Integrating Trust from the Start

AI in Education use-case

Nemko Digital

October 30, 2025

Nemko Digital

With you today

Jose Rodrígez

Founder

Meridian Ventures

- **Venture building:** Experienced in venture building, working with multidisciplinary teams to incubate, launch, and scale digital ventures from scratch.
- **Global business experience:** Spent time living and working in the U.S., China, Colombia, and Brazil.
- **Founder :** Meridian Ventures is your AI Operating Partner for Human-Centered Systems. Building agentic infrastructure and user experiences that amplify human capacity by replacing bottlenecks in high-friction workflows

Bas Overtoom

Sr. AI Trust Expert

Nemko Digital

- **Experienced AI & Data Executive:** Over a decade of consultancy experience, driving AI and data transformations for top global organizations.
- **Responsible AI Advocate:** Passionate about responsible AI to address business, social, and environmental challenges.
- **Global Business Expertise:** Strong international background, including seven years in Asia, fostering cross-cultural collaboration. Leads global BD at Nemko Digital, promoting AI Trust worldwide.
- **VC Advisor for AI Scale-Ups:** Supports AI startups within a prominent Dutch VC fund to achieve global growth.

Pep van der Laan Ph.D.

AI Trust & Tech Expert

Nemko Digital

- **Scaling AI impact:** Over a decade of experience in realizing business value through scaling AI and ML from initial proof-of-concept to enterprise-wide solutions.
- **Strategy advisory:** Extensive experience shaping the AI & Data transformation and architecture for global leaders and national champions across industries.
- **AI & Data capability building:** Led a team of 90 data scientists through the transformation from the traditional consulting model and introducing modern delivery and development practices.
- **Growing Digital Trust:** Recognized for consistently bridging the gap between the developer and AI risk communities, building mutual understanding

Nemko: Compliance without Complexity

Strong heritage

1933 — Established by the Norwegian government as *Norges Elektriske Materiellkontroll*

1991 — Became independent self-owned private foundation

1992 - 2003 — Established offices and laboratories around the world

2020 — Launched Cybersecurity services

2024 — **Established *Nemko Digital* to consolidate AI Trust services**

Global reach & local presence

28 locations on 3 continents

Over **850** employees worldwide.

Offering services in more than **150** countries

Serving **7,000** customers across **80** countries.

In June 2025, Nemko signed a strategic partnership with KSA to shape the future of AI certification and trust in Korea and beyond (learn more)

Proven track record

Roster of clients and services (not exhaustive)

SAMSUNG Panasonic LG JOTRON WÄRTSILÄ KÄRCHER

The pillars of AI Trust

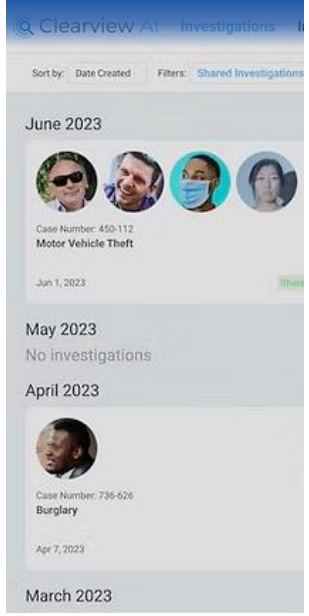
Technical robustness and safety

Google apologizes for Gemini depicting USA founding fathers as racially diverse

Transparency

New York Times sues Open AI over copyright infringement

Privacy and Data Governance



Clearview AI fined € 30.5 m over illegal database of faces

Diversity, Non-discrimination, and Fairness

NL Tax authority implements discriminatory fraud detection algorithm

Societal and Environmental Well-being

Open AI spends $10s of millions in compute on saying ‘please’ and ‘thank you’

