



## ITTENTION



### One line pitch:

Our artificial intelligence computes your attention: we give you eye-tracking results without any eye-tracker within seconds.

### Market Analysis:

We focus on communication optimisation and visual-based decision making: \* web agencies: fast and agile optimisation of web pages, ads placement, supermarket product positioning \* folders: print folders for retail, magazines visibility and efficiency optimisation \* programmatic ad servers : automatic choice of ads depending on the host website \* TV / producers : video clips message optimisation, product placement optimisation \* Security & Human-computer interfaces : visibility of important information on complex interfaces We mainly investigated the communication agencies until now. Only the 25 top US companies spent \$ 18.12 billion in 2012 with a total budget from \$ 1.6 billion to \$ 449 million.

### Value proposition:

We propose to: 1/ Optimise the performance of visual communications of several type of media 2/ Quantify the visual impact of visual communications of several media Competitive advantages: 1/ Time: several seconds to milliseconds depending of the algorithm versus weeks for classical eye-tracking 2/ All media: images, video, panoramic & 360° images, 3D models versus mainly images for the competitors 3/ Possibility to provide only the technological brick (API, SDK, ...) & patent for 3D attention

### Business Model:

We provide two kinds of technologies based on the same core: 1/ SAAS: \* A web platform for creative people to optimise and quantify the visual impact \* A web API for programmers to integrate our results in their framework SAAS business model is about monthly fixed fees. For more important clients we can personalize the offer including flat fees and per analysis fees (volume based) along with consulting and training. 2/ SOFT/OEM \* Compiled libs to be called on client server and integrated to the SOFT business plan is based on flat fees for buying the technology and then a percentage of the client earnings.

### IP and Regulatory situation:

We are a University Spin-off. The IP and the patent belong to the University and Ittention has the exclusive use of the IP. In exchange (in 2 years from now) we will pay 5% per year of our revenues to the University during maximum 10 years. Afterwards we get free exclusive use. ?There is a possibility for Ittention to fully buy the IP from the University.

### COMPANY PROFILE

- **Website:**  
www.ittention.com
- **Field:**
- **Contact:**  
MANCAS Matei  
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- **Location:**  
31, Bd. Dolez  
7000 Mons  
Belgium
- **Founded in:** //07/14/2016
- **Employees:** 1
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
19000
  - **Monthly burn rate:**  
0
  - **Capital seeking and date:**  
150000
- **Investors:**  
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