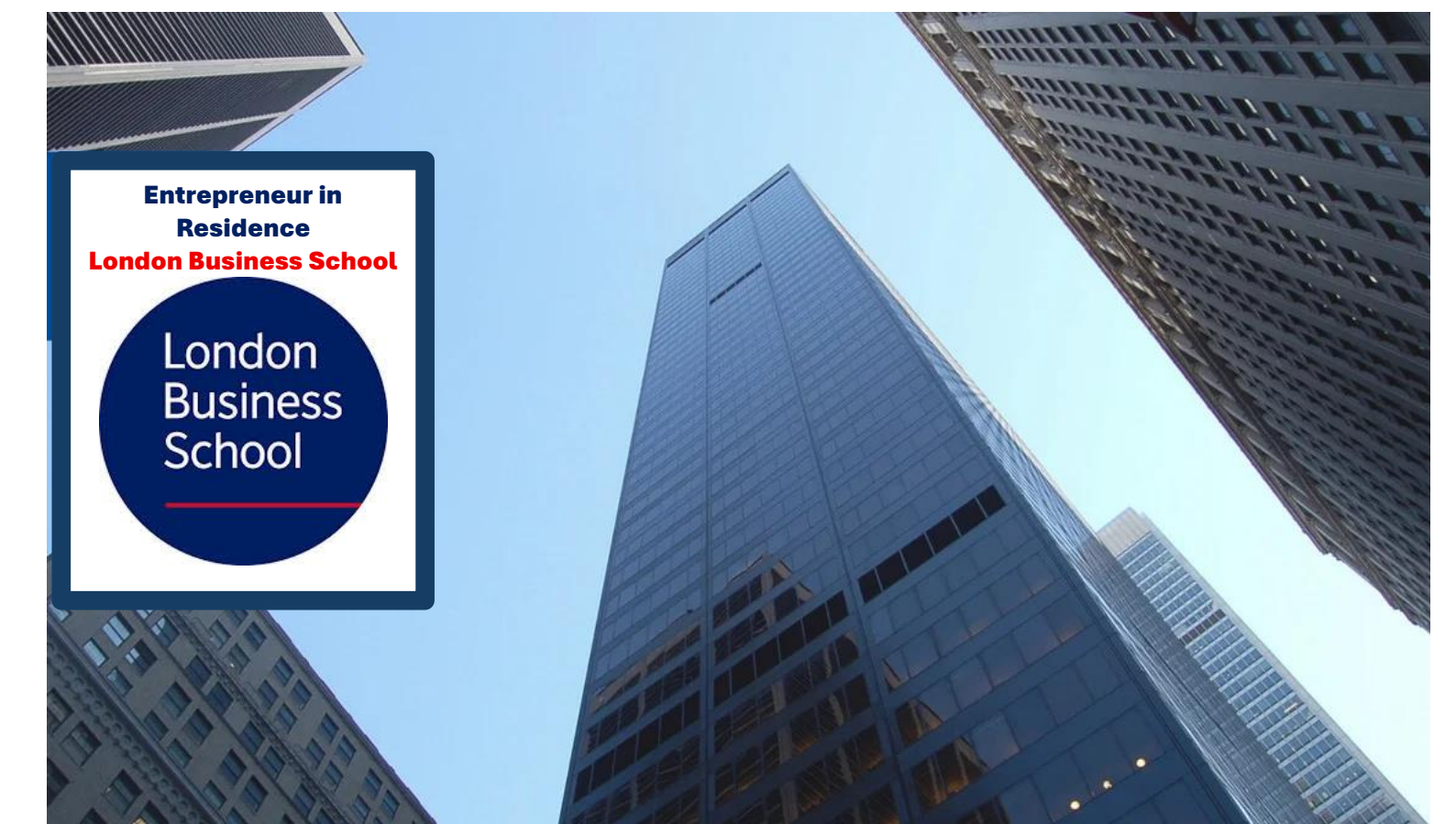




**Entrepreneur in
Residence
London Business School**

**London
Business
School**

October 2025

Entrepreneur in Residence Proposal

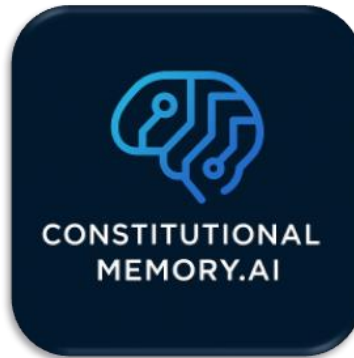
**To investigate how individuals can maintain data sovereignty
in AI interactions while enabling meaningful personalization.**

