



# The Future of Agentic AI is Here:

Scaling to national level digital twins for real-world impact



Unlock insight  
with a better  
analysis  
platform, not  
with more data.

Organizations can't adapt quickly enough to changing geopolitical circumstances or local events.

Bad decisions based on the wrong data cost lives and ruin businesses.

Most organizations rely on insufficient data analysis of surveys and social media, or worse... Guys sitting around a desk.

# A globally tested solution.

CulturePulse's AI (ARES) provides the insights you need to make better decisions in high-risk situations based in human psychology to tell you why a group reacts and what triggers them.

ARES creates psychologically realistic digital twins of any target group AROUND THE GLOBE so you can test new strategies without public risk.

ARES analyses global and social media so you can quickly turn insight into action predicting likely outcomes ranging from conflict to financial KPIs.



# How It Works

Access to all of global digital media  
All major social media platforms

AI that learns like you do when you're reading.

Goes beyond positive and negative emotion, includes personality, morality, economics, threats, friends and family, the things that actually drive behavior.

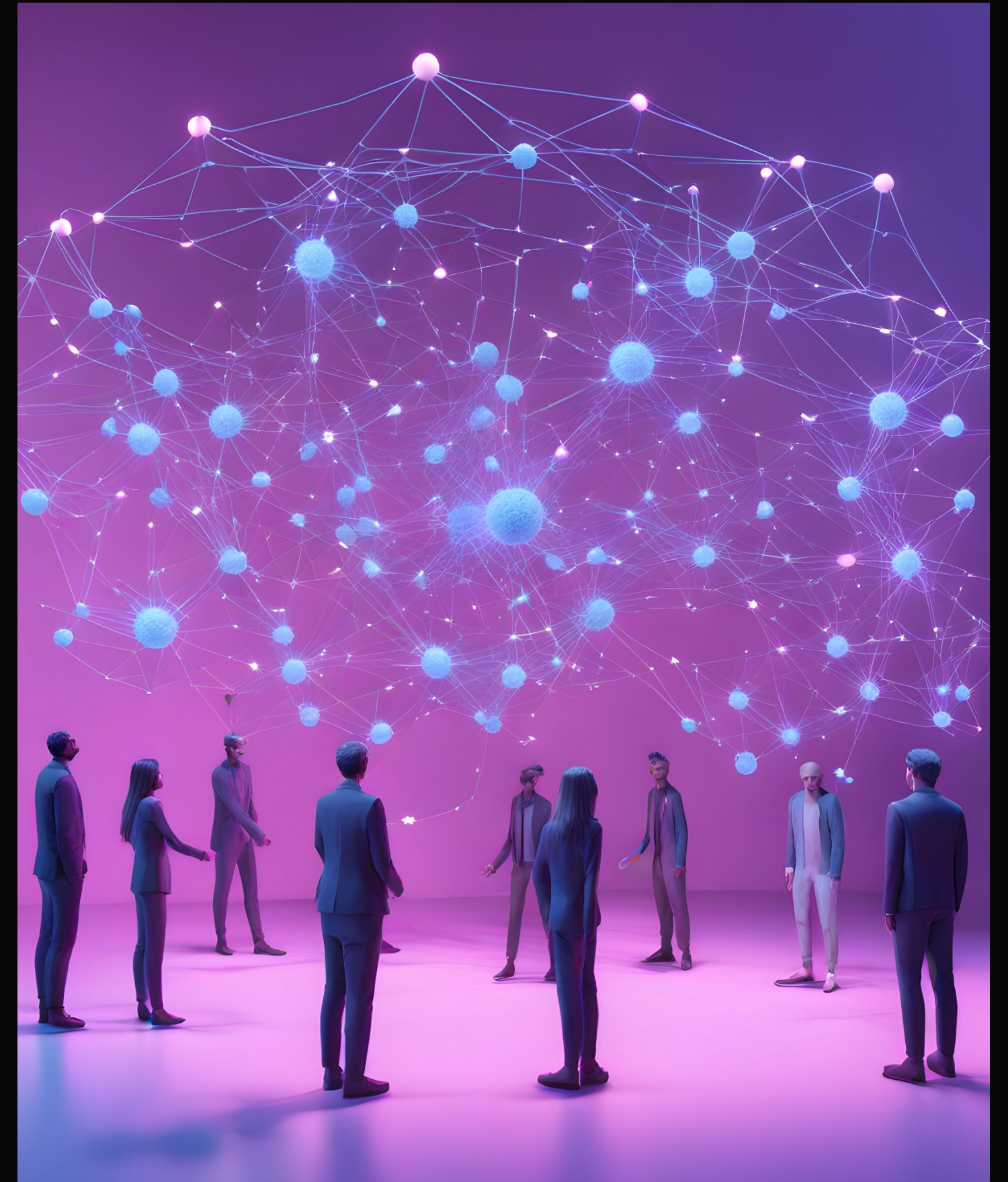
✓ Forecasting

✓ Policy impact

✓ Early-warning alerts

✓ OSINT/SOCMINT

✓ API feeds



# AI in the Real World

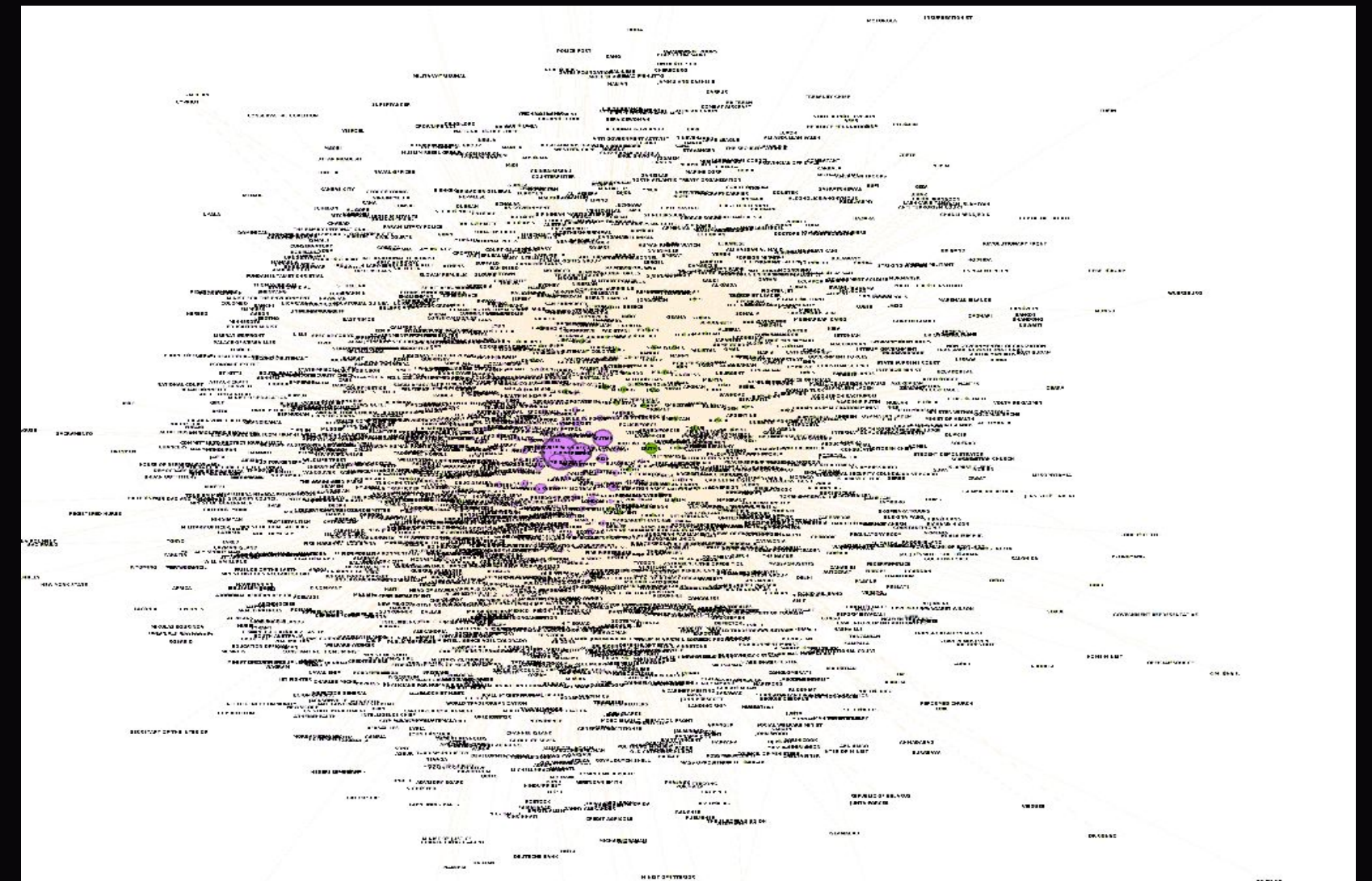


# What can it do?

**Policy Lab:** Design a new family-benefits package, simulate how real people will react, fine-tune the details that spark resistance, and launch with confidence and greater public backing.

**Crisis Rehearsal:** Model how misinformation might ripple through networks after a natural disaster, then pre-position resources where they will matter most.

**Long-term Forecasting:** Explore demographic ageing, climate migrations or automation shocks decades ahead and design buffers while there is still time.



✓ Forecasting

✓ Policy impact

✓ Early-warning alerts

# Policy Lab

Allow for testing of policies to understand human reactions to proposals BEFORE they are implemented.

- Overcomes lack of data.
- Overcomes lack of comparable policies.
- Overcomes inconsistent policy measures.
- Overcomes lack of comparable countries.

