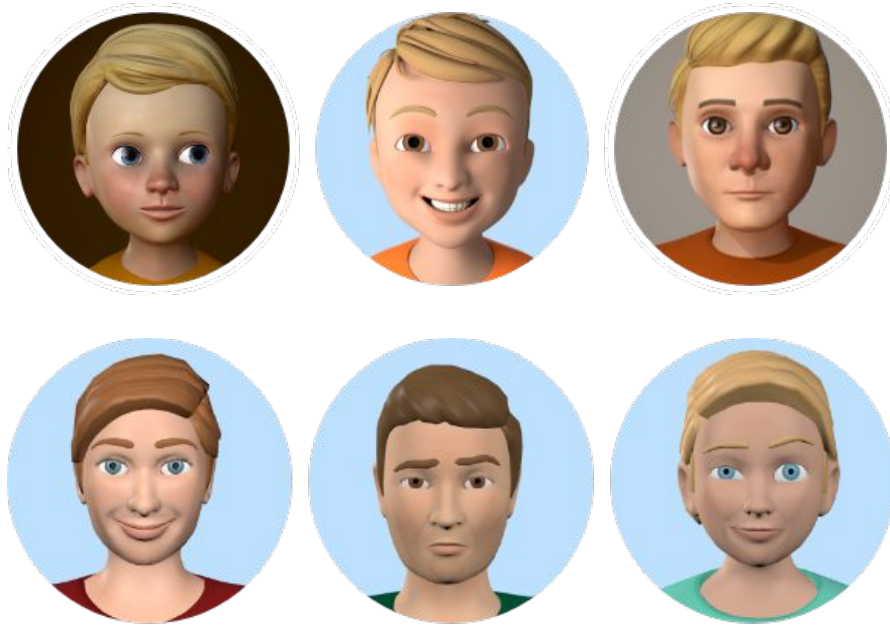




emoface

AI-powered digital therapy tools for training emotions and social skills

Emoface AI-driven avatars for training socio-emotional skills



Emoface is a **research spin-off** that proposes digital therapy tools for training social skills, by interacting with emotional avatars driven by generative models : **neural networks**

Specialized team (AI, design, clinical therapy) & key partners

Emoface Team



Adela Barbulescu

Founder & CEO

PhD in Computer Science / AI



Mayra Lima

Founder & CCO, CMO

UX UI Designer for Autism



Johan Martinsson

CTO & developer



Lena Manin

HIC internship

Autism expertise

Scientific Advisors



Juliette Cosnier

Speech therapist
specialized in Autism -
Clinical consultant



Charline GROSSARD

CHU Pitié-Salpêtrière,
ISIR et LiLLAB
Autism researcher



Rémi RONFARD

INRIA
Computer Graphics
researcher



Gérard BAILLY

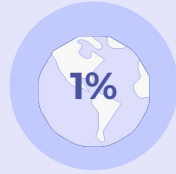
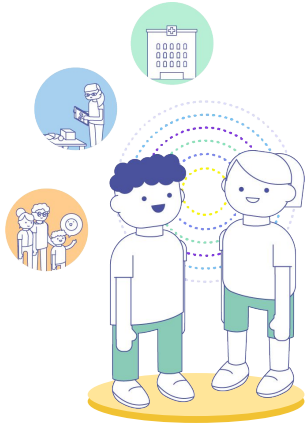
GIPSA-lab, CNRS
Speech and cognition
researcher

MENTORS & KEY PARTNERS



First segment of application Autism

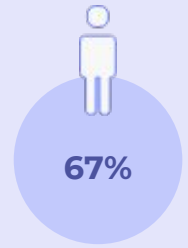
Autism is characterized by **difficulties in social interaction**. They lead to **social isolation** and **low employment rates** (independent of technical skills), which imply costs for the family and the state.



