



Improving Lives by Uniting Human Behavior and AI

June, 2025

problem

Companies continue to struggle to find effective AI behavior analysis tools that can truly understand people's needs, leading:



Incomplete **psychological** insights



Information overload because **simple AI** generates **non-qualified data**



Time consumption due to **AI** and **cognitive science complexity**

our mission

always put people first

our product suite



Alex for online recruitment

Alex helps recruiters detect what can't be written: sincerity

Real-time candidates analysis, filtering authentic vs AI-enhanced presentations

Auto-generated psychological analysis with key insights **100% EU AI Act compliant and GDPR**

On-demand tool, easy to use.

Provide a global ranking between candidates for a job offer

Smart pricing based on token fees
Pay exactly what you use



Alex pricing

€200

monthly fees
(€2,000/yearly)

Screening

- 1 job offer setup
- 100 interviews (10 min)
- resume consistency analysis
- No custom questions
- Recruiter report
- Optional feedback (€5/candidate)

€1,000

monthly fees
(€10,000/yearly)

Selection

- All Screening features
- 100 interviews (20min)
- up to 5 custom questions
- resume & questions analysis
- Global ranking
- Optional feedback (€5/candidate)

€1,500

monthly fees
(€15,000/yearly)

Talent Suite

- All Selection features
- 100 interviews (30min)
- up to 15 custom questions
- Full ranking (resume + questions + job match)
- Optional feedback (€5/candidate)

Pegasus for market research

Get panelists' insights with our 5 min survey

Maintain a **high engagement level** through an **interactive, flexible, and intuitive** suite for **admins** and **panelists**

Empowers panelists with €1 per minute, up to **€9,600 monthly** for full-time work, **increasing quality level**

Provides enterprises with **comprehensive data, customized surveys, and actionable recommendations**

Cost efficient (**2-3 times less than competitors**) with an **unmatched efficiency** and **quality**



Pegasus pricing

Criteria: The respondent panel is elected based on gender, profession, region, education, income, housing, and age. A **subscription is available**

Essential

9K€ per study

- Up to 1K respondents
- 1-week report delivery
- Live interactive survey
 - Company intro: 1 mn
 - Product intro: 2 mn
- Comprehensive market research analysis

Advanced

12K€ per study

- Up to 1K respondents
- 3-day report delivery
- Custom segmentation
- Live interactive survey
 - Company intro: 1 mn
 - Product intro: 2 mn
 - 2 mn customized questions
- Comprehensive market research analysis

Elite

On-Demand

- Live custom interactive survey
- More than 1K respondents
- Actionable recommendations
- Timely report delivery
- Comprehensive market research analysis

