Personalized wellbeing for 1 billion people
with **Neuroadaptive AI**

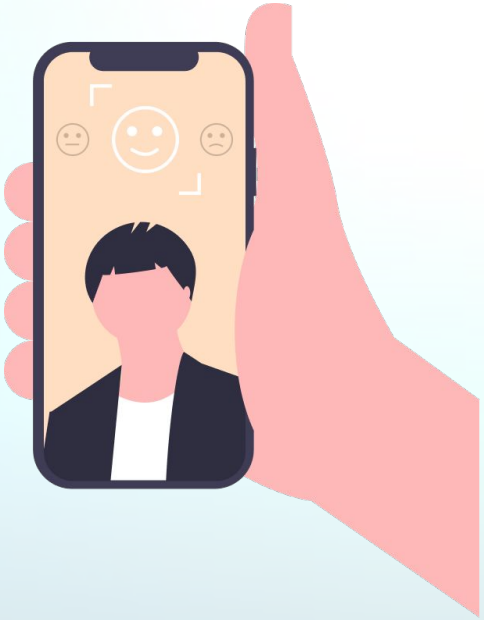
Improving the global state of wellbeing by adding an **emotional intelligence layer** to software and devices

maaind

Why should you care about integrating emotional intelligence into your software and products?

maaind

Products and content that adapt to user moods are much more engaging and effective



maaind

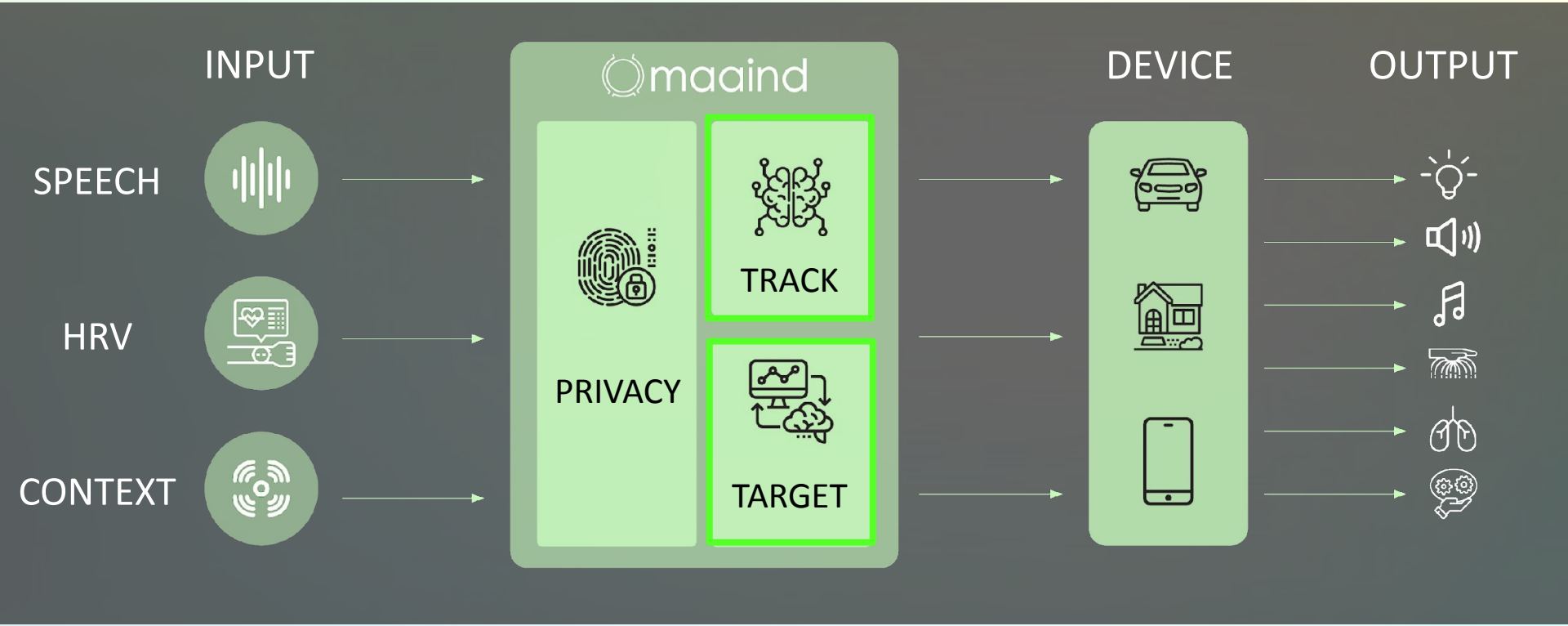
Leading to happier users as a side effect

