



The Electric Press Consulting Proposal



ITC Musketeers Consulting Group



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Executive Summary

Objective: Provide assistance to The Electric Press to improve the accuracy of its election reporting through a digital twin simulation

Key Issues:

Data Accuracy
and Real Time
Access

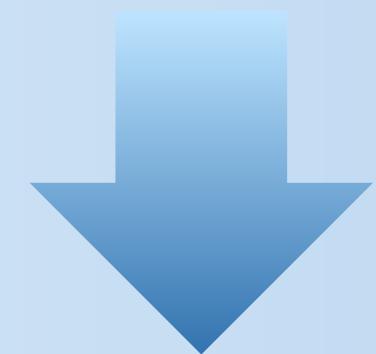
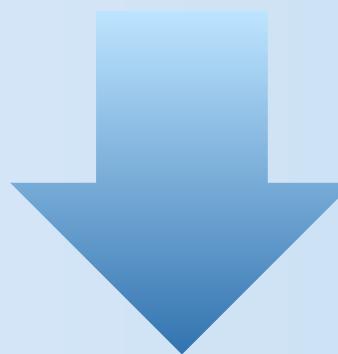
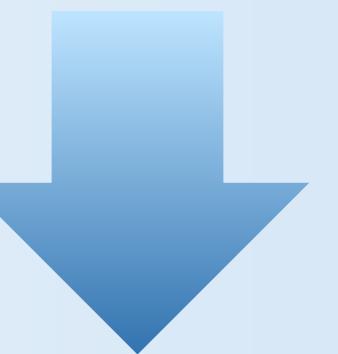
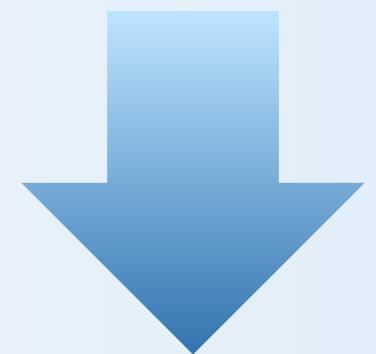
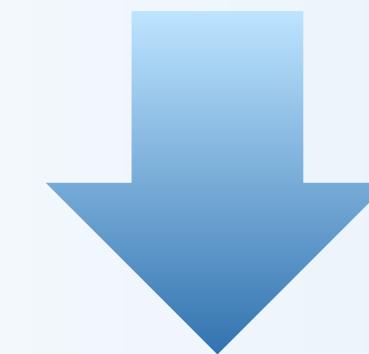
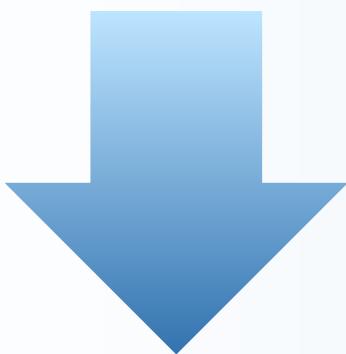
System
Complexity

Cybersecurity
Risks

Bias in
Simulation
Models

Cost and
Resource
Demands

Public Trust
and
Transparency



Strategies/Goals

Rely on public,
verifiable data (e.g.,
Government Census,
voter files, social
media APIs)

Clean, high-quality,
real-time data
improves model
performance

Encryption, access
controls,
anonymization,
NIST/ISO-aligned
infrastructure

Human Content
Oversight, Ongoing
Audits and Model Bias
Checks,

The total finances of
the project is
projected to be
around 100-130k. The
budget is taking 20%
of the revenue

Secure Data
Architecture helps
build public trust and
transparency.



Background Observations



Problem Statement

The Electric Press is seeking to improve the accuracy of its election reporting through a digital twin simulation but faces challenges due to limited resources, outdated polling methods, and the need to manage legal, reputational, and operational risks.

