

eMotiv

Digital gift, to raise you up

Company Profile



eMotiv

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eMotiv

eMotiv will deliver the daily happiness
for all users through our digital gifts.

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History

2020

2021

2020.11

eMotiv Co.,Ltd established

2020.12

Collaboration with Hyundai Zero1ne PoC
Established Corporate Affiliated Research Institute

2021.03

Certification of Venture Business

2021.04

Excellence Award in Gangwon-type New Deal
Specialization Startup Item Contest
Excellence Award in Digital & Lifestyle Startup Support
Project

2021.06

Leading Company Award in Kibo Venture Camp 2020

2021.07

Seed investment attraction
(Hyundai Motors company, Infobank, MYSC)

2021.08

Collaboration with Tictoccroc & KYOBO Life Insurance
for Children's Cognitive Assessment program
2nd Place in Impact UP 2021

2021.10

Selected for Tech Incubator Program for Startup(TIPS)
in Korea
Excellence Award in Social Venture Competition
11 patent applications related to User Cognitive
Modeling

Our Company

Digital gift, to raise you up



Our company visions to provide digital gift toward people in need (ADHD, autism, dementia, depression) by providing an individual cognitive model via 'digital therapeutics' that provides easy diagnosis, allows continuous treatment, and tracks users' health data.

Our Company

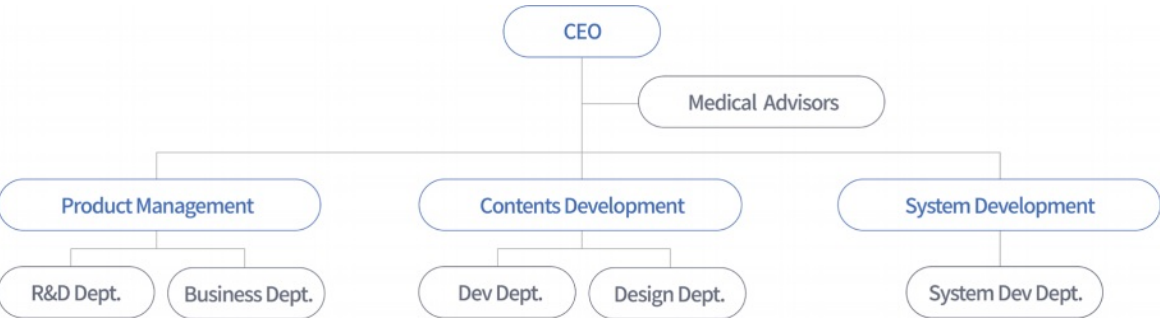
Team Composed of Experts in Various Fields

With individuals highly experienced in R&D, Game development, PM, etc.



CEO Jung-Sang Min

B.S. in Industrial Engineering, Korea University
M.S. in Cognitive Ergonomics, Korea University
Ex. Senior Research Engineer in Hyundai Motors Company (2011 ~ 2020)
eMotiv Co.,Ltd CEO (2021.11~)



eMotiv Co.,Ltd is a company that develops digital therapeutics (DTx) that can diagnose, treat, and track children's ADHD based on cognitive models and mobile games. Through in-depth interviews with psychiatrists and parents of children with ADHD, we found that the psychological, economical burden of treatment for ADHD is high, and it took an average of two years or more to go to the hospital for the actual treatment. We have developed a method to relieve the burden of cost and time of treatment.

Starting with children's ADHD, we are planning to expand our services to various mental disorders such as autism, depression and dementia. We are not only aiming to diagnose and treat symptoms through games, but also to continuously analyze and care for users' mental data.

eMotiv Co.,Ltd will deliver the daily happiness of all users through our digital gifts.

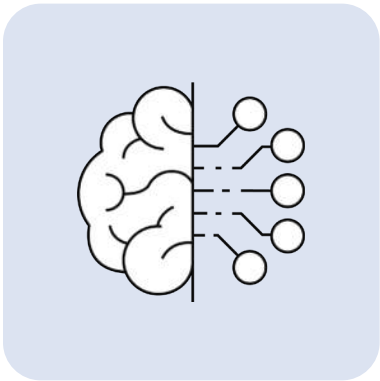
Thank you.