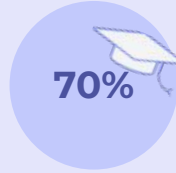
Global population
on the Autistic
Spectrum



People on the
Autistic Spectrum
in Europe



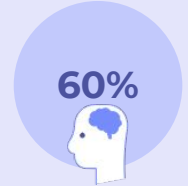
Socially isolated



Out of school



Unemployed

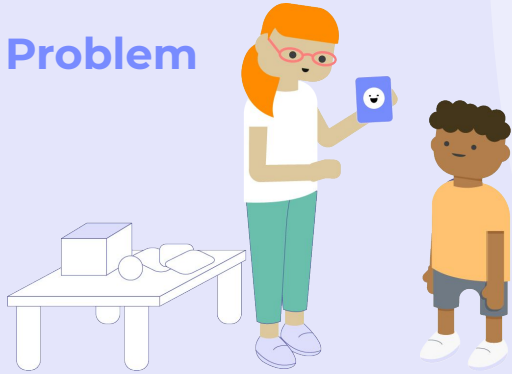


No intellectual
disability



French state costs
(treatments,
reimbursements)

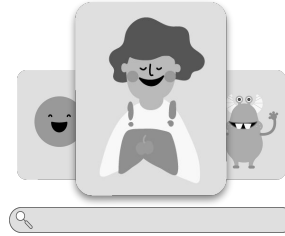
Problem



Very limited work tools for health specialists

Tools used by specialists to illustrate emotions show a huge **discrepancy** with behaviours in **reality**: the amount of information to process, the lack of interaction, etc. Specialists lack tools that can **generalize a learned skill** from the therapy session to a real situation.

Today, in order to learn a new emotion or social skill



Step 1

Professionals spend lots of time searching for visual content



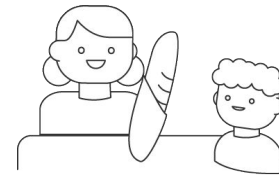
Step 2

They use tools that are limited, such as photos and pictograms



Missed step

Lack of tools to generalize learning to real situations



Step 3

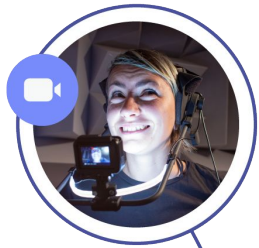
Patients face real situations

Our technological innovation

AI to generate emotional 3D animations

We recorded an **emotional database** that allows us to create **statistical models** for each analyzed emotion. These models are used to **generate a 3D audio-visual animations** for a new sentence and emotion.

This allows for an **infinite panel** of emotional animations that can be used for teaching social skills.



