



# EmotionTrac, Inc.

Ticker: (Private)

## Corporate Profile

Sector: Technology  
Industry: Software - Application  
Website: Emotiontrac.com

Page 1 of 7

as of March 13, 2024

### COMPANY BACKGROUND

**EmotionTrac, Inc.** (the “Company” or “EmotionTrac”) is a patented AI technology platform that provides emotion detection and analysis, founded in March 2017 as Jnglz Inc. and became EmotionTrac Inc. on February 15, 2022. EmotionTrac is headquartered in Palm Beach County, Florida. The Company’s dynamic software platform enables content creators and advertisers to test emotional responses to video content from targeted audiences globally. EmotionTrac acts as a B2B fully automated self-serve cloud-based Software-as-a-Service (SaaS) solution and leverages its AI insights by empowering companies to deploy facial analysis tools that produce premium quantitative data for emotional reaction and engagement. The Company’s website is [www.emotiontrac.com](http://www.emotiontrac.com) EmotionTrac’s patented technology can analyze over 6,800 micro-facial standards per second, providing real-time insights into how an audience feels and engages with videos. For companies these facial detection tools provide the ability to capture unbiased data-driven insights allowing informed decision making and the possibility to refine or reproduce content that ultimately yields a higher return on Investment.

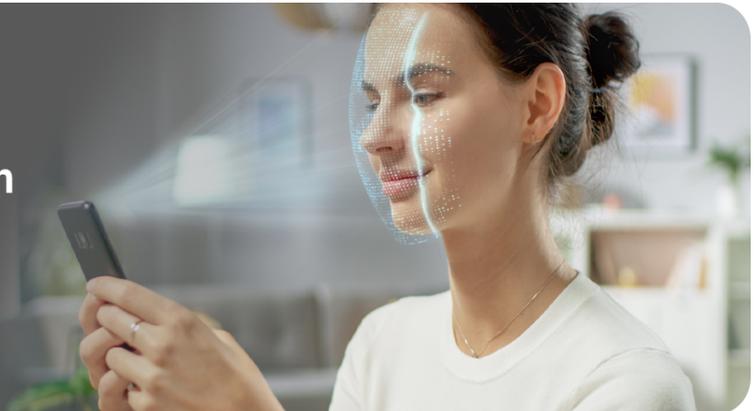
### PRODUCTS AND SOLUTIONS

EmotionTrac’s suite of facial detection AI tools are a cost effective and efficient solution for companies and advertisers. The platform allows 200+ demographic target options, empowering companies, and advertisers to tailor tests to specific groups. The quantitative data derived from these tests provide a true reflection of audience sentiment and a deeper understanding of human behavior that accelerates business sales and metrics.



## EmotionTrac

Patented AI Emotion Detection and Analysis Technology for Measuring Valuable Target Audience Impact.



The Company launched its advertisement testing solution in 2020 which covers a number of advertisements including Video, Billboards, Animatics, Storyboards, Visual Media, Radio and Copy. Since the launch EmotionTrac has developed dozens of creative clients including national brand advertisers, top agencies and film and Television producers. In addition, the companies platform is used across industry verticals and current clients include Amazon, Microsoft, Royal Caribbean and a series of Law firms while it continues to expand its client base across industry verticals. EmotionTrac provides emotional intelligence-delivering data-driven behavior that produces more accurate and faster insights than traditional market research collection methods. Prior methods of understanding human behavior within advertising relied heavily on costly consumer surveys and focus groups which neglected non-verbal communication despite its prevalence.

