



# Next-Generation **AI Governance** and **Data Privacy Compliance**

Our solution unlocks a multi-billion compliance market  
by bridging AI and legal expertise

# The Problem

(Data Privacy Compliance)

As privacy laws continue to emerge worldwide, businesses face increasing pressure to achieve and sustain compliance.



## LEGAL RISK

Exorbitant fines across multiple countries (GDPR 20 mil or 4% of the annual turnover)



## LIMITED MARKET ACCESS

A business's inability to operate in certain markets, such as the EU



## REPUTATIONAL DAMAGE

Non-compliance leads to irreparable reputational damage

# The Problem

(EU AI Act compliance)

Companies both **using** or **producing AI** are facing another challenge – AI compliance and AI governance expense.



For SMEs, compliance costs for a high-risk AI system can reach up to **€400,000**

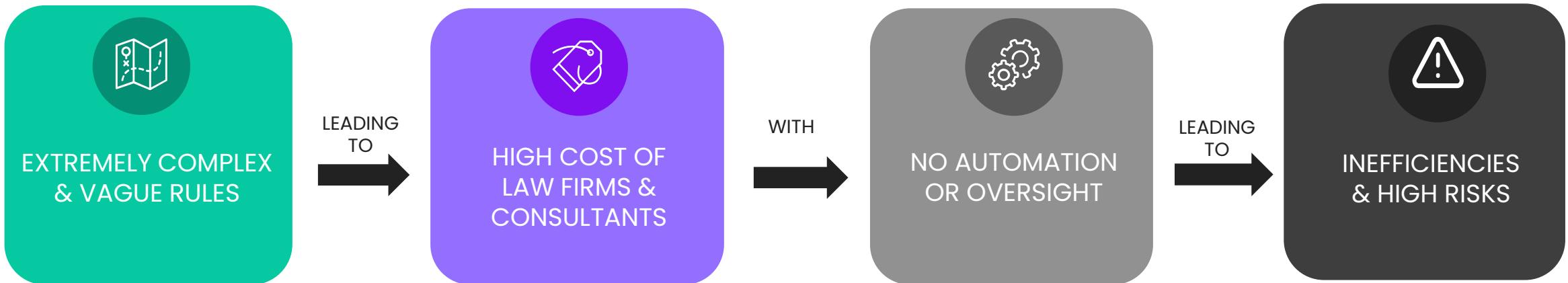


Fines can reach up to **€35 million or 7%** of annual turnover, whichever is higher

# The Problem

(with existing solutions)

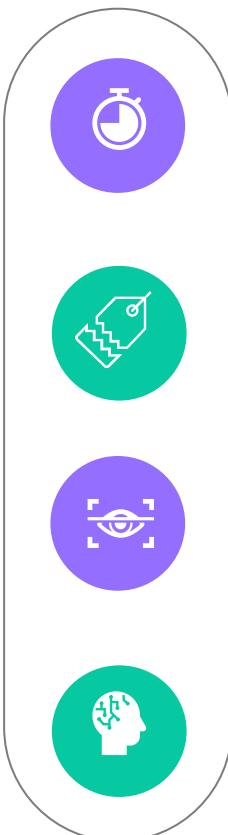
**BUT**, achieving and maintaining compliance is challenging due to:



Thus, existing data management platforms are complex, costly, and built on outdated technology, with no solutions offering integrated modules for both data privacy and AI Act compliance.