Recording emotions



Statistical modeling of emotions



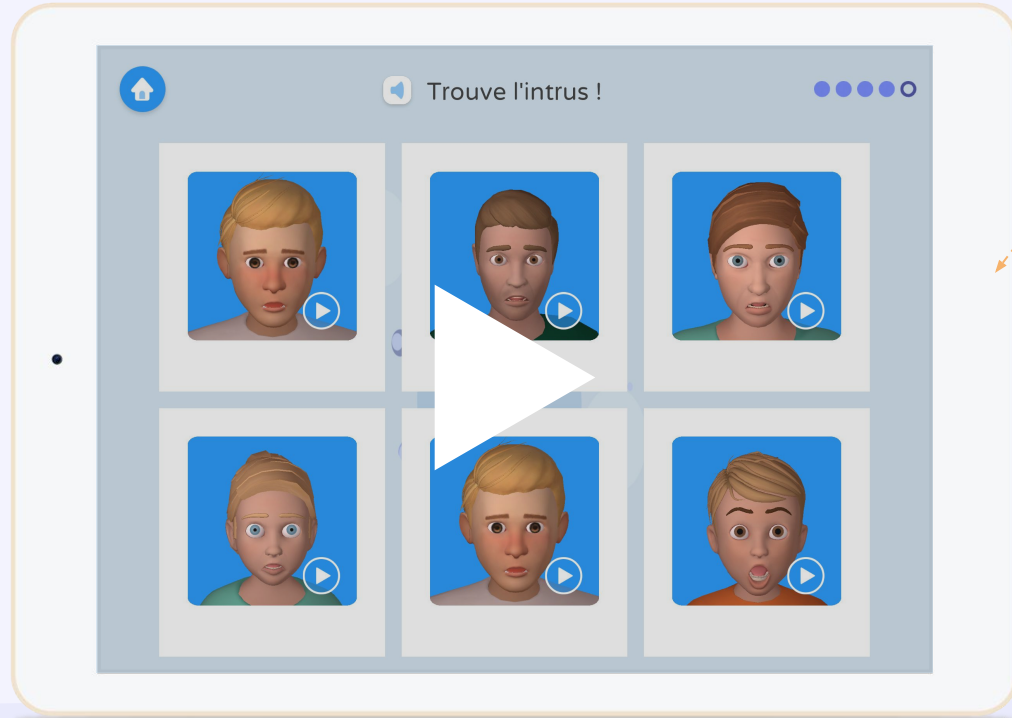
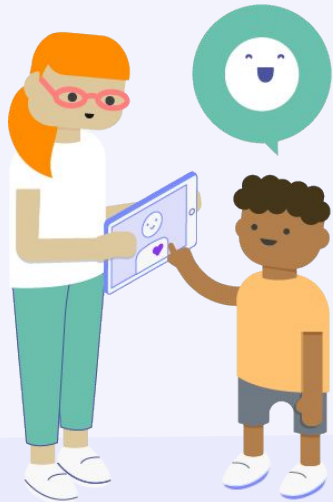
Audio-visual feature generation