**PRESENTED BY
Greg Malpass BSc, MBA**

Entrepreneur in Residence Proposal



Founder Introduction



Explaining Student Profiling

To: Sergi Guriev, Dean and Cristina Feliz, Alumni Services and Learning Manager

As a London Business School /New York University MBA alumnus, I've developed breakthrough research addressing a fundamental challenge in the AI era: how individuals can maintain control over their personal data while accessing meaningful AI personalization. This research directly tackles the false choice that current AI systems present—accept generic responses or surrender data sovereignty to platform-controlled systems. Our previous discussions raised concerns over Data Sovereignty – which is now the very “Focus of the Proposed Research”.

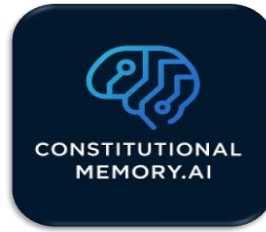
Through 25+ years of international business experience spanning 60+ countries and £10B+ in complex deal structuring, I've witnessed firsthand how data sovereignty challenges create regulatory, ethical, and now operational barriers for institutions seeking responsible AI adoption. My preliminary research indicates that user-controlled personalization frameworks can improve AI response relevance by up to 60% while maintaining complete individual data agency—potentially transforming educational technology from generic information delivery to personalized mentoring systems.

This “Entrepreneur in Residence” proposal outlines an 18-month Research Program that will develop and validate practical frameworks for “Data-Sovereign AI personalization across consumer, educational, and enterprise contexts”. The research addresses emerging regulatory requirements (EU AI Act, UK data protection frameworks) while providing measurable benefits for student development, institutional compliance, and individual agency in the age of AI.

The timing is critical—as universities worldwide grapple with AI integration challenges, this research offers evidence-based solutions that protect stakeholder interests while unlocking AI's transformative potential for personalized education and professional development. It will put LBS at the forefront of AI Governance Research, and position LBS as a leading voice in responsible AI adoption.

A handwritten signature in red ink, appearing to read "Greg Malpass".

Greg Malpass BSc,MBA



SYNOPSIS - UNIVERSITY RESEARCH COLLABORATION

The “Constitutional Memory” Mission

Users want their AI to know them, but don't trust "Big Tech" to manage their data, nor want multiple AI platforms retaining data and chat memories indefinitely. Different users have fundamentally different privacy needs: students require sovereignty from institutional surveillance, professionals need career privacy from employers, companies demand governance over employee AI usage, and families seek child protection without platform exploitation.

Current AI platforms force a false choice: either accept surveillance-based personalization that exploits all users equally or forgo AI's benefits entirely. Constitutional Memory rejects this dichotomy by recognizing that students, professionals, employees, and children each require fundamentally different privacy architectures—not because they value privacy differently, but because they exist in different power relationships and life stages.

Constitutional Memory offers distinct "plug & play" transparent, editable, and portable user-controlled profiles for secure, ethical personalization—an **"AI companion identity layer"** architected specifically for each user's context while sharing core technical infrastructure. This will become global personalization infrastructure for 21st century individuals across all life stages and use cases and once developed is expected to attract acquisition interest from Big Tech (Microsoft/Anthropic/Google/etc).

Universal Protection Model with Context-Specific Privacy:

“Constitutional Memory will act as a sealed, anonymized vault that stores users' profiles and chat history across AI platforms. The architecture enables safe AI interaction from childhood development through professional productivity while maintaining appropriate sovereignty for each life stage and use case.”

The University “Entrepreneur in Residence” Proposal

The proposal outlines an 18-month Research Program that - in parallel to the commercialization of Constitutional Memory - will develop and validate practical frameworks for “Data-Sovereign AI personalization across consumer, educational, and enterprise contexts”. The research addresses emerging regulatory requirements (EU AI Act, UK data protection frameworks) while providing measurable benefits for student development, institutional compliance, and individual agency in the age of AI.

The timing is critical—as universities worldwide grapple with AI integration challenges, this research offers evidence-based solutions that protect stakeholder interests while unlocking AI's transformative potential for personalized education and professional development. It will put LBS at the forefront of AI Governance Research, and position LBS as a leading voice in responsible AI adoption.

The Regulatory Imperative

The window for establishing ethical AI standards is closing rapidly. Within 18-24 months, Big Tech will either build surveillance-based personalization into their platforms (making constitutional memory politically impossible) or regulatory requirements will mandate user sovereignty (making late movers non-compliant).

