

# Slovak neuromarketing consultancy SME is looking for partners with the aim to expand on foreign markets.

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: TOSK20200522001

**RICHIEDI MAGGIORI INFORMAZIONI**

A Slovak research company develops technologies and devices to examine complex consumer behavior in real conditions using consumer neuroscience. The system combines more inputs and methods based on real (hard) data so that the results are proven to be more objective. The preferred cooperation type is license agreement, joint venture or any partner agreement to help the company broaden its activities abroad.

Technology description: The device (currently in the shape of shopping cart for retailing and the vest for other premises (see attached picture)) allows a comprehensive assessment of consumer behavior as it records information about respondents' movements, visual attention, emotions (interest, frustration, excitement, polarity) and environmental factors. In this case, emotions are recorded using at least 3 methods to achieve the highest possible data validity. An integral part of measuring real emotions is recording environmental factors that have a major impact on a person's emotions, mostly on an unconscious level. Thus, it is possible to identify the real impact of marketing / ergonomic incentives on human perception. All recorded structured and unstructured data are processed into clear indicators in the form of scores.

Motivation of technology introduction: The need for a comprehensive understanding of decision-making and perception of the customer / person in real conditions based on hard data and clear interpretations. At the same time, providing the client information about real emotions of their customers / employees, which is only possible by taking into account the environmental factors (lighting, noise, air quality). Possibilities of using the technology: - Showrooms - Sales premises - Interaction (employees, technology) - Public premises (financial sector, waiting rooms) - Ergonomics (mental stress)

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