CEO Jung-Sang Min

Core Technology

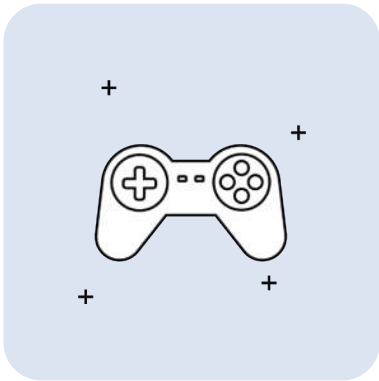
Cognitive Modeling + Gamification + UI/UX + Data Analysis

With combination of our technology, users can evaluate/enhance their cognitive status in real time and screen the possibility of ADHD.



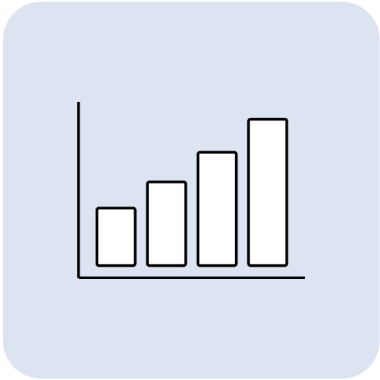
Cognitive Modeling

Extracting user's cognitive architecture via neurological and behavioral data



Gamification

Providing cognitive training process in form of an immersive game



User Friendly Interface

Convenient UX /UI for real-time Digital Chart displaying quantitative & qualitative evaluation results



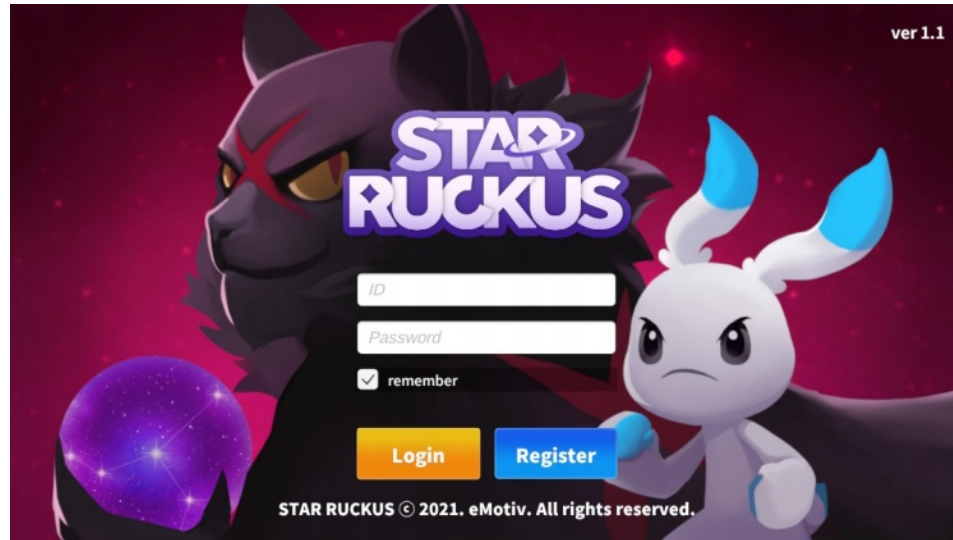
Data Analysis

Developing data analysis and algorithm for quantitative evaluation of user status

Our Service

STAR RUCKUS, the Digital Solution for Children with ADHD

Assessing and Enhancing cognitive abilities



Star Ruckus is a digital treatment for children with ADHD that allows users to quickly and safely evaluate and screen ADHD symptoms. Our Cognitive Model not only quantifies the users' weak & vulnerable cognitive factors of the brain, but also assists users to bring their level back to the neurotypical standard

Before visiting any hospitals, Star Ruckus allows self-diagnosis for children with ADHD and those with potential symptoms, creating a natural environment for cognitive improvement



Engaging

Providing games suitable for child's preference with immersive gameplay experience