Problem 01

TEP Lacks predictive tools. The lack of robust simulation models to forecast outcomes or test systems before election day

Problem 02

Low public confidence past inaccuracies and limited transparency have led to declining public trust in TEP's reporting capabilities

Problem 03

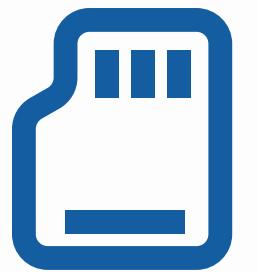
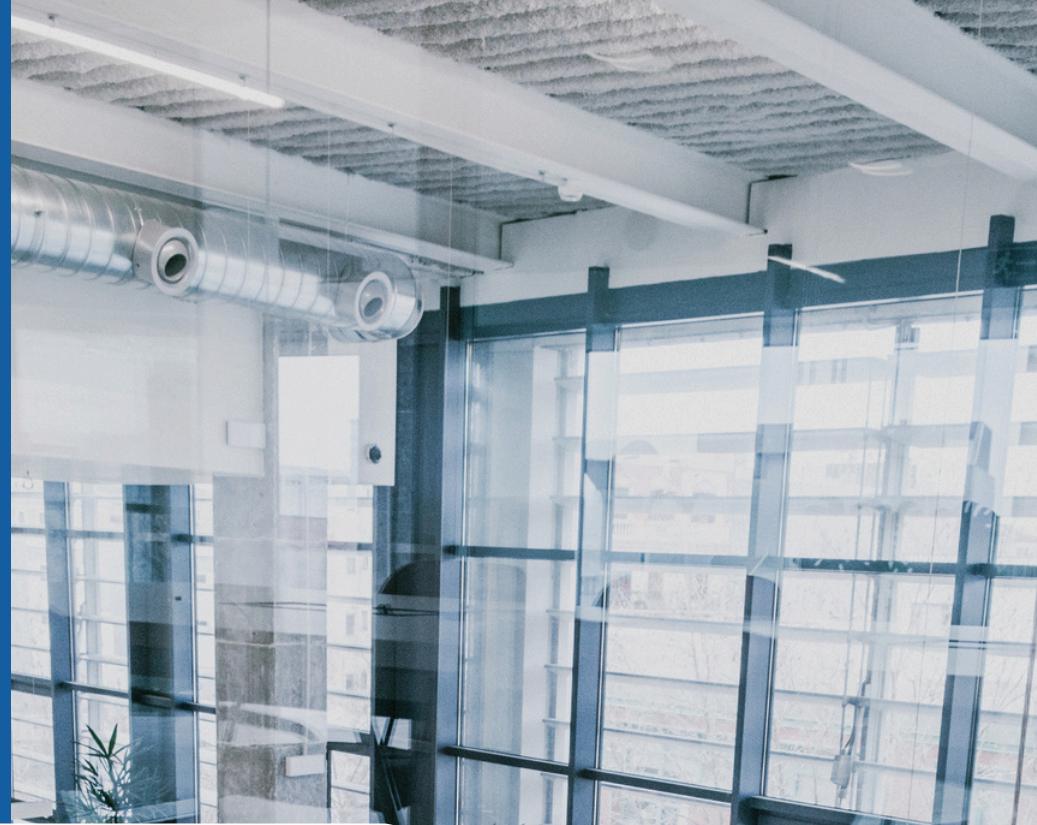
TEP faces difficulty in identifying reliable, unbiased data sources to feed its digital twin, risking the accuracy and credibility of simulated election forecasts.



Mission Statement:

The Electric press is dedicated to delivering accurate, innovative, and data driven journalism that empowers the public to make informed decisions.

Through the use of technologies like digital twin simulations, we aim to redefine real time reporting, enhance transparency and strengthen public trust in critical moments, especially during elections.



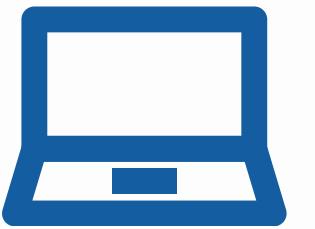
Objective 01

Enhance reporting accuracy and leverage the digital twin simulations to reduce errors in real time election reporting and improve the precision of vote projections.



Objective 02

Facilitate collaboration work closely with election officials, technologists, and media partners to share insights and maintain alignment with democratic values.



