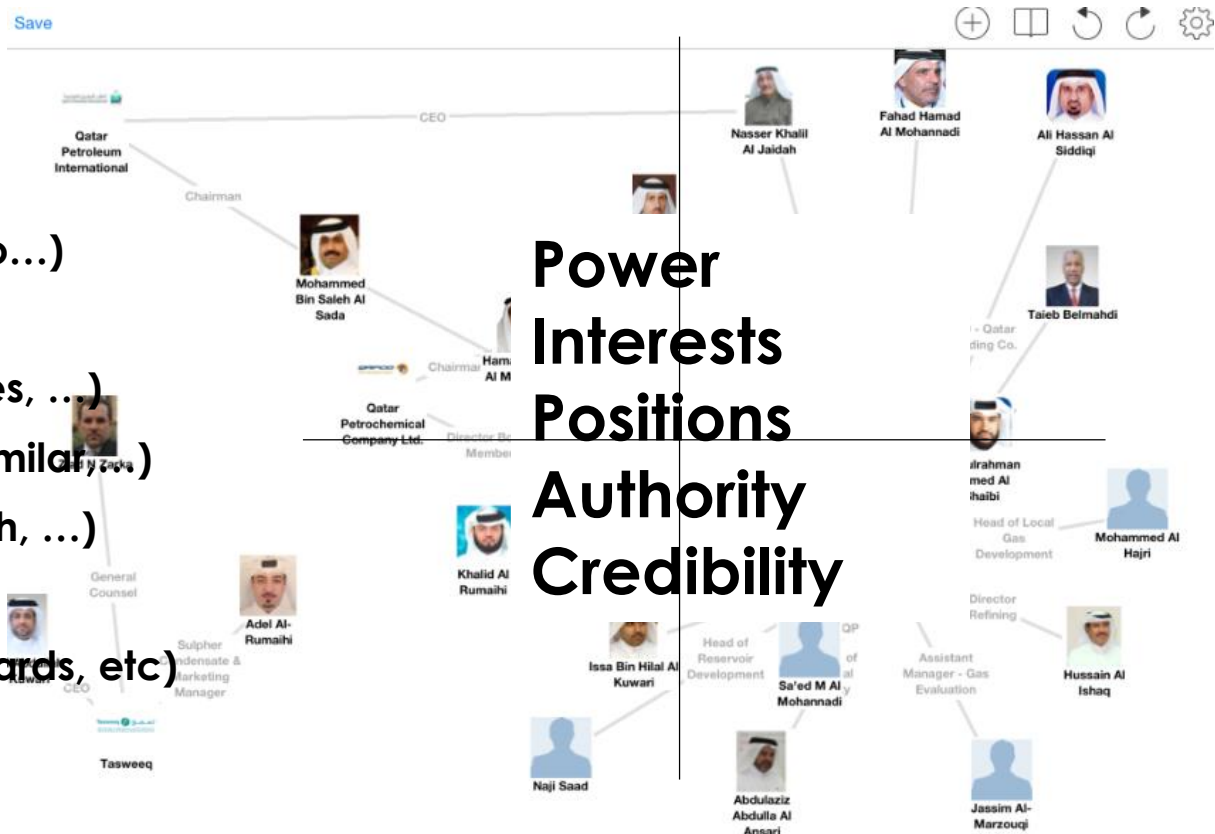




# A note on people. They are complex!



- Corporate networks
- Contact networks
- Social roles (boss of, friend to...)
- Personal interests
- Affective (likes, respects, hates, ...)
- Cognitive (knows, views as similar, ...)
- Actions (talks to, has lunch with, ...)
- Kinship (brother of, father to...)
- Co-occurrence (clubs, boards, etc)
- Event (news article, attended)