Time Saving

Accurate and rapid screening results via digital avatar which does the task on behalf of the user



Analytical

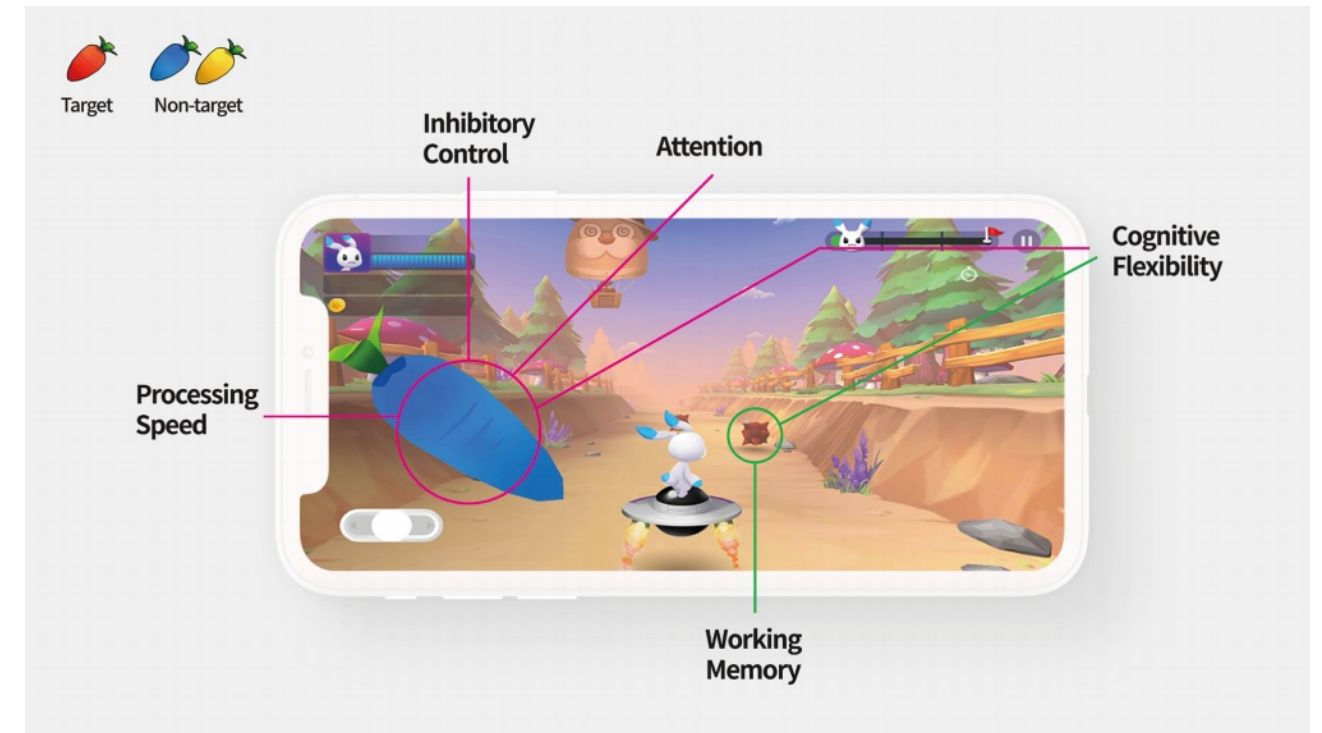
Clear and concise digital chart results through quantification from gameplay data

Our Service

Cognitive Assessment based on Cognitive Modeling

5 Assessment Factors : Working Memory, Inhibitory Control, Attention, Cognitive Flexibility, Processing Speed

Combining certified cognitive assessment/enhancement methods (TOVA, ADS, IQ tests, etc) with games



Working Memory

Working memory lets us work with various sensory information without losing track of what we're doing. Despite its limited capacity, working memory allows us to apply that temporary information in our daily lives.

Inhibitory Control

The ability to control our behavior, emotions, and cognitions in order to adapt to our natural and social environment. It measures how well individuals suppress these components and respond to only one specific stimulus.