Objective 03

Ensure system reliability test and validate reporting infrastructure in real time using the digital twin simulation to potentially identify and address potential system failures before they impact coverage.



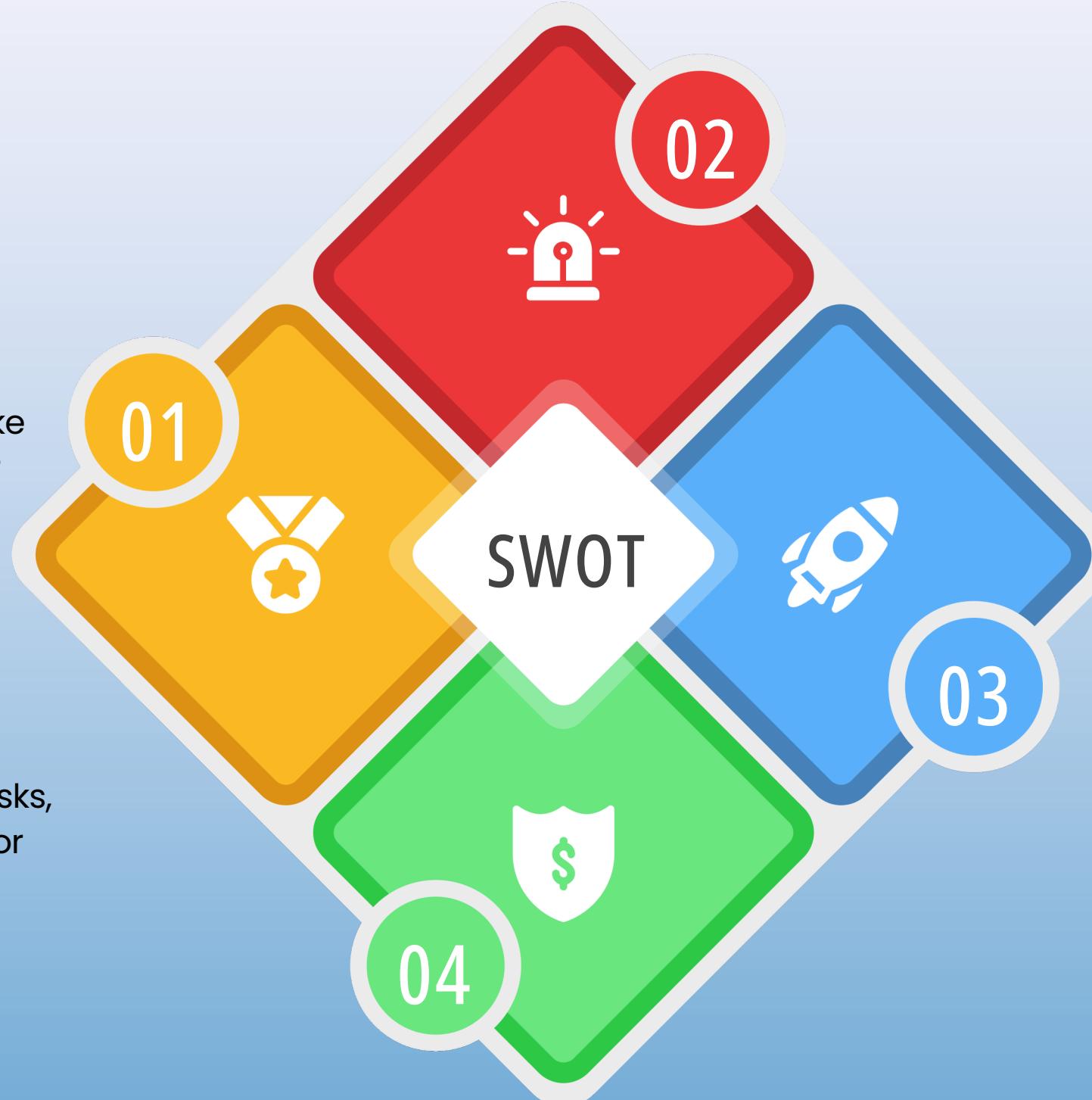
SWOT Analysis

Strengths

TEP is growing fast with over 1 million subscribers and a reputation for bold, objective reporting. Its agile culture and openness to tech innovation make it a strong candidate to pioneer digital twin.