Power  
Interests  
Positions  
Authority  
Credibility



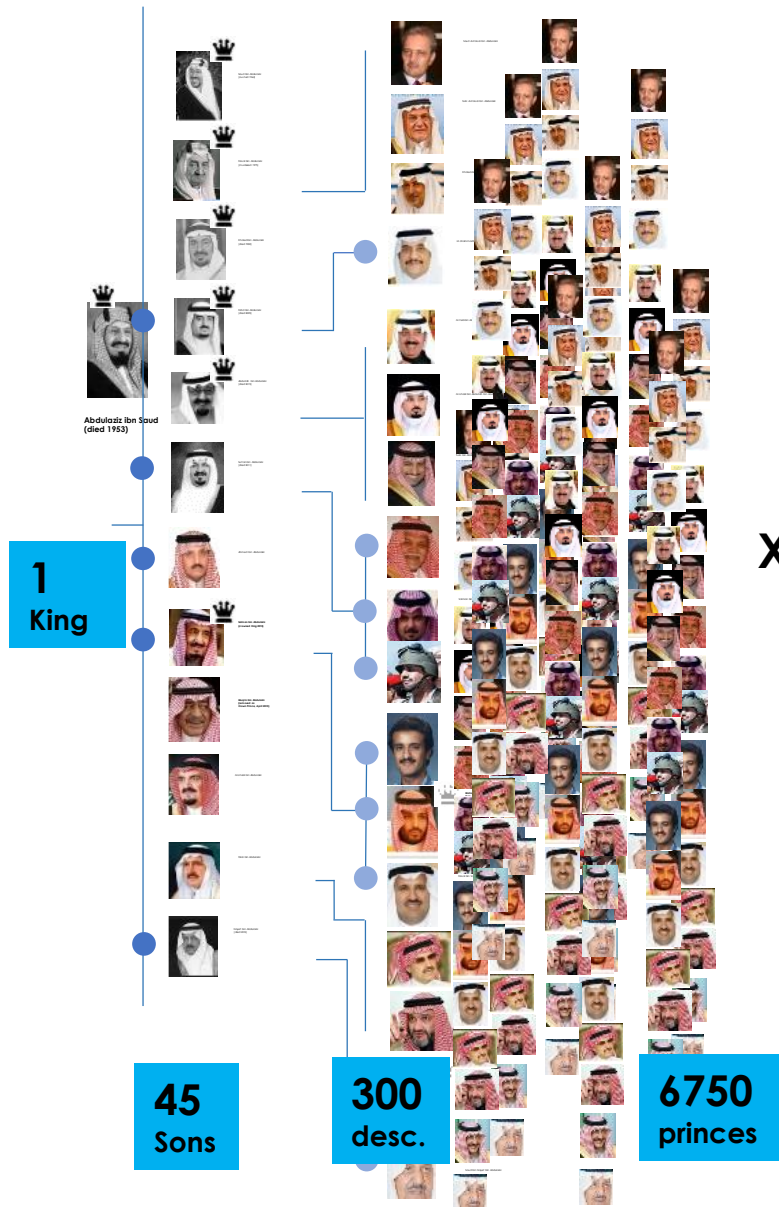


# Saudi Arabia. Regime change



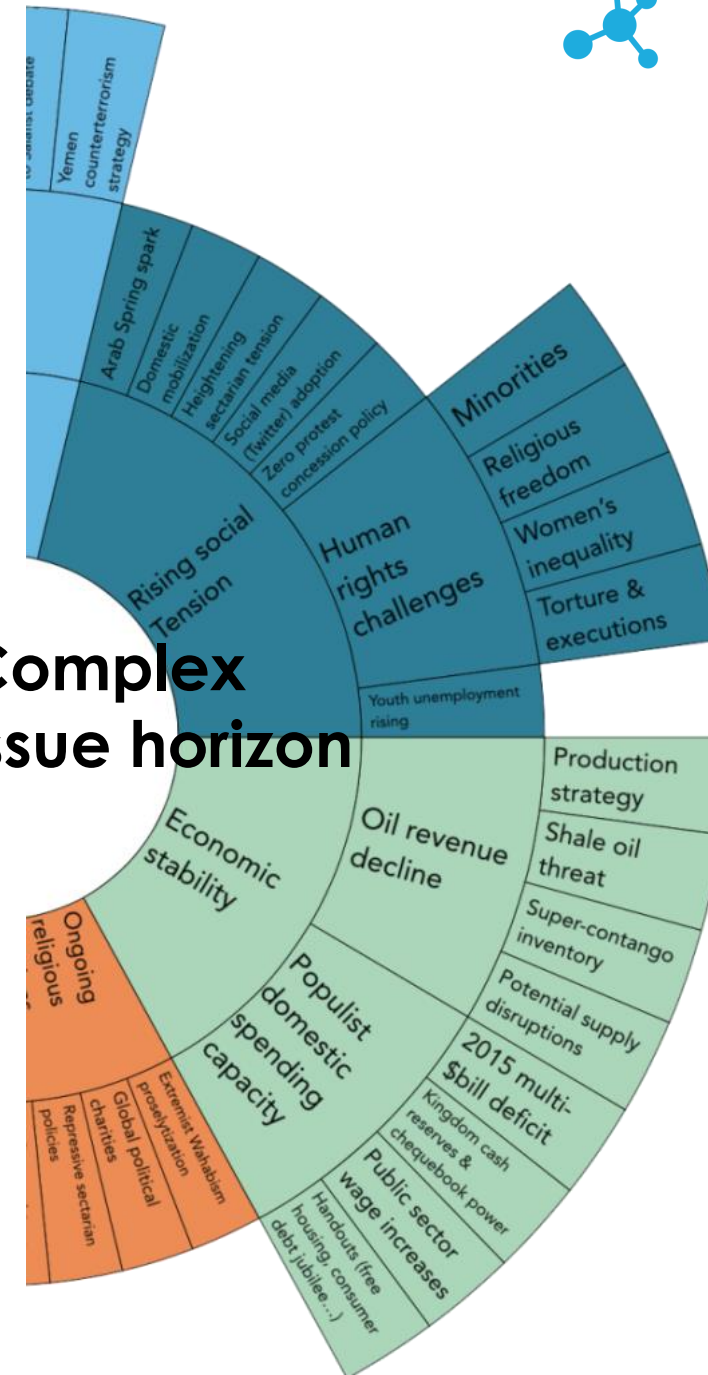


# 👑 Saudi's Game of Thrones



- x
1. Lineage
  2. Kinship
  3. Factions
  4. Power elites
  5. Religious community
  6. Oil complex
  7. Military

x **Complex issue horizon**