Alètheia

Our innovative solution live analyzes the behavioural coherence of individuals

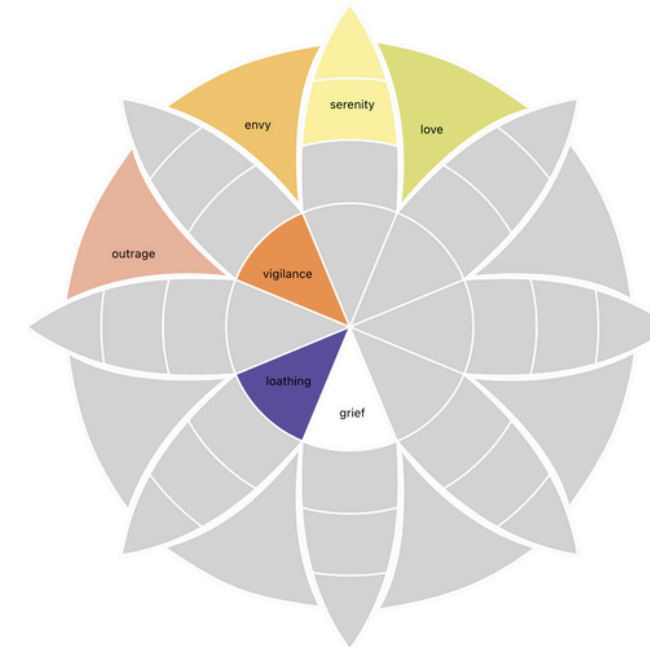
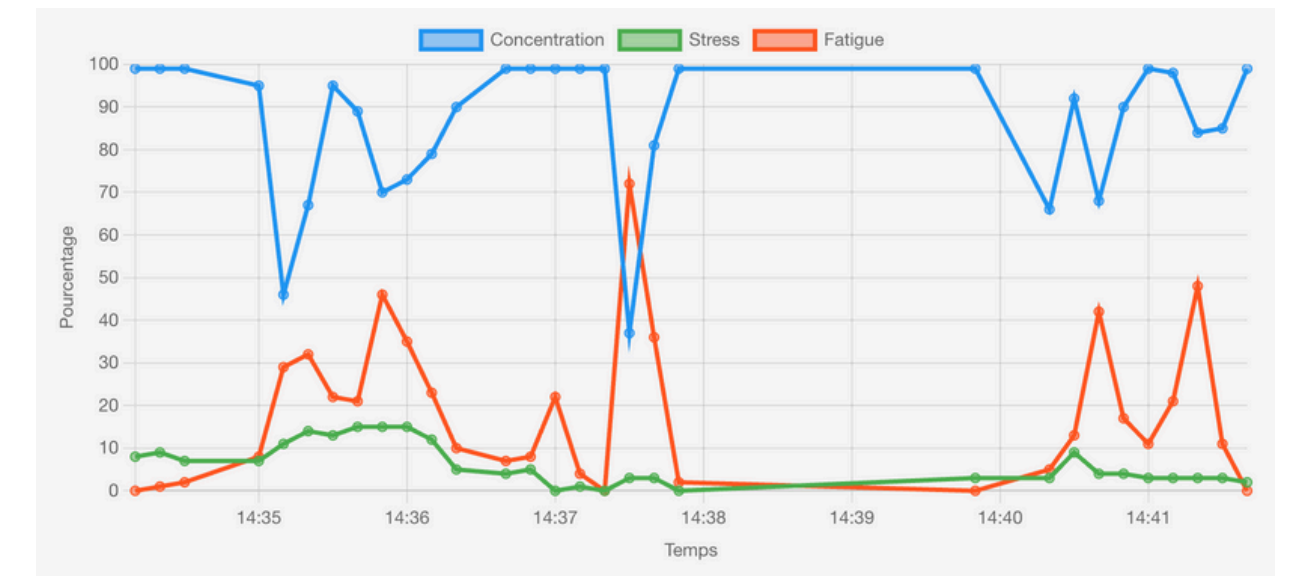


Enables the reliability of a person to be compared with behavioural and biometric data

Quick analysis, so you can react in real time to the behaviour of the person you are talking to

Understand the intentions of the subject, step by step

Our technology analyses **200 behavioural data** to ensure a reliability rate of up to **95% – 99,9%**



health misdiagnosis in France

Mental health conditions are the most prevalent health issues in France, affecting **13%** of the population



24% of people having questioned a doctor's diagnosis based on advice from alternative medicine practitioner



*Source: Statista

Shield for healthcare

Effectively streamline specialist referrals, ensuring optimal care pathways

Real-time and **at-home analysis** of **emotional, social, psychological,** and **physical well-being** provides actionable insights for patient care

Color-coded indicators allowing medical staff to **quickly identify patients** needs in a **few seconds**

Advanced detection and **prevention** of mental health disorders aim to address a **€600bn ann. burden in Europe*** (**€80bn in France****) and **\$282 bn ann. to the US economy*****



Source:** OECD, 2023 *Source:** LeMonde, 2024 *****Source:** U.S. News & World Report, 2024

Shield pricing

At Healthcare Center

€10 per tablet session

- Health indicators* for psychological and social needs
- Prompt patient analysis
- Software integration (no set-up fees)

At Home App

€10 per user / monthly
(€90 yearly)

