

# Improving Lives by Uniting AI and Human Behavior

March 17, 2025

# problem

Organizations continue to inefficiently care for people's lives with their AI behavior analysis, creating:



Incomplete psychological insights



Information overload because simple AI generates nonqualified data



Time consumption due to AI and cognitive science complexity

**our mission**

Always Put People First

# our solutions



## Pegasus

Supports **leaders and teams** to gain reliable insights in real-time into how customers perceive content, products, and services

VALUE



## Shield

Aids **healthcare centers** and **adult patients** to assess patient needs upon arrival—medical, psychological, or social—and guide them to the right specialist



## VibeSync

Empowers **business leaders** to adjust their speeches during video conferences with real-time feedback on respondent engagement and interest. It also enables **teachers, trainers,** and **+** to monitor student engagement and assess class tension, fatigue, and concentration levels



## WiseDriver

Equips **automotive** and **transport safety** with real-time driver attention and fatigue monitoring, health analysis, and matching technologies that allow vehicles to trigger life-saving features

CARE

# Pegasus for market research studies

A disruptive integrated suite that provides enterprises with comprehensive data, custom interactive surveys, and actionable recommendations

Better understand panelists' responses in a **5 mn video** vs. **1 hour paper or digital survey (50 questions)**

**Interactive, flexible,** and **intuitive** for **admins** and **panelists**, maintaining high engagement levels

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

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** – 12 studies for 1 year with a 15% discount.

## 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

12 studies with 15% off

One time study request

## 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

12 studies with 15% off

One time study request

## Elite

On-Demand

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

Contact us



# Shield for healthcare

Seamlessly integrates with major healthcare systems and to effectively assess adult patients' needs and 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

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# Shield pricing

## Healthcare Centers

€10 per session

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

Contact us

## At Home

## Healthcare

€9.99 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

Contact us



# WiseDriver for vehicles

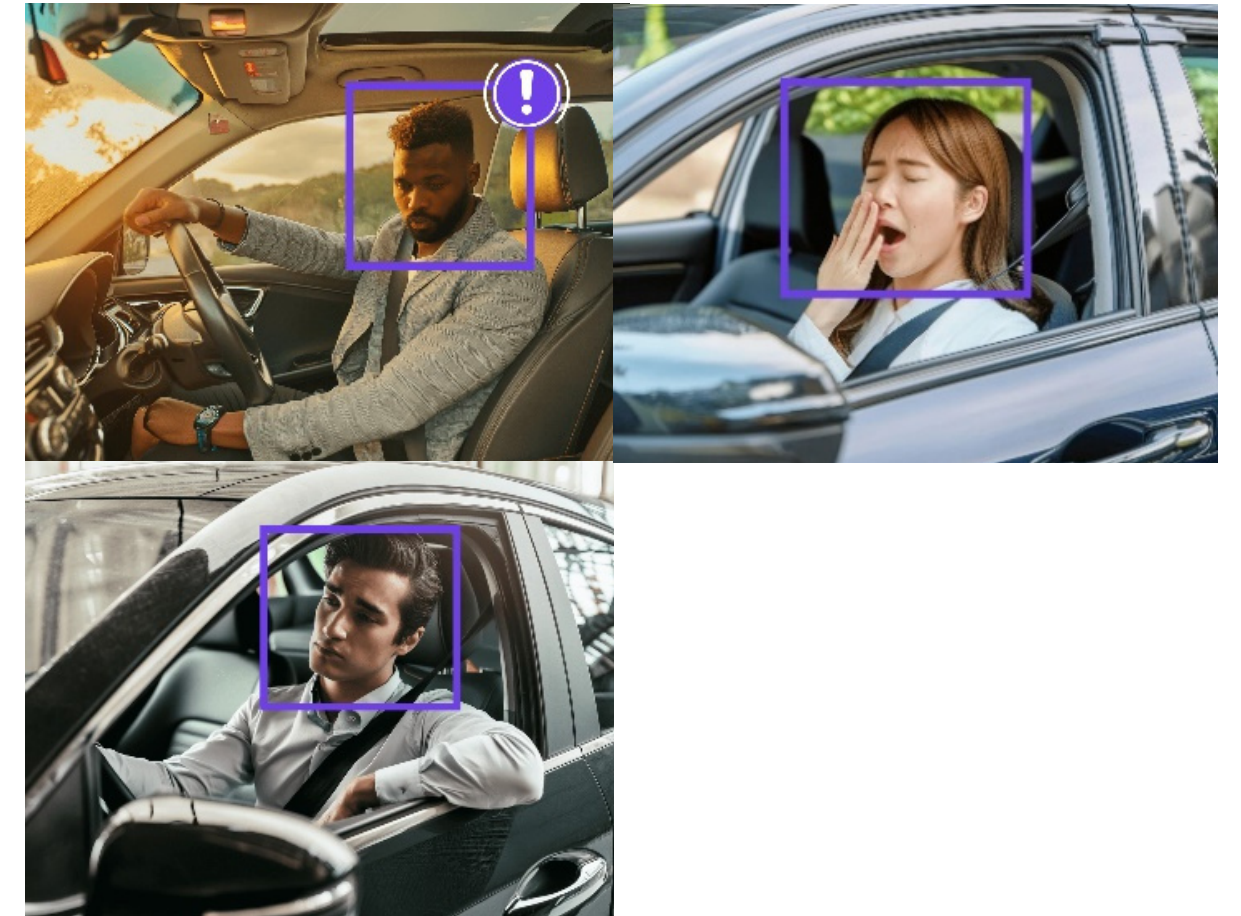
A comprehensive safety solution trusted for automotive manufacturers, seamlessly integrating with major vehicle systems to enhance driver and passenger protection

