



www.intruth.io



inTruth Technologies

The World's First Emotion Language Model

July 2025

Emotion

The Most Powerful and
Under-Leveraged
Data Source in The World.

inTruth is creating a new category of biometric intelligence with the scale of OpenAI and the precision of a clinical device.



The World's Most Important Health Metric is a Black Box

Our global emotional health crisis persists for one reason: we are fighting it with broken tools.

THE CRISIS

Emotion is foundational to our physical and economic health, yet it remains the least understood driver of chronic disease and burnout.

THE BROKEN TOOLS

Our entire understanding is based on subjective surveys and self-reporting. This is 'soft data'—inaccurate, inconsistent, and impossible to scale.

THE CONSEQUENCE

As a result, our wellness solutions are reactive guesses. We need to move from guessing to measuring. We need to treat emotion as a biomarker.



OUR UNBREAKABLE
PROMISE

Your data is
yours. Always.

Our core principle is
'Sovereignty-by-Design,' making
us the trusted safe-haven in a
data-exploitative market.

THE BREAKTHROUGH

Measurable Emotion.

We are the first company to measure emotion as
real-time biomarker, at scale. Our proprietary AI
replaces subjective guesswork with objective
ground-truth.

Until now, emotional health has been impossible to
track with precision. It's relied on surveys, mood logs,
and subjective guesswork. This is like treating a heart
condition without a heart rate monitor.



A Convergence of Technology & Trust

RFK Jr. would be very happy if every American wears an Apple Watch
HHS Secretary RFK Jr. wants all Americans to don wearable devices to take control over their own health.
By Alan Friedman PUBLISHED: JUN 29, 2025, 11:00 AM ET 5 COMMENTS

Trump HHS Secretary RFK Jr. wants every American to wear a fitness tracker — here's the problem with that
Features By Jane McGuire last updated 2 days ago
"My vision is that every American is wearing a wearable within four years"

Security Experts Are Raising The Alarm Over RFK Jr.'s Proposal To Put Health-Tracking Devices On Every American
"We're not just talking about heartbeat. We're not just talking about your sleep schedule. We're talking about your location. We're talking about most of these apps tie into your contacts."
by Jillian Wilson
HuffPost Writer

TECHNOLOGY IS READY

The Wearable Revolution

Ubiquitous Wearables & Mature AI can now continuously capture and decode complex biometric data at a global scale.

THE MARKET IS PULLING

A Shift to Proactive Health

A systemic shift to proactive health means consumers and enterprises are actively seeking data-driven tools to predict and prevent burnout and chronic stress.