- Health indicators* for psychological and social needs
- Prompt patient analysis
- Instant patient and healthcare center connection – if needed
- Unlimited sessions

road driving dangers in France

3,167 road fatalities
in France in 2023



709.1 projected
road accidents per
million Inhabitants
in 2029



Drunk driving and
fatigueness are
top concerns, both
at **50%**



*Source: Statista

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WiseDriver for vehicles

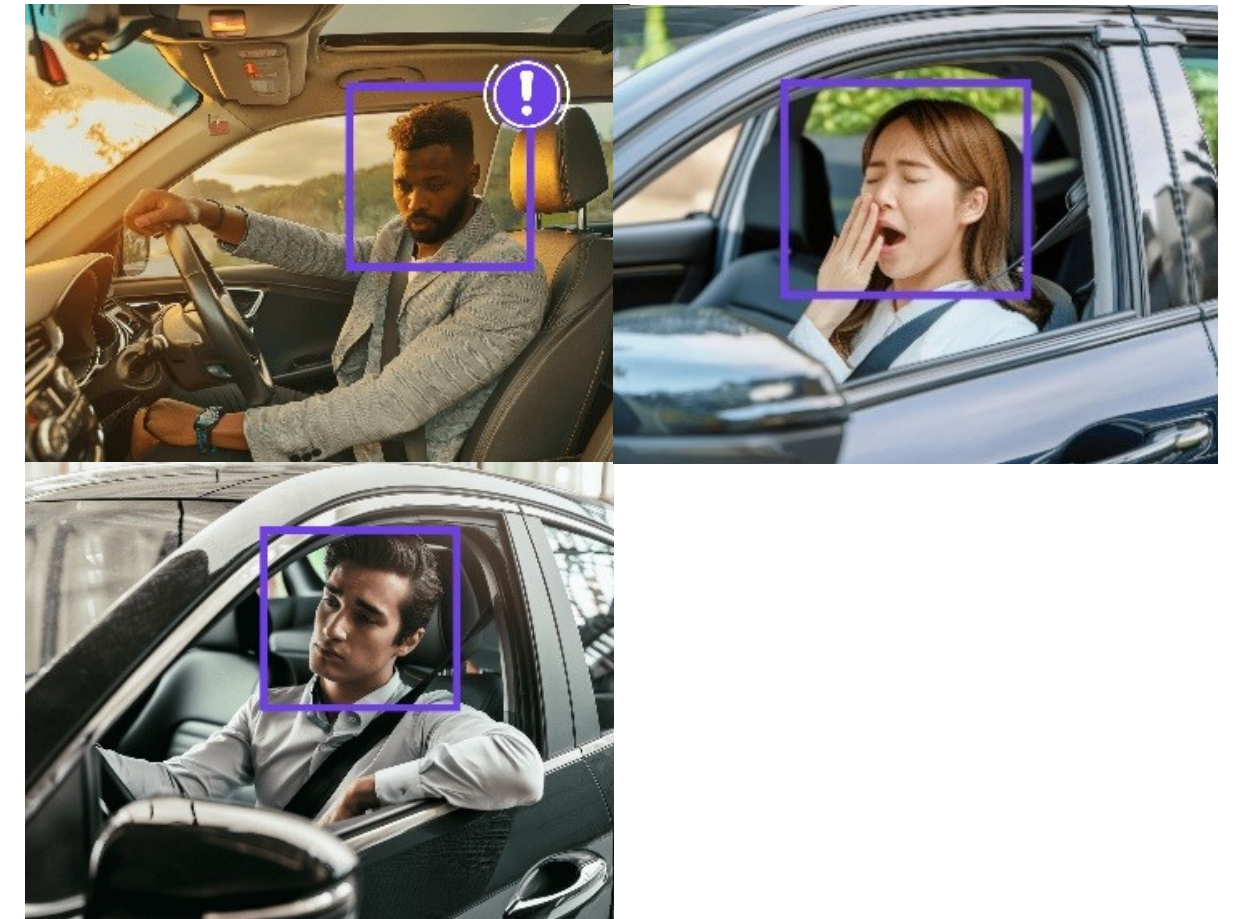
Improve driver and passenger safety protection