**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

Since 2008, fatigue causes **8% of fatal crashes in France\*\***, while **distractions** account for **8.7% in the US\*\*\***



\*Only available for cars \*\*Source: [www.gers.gouv.fr](http://www.gers.gouv.fr) \*\*\*Source: NHTSA

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# WiseDriver pricing

## Automotive

3€ per vehicle  
lifetime

- 0.3 sec reaction
- Software integration
- Driver fitness assessment
- Driver safety assistance

Get started

## Transport

€5/monthly per vehicle  
(€50/yearly)

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

Contact us

## Insurance

€5/monthly per device  
(€50/yearly)

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

Contact us

**Note:** Patient history not available in Europe per GDPR standards

# VibeSync for video meetings

A comprehensive platform that seamlessly integrates with MS Teams and other systems, enabling dynamic engagement for up to 1,000 participants.

Detailed meeting summaries with **duration, attendee lists**, and **auto-generated discussion chapters**

Engagement insights identifying **age, gender, location**, and **reactions** to discussion chapters. This includes metrics on **attention, stress, and engagement**, fully compliant with the **EU AI Act**

Key moment analysis, highlighting pivotal phrases and their **emotional** or **demographic impact**

**10–20€ lower per month** than leading competitors  
+ gain access to our exclusive behavioral analytics



# VibeSync pricing

**€9.90**

per user/monthly  
(€99/yearly)

## Essential

- Live concentration insights
- Live drowsiness-level insights
- Live stress level insights

Get started

**€14.90**

per user/monthly  
(€149/yearly)

## Advanced

- Live concentration insights
- Live drowsiness-level insights
- Live stress level insights
- Meeting transcript with concentration insights

Get started

**€19.90**

per user/monthly  
(€199/yearly)

## Elite

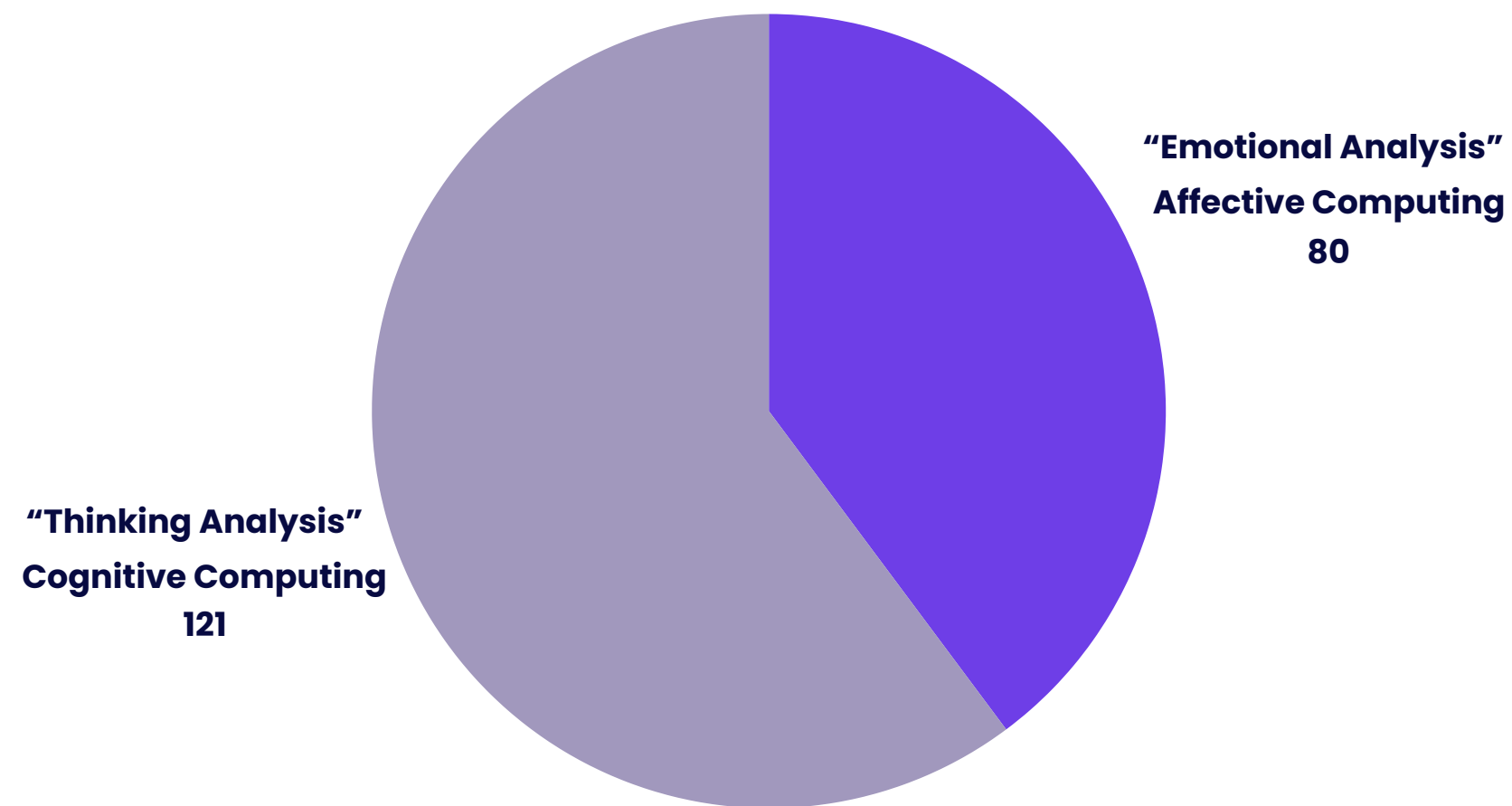
- Live concentration insights
- Live drowsiness-level insights
- Live stress level insights
- Meeting transcript with concentration insights
- Meeting summary
- Meeting chapter-detail
- Behavior Analysis