# What a machine sees



Data

Model

Output



**SNA, NLP, Sentiment,  
Graph algos**

Corporate networks

Contact networks

Social roles (boss of, friend to...)

Personal interests

Affective (likes, respects, hates, ...)

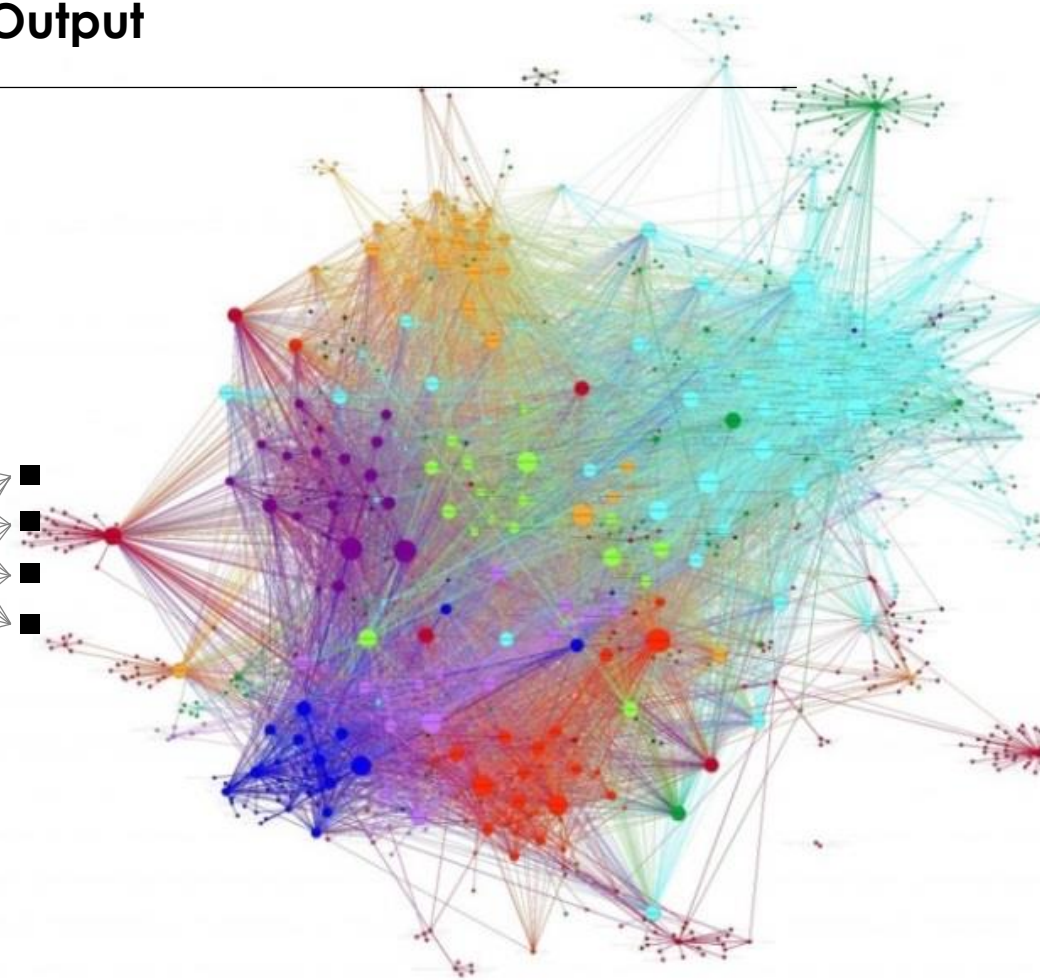
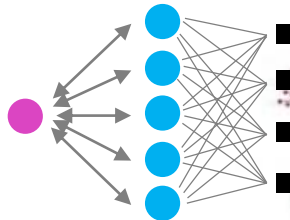
Cognitive (knows, views as similar,...)