300 milliseconds reaction to help **prevent accidents**

Driver assistance **detection** of **attention**, **fatigue**, and **abnormal behavior**

Life-saving features like **auto-parking*** and **emergency call alerts** activate instantly

Fatigue and alcohol together account for **50% of road accidents** and fatalities in France — and globally



*Only available for cars **Source: www.gers.gouv.fr ***Source: NHTSA

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WiseDriver pricing

Automotive

3€ per vehicle
lifetime

- **0.3 sec reaction vs 30 sec with competitors !!**
- Software integration
- Driver fitness assessment
- Driver safety assistance

Transport

€5/monthly per vehicle
(€50/yearly)

- Independent hardware installation
- Driver fitness assessment
- Driver safety assistance

Insurance

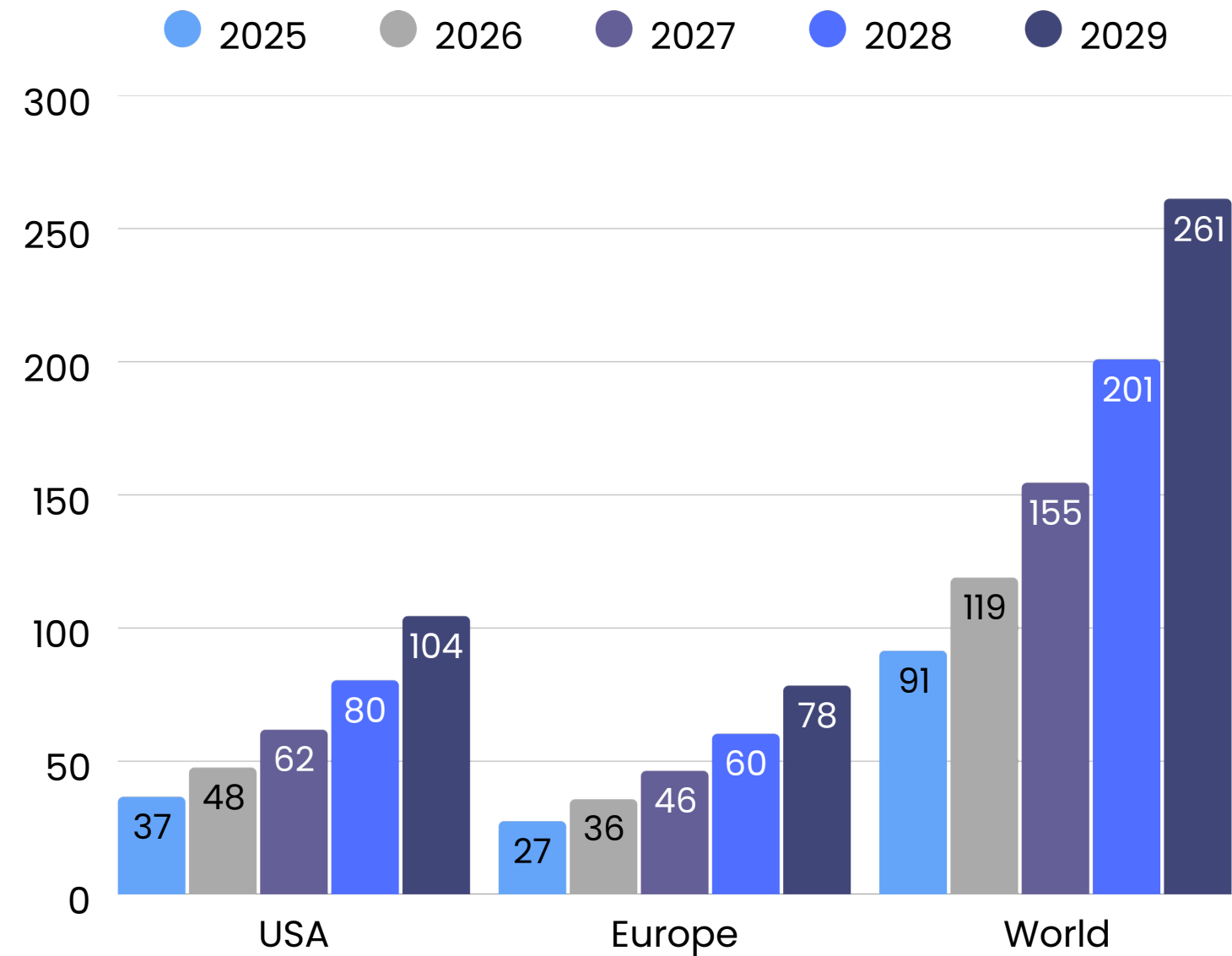
€5/monthly per device
(€50/yearly)

