

# Social Collective

Duncan Luke, Founder / CEO



## Davos Award Recipient:

World Economic Forum, Global Shaper



## Our Mission:

To engineer the future of work by building intelligent systems and AI agents that model, simplify, and solve complex market problems.



## The Difference: Systems Thinking & Elegant Automation

We don't just build software; we architect clarity. The Social Collective specializes in taking deeply complex, multi-layered organizational workflows and translating them into radically simple front-end interfaces.



Duncan  
Luke

## Our Story & Evolution

The Social Collective was recognized as the winner of the Coca-Cola Shaping a Better Future Challenge, awarded at Davos through the World Economic Forum, for our innovative use of technology to coordinate complex human networks and track real-world outcomes.

While our heritage is rooted in solving some of the world's most chaotic data and tracking challenges, our systems have evolved to meet the demands of modern corporate enterprises.

Today, we build software agents and intelligent systems that isolate the essence and automate the rest. We eliminate up to 80% of manual process waste, turning complex organizational friction into high-speed AI workflows, live executive dashboards, and interactive agent interfaces built for the future of enterprise work.



# Our Journey

Over a decade of impact technology innovation.

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## Founded

Commissioned by Government to build National Youth Service Database

'15

## The Social Collective

Understand ESG Data: An underserved market which still needs assistance with reporting to funders

'19

## Impact Dashboards Tool

Susurate: Collecting and managing data for Social Impact Projects was not enough. How do we tell Impact stories?

'20

## Sustainability & ESG

Due Diligence Compliance and Internal Performance reports on Social Impact projects.

'24

## AI Impact

AI powered indicators, data insights and Agents

'26

## AI Transition

Transition to AI to solve business objectives. (see case studies).

# Our Expertise & Approach

Outcome-driven engineering tailored to enterprise workflows.

## Core Capabilities

- **Finance & Insurance**  
Automated document processing and real-time compliance dashboards.
- **Healthcare**  
Medical Education and Doctor software solutions.
- **Corporate Training**  
Smart feedback loops and live certification tracking.
- **Social Impact (Corporate Social Investment)**  
Data mapping, ESG compliance, and social return reporting.

## Our Process

- 1 **Discovery & Recommendations**  
Scope recommendations and secure infrastructure mapping.
- 2 **Build & Integration**  
Long-term memory databases and Business Suite deployment.
- 3 **Testing & Deployment**  
Human-in-the-loop review before full live autonomy.

# Proven Impact

Highlighting recent transformations across highly-regulated industries.

## MEDICAL EDUCATION

### Voice-Activated Expertise Engine

**Challenge:** Navigating 1,000+ page compliance manuals during real-time clinical scenarios is slow.

**Outcome:** An intelligent voice assistant that validates clinical decisions instantly.

## CORPORATE TRAINING

### Large-Scale Attendance AI

**Challenge:** Tracking attendance to multi-layered curriculums results in administrative bloat.

**Outcome:** A voice-driven application handling thousands of check-ins to a central engine.

## ESG REPORTING

### Autonomous Data Agents

**Challenge:** Tracking non-financial indicators across complex ecosystems is fractured.

**Outcome:** A secure ledger and AI agent that aggregates validated impact data automatically.

## VENTURE BUILDING

### Enterprise Software Automation

**Challenge:** Launching complex enterprise workflows typically takes 6 to 12 months.

**Outcome:** Engineered a production-ready, highly automated business application in 14 days.

[View All Enterprise Case Studies](#) ([ai.collective.social/case-studies](https://ai.collective.social/case-studies))

# Client Testimonials

Hear from the enterprises scaling their impact with us.

*"The Social Collective sufficiently meets (and in instances surpasses) the expectations of clients, is applicable to a range of themes, project complexity and KPI measurements and continues to be innovated in ways which benefit clients and make reporting easier, quicker and more insightful."*



**Allan Gray**

*"Before The Social Collective, KFC struggled with managing numerous beneficiaries and receiving and aggregating granular data. They also had business continuity issues whereby data was being saved in mailboxes and would be lost when members in the M&E team left."*



**KFC**

*"The Assupol Trust did not have an M&E function before The Social Collective and they were using paper-based systems to record data which was prone to error and time intensive. Like the others, they were also price sensitive in their search for M&E tools."*



**Assupol Trust**

**The Social Collective Pty Ltd.**

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