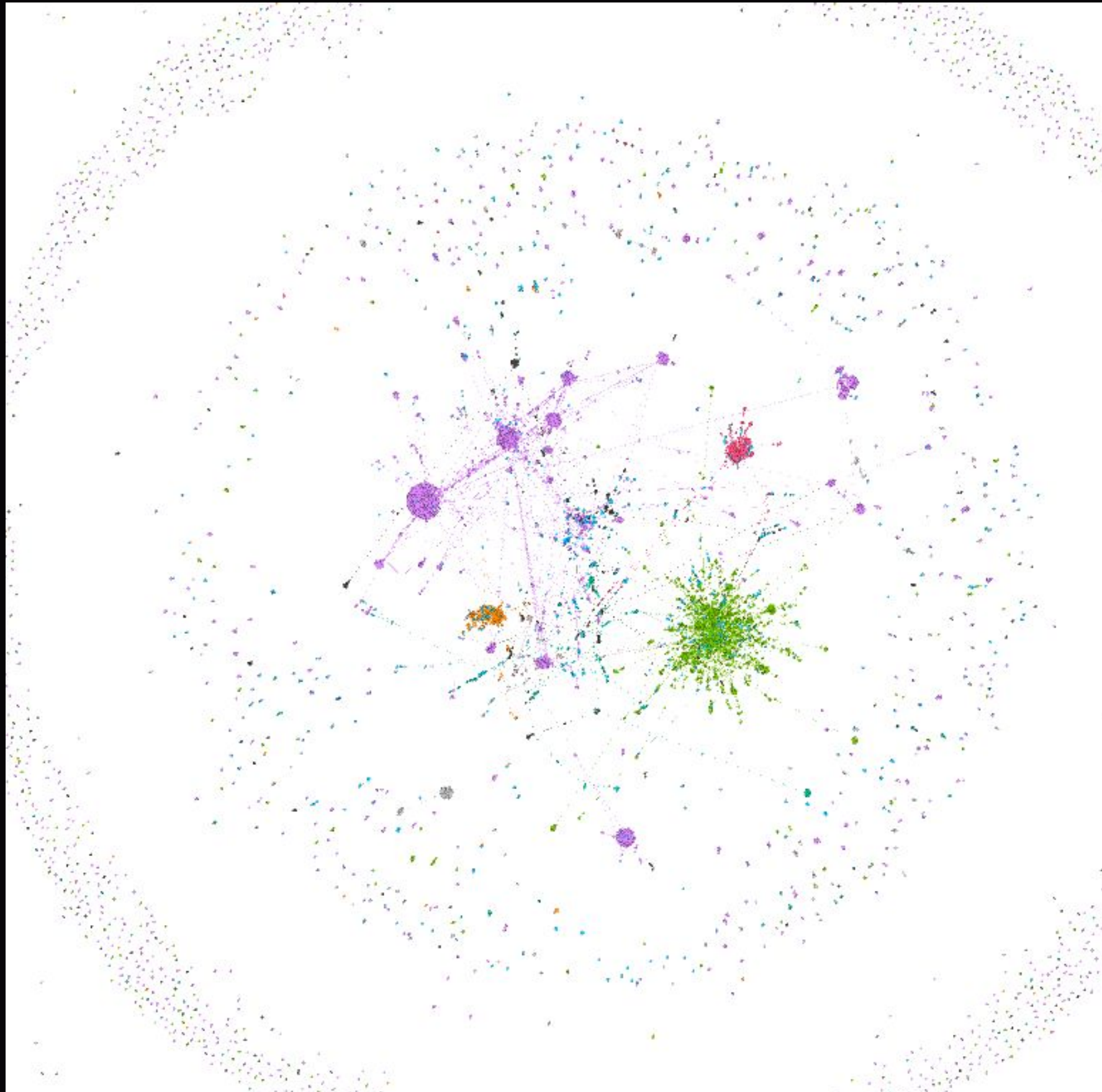




# Crisis Rehearsal

By simulating outcomes with thousands of potential differences, we can start to plan ahead, regardless of the context.

Allows for message testing and optimization in a synthetic environment, to get a message out, without relying on censorship or algorithmic control of platforms that violate rights to speech.





# Long Term Forecasting

By simulating outcomes with thousands of potential differences, we can start to plan ahead, regardless of the context.

Potential Changes can be made in a simulated environment so you can get it wrong 100,000 times, so you get it right when it counts.