Academic institutions and research organizations partnering with Constitutional Memory's *Destiny-Gram* will not merely study AI personalization—they will **define the global standards** that govern how billions of humans interact with AI across their entire lives.

The Research Mandate

Constitutional Memory enables unprecedented research opportunities:

- **Life-stage AI studies:** Following individuals from childhood through professional career
- **Cross-demographic analysis:** Understanding AI's impact across age groups and contexts
- **Privacy-preserving research:** Studying AI effectiveness without surveillance
- **Regulatory framework development:** Creating standards before governments mandate them

The Choice

The question isn't whether AI personalization will happen—it will. The question is whether **universities will lead with ethical approaches** that serve users appropriately across life stages, or **follow Silicon Valley's surveillance models** that exploit students, professionals, employees, and children equally.

Organizations implementing Constitutional Memory today will define how humanity interacts with artificial intelligence tomorrow. This is not merely a commercial opportunity or just another research project—it is an infrastructure imperative that will shape the 21st century as profoundly as the internet shaped the 20th.

LBS has been selected as a Priority Partner, for EIR Research implementation starting in January 2026.

Greg Malpass

Founder, Constitutional-Memory.com / Destiny-Gram.com

Proposal to investigate how individuals can maintain data sovereignty in AI interactions while enabling meaningful personalization.



GREG MALPASS BSc,MBA

ENTREPRENEUR IN RESIDENCE PROPOSAL

“A Proposal to investigate how individuals can maintain data sovereignty in AI interactions while enabling meaningful personalization.”

London Business School

Candidate: Gregory Malpass MBA (LBS/NYU)

Research Focus: Data Sovereignty in AI Interactions: Individual Agency Across Consumer, Educational, and Enterprise Contexts

Duration: 18 months

Date: October 20, 2025

EXECUTIVE SUMMARY

This research addresses a critical challenge in the AI era: enabling individuals to maintain control over their personal data while accessing meaningful AI personalization. Current AI models force users to choose between generic responses or surrendering data sovereignty to platform-controlled systems, creating regulatory, ethical, and operational challenges across consumer, educational, and enterprise contexts.

This study will develop and validate practical frameworks for user-controlled AI personalization that preserve data sovereignty while delivering superior AI experiences. The research directly addresses emerging regulatory requirements (EU AI Act, UK data protection frameworks) and provides actionable solutions for institutions pursuing responsible AI adoption.

Emerging Educational

Applications: While focused primarily on adult productivity and enterprise contexts, this research has significant implications for addressing the growing crisis of AI-generated content targeting minors. The constitutional memory framework developed could be adapted to provide safe AI tutoring for students while maintaining complete data sovereignty—a critical need as schools face escalating challenges from deepfake harassment and AI-powered cyberbullying affecting hundreds of students weekly.

RESEARCH RATIONALE

The Data Sovereignty Challenge

Today's AI personalization models present a false choice: accept generic interactions or relinquish personal data to platform-controlled systems. This paradigm faces mounting pressure from three directions:

Regulatory Evolution: GDPR Article 17 (right to erasure), EU AI Act mandates, and emerging data sovereignty legislation increasingly conflict with centralized data retention models.

Institutional Liability: Universities, enterprises, and public organizations face escalating risk exposure when AI systems retain personal data about their stakeholders without individual control.

Individual Agency Gap: Users lack meaningful oversight of how their personal information shapes AI interactions, undermining transparency and informed consent principles.

Research Innovation

Primary Research Question: How can individuals maintain data sovereignty in AI interactions across diverse contexts while enabling meaningful personalization and ensuring institutional compliance?

Supporting Questions:

- What technical architectures enable user-controlled AI personalization without centralized data retention?

- How do different user groups respond to data sovereignty options in AI interactions?
- Which regulatory frameworks best support individual data agency while fostering AI innovation?
- How can constitutional memory frameworks be adapted for safe educational applications?



AI CHATBOT DATA SECURITY – THE ISSUES



The Data Liability Time Bomb

METHODOLOGY

Phase 1: Current State Analysis (Months 1-6)

Comprehensive Literature Review

- Systematic analysis of 200+ studies spanning AI personalization, data sovereignty, and regulatory compliance
- Mapping of data collection practices across consumer AI, educational technology, and enterprise applications
- Cross-jurisdictional regulatory framework analysis (EU, UK, US)
- Analysis of emerging threats from AI-generated content targeting educational environments

Multi-Stakeholder Research

- Semi-structured interviews with 50+ representatives across:
 - Educational institutions (universities, schools, MOOCs)
 - Enterprise organizations (HR, IT, compliance, legal)
 - AI technology companies (product, privacy, policy teams)
 - Regulatory and policy bodies (ICO, AISI, EU AI Office)
 - Child safety organizations and educational safeguarding specialists