Generated 3D animations :
Tender, Seductive, Scandalized,
Comforting

1st commercial product

Emoface Play&Learn Emotions



Click on the play button
to watch our video

Targeting growing multi-billion \$ global markets



70M
people

AUTISM

Independent professionals

Structures

Families

150 M€ (Fr)
1 B€ (USA)

700M
people



LEARNING DISABILITIES : Aphasia, ADHD, autism

Structures

Families

1 B€ (USA)



2B
children

SOCIAL EMOTIONAL LEARNING : All children

Schools

Families

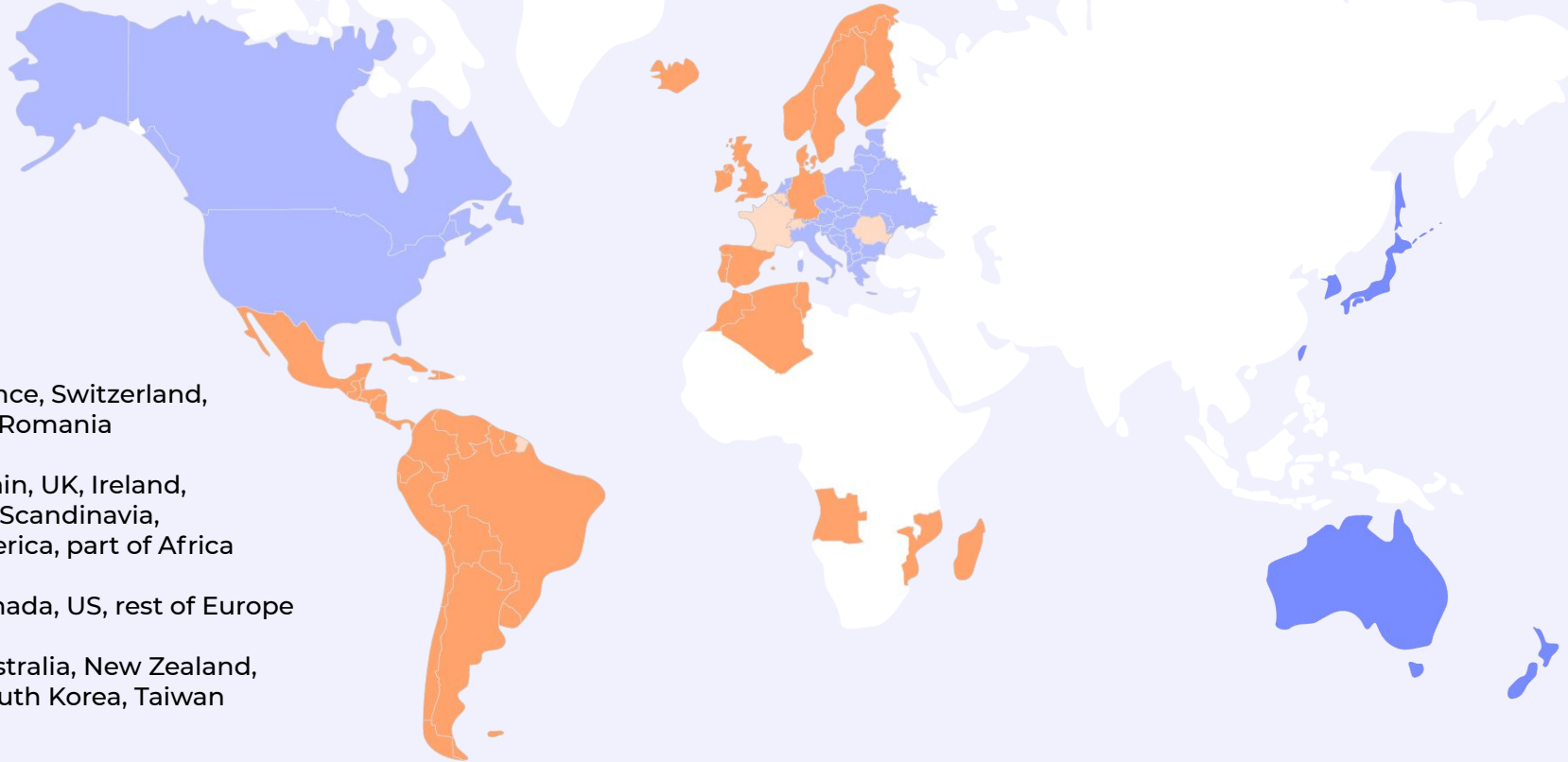
3 B€ (USA)

Today

2023

2024

Our go-to-market strategy for international growth



● **2021** : France, Switzerland, Belgium, Romania

● **2022** : Spain, UK, Ireland, Portugal, Scandinavia, Latin America, part of Africa