Get started

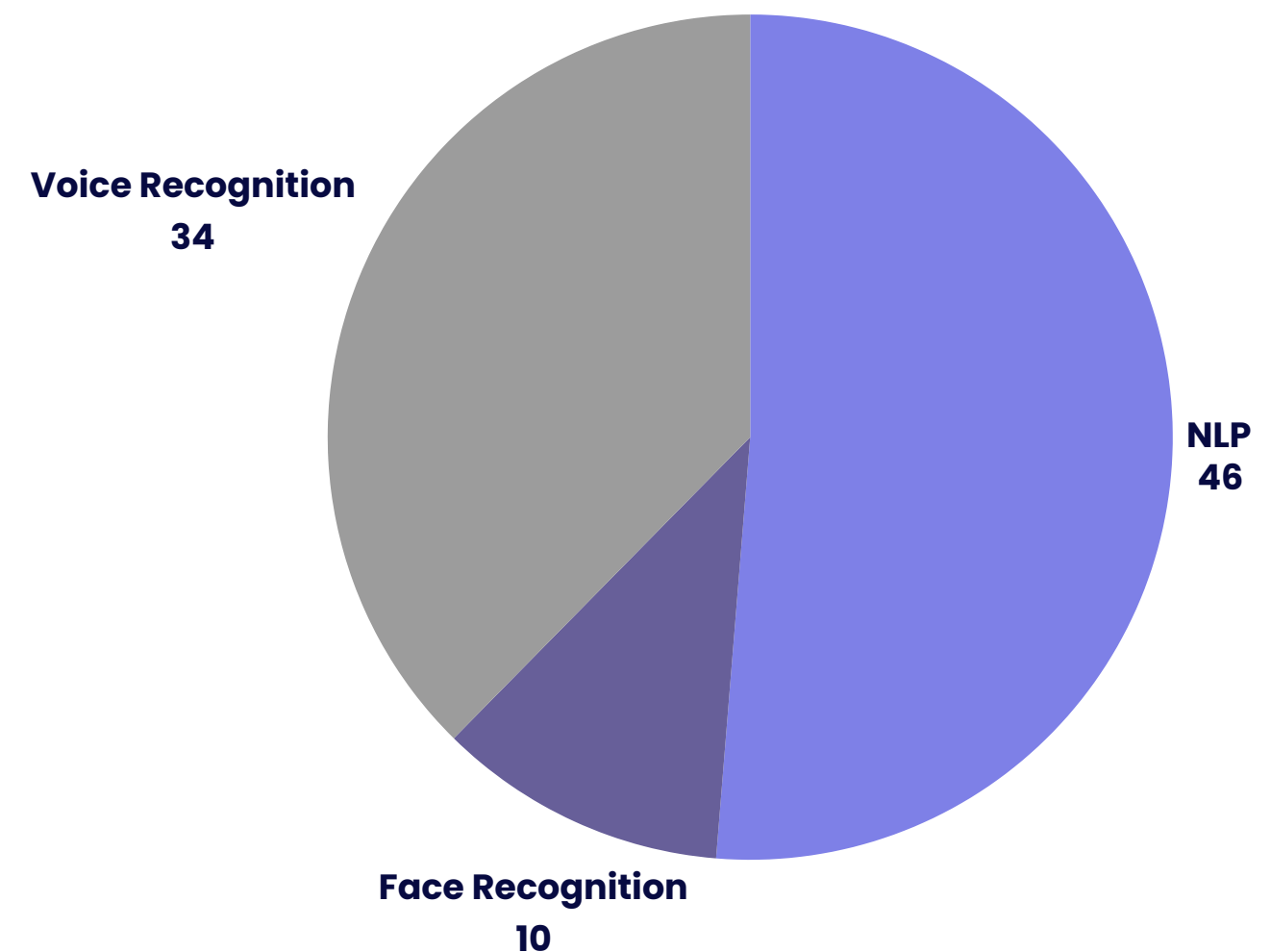
# industry size USA

We create the **union** between affective computing – “emotional analysis” (**what you feel**) with cognitive