

CASE STUDY

AI Company Builds Governance Framework to Win Enterprise Deals

Company profile

- AI/ML company, Series A, ~50 employees, EU and US markets
- NLP product: inference and processing on customer text data (not training on customer data)
- DPO driven by enterprise customer requirements and EU AI Act preparation

The problem

Two enterprise deals worth EUR 300K+ combined were stalled. Prospects asked about AI governance, automated decision-making under GDPR, training data handling, and EU AI Act readiness. The company had no framework to reference.

What we did (over 3 months)

- Privacy and AI governance audit
- Initial EU AI Act risk classification assessment
- AI-specific DPIA for core NLP processing
- AI governance framework: policies, accountability, human oversight mechanisms
- Training data governance: lawful basis analysis, provenance, data subject rights
- Enterprise-ready governance package for procurement teams

Results

- Both enterprise deals closed within 8 weeks of package completion
- AI governance framework now sent proactively to all prospects
- Foundational EU AI Act readiness ahead of compliance deadlines
- Training data governance documented and better prepared for scrutiny

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