Accountability

Tesla car in self-driving mode doesn’t detect pedestrian

Human agency and oversight

Lawyer cites fake cases in court – as suggested by ChatGPT

Our topic of today

How to develop AI model in Trusted manner

First time right AI development

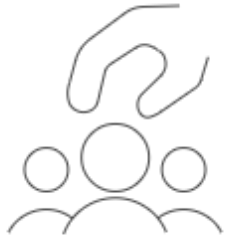
Deep dive concrete client use case in education sector

Value drivers for AI in Education

Teaching & Content

- **Personalisation** - personalised, individualized or adaptive learning
- **Content generation & curation -** smart content, summaries, question banks
- **Lesson planning** - AI-assisted lesson blueprints
- **Tutoring** - chatbots for learning support

featured case study



Student Support

- **Admissions support** with quick answers and clear application guidance
- **Assistive tools** like dyslexia screening and language support
- Wellbeing signals and course advising to **guide students effectively**

Assessment & Analytics

- **Automated grading and feedback** – for close ended/numerical questions
- **Learning analytics and early warning -** of progress and risk
- **Academic integrity and proctoring** - plagiarism/AI-writing checks, remote proctoring

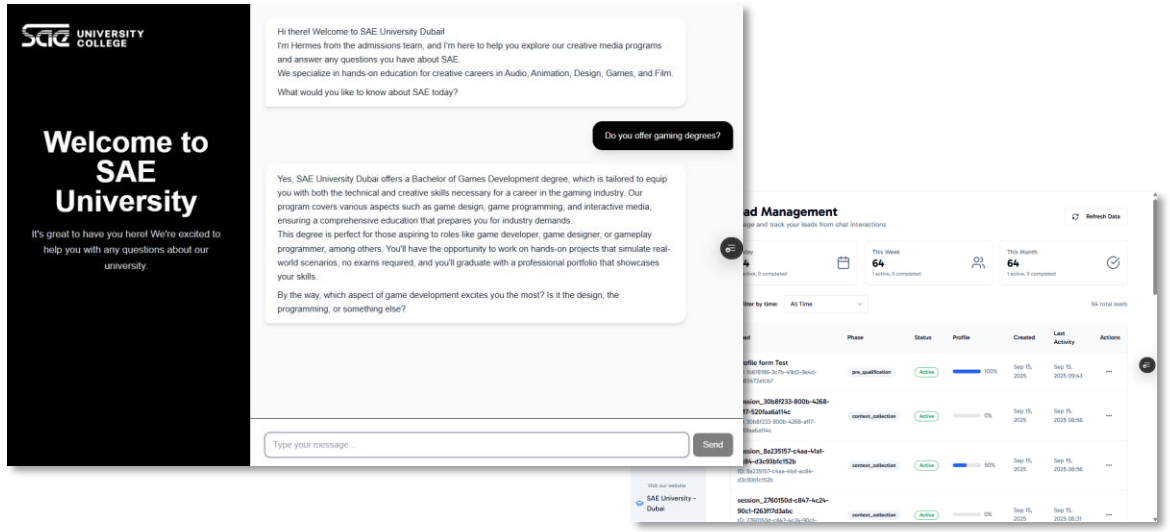
Administration

- **Workflow automation -** enrolment, records, communications
- **Scheduling and timetabling** - courses, rooms, invigilation, transport
- **Resource and capacity optimization -** staffing, classroom utilization

Featured case study: SAE University AI use case for student admissions support

- The university is working on implementing a trustworthy RAG-powered chat assistant as the first contact in SAE University's admissions funnel. The system automates enquiries, flags eligible candidates and strong leads, and reduces drop-offs—saving staff significant time.

- **Primary goal:** Fast answers on how to apply, clarification on eligibility criteria, and personalized pointers to extra resources.