This can also be connected with media monitoring for real-time feedback on critical actions.

# How CulturePulse Works

1

**Ingest:** global media,  
social channels, open  
data and more

2

**Model:** multi-agent  
AI simulates group  
actions and  
motivations

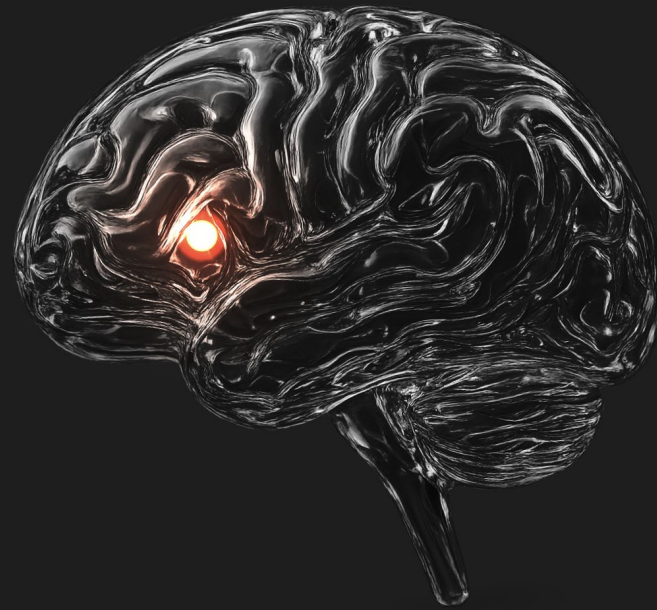
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**Predict:** conflict-risk,  
cooperation potential,  
policy impact

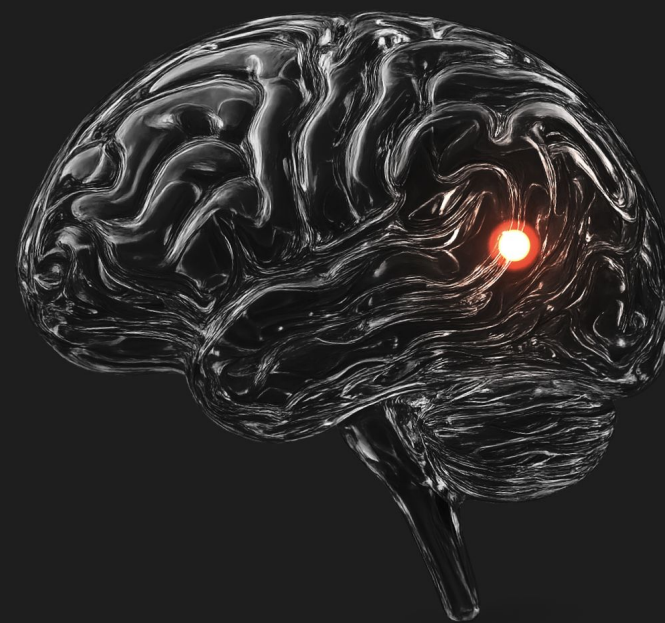
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**Deliver:** dashboards,  
API feeds,  
early-warning alerts