Threats

AI forecasting mistakes could damage TEP's credibility. Legal risks, regulatory scrutiny, and investor pressure all pose threats to innovation and brand trust.



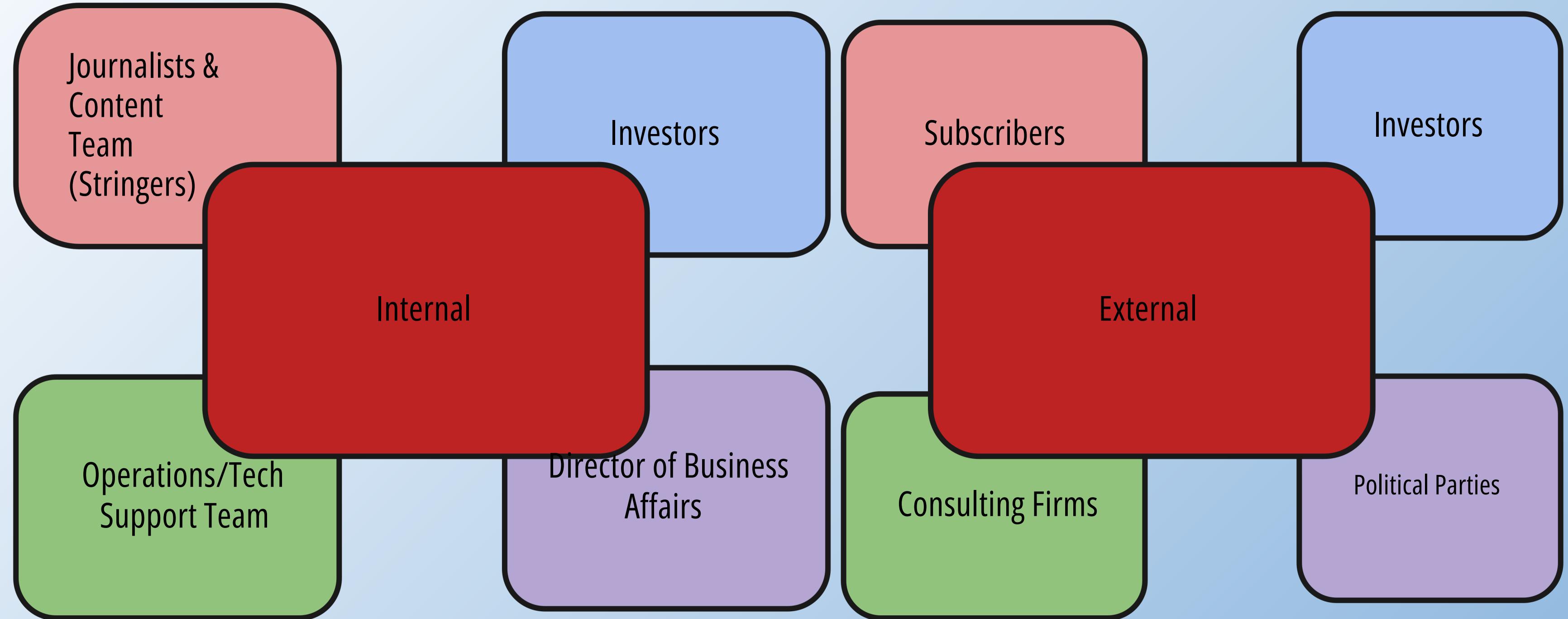
Weakness

The company has a small, mostly contract-based team and no in-house data science or polling experts. It's also financially reliant on subscriptions, with limited resources to absorb reputational or legal hits.

Opportunities

Public distrust in legacy media gives TEP a chance to stand out. Digital twin simulations could revolutionize election coverage and attract new subscribers if done responsibly.

