

Compliance AI Content Generation Platform

Executive Concept Note (1-Page Overview)

Problem

- Marketing teams need **fast content creation**
 - Compliance teams enforce **strict IRDAI & brand rules**
 - Manual reviews cause **delays, rework, and risk**
 - Existing AI tools generate content **first** and fix compliance **later**
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Solution

- **Compliance-by-design AI platform** that generates *only compliant content*
 - Rules and regulations are enforced **before and after generation**
 - AI acts as a **language engine**, not a compliance authority
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What the POC Demonstrates

- Safe use of LLMs in a regulated fintech environment
 - Deterministic compliance enforcement
 - Audit-ready AI outputs
 - Predictable and controllable AWS costs
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Target Users

- **Agents (Marketing / Sales):** Generate compliant content
 - **Admins (Compliance):** Monitor violations & rule effectiveness
 - **Super Admins:** Create, update, and govern rules
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High-Level Workflow

- User prompt / document upload
- Prompt enhancement (cost & quality control)
- Load active compliance rules (SQL DB)
- Retrieve regulatory context (Vector DB – RAG)
- Optional language enrichment (web wrapper)

- AI content generation (AWS Bedrock)
 - Strict AI review + deterministic rule validation
 - Final compliant content + report
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Governance & Safety

- Rules are human-controlled and versioned
 - No auto-scraping of regulations
 - No AI-driven rule creation
 - Full audit trail for every decision
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Core Tech Stack

- **AWS Bedrock:** LLM inference & embeddings
 - **Amazon OpenSearch:** Vector database (RAG)
 - **Amazon RDS (PostgreSQL):** Rules & audit data
 - **AWS Lambda / EC2:** Backend orchestration
 - **Amazon S3:** Documents & artifacts
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Business Value

- Faster go-to-market for campaigns
 - Reduced compliance risk
 - Lower operational cost vs manual review
 - Scales easily for large fintech organizations
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This POC proves that compliant fintech content generation can be automated safely and economically.