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Page 2 of 7

## Corporate Profile

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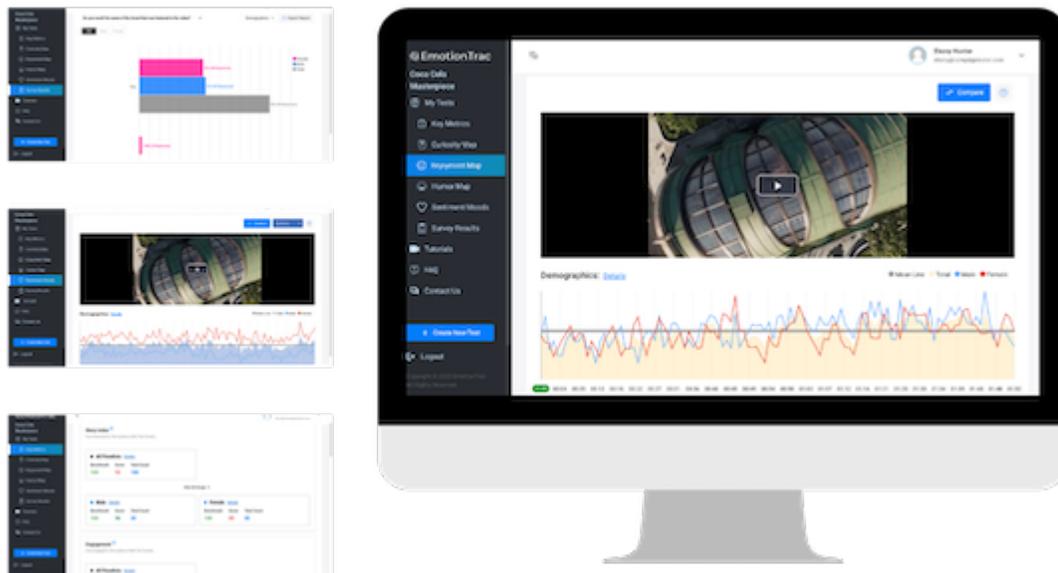
In 2021 EmotionTrac technology was voted the “Best Use of AI to Optimize Creative” by the Campaigns and Elections Industry.

EmotionTrac’s enhanced market research capabilities are offering companies across industries the power to understand and analyze an audience’s emotional state on a mass scale and opening up new opportunities in multi-billion-dollar markets to dramatically increase ROI on content delivery. EmotionTrac most recently established a relationship with Microsoft as a Marketing Partner for EmotionTrac solutions. The Company plans to expand this relationship to Microsoft’s corporate customers, potentially partnering on a validation application set to enhance Chat GPT and Dalle.

### TECHNOLOGY

EmotionTrac is an end-to-end technology platform for facial expression analysis. Its Mobile Software deploys video content and uses the front facing camera on a phone or computer to measure the viewers facial changes to interpret emotional states. This remote and privacy protected process results in rapid campaign deployment to pre-screened audience members, delivering quantitative results including 20 emotional states, measured moment by moment in addition to proprietary metrics.

EmotionTrac’s B2B software solution is highly scalable, currently the platform is testing the emotional response to video content from targeted audiences numbering 300 million people globally. Individuals voluntarily opt-in to watch video content via their mobile phone or computer. The platform can analyze over 6,800 micro-facial standards per second while simultaneously testing 200+ demographic target options and building comprehensive reports automatically. In addition, the patented AI technology is effective in emotion detection and analysis regardless of race, religion, nationality, age, or gender.



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THE EMOTIONTRAC TECHNOLOGY HAS BEEN ISSUED THREE U.S. PATENTS



Our solution  
Hold's 3 Patents

- **US PAT #10,609,450** – Method for hands and speech-free control of media presentations.
- **US PAT #10,880,602** – Method of objectively utilizing user facial expressions when viewing media presentations for evaluating a marketing campaign.
- **US PAT #11,257,317** – User engagement and mannerism tracking system and method for gaming systems.

BUSINESS MODEL

EmotionTrac has packaged its technology into a fully automated self-serve cloud-based Software-as-a-Service (SaaS) solution currently being sold to the US Legal and Creative Markets to test audiences' emotional reactions to video content.

Revenue is generated by charging customers in these industries to build and deploy tests of their content to a consenting panelist audience that matches the demographics of the customer's target audience. Within an hour of completing deployment, customers can immediately view Second-by-Second AI-generated data reports on the emotional impact of their content and use those insights to improve their messaging and drive better decision-making for their campaigns and videos.

The legal industry utilizes EmotionTrac's software service much like a mock jury to gain insights for jury selection, case strategy, case value, evidence, or testimonial impact and to build negotiating collateral. The creative media industries utilize EmotionTrac's software service to gain valuable emotional reading through audience insights for TV and film content, TV and video ads, movie trailers and election position strategies.

MARKET OPPORTUNITY

The global emotion, detection and recognition market size has been valued at \$65 Billion in 2024. EmotionTrac is in line to become a major player in the market as the Company targets an increasingly important commercial opportunity for scalable B2B software.