Stakeholder



RISK ASSESSMENT MATRIX

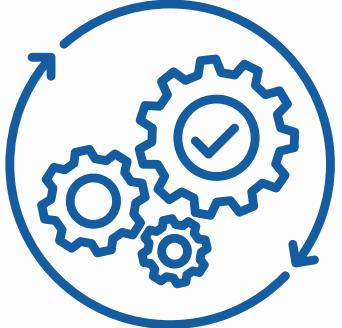


Risks & Concerns



Cybersecurity

Digital twins expand TEP's exposure to cyber threats. Without proper safeguards, they may be vulnerable to data manipulation, unauthorized access, or even malicious clones.



Operational

Building and managing a secure digital twin requires expertise TEP may not yet have in-house. Real-time performance may also be impacted if security isn't designed efficiently.



Legal & Compliance

Handling sensitive data, especially around elections, introduces legal risk. TEP must ensure compliance with privacy laws like GDPR and maintain strict data ownership and audit trails.



Reputational

As a media company, TEP's credibility is everything. An inaccurate forecast or compromised simulation during an election cycle could damage public trust and brand reputation.



Needs

The TEP has a audience base of 125k paying 79\$ per year. Revenue of \$9,875,000 per year or \$822,916

Investment of 130k per month. This comes out to only 13% of the revenue per month.

Key TEP Departments to Consult

TEP should consult outside legal counsel before implementing a digital twin

Goals

The TEP is expected to add between 5-10% to their user base investing in the digital twin

Just 5% projected increase in the user base would result in \$494,750 added revenue to TEP.

IT & Cybersecurity, Compliance & Risk Management, Data & Analytics, and Public Affairs Departments

Ensures that all data collection comply with privacy laws, understands legal risks if predictions are inaccurate, misused, or misinterpreted, gets guidance on transparency and ethical use policies

Projected Growth

\$987,500

10 Months Estimation

Reaching 10% engagement (12,500 users) at \$79 per user results in \$987,500. This assumes full deployment, AI maturity, and widespread adoption over 10 months.

\$493,750

6 Months Estimation

Achieving 5% engagement (6,250 users) at \$79 per user generates \$493,750. This reflects strong early adoption driven by consulting support and system rollout.

\$296,250

3 Months Estimation

With 3% engagement (3,750 users) in the first 3 months, multiplying by \$79 per user projects \$296,250. This is based on initial momentum from onboarding and cybersecurity trust.



SOLUTION

1. Input Validation Controls:

Ensure data sources are credible and diverse to reduce bias.

2. Pilot a Local Election Simulation:

Simulate a small local city election using data gathered before big election.

3. Output Testing:

Compare digital twin predictions with actual election outcomes for tuning.

4. Public Data:

Rely on public, verifiable data (e.g., Government Census, voter files, social media APIs) in

5. Human Oversight Layer:

Assign a fact-checking/editorial team to audit sensitive outputs.



CRITERIA

SOLUTIONS

Cybersecurity Governance Team & AI Use Policy

Security & Compliance

Accuracy & Bias Minimization

Reputational Risk Management

Secure Data Architecture

Ensures oversight, legal input, policy enforcement

Enforces rules for model testing and data sourcing

Creates clear accountability and responsible use expectations

Human Content Oversight

Encryption, access controls, anonymization, NIST/ISO-aligned infrastructure

Clean, high-quality, real-time data improves model performance

Prevents leaks or misuse of sensitive user or trend data

Ongoing Audits and Model Bias Checks

Prevents unverified AI outputs from reaching publication

Editors validate model suggestions before use

Protects public trust by maintaining journalistic standards

Audits for GDPR/CCPA/data use; ensures legal & ethical compliance

Tracks model accuracy; detects and mitigates bias

Enables proactive corrections and transparency with audiences and stakeholders

Organization impact

- Public trust and democratic integrity
- Information Accuracy
- Operational Efficiency
- Technological advancement
- Economic performance
- Stakeholder relationships
- Multiple economic performances