Cognitive Flexibility

The ability to adapt our behavior and thinking in response to the environment. It presents how well individuals modify thinking based on a change in expectations and/or demands.

Attention

The ability to actively focus on two or more things while tuning out unnecessary information of the surrounding environment. It represents how many, how long and how well an individual's attention can be maintained.

Processing Speed

The speed it takes for an individual to efficiently and correctly complete a given task. Noticing is one thing, but responding to that stimulus is another.

Our Service

5 Games for 5 Assessment

Connect the stars → Enemy Spotted → Soldier Selection
→ Puzzle of Intelligence → Duel with Verue

01 Connect the stars

Attention

Connect the numbers in order staring from 1.
However, the color must always be different from the number before.



03 Soldier Selection

Processing Speed

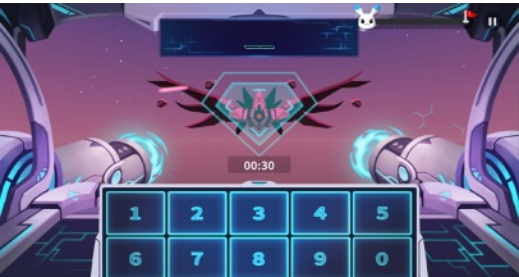
Find the soldier in the lower row. same as the one in the upper row.
If there are none, choose X.



05 Duel with Verue

Working Memory

Numbers will be given in a sequence.
Type the numbers in reverse order, to attack the enemy.



Our Service

2 Enhancement Games to Improve Cognitive Abilities

Training 1, Training 2

01 Training 1

Attention Inhibitory Control Processing Speed Cognitive Flexibility Working Memory

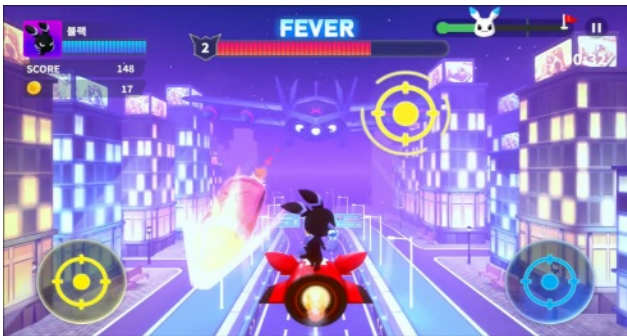
Tilt your phone left and right while driving, to avoid obstacles.
Your health decreases when you crash into the obstacles.
Simutaneously, touch the screen only when a red carrot appears.
Don't touch carrots with different colors.



02 Training 2

Attention Inhibitory Control Processing Speed Cognitive Flexibility Working Memory

Swipe the screen left or right, to avoid enemy attacks.
At the same time, notice color shown on the enemy and press the attack button.
Press the button of the same color regardless of the location it appeared in.



