



**Entrepreneur
in Residence
Xxx University**

September 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

Proposal

As a London Business School /New York University MBA alumnus currently based in Southern Spain, 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.

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 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.

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

Greg Malpass BSc, MBA

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.”

[UNIVERSITY NAME]

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: [MONTH YEAR]

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 [UNIVERSITY NAME]

Academic Excellence

Curriculum Innovation:

- New [degree program] course: "Data Sovereignty and AI Strategy"
- Executive education offerings: "Responsible AI Implementation for Leaders"
- Integration opportunities with existing [relevant departments/programs]
- Foundation for future "AI Safety in Education" curriculum development

Research Pipeline Development:

- 10-15 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 initiatives with [relevant departments - Computer Science, Law, Business, Policy]
- Collaboration opportunities with peer institutions [customize based on university partnerships]

- International research networks connecting to global AI governance initiatives
- Educational technology research partnerships

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 [University] 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 [University] 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



Greg Malpass 
Author & Digital Entrepreneur

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.

[University Name] is exceptionally positioned to lead this critical research, leveraging its strengths in [customize based on university - e.g., "technology and society, policy research, business strategy"]. This project aligns perfectly with [University]'s mission of [customize based on university 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.

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.Data Security Issues



AI's View of Potential

AI Personalization
Technical Architecture
& Regulatory Challenge

AI Personalization Technical Architecture & Regulatory Challenge

Ethical AI Personalization Platform
Research & Commercialization

Ethical AI Personalization Platform Research & Commercialization