

## Acquisition Brief — SyntheticAudit.com



### Asset offered:

- Domain name: **SyntheticAudit.com** (.com, exact-match)
- Nature: **descriptive digital asset**, intended as a banner for **AI-augmented / synthetic audit programmes**.

### Not included:

- No audit, assurance or consulting services.
- No regulatory, tax, accounting or legal commitments.
- No trademarks, patents, software or databases.

### Contacts

- **Website:** <https://www.syntheticaudit.com>
- **Email:** [contact@syntheticaudit.com](mailto:contact@syntheticaudit.com)
- **LinkedIn:** <https://www.linkedin.com/company/syntheticaudit>

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## Purpose of this document — Who is SyntheticAudit.com for?

### Primary audience:

- **CEOs, CFOs, CROs, Chief Audit Executives**
- Heads of **Internal Audit, Risk, Internal Control, Compliance, ESG / Sustainability**
- **RegTech / RiskTech / Audit analytics vendors**, continuous audit platforms

- Professional bodies / institutes wanting to frame a **“Synthetic Audit”** approach at sector level

This brief is designed to help C-level executives:

1. Understand, **at a glance**, the strategic logic of SyntheticAudit.com.
  2. Assess the value of owning the **category-defining name** for AI-augmented audit.
  3. Visualise **three concrete deployment scenarios** with indicative value ranges.
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## 1. One-page decision

### 1.1. What SyntheticAudit.com is

- A **.com descriptive domain name** for the concept of **“Synthetic Audit”**: AI-supported aggregation of data, models, scenarios and signals to provide a **synthetic view of risks and controls**.
- A **neutral entry point** for:
  - internal audit,
  - risk / compliance / ESG functions,
  - RegTech and continuous audit platforms.
- A natural **banner** for “AI-augmented / continuous audit”, free from vendor-specific branding.

### 1.2. What SyntheticAudit.com is not

- It is **not a statutory audit firm or auditor**.
- It is **not an audit opinion**, certification or regulatory label.
- It is **not an official approval** from any regulator or professional body.
- It is **not a promise of financial performance** or tax optimisation.

SyntheticAudit.com is a **semantic and strategic asset**:

the name under which you can structure your own AI-augmented audit approach, with your teams, tools and regulatory references.

### 1.3. What a buyer can do with it immediately

- Launch a **group-wide “Synthetic Audit” programme** (bank, insurer, listed group, large corporate).
- Position a **RegTech / audit analytics suite** under a banner that speaks to audit committees.

- Create a **neutral hub** (institute, observatory, knowledge centre) on AI-augmented audit.
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## 2. 2025–2030 context — Why “Synthetic Audit” becomes necessary

### 1. Explosion of data and AI models

- Transaction data, cloud platforms, real-time signals, IT logs, ESG, vendors...
- Growing use of **generative and analytical AI** in audit and control functions.

### 2. Increasing pressure on audit and reporting quality

- Stronger expectations on **reliable financial reporting**.
- Rising importance of **ESG / sustainability reporting** and its assurance.

### 3. Demand for continuous audit and early warning

- Boards and audit committees want **consolidated, frequent views** of risks.
- Audit and risk functions want to move beyond purely “annual campaign” models.

### 4. Risk of fragmented AI initiatives

- Isolated pilots (“fraud”, “ESG”, “IT”) without a common narrative.
- Difficult for boards to understand **what is actually covered** and with which level of assurance.

SyntheticAudit.com provides a **name** for this layer:

a framework of **synthetic, AI-augmented audit** that aggregates data, models, scenarios and controls into a readable view for decision-makers.

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## 3. Three deployment scenarios (indicative ranges)

Figures below are **illustrative only** and are not performance guarantees. They serve as indicative ranges for how SyntheticAudit.com might be used.

### 3.1. Scenario A — Listed group / bank / insurer

#### Objective:

Launch an internal “Synthetic Audit” programme covering internal audit, IT audit, risk & ESG teams.

#### Examples of initiatives under “Synthetic Audit”:

- Defining the **data and model inventory** used in audit.
- Rolling out “**Synthetic Audit**” **dashboards** for the audit committee.
- Industrialising scenario / stress-test libraries across business units.

#### Indicative benefits:

- **6–10 %** reduction in project time spent on data hunting and alignment between teams.
- **€0.8–2.0 M** in coordination / duplication savings over 12–18 months in a large group (illustrative range, to be adapted to scope and size).
- Improved board-level visibility on the **aggregated risk landscape**.