EmotionTrac is set to operate in the following industry verticals: Advertising, Legal and Commercial, Film and TV Productions and Retail Media Networks. In addition, the applications for this technology include legal cases, TV ads, movie trailers, and virtually any content that needs to be focus tested.

The Company's SaaS solution is well positioned to address multiple \$100 Billion markets, revolutionizing how research is conducted using Generative AI to report these insights. EmotionTrac's AI Analysis of Micro-Facial Expressions is disrupting how market research is conducted and reported. The American Bar Association (ABA) representing 700,000+ US lawyers, voted EmotionTrac as one of the top five new technologies introduced to the US legal industry. In addition, the US Campaign & Elections Industry Association recognized EmotionTrac (Branded "Campaign Tester") as the top new technology for creative in the industry.



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Website: Emotiontrac.com

Page 4 of 7

as of March 13, 2024

### ADDRESSABLE MARKETS

The AI emotion Recognition Market opportunity is seen further in deal activity, including current and previous successes within the space. Emotient is an AI company specializing in emotion detection and sentiment analysis was acquired by Apple in 2016. Realeyes an emotion detection software has secured \$40 M in venture funding. Affectiva, a generative AI and media analytics company has been acquired by Smart Eye, driver monitoring tech co., for \$73.5M and TobiiPro, a market research leader is generating more than \$400M from its eye tracking revenue.



### MANAGEMENT TEAM

**Aaron Itzkowitz - Chief Executive Officer, Founder, and Chairman.** Mr. Itzkowitz had a previous exit, prior to founding EmotionTrac, he led Successories.com and sold a division of the company at a substantial gain for investors. Mr. Itzkowitz has extensive experience in technology management and has driven growth across multiple start-ups and Fortune 100 companies. He spoke about his vision behind launching EmotionTrac by emphasizing the power of emotional analytics. In Itzkowitz words "I started EmotionTrac because I believe in the transformative potential of emotional analytics to revolutionize the way we understand and connect with an audience. The tools we are creating enable brands to create truly impactful experiences." He also led a key Hewlett Packard initiative, resulting in \$140 million in sales.

**David Markowski - President and Chief Financial Officer** with 30+ years of experience growing businesses. Mr. Markowski has experience in investment banking, working with prominent firms including Lehman Brothers, DH Blair & Co., and financing start-ups and public offerings. Mr. Markowski served as the CEO and Co-Founder of Newsgrade Corporation, directing their corporate development and technology expansion with an \$18 million software project.

**Jonathan Brickman - Chief Revenue Officer** and has been a growth company executive for over 25+ years with practical experience building successful high growth companies across a variety of industries. He has helped B2B Saas companies GTM scale and grow to \$100 million+.

**Shelli Garson - VP of Research and Insights** and has worked and partnered with top firms including Saatchi & Saatchi, Grey Group and McCann Worldgroup.

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# EmotionTrac, Inc.

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Page 5 of 7

## Corporate Profile

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**Ron Erickson - Advisory Director** and has served as an executive or co-founder for companies such as Microrim, GlobalTel Resources, Inc., GlobalVision, Inc., Egghead Software, Inc., and Blue Frog Media. He was the Sole investor in Double Down interactive, which sold for \$500 million in 2012.

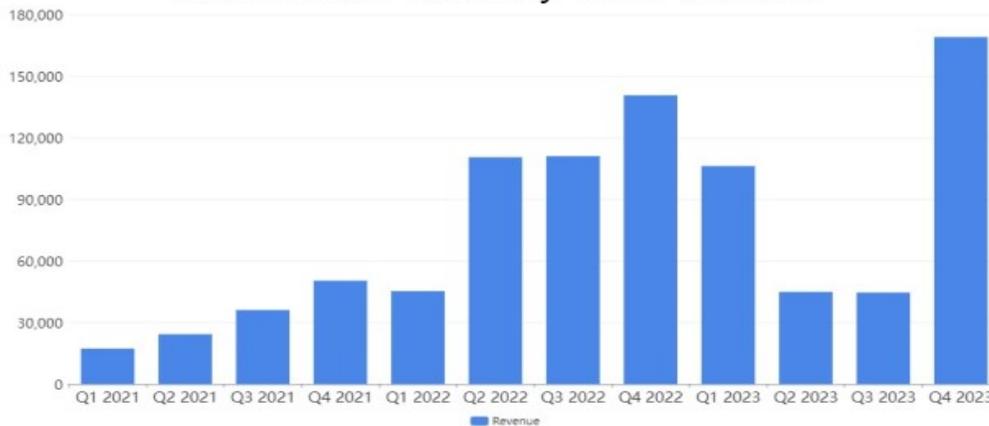
**Mark Coleman - Advisory Director and Digital Advisor** with extensive experience working with companies and brands such as Google and DoubleClick for more than 10 years. He launched DoubleClick’s Rich Media, Video and Dynamic ads products for strategic partners as well as a wide array of businesses in the digital advertising and commerce markets.