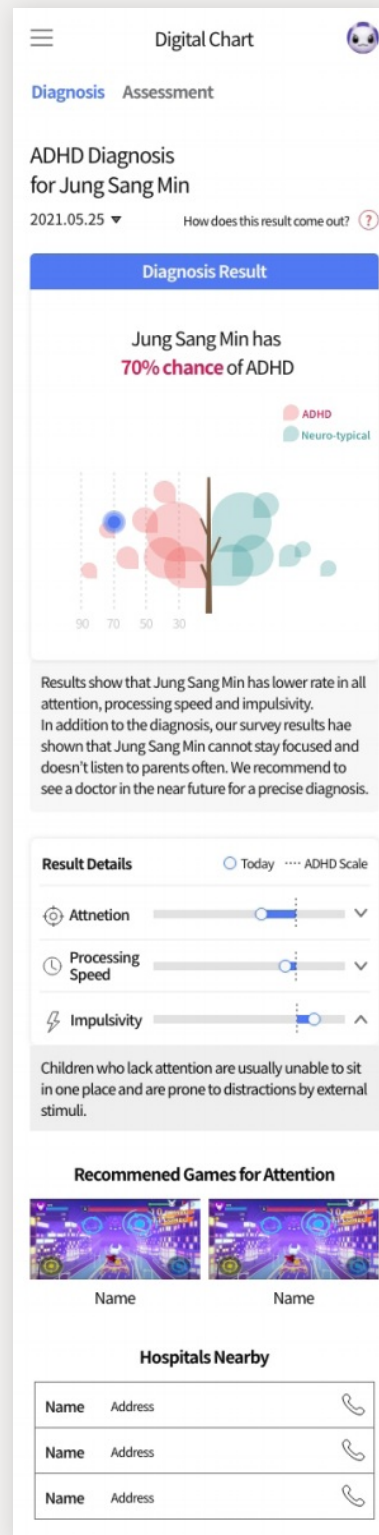
30 minutes a day for more than 6 months

Our Service

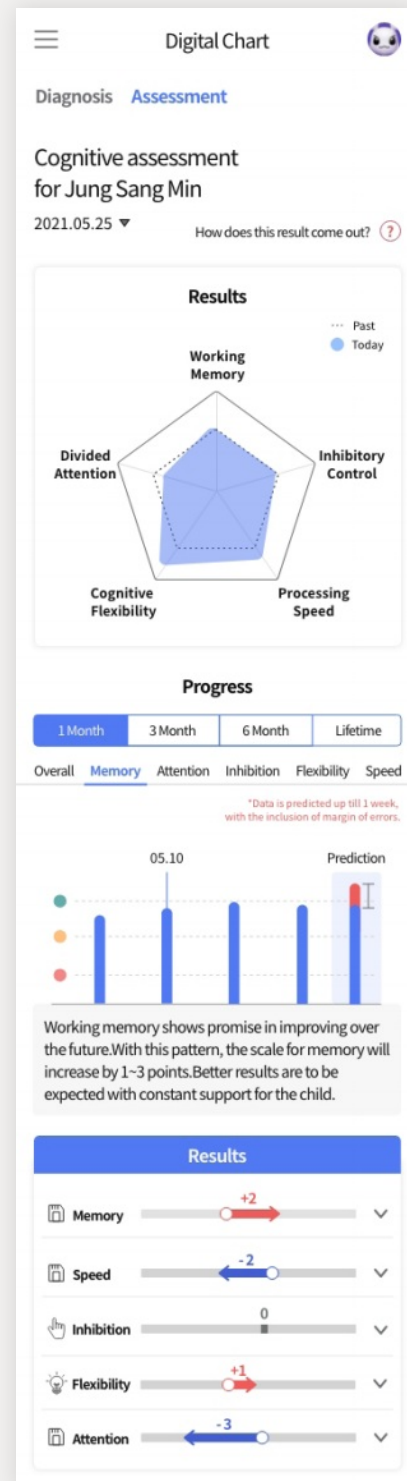
Diagnosis and Assessment Dashboard

Our report provides objective diagnosis and information through cognitive modeling

Diagnosis



Assessment



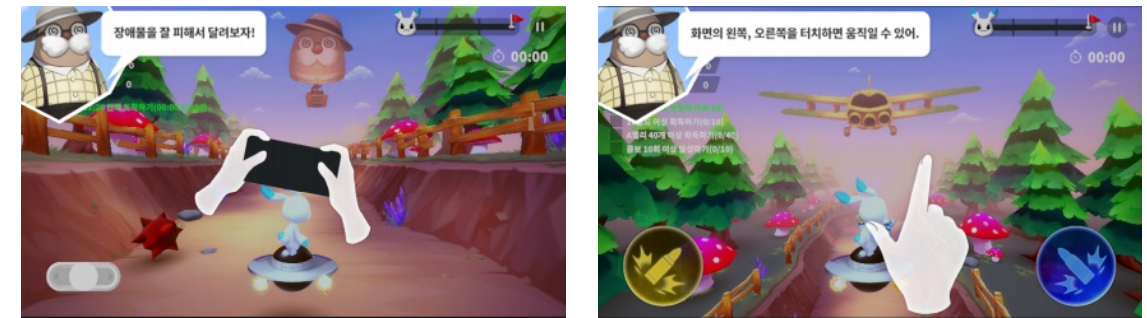
Our Service

Contents suitable for different age group

- Digitalization of assessment tools (IQ tests, etc.) appropriate for different each age group of children
- Continuous data analysis and user history management
- Minimized learning effect of cognitive assessment with various combinations