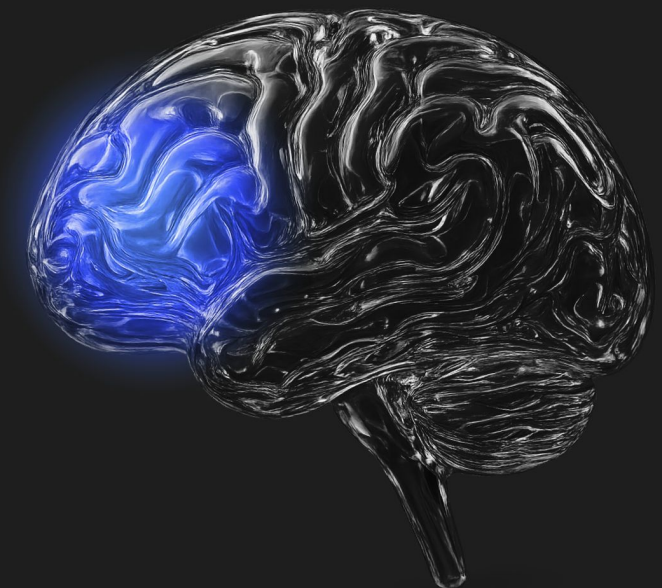
# Why This Works



 OpenAI



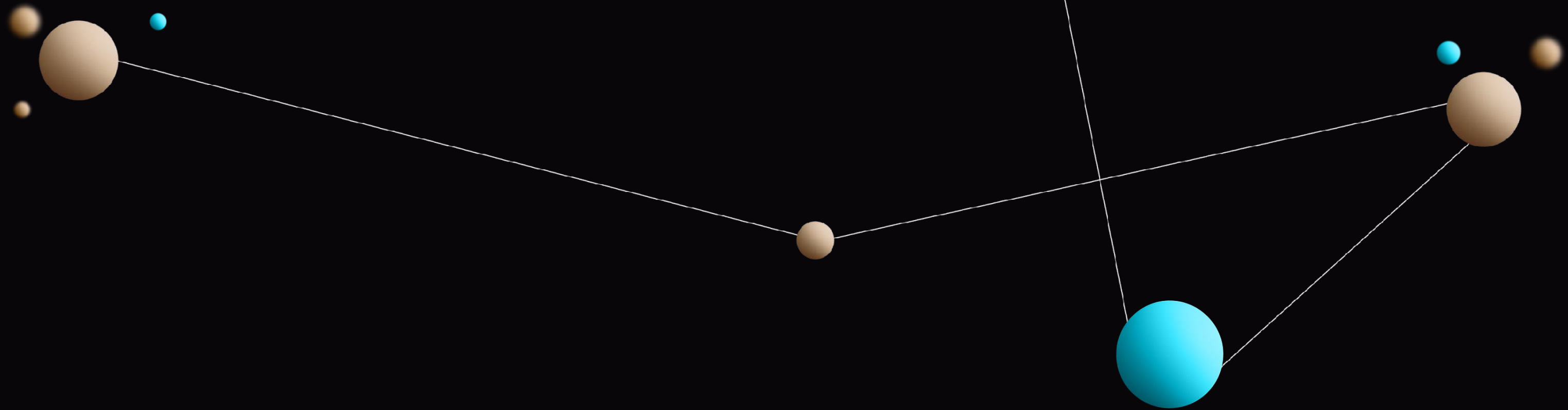
 OpenAI



 CulturePulse



# Confidence in Complex Decisions



AI-driven predictive intelligence for peace, policy,  
and security



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