Proskauer Advises Atomico on AI Aspects of Investment in Electric Twin

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LONDON, February 18, 2026 – Proskauer has advised Atomico on the AI-related aspects of its investment in Electric Twin, a company pioneering synthetic audience technology to transform how organizations understand and predict human behavior. The seed round was led by Atomico, with participation from leading institutional and angel investors.

Electric Twin's platform combines real-world survey data with advanced AI systems to build high-fidelity "synthetic audiences" that simulate how people think and behave, enabling organizations to test messaging, product ideas and strategic decisions in minutes rather than weeks.

Proskauer was engaged as Atomico's specialist AI counsel, continuing its role advising the firm on AI-focused transactions. Electric Twin's platform integrates proprietary technology with third-party AI models within a scalable architecture, raising nuanced considerations at the intersection of intellectual property, data governance and emerging AI regulation. Acting alongside lead transaction counsel, Proskauer advised on AI-focused diligence and transaction matters, including model integration and governance, intellectual property strategy, data practices, customer contracting frameworks and regulatory positioning under evolving AI regimes.

The mandate builds on Proskauer's track record advising on AI investments, product launches, customer contracting and procurement, as well as regulatory compliance and risk management.

The Proskauer team was led by partner Oliver Howley and associate Peter Cramer (TMT).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 900+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Proskauer offers a dedicated international team of lawyers with unparalleled expertise in AI law, policy and practice, having advised extensively on AI matters long before the technology became a boardroom priority. We regularly counsel both new entrants and established players in the AI market on the formulation and execution of key strategies, and on the management and mitigation of AI-specific risks. Our clients range from leading model developers and corporate end users to training data rightsholders and businesses whose vendors are integrating AI into existing services. We work daily with large language models, computer vision systems, categorization and prediction models, coding agents and other emerging AI technologies, giving us unmatched technical fluency. In a market increasingly populated by advisors claiming AI expertise without substantive experience, Proskauer offers authentic knowledge, practical experience and strategic guidance that genuinely set us apart and deliver tangible value to our clients.

Related Professionals

- **Oliver R. Howley**
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- **Peter J. Cramer**
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