Nothing currently allows this at scale, cheaply and reliably

That’s where we come in.

maaind

Mood-as-a-Service software platform
brings emotional intelligence technology to our
B2B customers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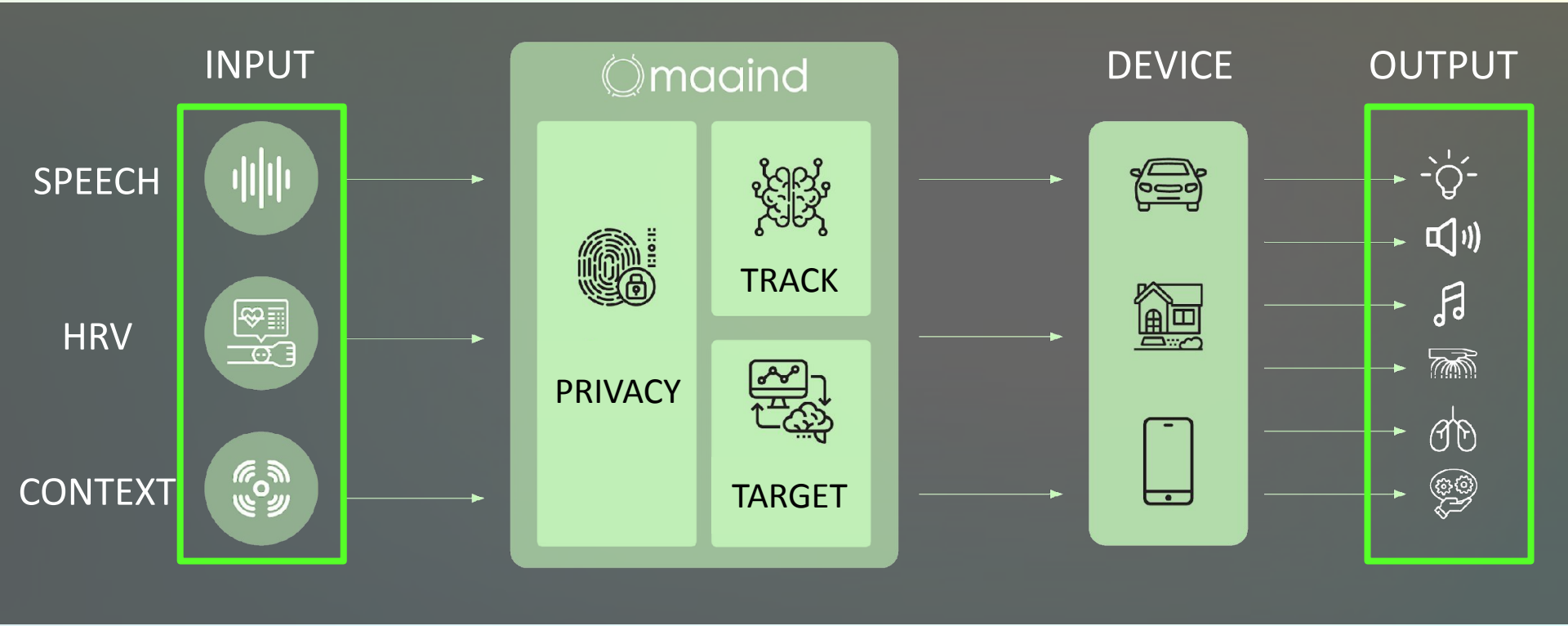
maaind
DEVICE
OUTPUT
SPEECH
HRV
CONTEXT
TRACK
PRIVACY
TARGET