Actions (talks to, has lunch with, ...)

Kinship (brother of, father to...)

Co-occurrence (clubs, board  
memberships, prof. affiliations)

Event (common news article, attended  
same event, ...)



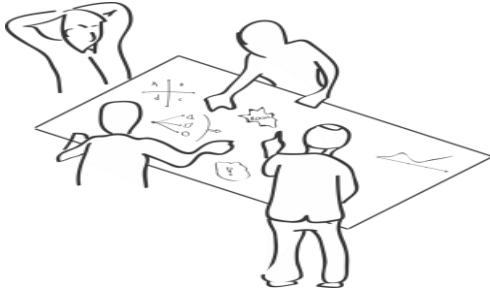


# What a human sees

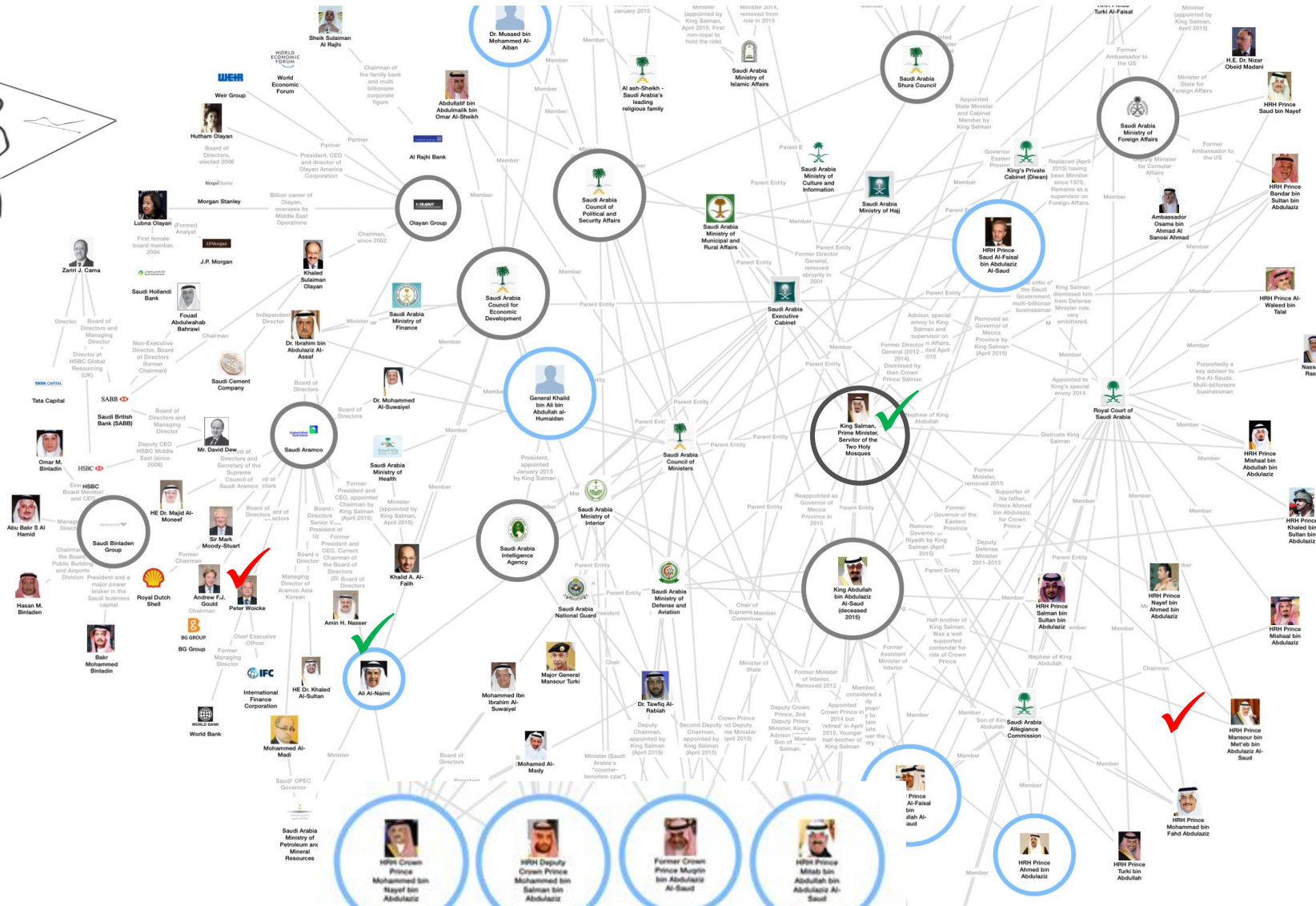
x

Who? Why? How?

y



- Smart data
- Meaningful adjacency
- Deduction
- Intuition
- hypothesis



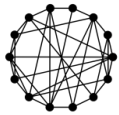


# That's the i3 System



**Strategic view of the battle theatre**

**Tactical and operational data, intelligence and tools**



**Connects dots.**

Maps, mines and monitors our complex stakeholder networks & influencers



**Horizon scanning.**

Issues, influence networks, threats, opportunities...



**Tracks influencers.**

Every politician, NGO, academic, influencers...



