

# Russian developer of an IT product that recognizes, analyzes and interprets emotional behaviour is looking for a partner to conclude a joint venture agreement

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## Russian developer of an IT product that recognizes, analyzes and interprets emotional behaviour is looking for a partner to conclude a joint venture agreement

Identificativo proposta: BORU20210906001

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A Russian company has developed an innovative IT product that is able to assess the emotional status of people in real-time. The current version of the product is focused on HR purposes, for any company with more than 500 employees. The technology also can be used in such areas as medicine, retail, transportation, smart houses, car entertainment systems to increase sales. The company is looking for reliable partners to conclude a joint venture agreement.

The Russian company specializes in the development of IT products and solutions on the basis of people's emotional behavior, using AI algorithms. The company has established itself in the RF market. Besides IT, it has a strong team of professionals from various fields: marketers, designers, analysts, etc. The Russian company offers a developed innovative IT product that allows recognizing, to analyze and interpret the behavior and emotional state of people in real-time. This product is able to obtain up-to-date and reliable data on ten main indicators such as stress level, fatigue, physical well-being, presence in the workplace, teamwork level, engagement, stability, loyalty level, friendliness, efficiency. It is a powerful tool for various specialists that can significantly improve employees' emotional background, increase loyalty and engagement. The technology of this IT product is perfectly suitable for use in such areas: HR, retail, transportation, smart houses, car entertainment systems, as it is here that high sales are achieved thanks to the right emotions in people. This technology can also be used for medical purposes. It will automatically alert hospital staff if the patient's face shows signs of pain. The current version of the product is focused on HR purposes, for any company with more than 500 employees. The developed product is easy to operate. The customized camera allows to capture and to analyze these 10 main emotional states of people. The product can aggregate the received data of both entire divisions and individual employees. Allows to record the results of the emotional perception of people and conduct certain statistics. The IT product provides detailed information about employees. Thanks to such a thorough analysis and statistics, it allows correct and improves the emotional state of co-workers, to find out in what situations stress, irritability, and fatigue most often occur. The Russian company is looking for reliable partners in the field of marketing, PR, advertising, transportation, smart houses, car entertainment systems to conclude a joint venture agreement. As a result of this agreement, the company offers a joint venture with a 30% yield. In addition, the Russian company offers to patent this innovative technology together with a potential partner in the European market. The Russian team of specialists will help partners to study and install this IT product. The terms of cooperation are the subject of a separate discussion with the interested party. The purpose of this agreement for a Russian company is a partner with additional skills/resources that will help in the development of the project and also for the creation of a new legal entity.

**Riferimento Esterno:** BORU20210906001

**Tipo:** Business Offer

**Paese:** Russia

**Presentazione:** 06/09/2021

**Ultimo aggiornamento:** 22/09/2021

**Scadenza:** 23/09/2022