TEP's Unique Value Proposition



Objective & Trustworthy Journalism

- Unbiased, fact-driven reporting
- Challenges mainstream narratives

Faster time to market

- Enable rapid modeling reduces time to bring product to market
- Rapid virtual prototyping and optimization

Exclusive, High-Impact Stories

- Breaks news overlooked by traditional media
- Proven record of accuracy and integrity

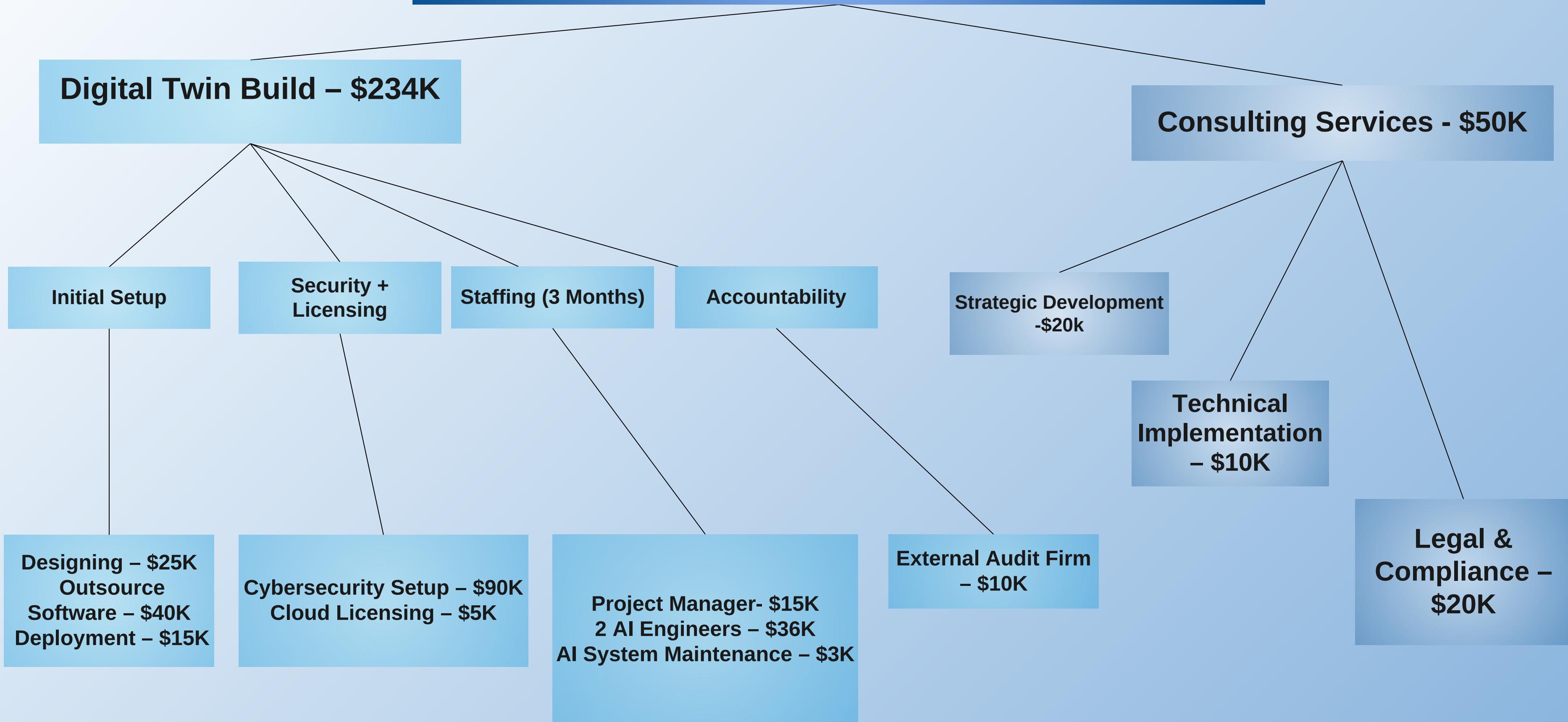
Adaptability & Technological Leadership

- Integrates advanced technologies
- Sets new standards in predictive reporting accuracy