INPUT
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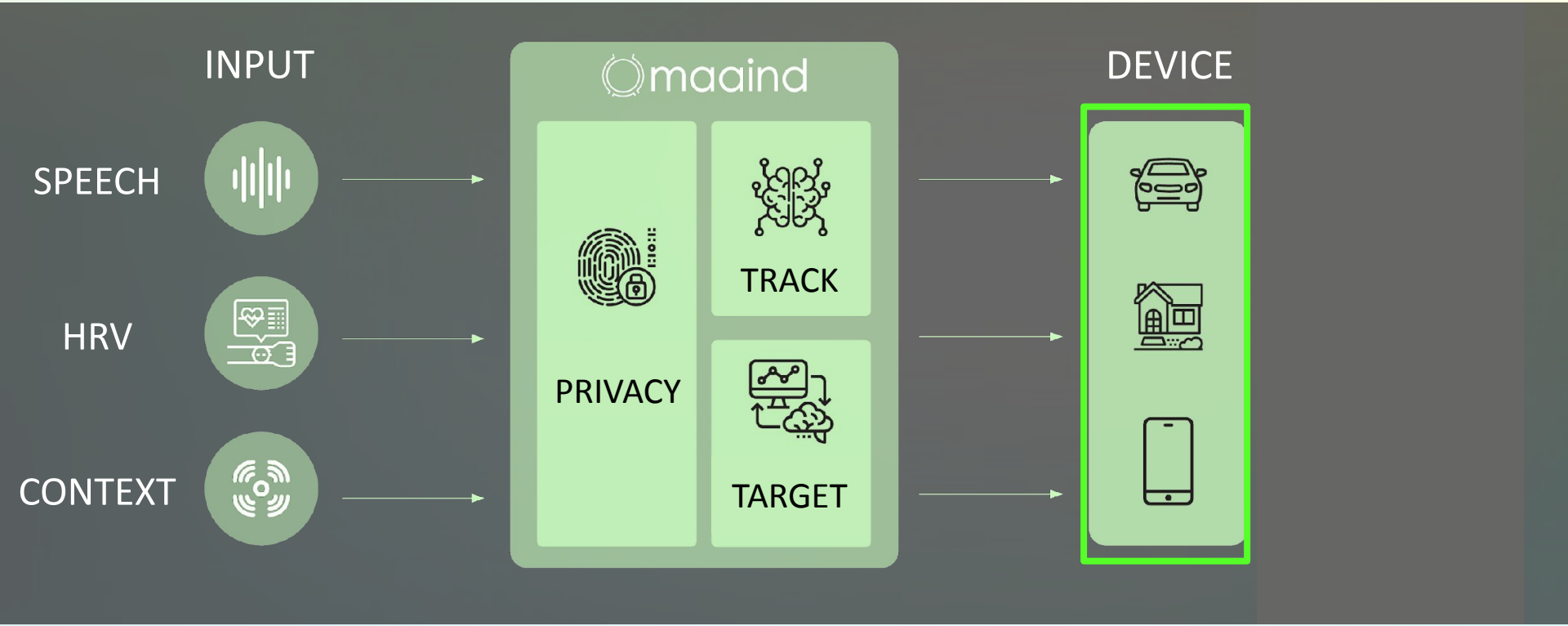
INPUT
SPEECH
HRV
CONTEXT
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PRIVACY
TRACK
TARGET
DEVICE