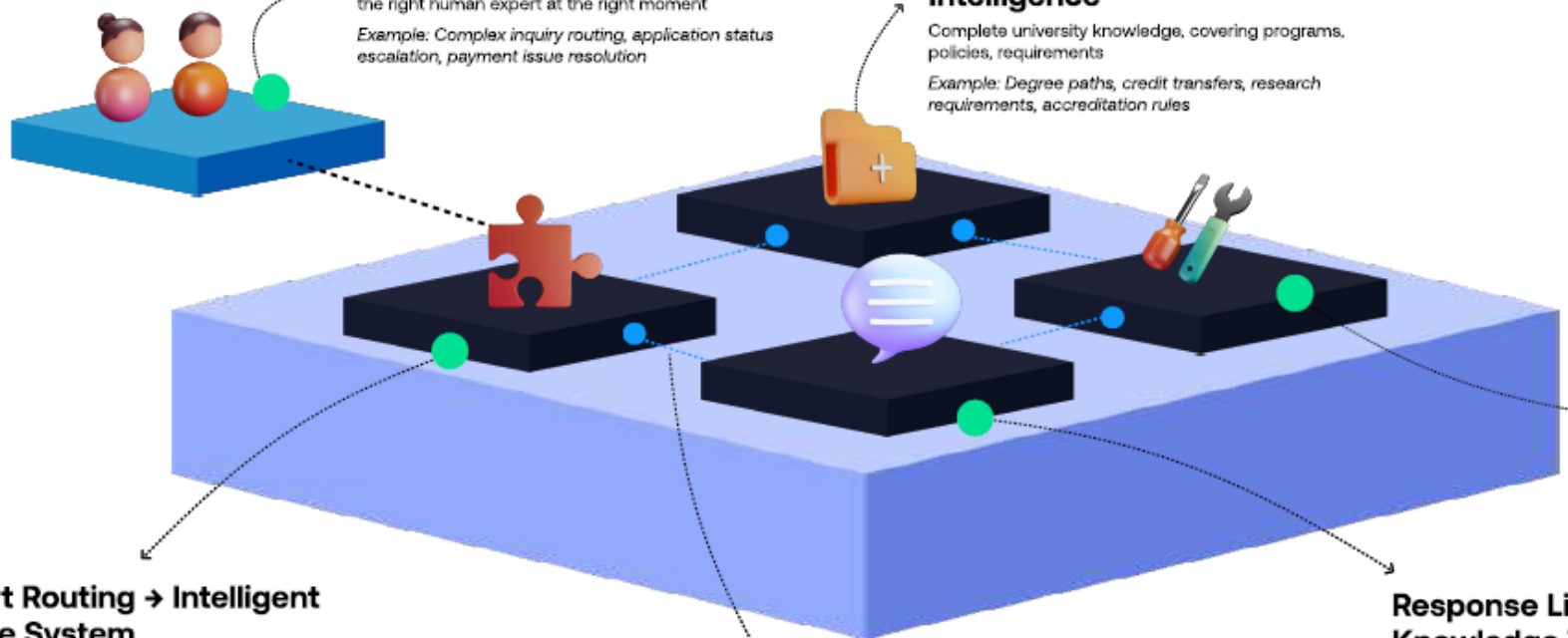
Student Support

- This case is an example of introducing a smart admissions assistant.
- Quicker answers to common application questions
- Clearer guidance on eligibility and next steps
- Reduced drop-offs and time saved for staff

Meridian
VENTURES

Non-exhaustive

The Pillars of an AI-Powered University



Intelligent Escalation → AI-Human Handoff System

AI recognizes complexity and sensitive themes, bringing in the right human expert at the right moment

Example: Complex inquiry routing, application status escalation, payment issue resolution

Knowledge Base → Institutional Intelligence

Complete university knowledge, covering programs, policies, requirements

Example: Degree paths, credit transfers, research requirements, accreditation rules

System Integration → Unified Campus Platform

Connects all university systems (Student Information System, Learning Management System, CRM)

Example: Auto-syncs applications, grades, enrollment, payments

Smart Routing → Intelligent Triage System

Instantly connects students to the correct university resources

Example: Smart qualification trees, program matching algorithms, urgency scoring, lead conversion probability algorithm

AI Command Center → Student Support Hub

Manages all student interactions 24/7 across chat, voice, email, and complementary communication channels