# The Solution

**AI-powered, self-service, modular, fully automated SaaS platform**

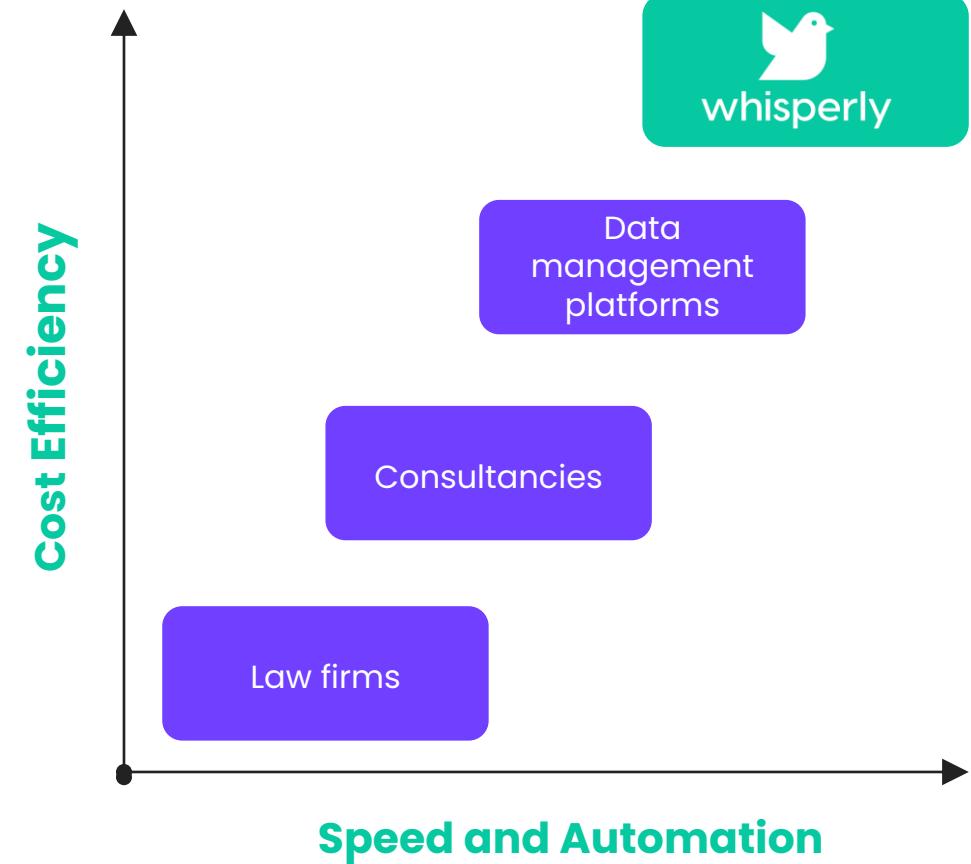


Compliance completed in days, not months

80% cut in legal & administrative costs

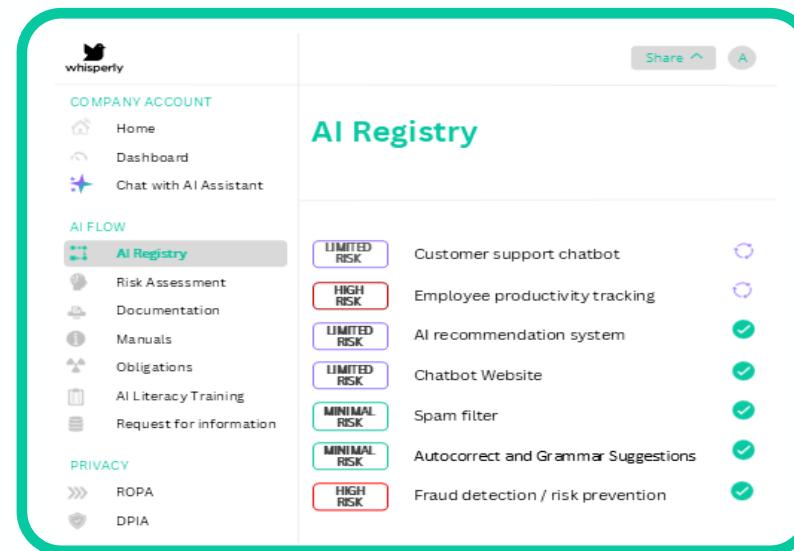
Automation reduces manual work by 10 hours/week