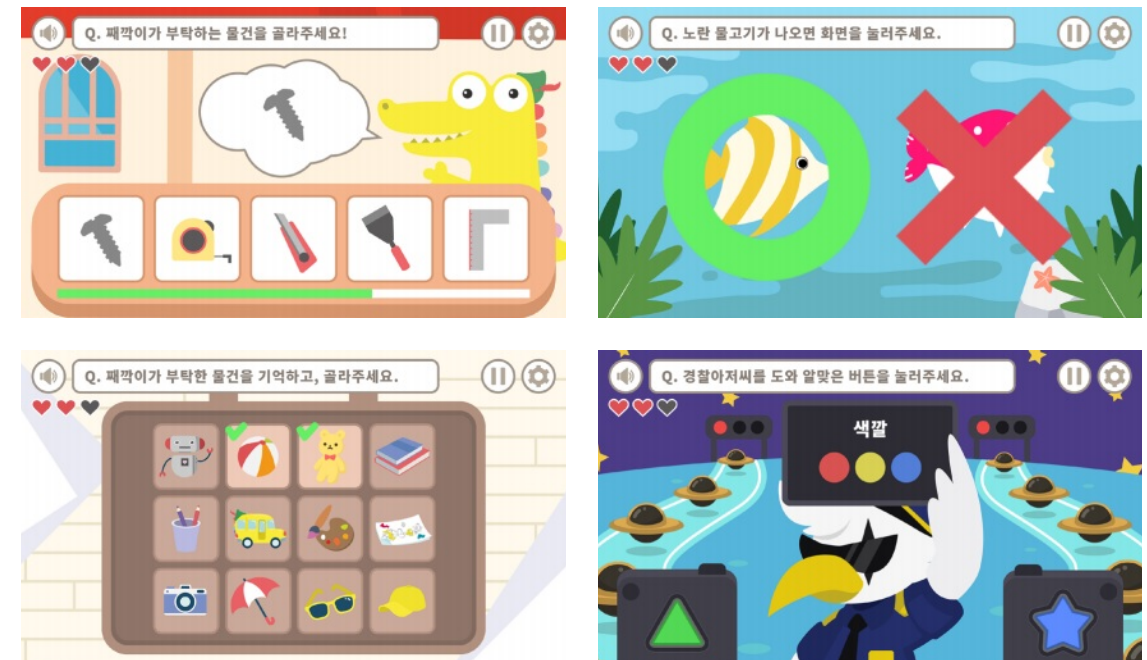
Target : 6 to 12 years old

Inducing users' voluntary immersion through convenient user interface and experience design with various game reward system. Storytelling configuration using different mechanisms such as gyroscope and touch sensors.



Target : 3 to 5 years old

UI/UX and storytelling that can be easily understood, enhancing children's participation and compliance. Visual, auditory, and tactile stimulation for children who can't read yet.



Patents and Awards

Patent application related to cognitive models

- A cognitive status diagnosis apparatus based on a learning-based user-customized cognitive model and its operation method
 - A computer program for cognitive status diagnosis based on a task performance model
 - A cognitive status diagnosis apparatus based on a task performance model tailored to automatic performance.
- A total of 11 cases

Awards('21)

- 2nd Place, Digital Convergence New Industry Startup Contest, Sangmyung University
- Excellent Awards, Start-up Idea Contest for Gangwon-do New Deal Specialized Field
- Selected as an excellent participating organization in Kibo Venture Camp
- 2nd Place, Impact UP Contest
- Excellent Awards, Socil Venture Contest, Korea Social Enterprise Promotion Agency
- Special Prize, Southeast Region Mega City Startup Idea Contest
- Encouragement Award, Incheon Airport 3K+ Startup Contest



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