Example: Seamless handoff between channels, no repeated explanations, resulting in a coherent omnichannel experience

Response Library → University Knowledge Templates

Pre-approved set of answers for admissions through graduation

Example: Instant program details, visa guidance, research opportunities, graduate's employment rates

What keeps education leaders up at night

Common pain points in AI Trust in Education

- **Access/admission/assignment**
  AI that decides **who gets in** or **where they're assigned** (institution, programme, track, class).
- **Evaluating learning outcomes**
  AI that **grades/scores** or otherwise evaluates performance, **especially when results drive next steps** (progression, remediation, credentialing, gating content).
- **Streaming decisions**
  AI that **assesses the appropriate level** a person **will receive or can access** (placement/streaming: e.g., beginner/intermediate/advanced, special support tiers).
- **Exam proctoring**
  AI that **monitors/detects cheating or misconduct** during tests.

*Are we **protect our student's data** and stay compliant with GDPR?*

*How do we **keep teachers empowered** to override AI content to maintain diversity of thought?*

*How will we measure **critical-thinking skills** over time as AI use grows?*

*How do we manage **'high-risk' use cases** and stay compliant with the EU AI Act?*

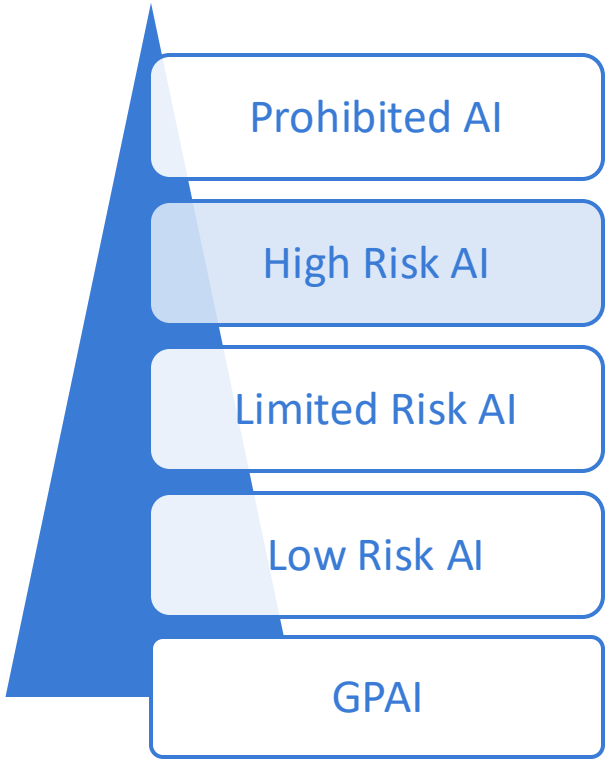
*How do we prove AI really improves **learning outcomes** and not just hype?*

Check-in Time!

What is your main concern during AI development?

1 – AI Quality	Algorithm quality and performance: accuracy, bias, reliability of outputs
2 – Adoption	Customer acceptance and trust: user understanding, transparency, explainability
3 – Compliance	Privacy and regulatory compliance: GDPR, AI Act, CCPA, data protection obligations
4 – Control	Human oversight and accountability: keeping humans on / in the loop
5 – Scalability	Integration and scalability: ensuring AI works reliably within existing systems
6 – Other	Please share in the chat