- Smartphone or independent hardware
- Driver fitness assessment
- Driver safety assistance
- Performance-based incentive

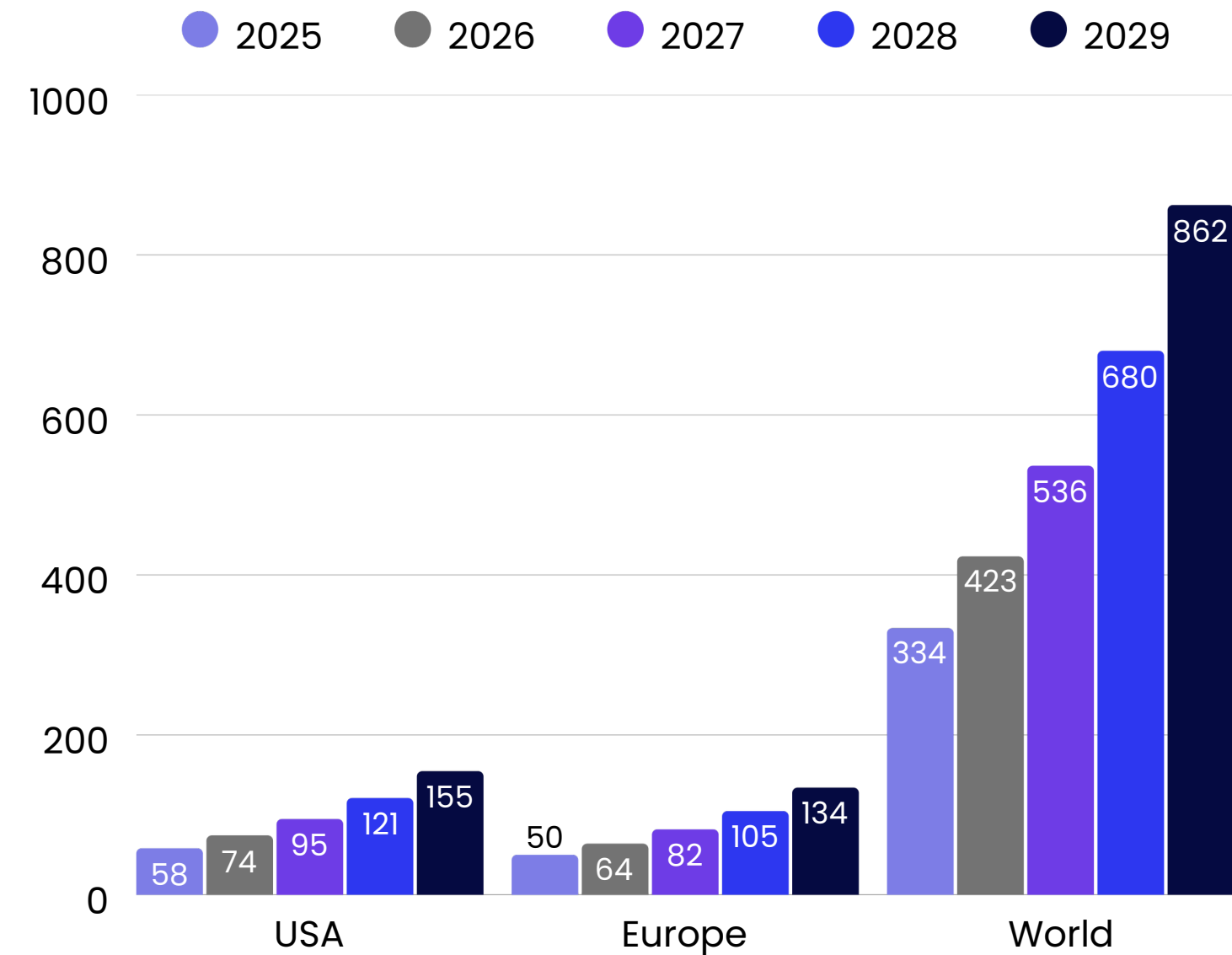
Note: Patient history not available in Europe per GDPR standards