Continuous, risk-free compliance



# Compliance Whispered by AI

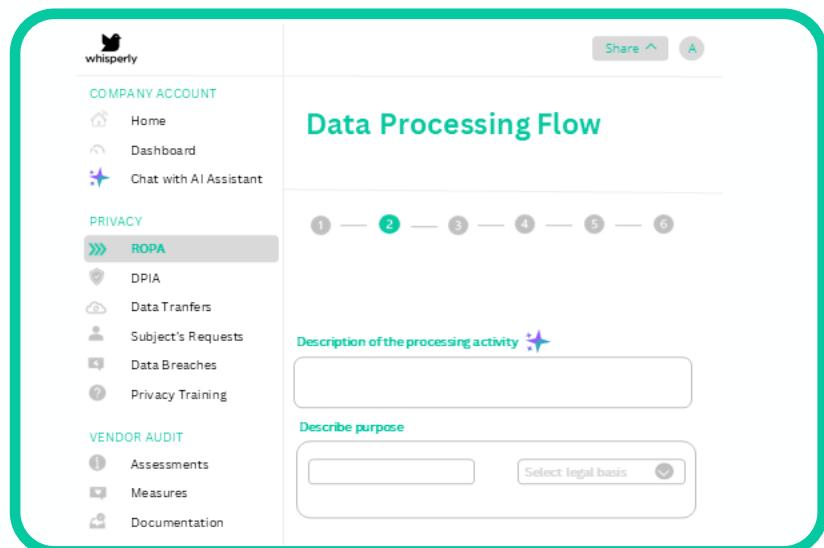
We empower users with top-tier legal expertise and automation through three AI-powered modules and intuitive AI assistant



**AI Registry**

Risk Level	AI Application	Status
LIMITED RISK	Customer support chatbot	<input type="radio"/>
HIGH RISK	Employee productivity tracking	<input type="radio"/>
LIMITED RISK	AI recommendation system	<input checked="" type="radio"/>
LIMITED RISK	Chatbot Website	<input checked="" type="radio"/>
MINIMAL RISK	Spam filter	<input checked="" type="radio"/>
MINIMAL RISK	Autocorrect and Grammar Suggestions	<input checked="" type="radio"/>
HIGH RISK	Fraud detection / risk prevention	<input checked="" type="radio"/>

## AI Act Compliance



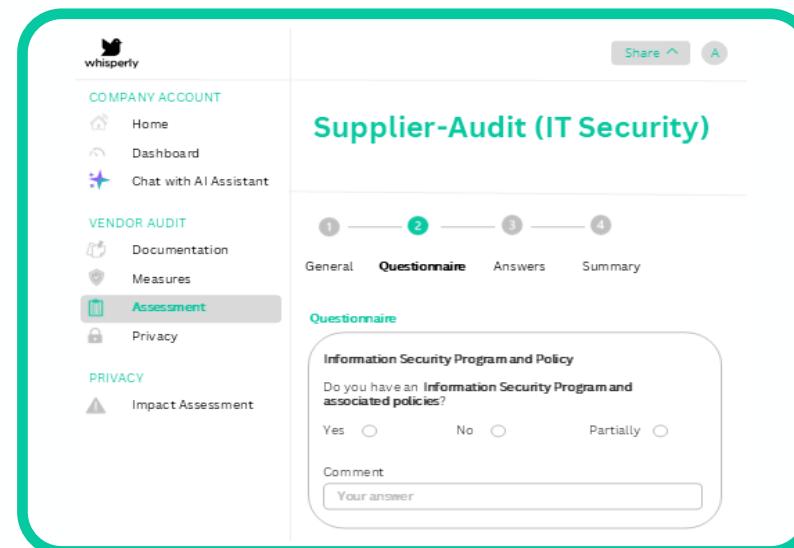
**Data Processing Flow**

1 — 2 — 3 — 4 — 5 — 6

Description of the processing activity 

Describe purpose

## Privacy Compliance



**Supplier-Audit (IT Security)**

1 — 2 — 3 — 4

General Questionnaire Answers Summary

**Questionnaire**

Information Security Program and Policy  
Do you have an **Information Security Program and associated policies?**