computing (**what you think**)

Affective and Cognitive Computing Union (in USD billions)



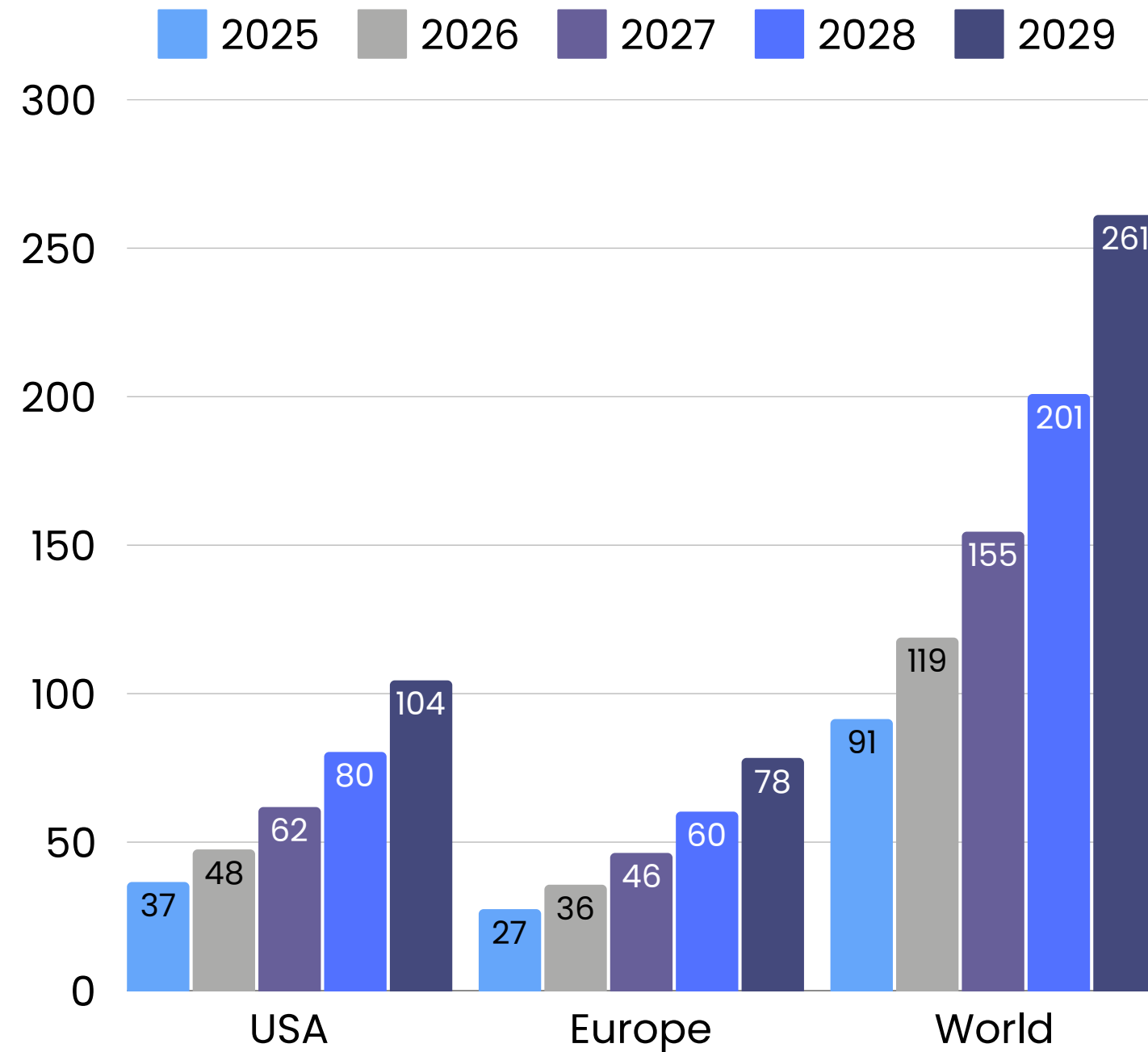
Other crucial elements (in USD billions)