overall industry growth projection

Affective Computing “Emotional Analysis”
estimate in USD billions (2025–29)



Cognitive Computing “Thinking Analysis”
estimate in USD billions (2025–29)



Sources: MarketsandMarkets; Grand View Research; Maximize Market Research; The Business Research Company; Fortune Business Insights; echnavio

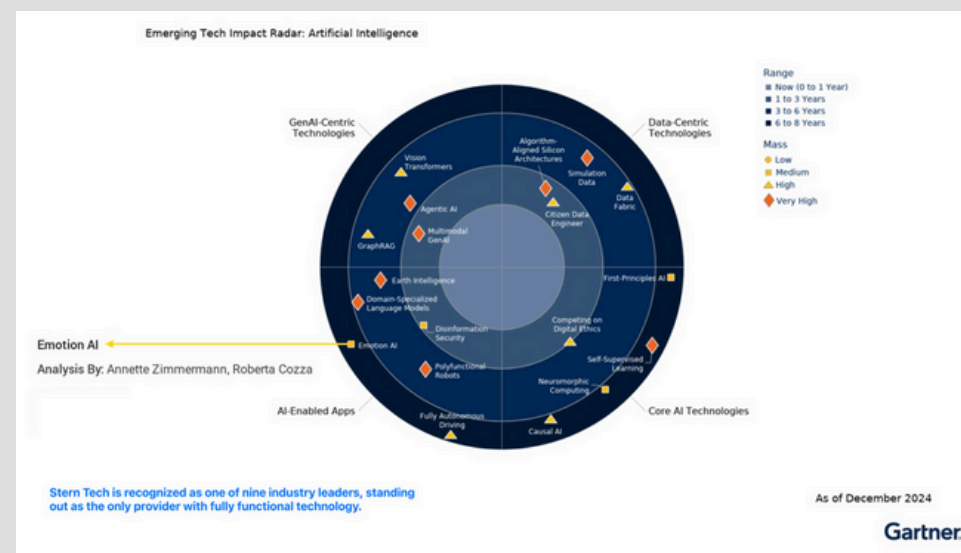
competitive landscape

	Stern Tech	I'm beside you	Affectiva x Smart Eye	Sensifai	Retorio	Cloudwalk	Replika	Clarifai	Savonix	Emteq	Cipia	Amazon Recognition	Tend	Camio
Facial														
Eye														
Voice														
Natural Language	NLP * NLU ** NLG ***						NLP *	NLP *	NLP *					NLP *
Gesture/Motion						Body						Body		
Crowd analysis														
Biometrics	HR, BR, Pupils (common cam)									EEG, HR, Skin (dedicated hardware)				

NLP (Natural Language Processing) focuses on processing text at a surface level, analyzing the structure, grammar, and literal meaning of what is said
NLU (Natural Language Understanding) goes a step further by interpreting the context, intent, and deeper meaning behind the words, focusing on what was meant rather than just what was said
NLG (Natural Language Generation) speech generation using appropriate vocal intonation

key supporting references

[Recognized by Gartner](#) in Dec 2024
and distinguished as the only provider
with fully functional technology



[Mentioned by Luc Julia](#)
co-creator of Siri, Apple's voice
assistant



[Interviewed by Delphine Sabattier](#)
French journalist specializing in
technological innovation



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Thank you!

They trust us