Yes  No  Partially

Comment  Your answer

## Supplier Audit

# Market Size

## TAM

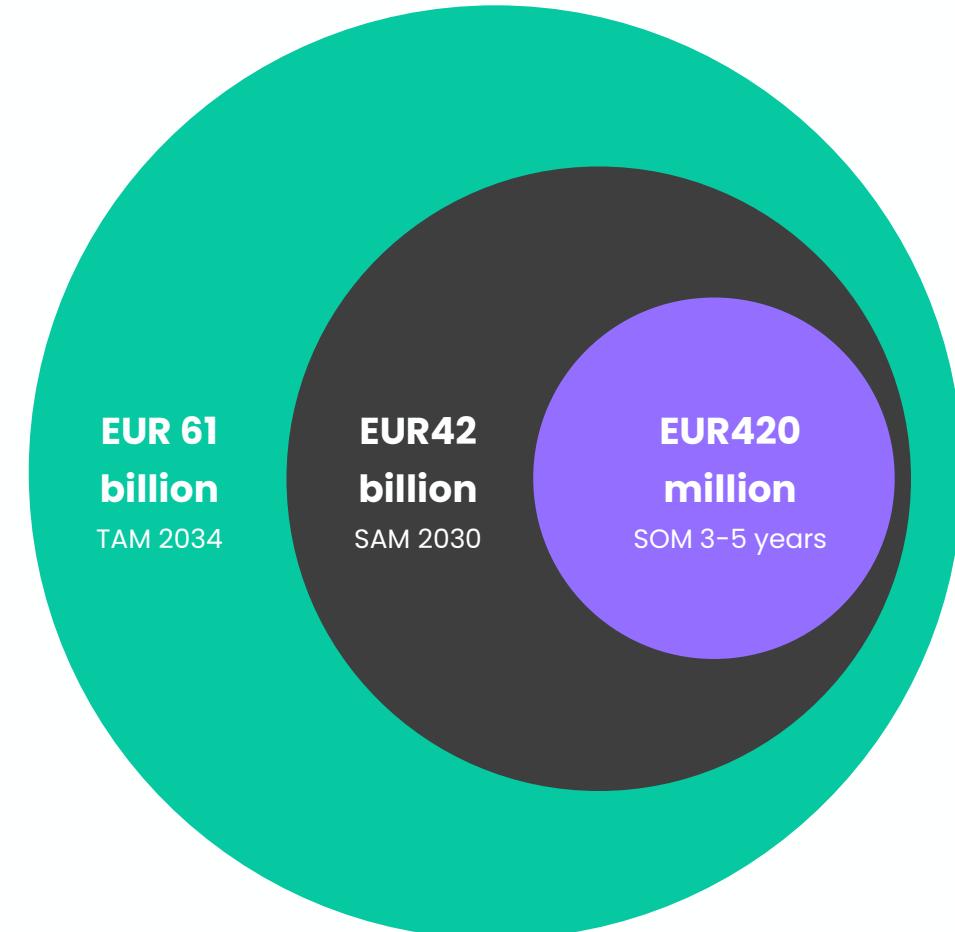
Our TAM combines the **€6.58B** EU AI Act compliance market and the **€7.33B** privacy compliance market, totaling around **€14B** in 2025, with a projected growth reaching **€61B** by 2034.

## SAM

Only for the EU market, based on the number of companies employing more than 50 people, SAM is **€4B** in 2025.

## SOM

Only **3%** of the SAM over 3 to 5 years translates into a SOM of over **€118M**.



# Team

## Powered by Zunic Law Firm

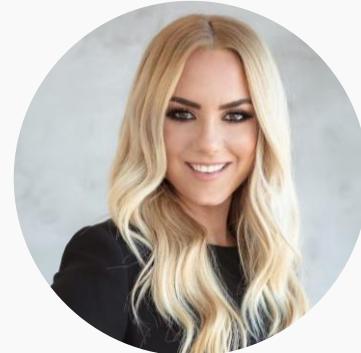
[Law Firm of the Year 2024 in Serbia](#)  
(by Lexology Index)

The highest number of awards for  
[data protection and IT law in the SEE region](#)

## Zunic Law backing means:

Immediate access to an active client base of over 300 companies and more than 1,000 leads (legal entities)

## Other team members:



**Tijana Žunić Marić**   
**CEO**

- Co-founder @ Zunic Law Firm (**700% growth in the last 4 years**)
- The most awarded attorney for data protection in the SEE region
- Cambridge University Graduate
- Scholar of the Bar of England and Wales
- iQdemic co-founder



**ZUNICLAW**



**Nikola Marić**   
**CEO**

- 15+ years as a Senior Software Engineer including managing tech teams in global corporations and startups
- Lead AI Engineer @ Datalexing
- Lead Engineer @ ConsenSys
- Tech Lead @ SolveBio (**exited 2022**)



**CONSENSYS**



**SolveBio**

**DataLexing™**

**Schneider Electric**

# Sell the shovels, not mine for the gold

## Brand-New Market

Since August 2024, when it came into force, the EU AI Act has been establishing an entirely new compliance market. The first wave of solutions will reap the most benefits.