Key controls for high-risk AI systems under the EU AI Act

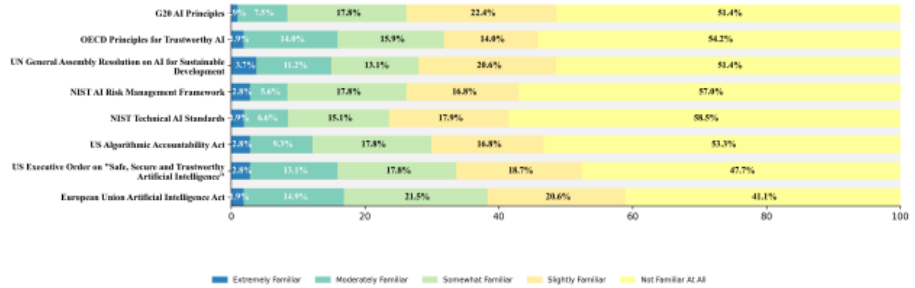


Provider	Deployer
• Risk management system • Data management and governance • Technical documentation • Record keeping • Transparency • Human oversight • Accuracy, robustness, and cybersecurity • **Conformity assessment** • Registration	• Use in accordance with Instructions • Human oversight • Monitoring and reporting • Data governance • Record keeping • Transparency • Impact assessment

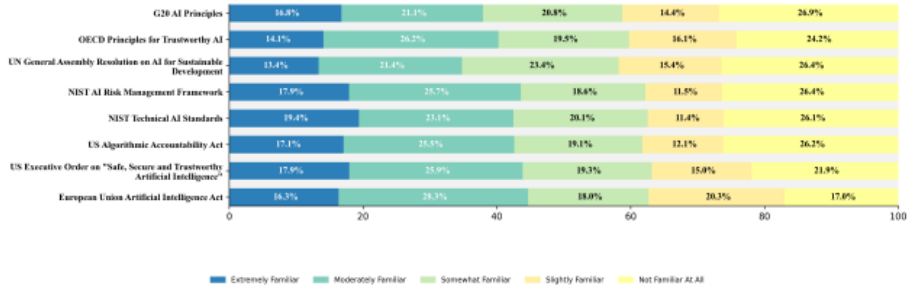
Key date: 2 Aug 2026
All high-risk systems need conformity assessment to operate in EU

We cannot expect developers to magically do the right thing

Governance



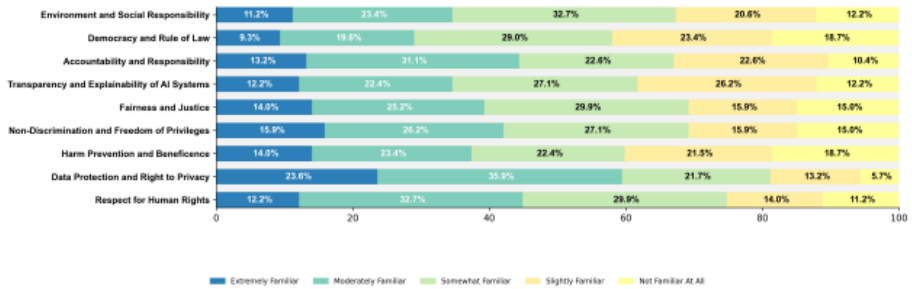
(a) Group A - Familiarity with AI Governance Initiatives



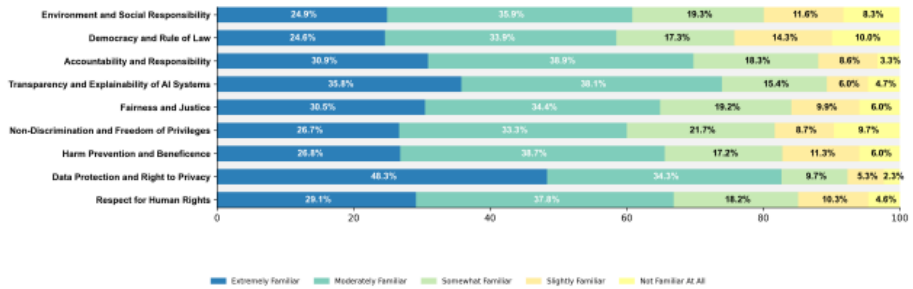
(b) Group B - Familiarity with AI Governance Initiatives

25% perceive AI governance initiatives as having a **negative impact** on their work