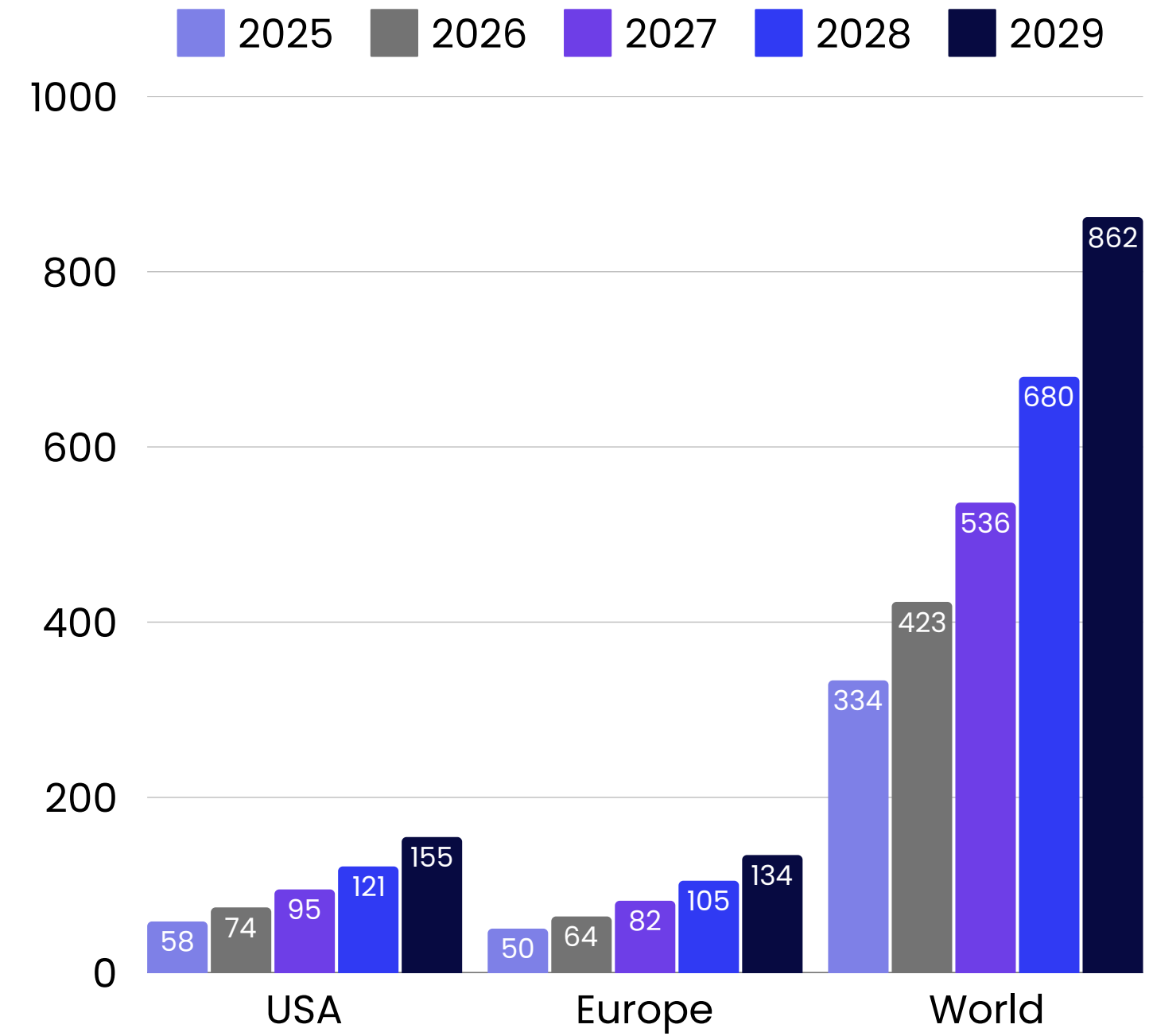


# industry growth projection

**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

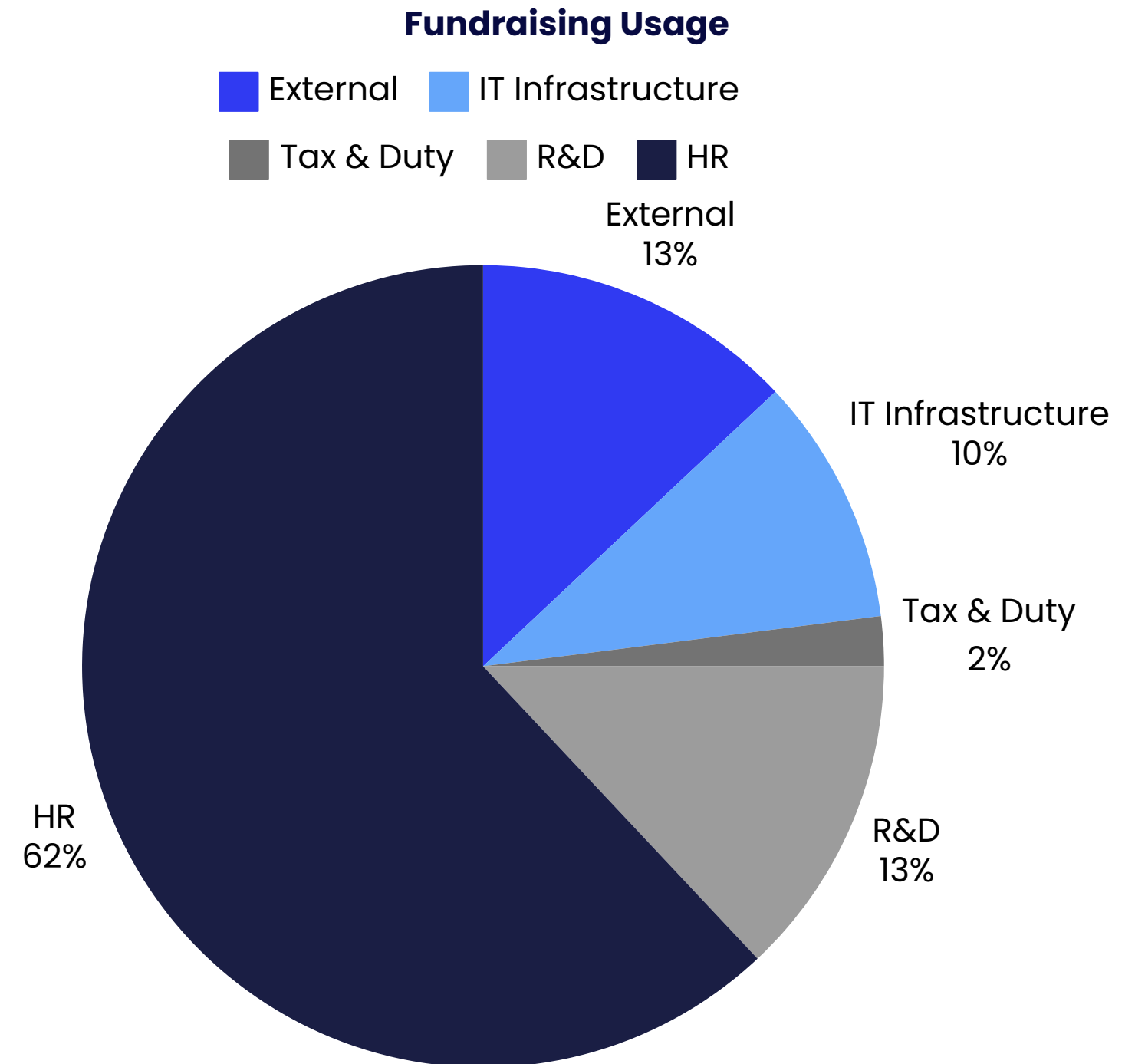
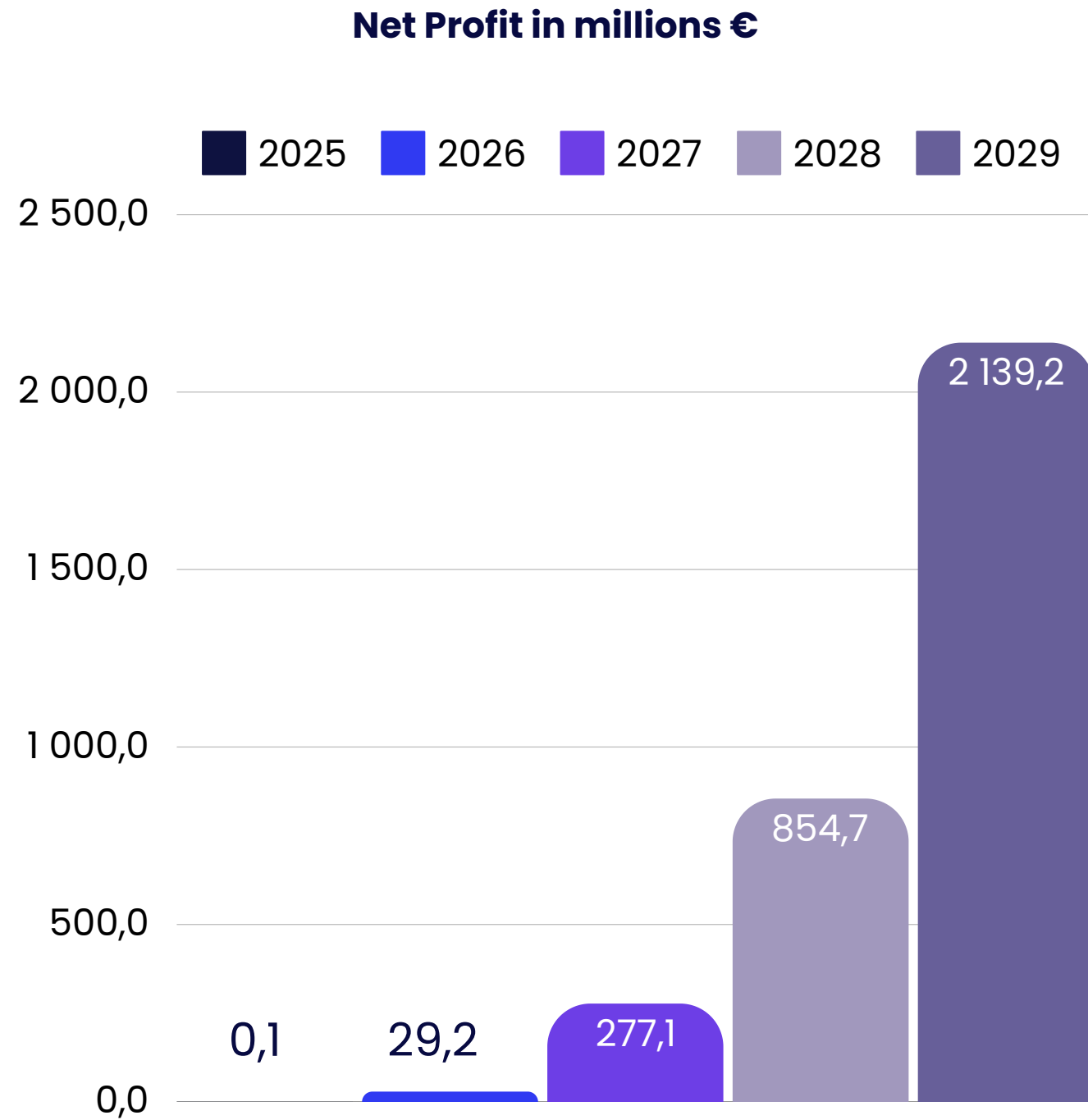
	Stern Tech	I'm beside you	Affectiva x Smart Eye	Sensifai	Retorio	Cloudwalk	Replika	Clarifai	Savonix	Emteq	Cipia	Amazon Recognition	Tend	Camio
Facial														
Eye														
Voice														
Natural Language	NLP * NLU ** NLG ***						NLP *	NLP *	NLP *					NLP *
Gesture/Motion						Body						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