Phase 2: Framework Development and Validation (Months 7-12)

Technical Architecture Design

- Development of user-controlled AI personalization systems using constitutional memory frameworks
- Comparative analysis of API-based versus platform-integrated approaches
- Comprehensive security, privacy, and scalability assessment
- Simplified framework development for educational applications (constitutional memory without psychological profiling)

Controlled Research Studies

- 300+ participant study across three distinct cohorts:

- [University] students (educational AI context)
- UK professionals (enterprise AI context)
- General consumers (commercial AI context)

- Pre/post analysis of AI response quality with structured personal profiles
- Quantitative measurement of user adoption, retention, and satisfaction metrics
- Educational safety assessment protocols for potential K-12 applications

Regulatory Compliance Framework

- GDPR, AI Act, and UK data protection compliance assessment
- Institutional cost-benefit analysis comparing user-controlled versus platform-controlled approaches
- Risk mitigation strategies for different organizational contexts

Phase 3: Implementation and Dissemination (Months 13-18)

Real-World Validation

- Implementation pilots with 3-5 partner organizations across sectors
- 12-month longitudinal study tracking adoption patterns and outcomes
- Economic impact analysis measuring productivity gains, compliance costs, and user satisfaction
- Educational sector pilot preparation for potential follow-up research

Knowledge Transfer and Impact

- Publication strategy targeting top-tier academic and practitioner journals
- Policy briefings for UK AI Safety Institute, EU AI Office, and relevant regulatory bodies
- Executive white paper series for institutional adoption guidance
- Educational safety framework documentation for potential school applications

EXPECTED CONTRIBUTIONS

Academic Impact

Theoretical Advances:

- Constitutional memory framework for ethical AI personalization
- Comprehensive data sovereignty taxonomy for multi-stakeholder environments
- Individual agency models in human-AI interaction design
- Privacy-preserving AI architectures applicable across age demographics

Empirical Evidence:

- First large-scale study of user preferences for data sovereignty in AI interactions
- Comparative effectiveness analysis across different data control paradigms
- Economic impact assessment of alternative AI personalization approaches

Practical Applications

For Educational Institutions:

- Risk-mitigated AI adoption frameworks protecting student data privacy
- Compliance strategies aligned with EU AI Act and UK data protection requirements
- Implementation blueprints for user-controlled educational AI systems
- Foundation for addressing AI-generated content threats in educational settings

For Enterprise Organizations:

- Employee AI interaction frameworks reducing institutional data liability
- Productivity enhancement through responsible AI personalization
- Regulatory compliance roadmaps for AI deployment at scale

For Policy Development:

- Evidence-based recommendations for data sovereignty legislation
- Technical standards supporting user-controlled AI personalization
- Regulatory frameworks balancing individual agency with innovation
- Child protection guidelines for AI educational applications



VALUE TO LBS

Academic Excellence

Curriculum Innovation:

- New MBA elective course: "Data Sovereignty and AI Strategy"
- Executive education module: "Responsible AI Implementation for Leaders"
- Integration opportunities with existing Strategy and Innovation courses
- Foundation for future "AI Safety in Education" curriculum development

Research Pipeline Development:

- 10-15 MBA undergraduate/graduate dissertation projects on AI governance and data sovereignty
- PhD research opportunities in digital strategy and AI ethics
- Industry placement and internship programs with partner organizations
- Future research opportunities in educational AI safety and child protection

Faculty Collaboration

Cross-Disciplinary Research:

- Joint projects with Strategy, Innovation, and Technology faculty
- Collaboration with Computer Science and Law departments (King's College, Imperial)
- International research partnerships with INSEAD, Stanford, MIT

Grant Development:

- ESRC funding applications for AI social impact research (£200K-500K potential)
- Innovate UK collaborative R&D opportunities
- EU Horizon Europe applications focused on AI and society
- Future child safety and educational AI research funding opportunities

Industry and Policy Leadership

Thought Leadership Platform:

- Position LBS as a leading voice in responsible AI adoption
- Executive education programs for senior AI strategy decision-makers
- Advisory relationships with government and regulatory bodies
- Expertise in both professional and educational AI applications

Alumni and Industry Engagement:

- AI strategy development workshops for alumni networks
- Corporate partnership opportunities through alumni organizations
- Investment and collaboration pipeline development
- Educational sector partnerships and consulting opportunities