**Always up-to-date.**

Data concierge service built in (humans and machine)



**Live trends and insights**

PAC BOTS monitor 1000's of sources for near real time news, social, & intelligence feeds on our external environment.



**Military Grade Security**

Works on your phone, tablet & laptop. Nothing else required.



**Efficient PAC work**

Do in 10 minutes what used to take 3 hours. Collaborate, scenario planning, manage projects, research, track, engage, comply and report.



**Advanced analytics.**

From descriptive, (dashboards) to diagnostic (drill-downs) to predictive analytics.





# Moving PAC to (R)evolutionary



In The Lab



# ATIUM System























Machine learning algos to:

Detects person of interest

+

I.D trending issue

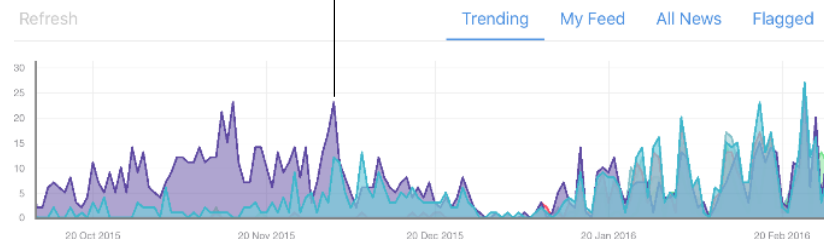
1. Scans millions of articles
2. Auto I.D's new KOLs
3. Calculates frequency + trend