### FINANCIALS

EmotionTrac currently derives a substantial majority of its revenues from the Legal sector followed by the Advertising and Media Industries. Initial Sales efforts focused on the concentration of Legal firms, which entails a \$70B opportunity followed by Advertising, Media & Entertainment companies, Market Research firms and companies within the Political Sector.

Revenue is generated under a B2B business model by charging customer fees across industries to build and deploy tests of their content to a consenting panelist audience that matches the demographics of the customer’s target audience. EmotionTrac has booked over \$700,000 in sales since the platform launched in late 2020 and revenue continues to grow exponentially year over year.

### EmotionTrac Quarterly Gross Revenue



The Company’s latest financial statements for the year ended December 31, 2023 ( unaudited but reviewed by their CPA firm and published March 4, 2024) note the following improvements during the fiscal year ended December 31, 2023:

- Total Assets increased to \$634,894 from \$505,979 in the previous year.
- Net Revenues increased to \$313,113 from \$ 241,731 in the previous year.
- Gross Profit increased to \$280,260 from \$214,561 in the previous year.
- Operating Loss decreased to (\$986,252) from (\$1,117,325) in the previous year.
- Net Loss decreased to (\$1,032,994) from (\$1,128,105) in the previous year.

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Page 6 of 7

as of March 13, 2024

The company received proceeds from issuance of common stock of \$1,291,324 in 2023 vs. \$262,999 in 2022. The Company hopes to become profitable sometime during the current year 2024.

### CAPITAL STRUCTURE

The Company has raised over \$2.6M in equity since 2020 in various Regulation CF and Regulation D offerings. The Company currently has a Crowd Funding offering in place to raise up to \$618,000 through the Netcapital Funding Portal Inc. The Common Stock is being offered for \$2.50 per share with a \$250 minimum investment.

Prior to the current offering the Company had 6,396,040 shares of Class A Common stock Outstanding and 10,100,000 shares of Class B Common Stock outstanding (which have 10 votes per share). Mr. Itzkowitz owns 8,180,000 shares of Class B Common Stock or 81% of its voting power.

EmotionTrac intends to use a significant portion of the proceeds from capital raised towards Marketing and Sales efforts and expanding company staff.

#### Use of Proceeds (Assuming Maximum Raise)

Use	Value	% of Proceeds
Staff	\$150,000	24.3%
Marketing & Sales	\$167,243	27.1%
Product Development	\$150,000	24.3%
General & Administrative	\$120,000	19.4%
Intermediary fees	\$30,258	4.9%
	<b>\$618,000</b>	

### OUTLOOK AND VALUATION

Based on a total of 16,496,000 shares outstanding, at an offering price of \$2.50 per share, the current pre-money valuation is \$41,240,000. The Company anticipates it will continue to scale very rapidly in the next few years with its excellent patent protected software and AI and will build market share in the large industries they are focused on. We believe the Company will become an attractive acquisition candidate in the next few years given its patent protected technology and large addressable markets. As a result, the Companies shares appear compelling. Additional information about the company can be found on its crowdfunding portal at [www.Netcapital.com/companies/emotiontrac](http://www.Netcapital.com/companies/emotiontrac)

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# EmotionTrac, Inc.

Ticker: (Private)

Page 7 of 7

## Corporate Profile

as of March 13, 2024

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## Corporate Contact Information

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Banks or Investment Firms often rate companies as a BUY, HOLD or SELL. A BUY rating is often given when the security may deliver absolute returns of 15% or greater over the next 12 month period, and recommends that investors consider taking position assuming it meets their risk profile. A SELL rating is given when the security is expected to deliver negative returns over the next 12 months, while a HOLD rating implies flat returns over the next twelve months.

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