RESEARCH INFRASTRUCTURE AND RESOURCES

Required Support

- Dedicated research workspace and computational resources
- Access to LBS student and alumni networks for research participation
- Partnership facilitation with 3-5 external organizations for real-world validation
- Potential educational sector partnership development for future applications

Budget Requirements (18 months)

- **Personnel:** £60K EIR position + £37.5K research assistant (PhD student, 0.5 FTE)
- **Research Operations:** £30K (participant incentives, travel, conferences, software)
- **Equipment and Technology:** £12.5K (computing resources, data collection platforms)
- **Total Investment:** £140K (18 months, £93.3K annualized)

Success Indicators

- **Academic Impact:** 4-6 publications in top-tier peer-reviewed journals spanning computer science, education, psychology, and business
- **Policy Influence:** 2-3 policy white papers with measurable impact on regulatory frameworks
- **Research Scale:** 500-1,000+ research participants across multiple cohorts and institutions
- **Educational Outcomes:** Quantified improvements (targeting 60%+ enhancement in AI response relevance) in

educational effectiveness and student satisfaction metrics

- **Implementation Success:** 3+ successful real-world pilots with measured performance gains and adoption rates
- **Ethical Framework Development:** Validated protocols for responsible educational AI implementation
- **Funding Pipeline:** £500K+ in secured follow-on research grants and commercial partnerships
- **Standards Contribution:** Input to international standards development for personalized AI in education
- **Open-Source Impact:** Measurable adoption of released assessment frameworks and tools
- **Future Applications:** Foundation established for educational AI safety research and child protection applications

CANDIDATE QUALIFICATIONS

Professional Excellence

- MBA from London Business School / New York University
- 25+ years international business development and strategy experience
- £10B+ in complex deal structuring and implementation across 60+ countries
- Demonstrated expertise in regulatory compliance, stakeholder management, and technology adoption
- Over 3 years in developing the literary and technical framework

for enhancing AI-personalization safely

Research Capabilities

- Direct operational experience with enterprise data protection challenges
- Establishing relationships within UK innovation ecosystem (AIS, Enterprise 100)
- Proven leadership in complex multi-stakeholder project delivery
- Deep understanding of institutional risk management and regulatory frameworks

Impact and Dissemination

- Professional writing and publication experience across industry sectors
- International conference speaking and thought leadership experience
- Extensive professional network spanning academia, industry, and government for research amplification



IMPLEMENTATION TIMELINE

Months 1-6: Foundation and Discovery

- **Primary Deliverable:** Comprehensive literature review and stakeholder analysis
- **Key Milestone:** 50+ completed stakeholder interviews
- **Publication Target:** Working paper on contemporary data sovereignty challenges

Months 7-12: Development and Testing

- **Primary Deliverable:** Technical framework for user-controlled AI personalization
- **Key Milestone:** 300+ participant research study completion
- **Publication Target:** Peer-reviewed article on constitutional memory frameworks

Months 13-18: Validation and Impact

- **Primary Deliverable:** Real-world pilot outcomes and policy recommendations
- **Key Milestone:** 3+ active organizational implementation partnerships
- **Publication Target:** High-impact practitioner article and policy white paper series
- **Future Applications:** Educational AI safety framework documentation

CONCLUSION

This research tackles one of the defining challenges of AI adoption: reconciling the benefits of personalization with the imperative of individual data sovereignty. The outcomes will provide actionable frameworks for institutions

seeking responsible AI implementation while advancing academic understanding of ethical human-AI interaction design.

London Business School is exceptionally positioned to lead this critical research, leveraging its strengths in business strategy and policy research. This project aligns perfectly with LBS's mission while establishing the institution at the forefront of AI governance research.

The research will generate significant value for students through cutting-edge curriculum development, for faculty through collaborative research

opportunities, and for society through evidence-based policy guidance for the AI transformation. The constitutional memory framework developed will provide a foundation for addressing critical emerging challenges in educational AI safety, positioning [University] as a leader in both professional AI applications and child protection technology.

Contact Information:

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Constitutional Memory Project Links



[Data Security Issues](#)



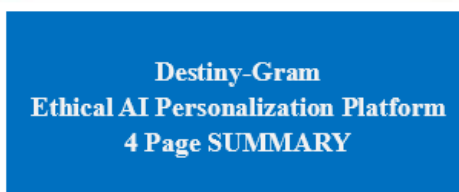
[AI's View of Potential](#)



[Child Protection](#)



[Constitutional Memory Explained](#)



[AI Personalization Platform Summary](#)



[AI Personalization Technical Architecture & Regulatory Challenge](#)