● **2023** : Canada, US, rest of Europe

● **2024** : Australia, New Zealand, Japan, South Korea, Taiwan

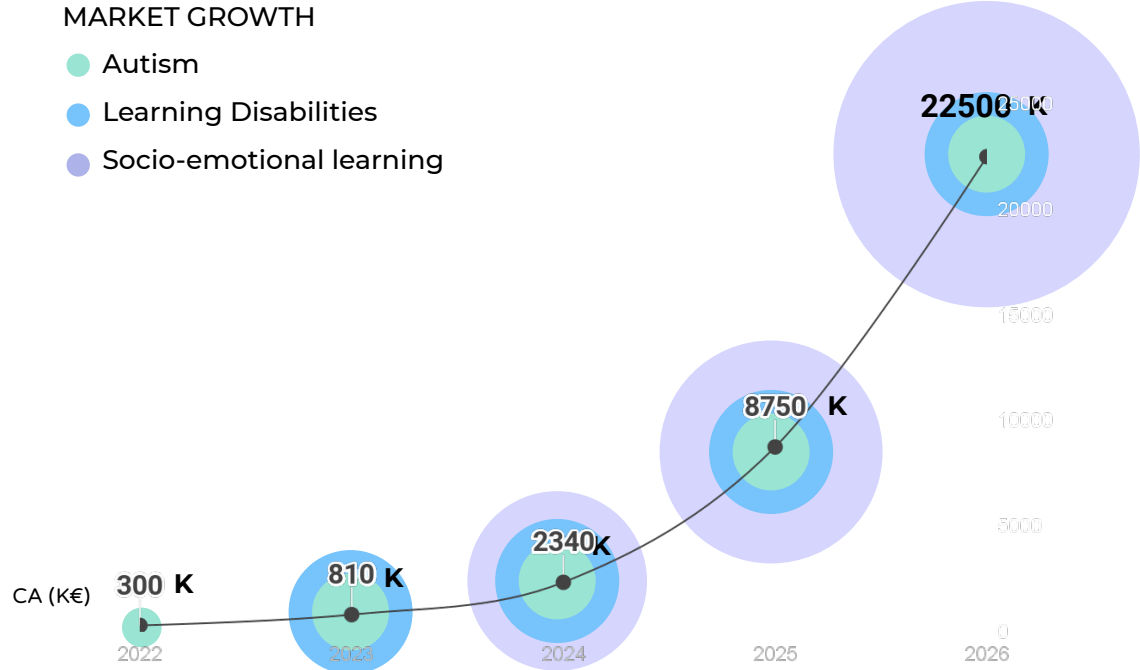
Business Model

B2B2C Subscriptions on mobile stores

Our first app, **Emoface Play&Learn emotions**, currently has **700 beta-users** and was launched in April 2021.

A **clinical evaluation** is planned to start in September 2021. In study : **medical device** certification process starting 2022.

We estimate a revenue of **22,5 M€ in 2026** to be reached with a total of **90.000 paying users**.