Ethics



(a) Group A - Familiarity with AI Ethics Principles



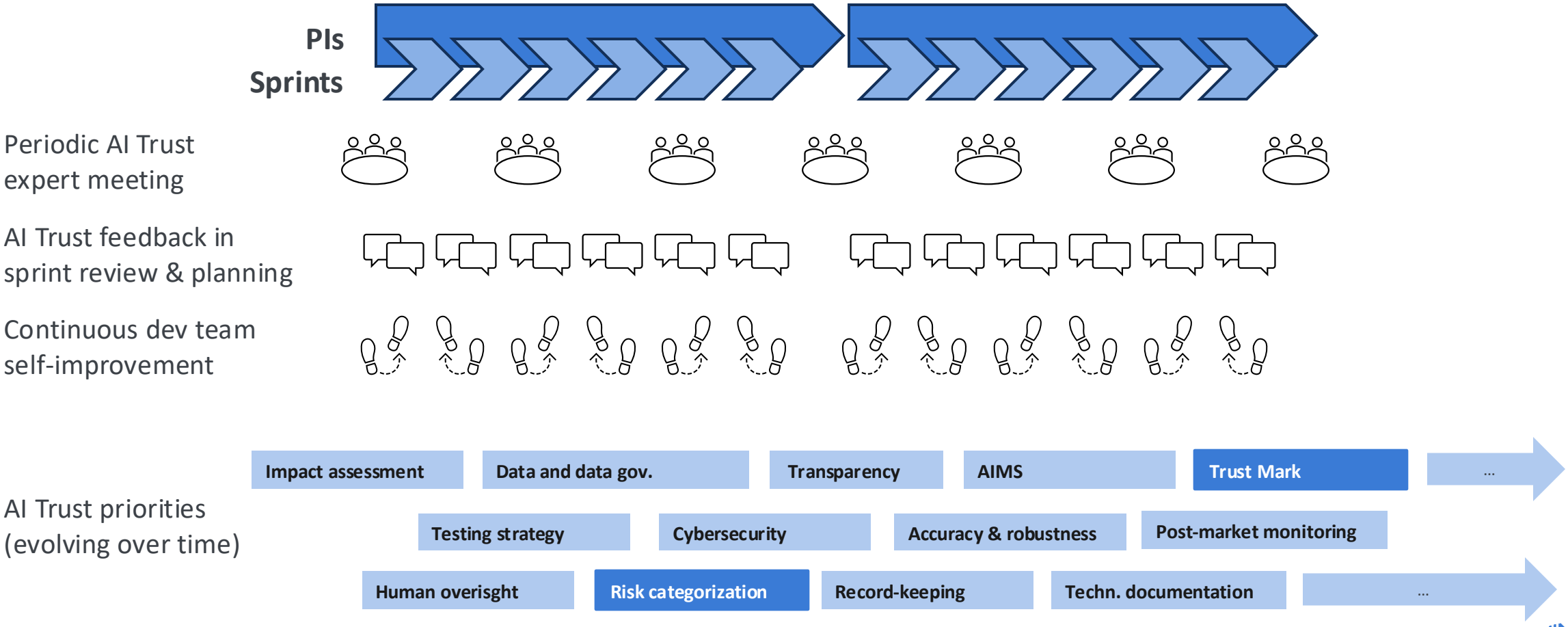
(b) Group B - Familiarity with AI Ethics Principles

Source: Understanding ethical practices in AI | Group A = inexperienced, Group B = experienced

How we support AI providers in practice during development

Illustrative example

In the service model, companies receive a combination of expert sessions and structured feedback to improve key AI trust elements, while progressing through risk categorization and AI Trust assessments. After obtaining the AI Trust Mark, we can continue supporting the organization in growing and scaling its AI maturity.