Chef	Concept ▼	Popularity ▼	Channels ▼
  <b>Baek Jong Won</b> (백종원) Businessman, TV personality, and Chef. CEO - The Born (디본) restaurant franchises in Korea, China, Japan, and USA	French	Twitter: 14.3 followers Instagram: 228K followers	TV: Master Baek's home cooking, My Little Television, and Baek Jong Won's top 3 chef kings. Blog Publications: 8
  <b>Choi Hyun Seok</b> (최현석) Head Chef at Elbon The Table	French	Twitter: 14.3 followers Instagram: 228K followers	TV: 14 shows. Notable 냉장고를 부탁해 (Please help with my refrigerator) and My Little Television Publications: 3
  <b>OH Se Deuk</b> (오세득) French restaurant, Gangnam Seoul	Italian	Twitter: 3K followers Instagram: 71.9K followers	TV: 9 shows. Notable 냉장고를 부탁해 (Please help with my refrigerator) and My Little Television Publications: 0
  <b>KIM Sam</b> (생김) Restaurant Bounasera Italian restaurant, Gangnam Seoul	Asian	Twitter: 12.7K followers Instagram: 251K followers	TV: 9 shows. Notable 냉장고를 부탁해 (Please help with my refrigerator) and My Little Television Publications: 6
  <b>JUNG Chang Uk</b> (정창욱) Spresso Chaugi	Korean/ Chinese	Twitter: 3.7K followers Instagram: 237K followers	TV: 9 shows. Notable 냉장고를 부탁해 (Please help with my fridge) Publications: 0
  <b>LEE Yeon Bok</b> (이연복) MokRan (복만)	Korean	Twitter: 3.7K followers Instagram: 237K followers	TV: 9 shows. Notable 냉장고를 부탁해 (Please help with my fridge) Publications: 1
  <b>LEE Won Il</b> (이원일) DearRead (디어브레드)	Generic	Twitter: 3.7K followers Instagram: 237K followers	TV: 8 shows. Notable 냉장고를 부탁해 (Please help with my fridge) Publications: 1
  <b>Edward Kwon</b> (에드워드 권) Businessman and CEO of EK Food Owner: Lab24	International	Twitter: 3.7K followers Instagram: 237K followers	TV: 8 shows. Publications: 1
  <b>KAGN Leo</b> (강레오) Banyan Tree Club & Spa Seoul	French	Twitter: 3.7K followers Instagram: 237K followers	TV: 9 shows. Publications: 0
  <b>LEE Chan Oh</b> (이찬오) Manu Terrace (French style restaurant)	Generic	Twitter: 3.7K followers Instagram: 237K followers	TV: 8 shows. Publications: 1

Match ✓



**SIMs**






# Sweet Jane Algo
















## Voting prediction

If Jane votes **62% along party lines**, voted **Yes to Trident** nuclear submarines, **no to the Iraq war**, supports **biking in London** and is a **Nirvana fan...**

**What** is her likely position on a **sugar tax**?



**Jane Ellison**  
Conservative — Battersea

 <p><b>Angela Eagle</b> Labour — Wallasey</p>	 <p><b>Jonathan Edwards</b> Plaid Cymru — Carmarthen</p>
<p>Gender female Born 1961-02-17</p>	<p>Gender male Born 1976-04-26</p>
 <p><b>Julie Elliott</b> Labour — Sunderland Central</p>	 <p><b>Tom Elliott</b> UUP — Fermanagh and</p>
<p>Gender female Born 1963-07-29</p>	<p>Gender male Born 1963-12-11</p>
 <p><b>Jane Ellison</b> Conservative — Battersea</p>	 <p><b>Louise Ellman</b> Labour/Co-operative</p>
<p>Gender female Born 1964-08-15</p>	<p>Gender female Born 1945-11-14</p>
 <p><b>Chris Elmore</b> Labour — Ogmore</p>	 <p><b>Charlie Elphinstone</b> Conservative — Dove</p>
<p>Gender male Born 1963-12-23</p>	<p>Gender male Born 1971-03-14</p>
 <p><b>Bill Esterson</b> Labour — Sefton Central</p>	 <p><b>George Eustice</b> Conservative — Cam</p>
<p>Gender male Born 1966-10-27</p>	<p>Gender male Born 1971-09-28</p>
 <p><b>Graham Evans</b> Conservative — Weaver Vale</p>	 <p><b>Nigel Evans</b> Conservative — Ribble Valley</p>
<p>Gender male Born 1963-11-10</p>	<p>Gender male Born 1957-11-10</p>
	 <p><b>David Evennett</b> Conservative — Bexleyheath and</p>
	<p>Gender male Born 1949-06-03</p>