## 3 out of 4 EU companies will adopt AI

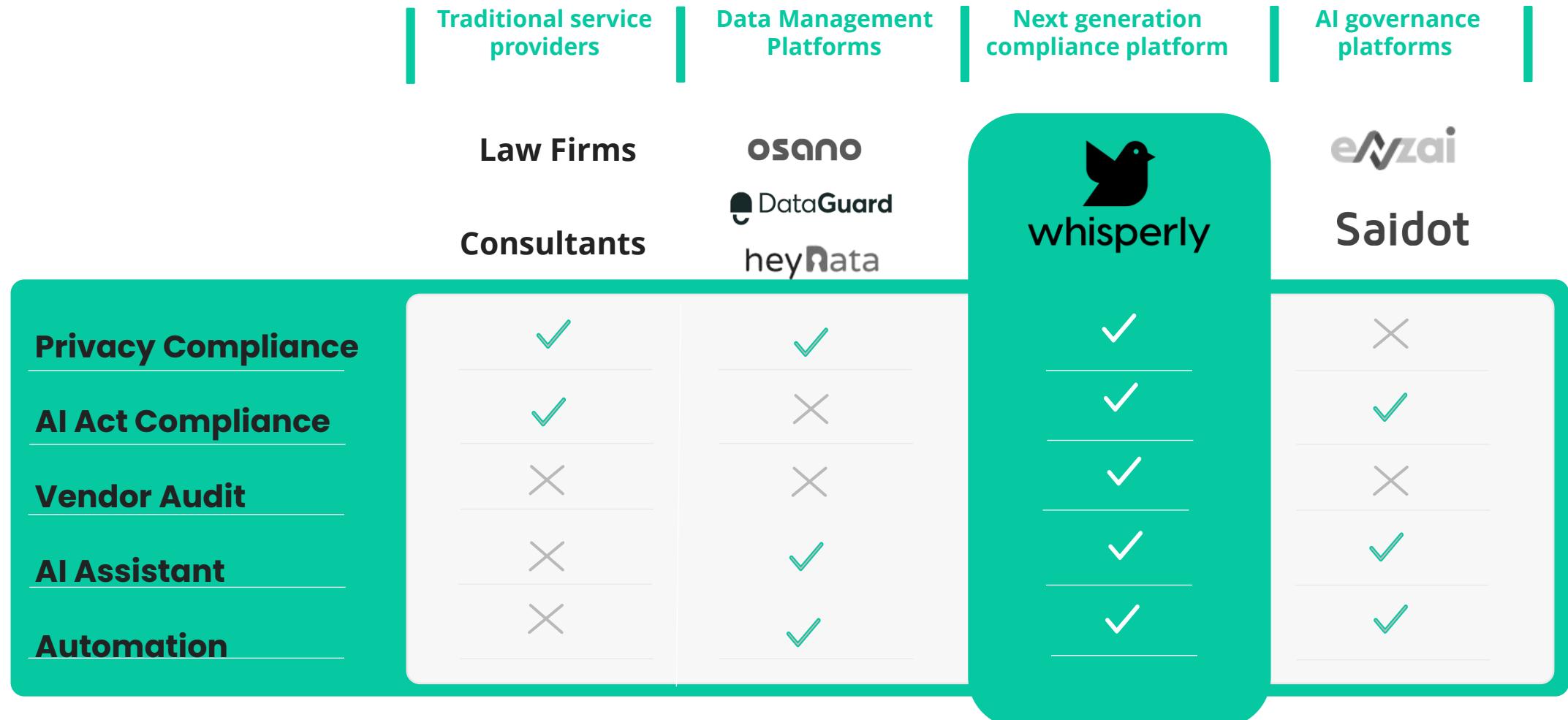
By 2030, 75% of EU companies are expected to adopt AI, all requiring AI compliance.

## Expanding the privacy compliance market by 37.2%

AI-adopting companies face increased pressure for data privacy compliance, risking substantial GDPR penalties and driving market growth.

*In the AI 'gold rush,' AI compliance is like selling shovels – those providing compliance tools will profit the most.*

# Competitor Landscape



# Contact & Questions



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[www.whisperly.ai](http://www.whisperly.ai)