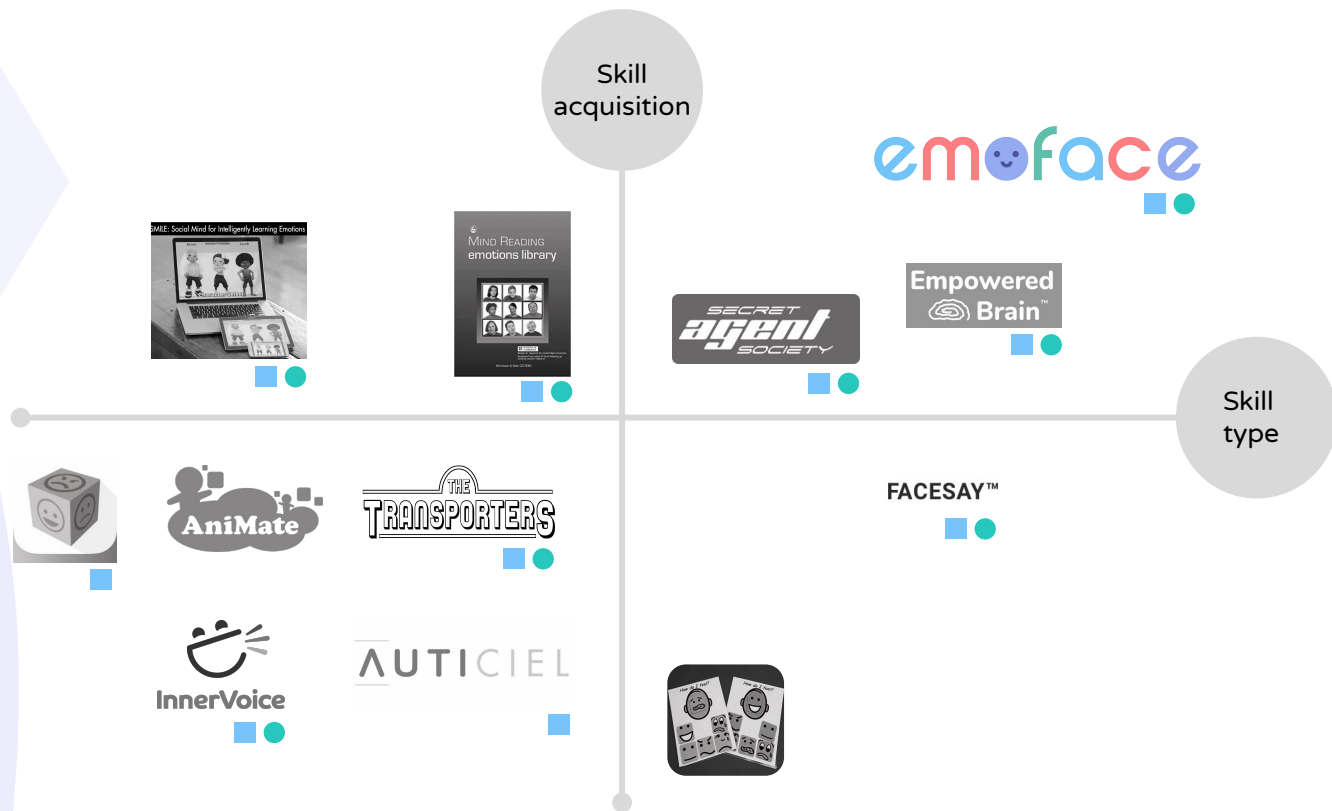
Competition

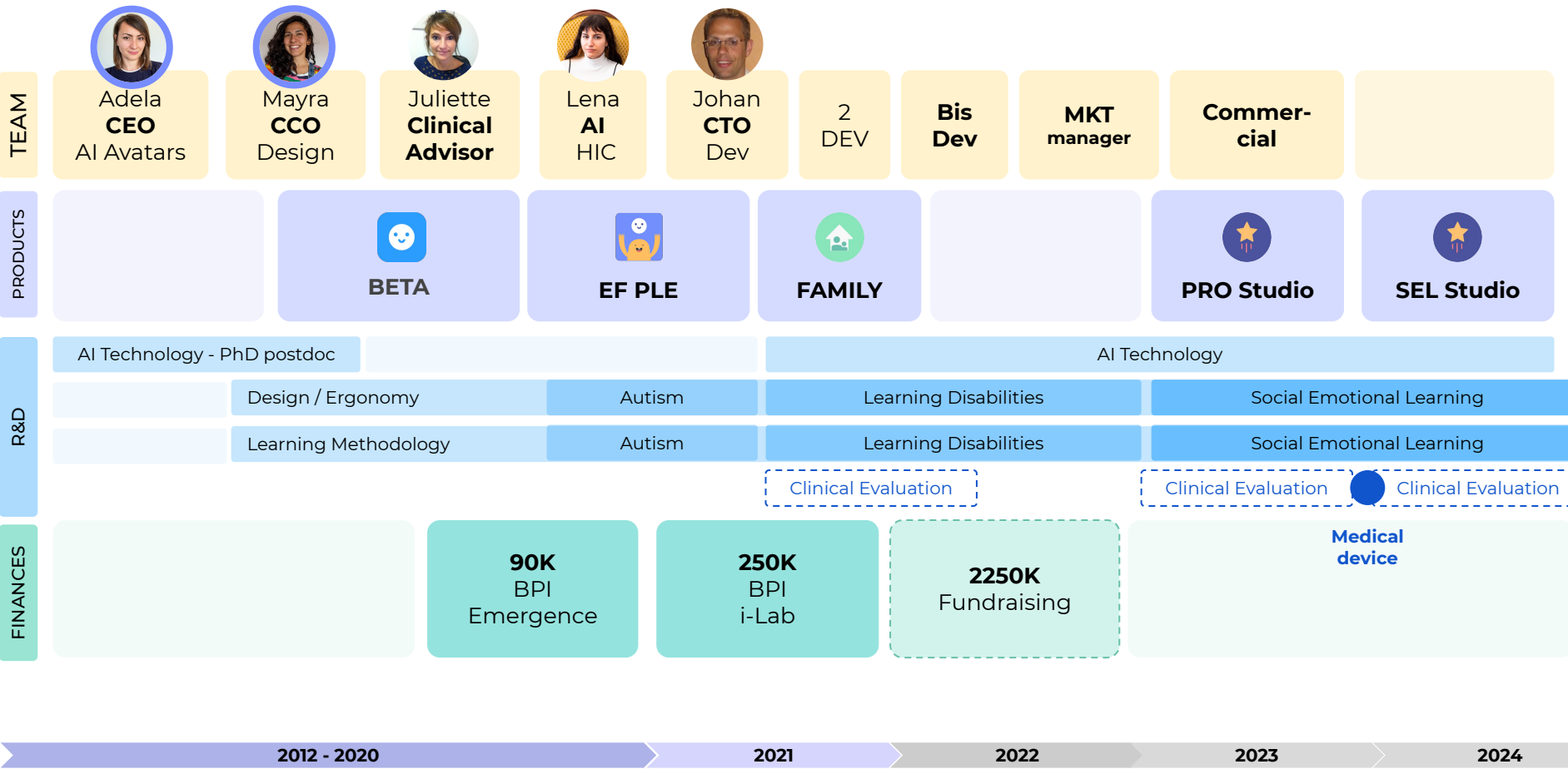
No other tools to generalize socio-emotional skills