Structured support where it matters most

AI Trust requirements
- Regulatory context
- Success factors
- Potential risks
- Non-negotiables

AI Trust design
- Standards and frameworks
- Product features
- Processes and governance
- Quality norms

AI Trust development
- User story refinement
- Feature prioritization
- Testing & red teaming
- Risk mitigation
- Evidence gathering

AI Trust deployment
- Deployer guidance
- User enablement
- Conformity assessments

AI Trust in operation
- Regulatory monitoring
- AI Trust performance
- Periodic audits

Key Benefits

Reduced risk

Continuous improvement

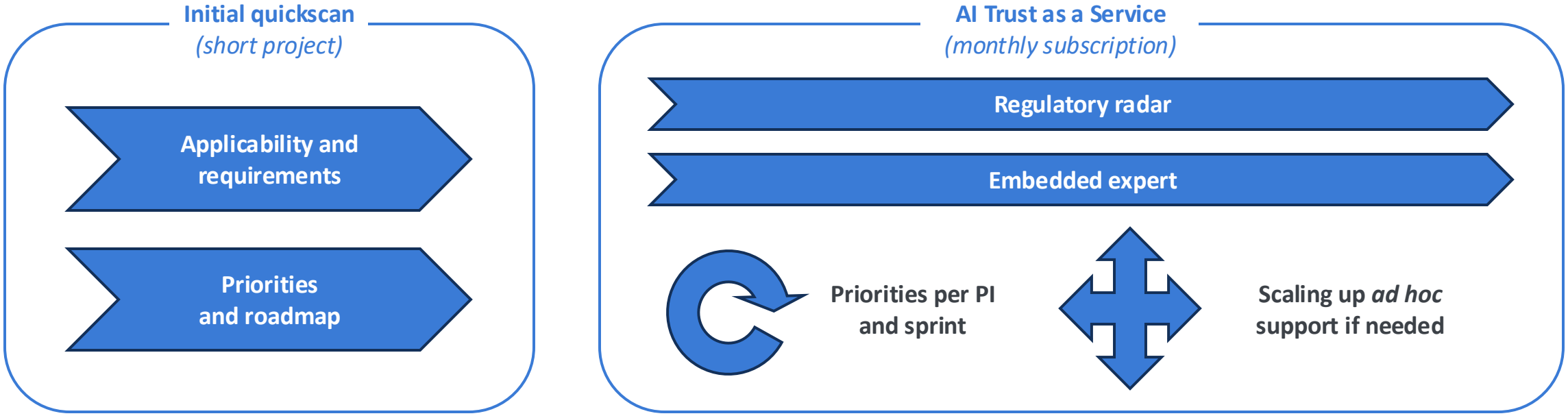
Strategic differentiation

Resource efficiency

Team confidence

A lightweight model support model where you stay in the driver seat

We help you embed **AI trust, governance, and quality management** into your operations early and efficiently; so you can grow with confidence. Whether it's aligning with standards, managing risk, or preparing for audits, we provide practical tools and expert insight that match your pace.



Key Benefits

- Reduced risk
- Continuous improvement
- Strategic differentiation
- Resource efficiency
- Team confidence

If you also feel you face AI trust challenges today

Regulatory Complexity

- EU AI Act: 100+ pages of requirements
- Risk classification uncertainty
- Compliance deadlines approaching

Resource Constraints

- Limited internal expertise
- Competing priorities
- Budget pressures

Technical Uncertainty

- Architecture decisions without clarity
- Data governance gaps
- Model assurance questions

Stakeholder Pressure

- Board demanding governance strategy
- Customers requiring compliance proof
- Investors asking detailed questions

Regulatory Risk

- Penalties: €35M or 7% global revenue

Competitive Risk

- Competitors building governance advantage

Operational Risk

- Technical debt accumulation

Our Offer: *Executive AI Trust Requirements Session*

This 90-minute executive session provides a structured hands-on working session with our AI governance experts to define a practical path toward responsible, high-performance AI.