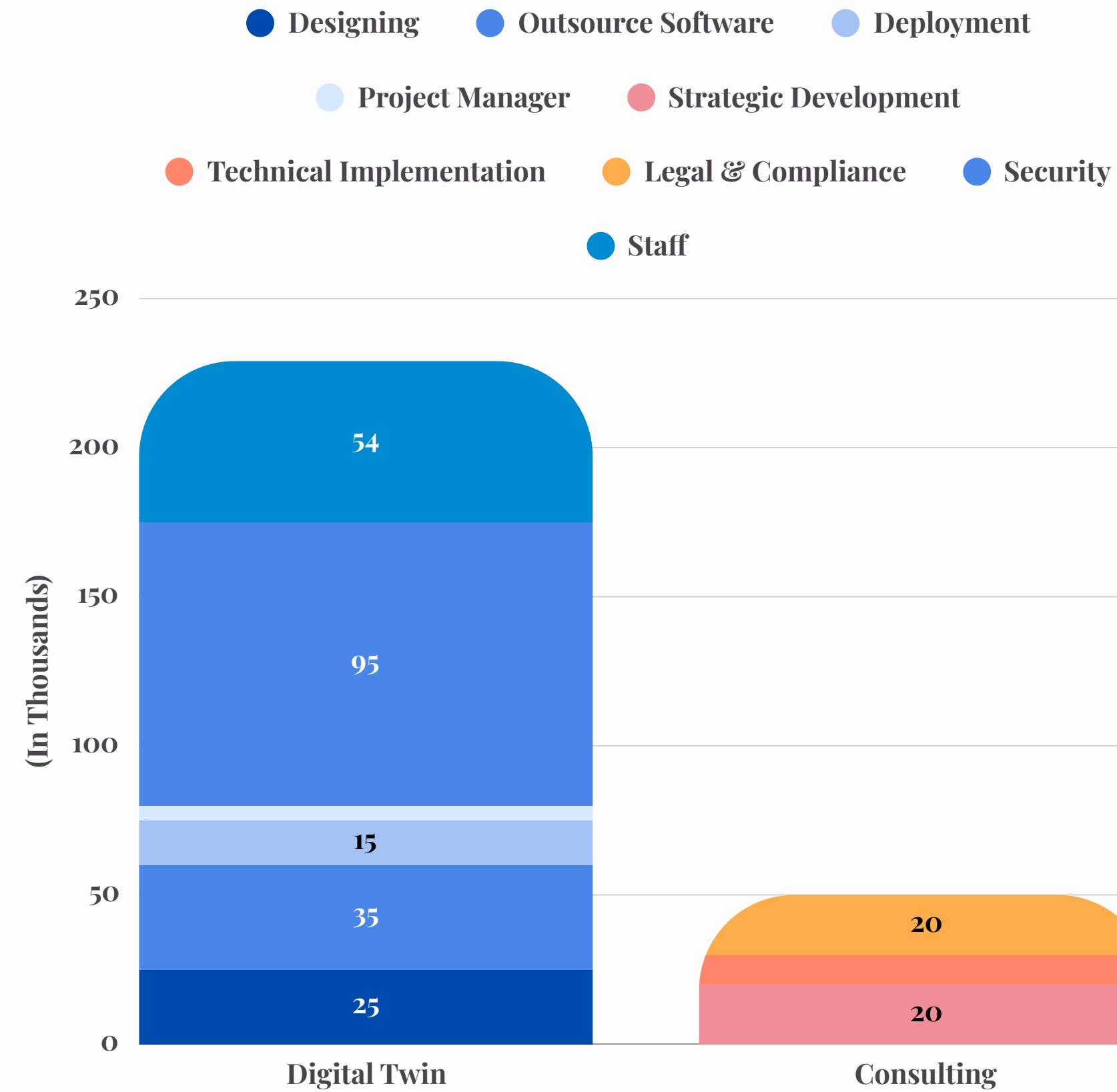


Gantt Chart

Finance Breakdown



Finances



Executive Summary

About the Client: The main goal of TEP is to improve the accuracy of their reporting through a digital twin