Gender female  
Born 1964-08-15

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Facebook JaneEllison.net

Email jane.ellison.mp@parliament.uk  
Phone 020 7219 7010



**82.25%** Probability of voting YES to sugar tax

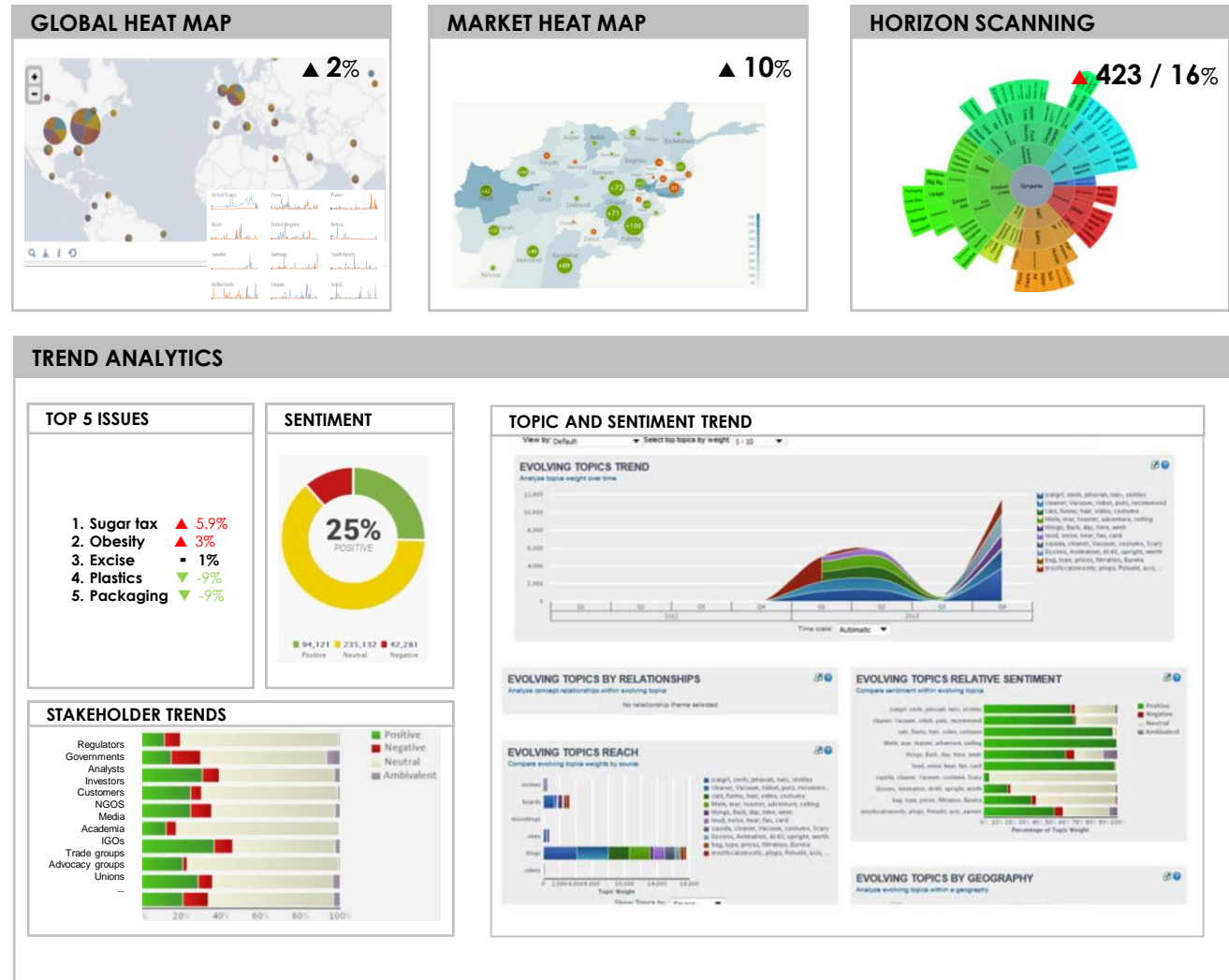




# High Grade PAC Dashboards

## PAC Dashboard

- Near real time sensing
- Mass signal modelling
- Dynamic issue radars criticality, probability, stage, intensity
- Live threat assessment magnitude, likelihood, probability







**TSC**

## **Decoding the business of influence**

Terence Lyons | CEO

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