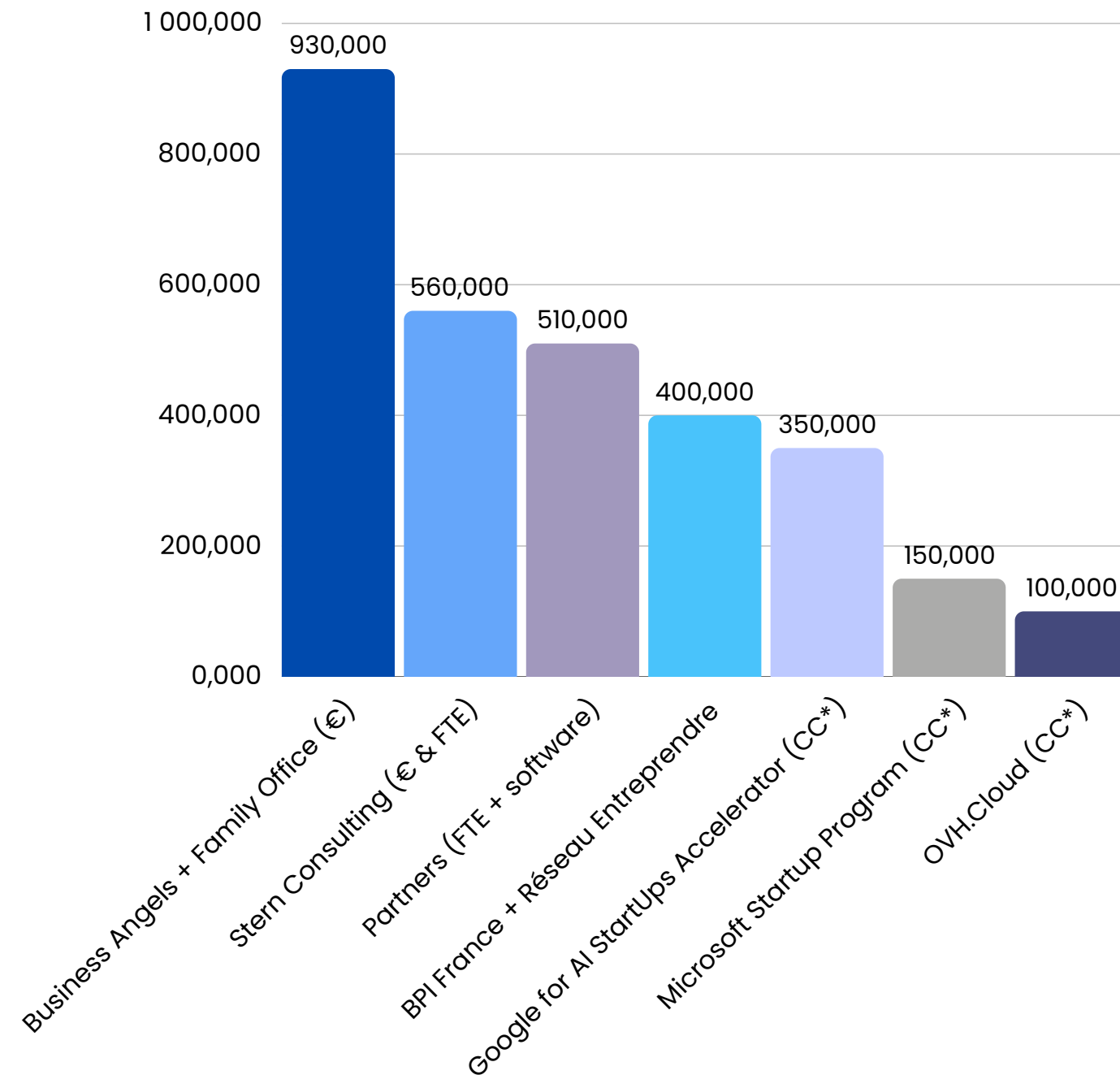
**NLG** (Natural Language Generation) speech generation using appropriate vocal intonation