The Challenge

- Data Accuracy and Bias
- System Complexity and Cybersecurity Risks
- Public Trust and Transparency

The Ask:

- Implement robust data validation pipelines
- Enforce governance policies to track data quality
- Use machine learning to detect anomalies or missing values within real-time data feeds
- Encryption of all data
- Perform regular bias audits
- Publish ethical guidelines

ITC Musketeer's Role:

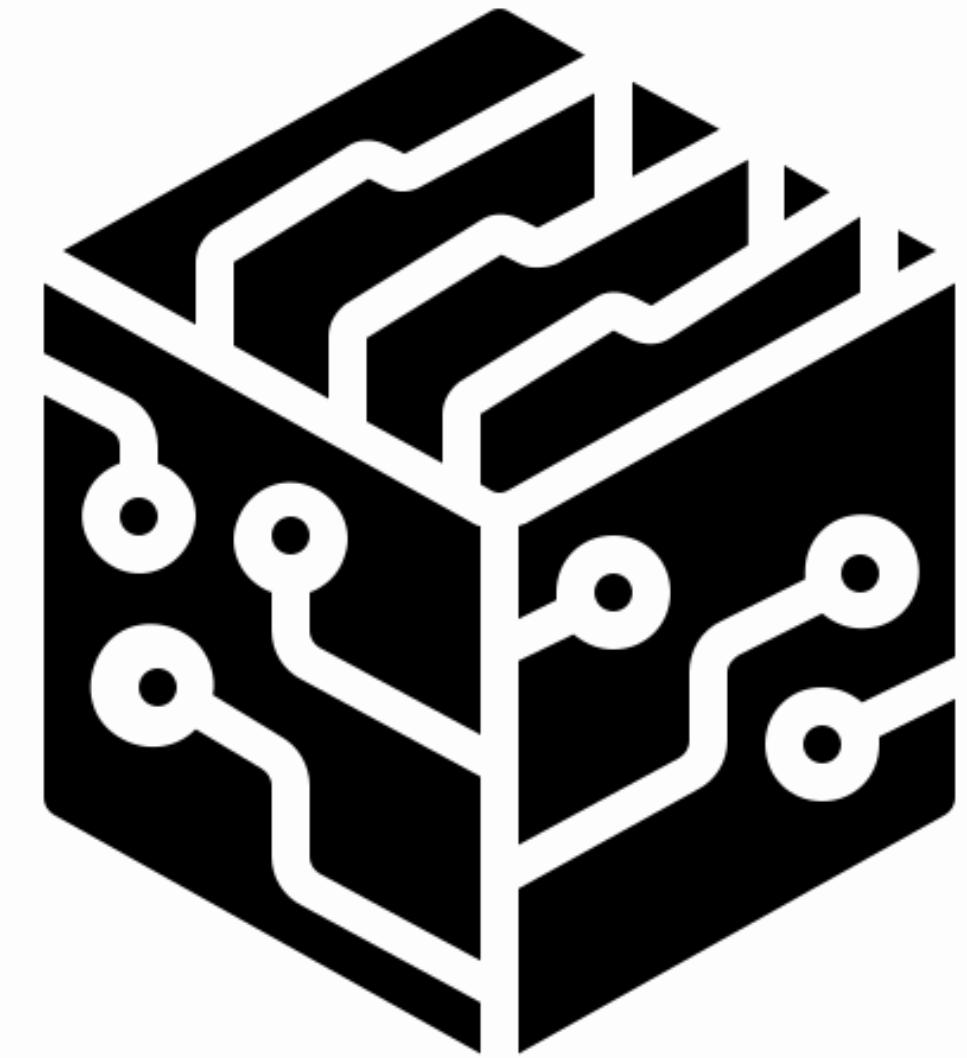
- Ensure digital twin outputs are accurate and sourced from trusted resources
- Enable smoother maintenance
- Protect digital twin systems from breaches
- Build stakeholder confidence





THANK YOU!

**Thank you for the opportunity to present our
solution. We are happy to answer any questions
you may have.**



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