- Digital tool
- Scientifically validated

Skill acquisition : the capacity to generalize a skill in real-life situations (given by quantity, diversity, and realism of the illustrated emotions and situations)

Skill type (for example: identify facial expressions, recognize and reproduce emotions, etc.)





Finances

Planning a fundraising in 2022



2.500.000€

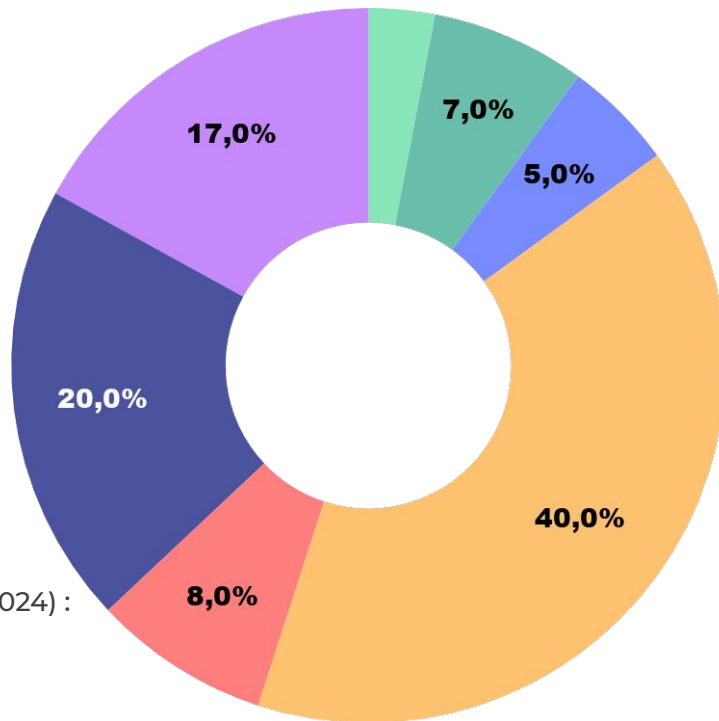
(250.000€ secured)

Budget for 24 months
Includes secured R&D budget



10 recruitments

Total recruitment by domain (2021-2024) :
4 R&D, 5 Technology,
3 Commercial, 3 Marketing &
Communication, 1 Admin



- Equipment
- Prestations
- Frais
- R&D
- Tech
- Mkt Comm
- Commercial



Thank you !

Adela, CEO Emoface

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