# 5 yr business projection



# 3 B€ valuation expected by 2029

already funded a total of 3M €



Q1 2025 : Financial bridge of **600K€**

Q1 2026 : Series A fundraising **15M€**

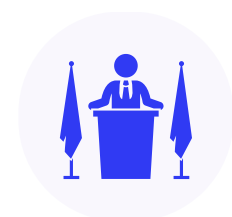
Are you ready to join this venture?



# growth markets



Retailers



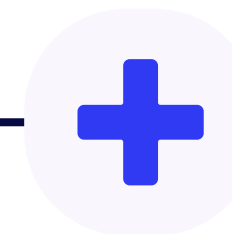
Government



Law Enforcement



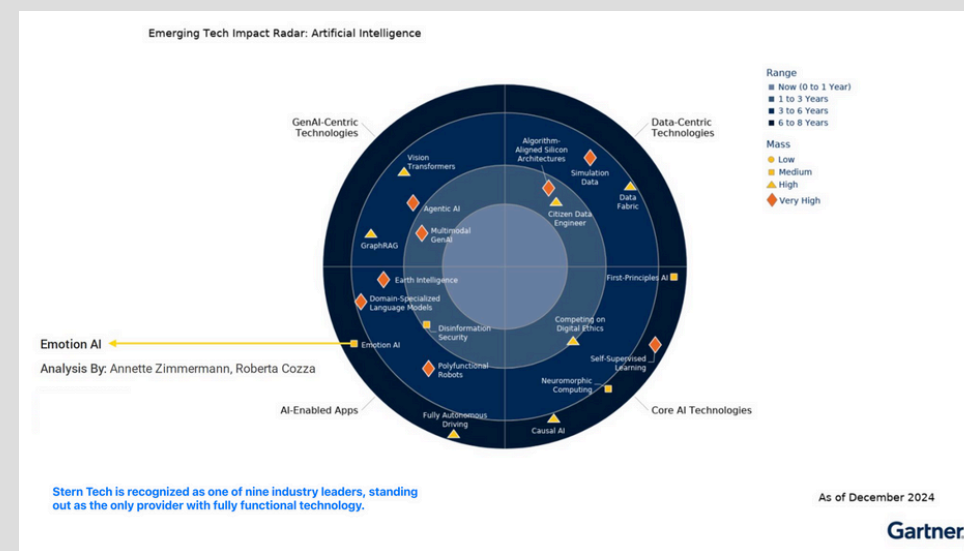
Fraud Prevention



And More

# 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



# leadership team



**Christophe Stern**   
CEO & Product Director  
christophe@stern.technology



**Betsy Leduc-Gomez**   
Sales & Marketing Director  
betsy@stern.technology



**Pierre Mazières**   
Chief Technology Officer  
pierre@stern.technology



**Antoine Bessin**   
Strategy & Partnerships Director  
antoine@stern.technology

## CONTACT US

investors@stern.technology  
sales@stern.technology

## FOLLOW US ON



## FIND US AT



18, Avenue Dutartre, Le Chesnay, 78150, FR





**Thank you!**

## They trust us