New revolutionary in-car User Experiences

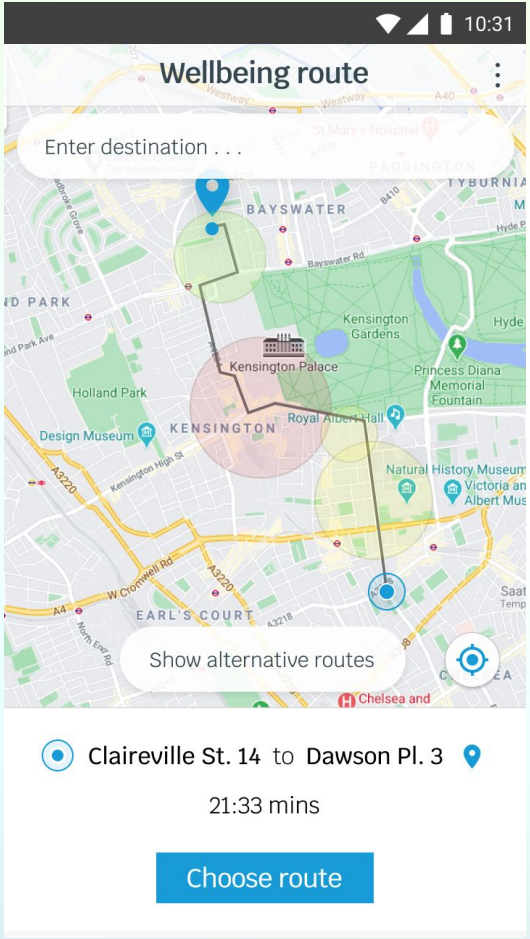
Benefits to customers

1. New revenue streams
2. Mood as a NPS indicator
3. Brand differentiator
4. Supporting self-driving

maaind

What can we do in the car environment?

Mood-based
music,
soundscapes,
lighting,
navigation,
breathing exercises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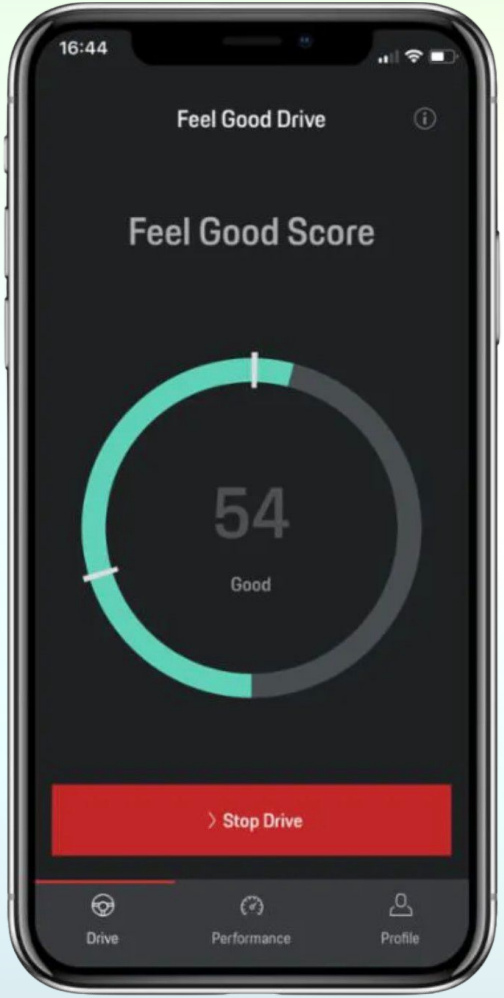
Wellbeing route
Enter destination . . .
BAYSWATER
Kensington Gardens
Kensington Palace
Princess Diana Memorial Fountain
Holland Park
KENSINGTON
Design Museum
Royal Albert Hall
Natural History Museum
EARL'S COURT
Show alternative routes
Claireville St. 14 to Dawson Pl. 3
21:33 mins
Choose route

maaind


16:44
Feel Good Drive
Feel Good Score
54
Good
Stop Drive
Drive
Performance
Profile

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WORK & TEAMS

Employee wellbeing apps

achmea

Zilveren Kruis

SMART HOMES

Smart home lighting
Personalized gaming

PHILIPS hue personal wireless lighting

Google Assistant

EPIC GAMES

We support all major platforms and integrations

- **Sales and distribution of MaaS**
- **POCs and Open Innovation**
- **Partnerships to accelerate uptake in Japan**
- **Strategic investors in automotive**

Dr. Martin Dinov
CEO and Co-Founder

martin@maaind.com

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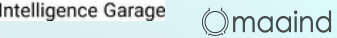
DMS Accelerator

The University of Hong Kong