AI Product Review

Focused assessment of your AI product in relation to EU regulations landscape

Executive Requirements Session

90-minute facilitated session with senior AI Trust advisors

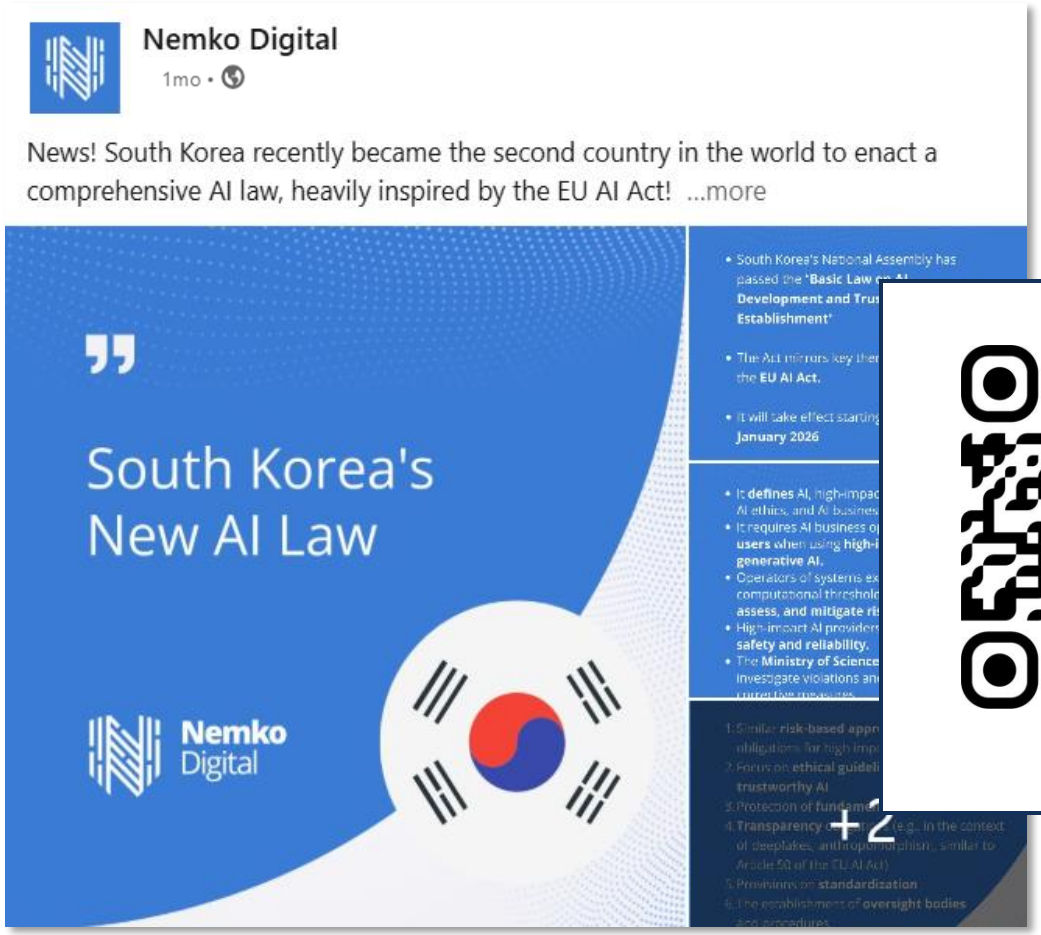
Tailored Summary Report

8-12 slide strategic document with insights and priorities

Engagement Terms

- Participation fee: **€850** (standard engagement value €2,800) for webinar participants
- **Complimentary** for two organizations (1,000+ employees) providing the strongest motivation within 48 hours

Stay updated!



Follow us

Nemko
Digital

Risks specific to AI in education

AI systems used in education or vocational training that can **shape a learner's access, placement, progress,** or **exam integrity** are predominately considered high risk use-cases (also according to the EU AI Act)

Access/admission/assignment

AI that decides **who gets in** or **where they're assigned** (institution, programme, track, class).

Evaluating learning outcomes

AI that **grades/scores** or otherwise evaluates performance, **especially when results drive next steps** (progression, remediation, credentialing, gating content).

Streaming decisions

AI that **assesses the appropriate level** a person **will receive or can access** (placement/streaming: e.g., beginner/intermediate/advanced, special support tiers).

Exam proctoring

AI that **monitors/detects cheating or misconduct** during tests.