### 3.2. Scenario B — RegTech / continuous audit platform

#### Objective:

Position a **continuous audit / continuous control** suite under a banner that resonates with C-suite stakeholders: Synthetic Audit.

#### Examples of use:

- “SyntheticAudit.com — The AI-augmented audit layer for your controls & ESG assurance”.
- Public portal (documentation, white papers, demos) + dedicated client instances.
- Partner / integrator programme branded “Synthetic Audit Alliance”.

#### Indicative benefits:

- Faster understanding of the value proposition by CFO / CAE / CRO.
- **Potentially shorter sales cycles**, with less time spent explaining the concept itself.
- Creation of a **defensible language territory** that latecomers will struggle to match.

### 3.3. Scenario C — Institute / observatory / neutral hub

#### Objective:

Create a neutral **centre of excellence** for AI-augmented audit: good practices, use cases, red lines, training.

- Portal “syntheticaudit.com” with:
    - frameworks, implementation guides, checklists,
    - case studies from corporates and financial institutions,
    - professional / academic research.
  - “Synthetic Audit Readiness” training tracks for auditors, risk managers and data teams.
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### 4. Why the “Synthetic Audit” language is strategic

#### 1. C-suite & Board readability

- Two intuitive words: **Audit** (assurance) + **Synthetic** (aggregated, intelligent view).

#### 2. Stable layer above tools and vendors

- Technologies, models and providers will change; the “**Synthetic Audit**” framework provides narrative continuity.

#### 3. Banner effect

- Every procedure, training, guide, dashboard can be framed under “Synthetic Audit”.
- Simplifies internal and external communication (“Synthetic Audit Programme 2026–2028”).

#### 4. Defensive asset

- Owning the exact-match .com on **Synthetic Audit** reduces confusion around the main banner.
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### 5. CFO / Audit leadership FAQs — Key points

- **Why acquire a domain name?**

To secure a **language banner** that boards understand, under which you can align

AI / continuous audit initiatives, rather than multiplying internal product names that don't travel well.

- **How does it relate to statutory audit?**

SyntheticAudit.com **does not replace** statutory audit, external auditors or regulatory procedures.

It can structure a **complementary layer**: preparation, continuous audit, monitoring, documentation and synthesis.

- **Any legal risk in using “Synthetic Audit”?**

The term is used and presented as **descriptive**: an approach to synthetic / AI-augmented audit.

It is up to the buyer to:

- assess its own legal and regulatory constraints,
- decide whether to file trademarks in relevant classes / jurisdictions,
- frame communications with its own advisers.

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## 6. Legal framework & responsibilities

To avoid ambiguity:

### 1. Nature of the asset transferred

- The only asset concerned is the **SyntheticAudit.com domain name**.
- No implicit transfer of trademarks, patents, software, third-party content or databases.

### 2. No audit or advisory activity

- The seller does **not** operate, through this domain, as:
  - an audit firm,
  - a statutory auditor,
  - a financial, tax, regulatory or legal advisor.

### 3. No affiliation or representation

- No affiliation claimed with audit firms, professional bodies or regulators.
- SyntheticAudit.com does not represent an official body, order or authority.

#### 4. No performance guarantee

- Examples and ranges in this brief are **illustrative**.
- No guarantee of performance, compliance or results is given or implied.

The buyer is fully responsible for:

- how it uses SyntheticAudit.com,
  - all content published on the site,
  - any services or products offered under this banner,
  - compliance with applicable laws and regulations in its jurisdictions.
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### 7. Indicative acquisition process

#### 1. Initial contact

- Email: **contact@syntheticaudit.com**
- Subject: “SyntheticAudit.com — NDA / Offer”

#### 2. Pre-discussions & NDA

- Optional **bilateral NDA** to discuss intended use and transaction parameters.

#### 3. Letter of intent / Formal offer

- Proposed price, timeline, key conditions.

#### 4. Escrow setup

- Use of a recognised **domain name escrow service** to secure payment and transfer.

#### 5. Domain transfer

- Change of ownership / registrar according to market practice.

#### 6. Closing & communications

- Discreet or public announcement of the acquisition, at the buyer's discretion.
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## 8. Contact

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- **LinkedIn:** <https://www.linkedin.com/company/syntheticaudit>

Premium digital asset available for acquisition by organisations wishing to **define and lead the “Synthetic Audit” narrative** in the age of AI-augmented assurance.