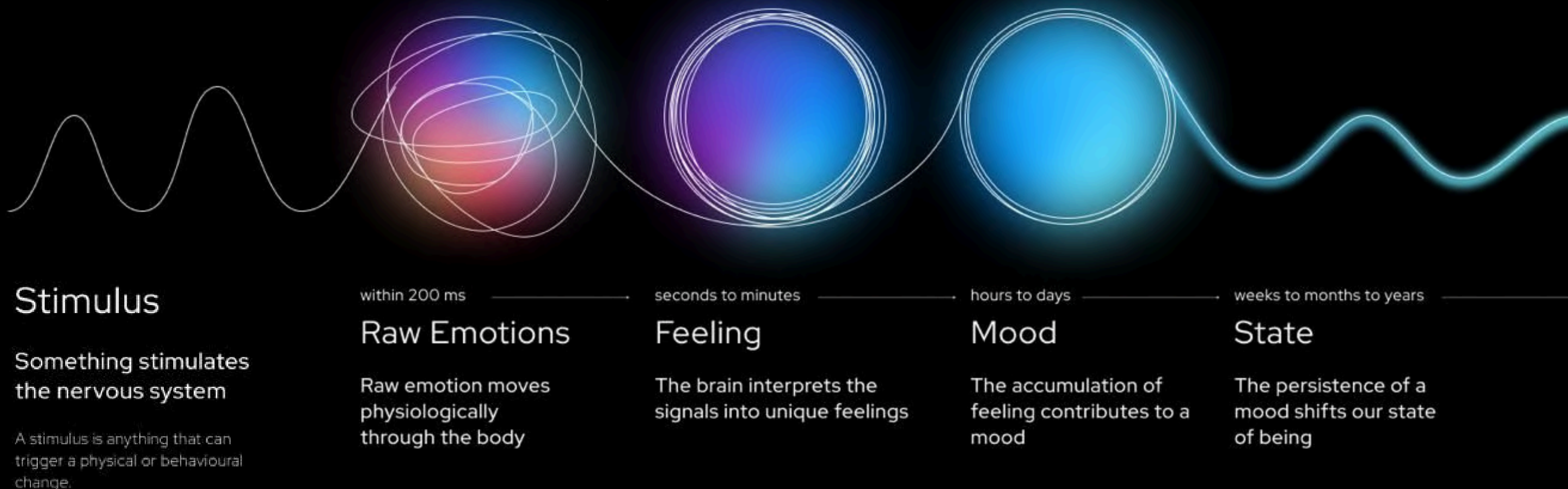
THE CULTURE IS DEMANDING IT

A Crisis of Trust

A rebellion against data exploitation. Users are rejecting business models that treat their personal data as a commodity. The future belongs to platforms built on one non-negotiable principle: absolute user ownership and data sovereignty.

We Are Built On The Neuroscientific Temporal Model Of Emotion

inTruth can measure what the brain can't, giving us insight into our unconscious patterns. This opens up the opportunity for the individual to **choose** to de-escalate emotions **earlier**.



From Biometric Signals to Emotion.



Effortless Data Collection



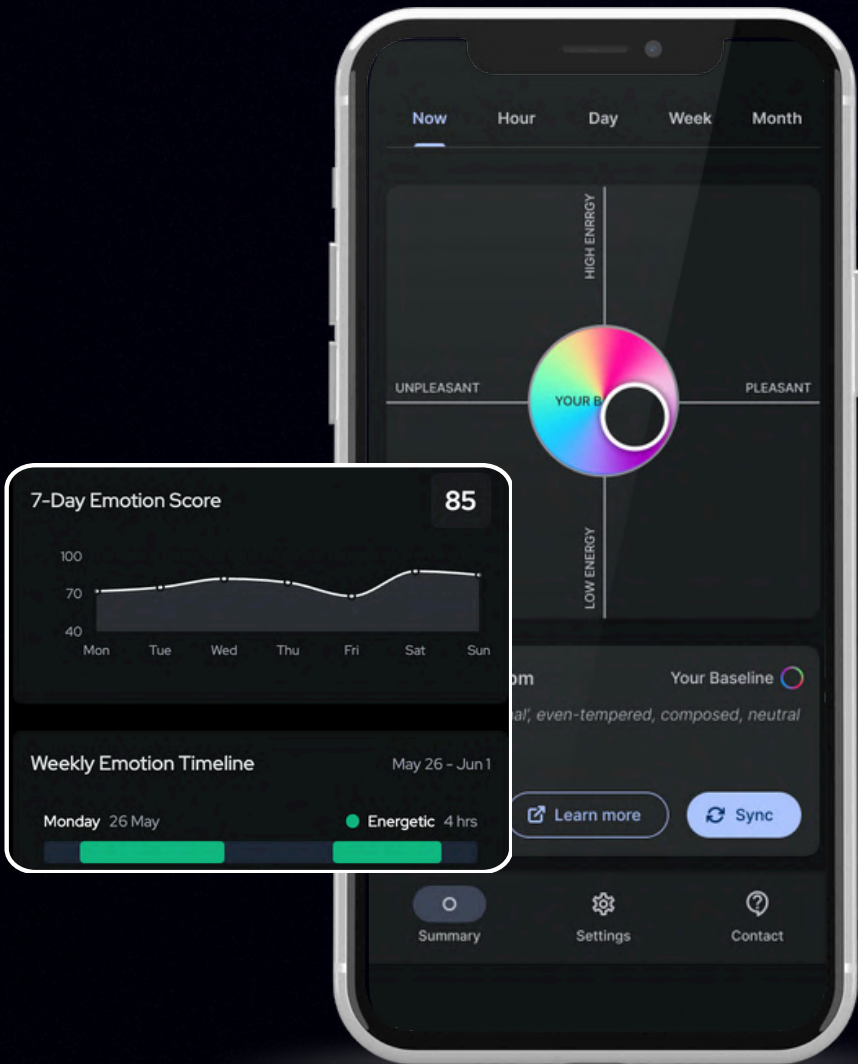
inTruth continuously and passively collects a raw stream of biometric signals, like Beat-to-Beat Interval (BBI) data, from the device's sensors.



Proprietary AI-Powered Analysis



Our proprietary algorithms translate this raw data into a clear emotional signature. We are the first to decode both Valence (the type of emotion) and Arousal (its intensity) purely from these biometric signals.



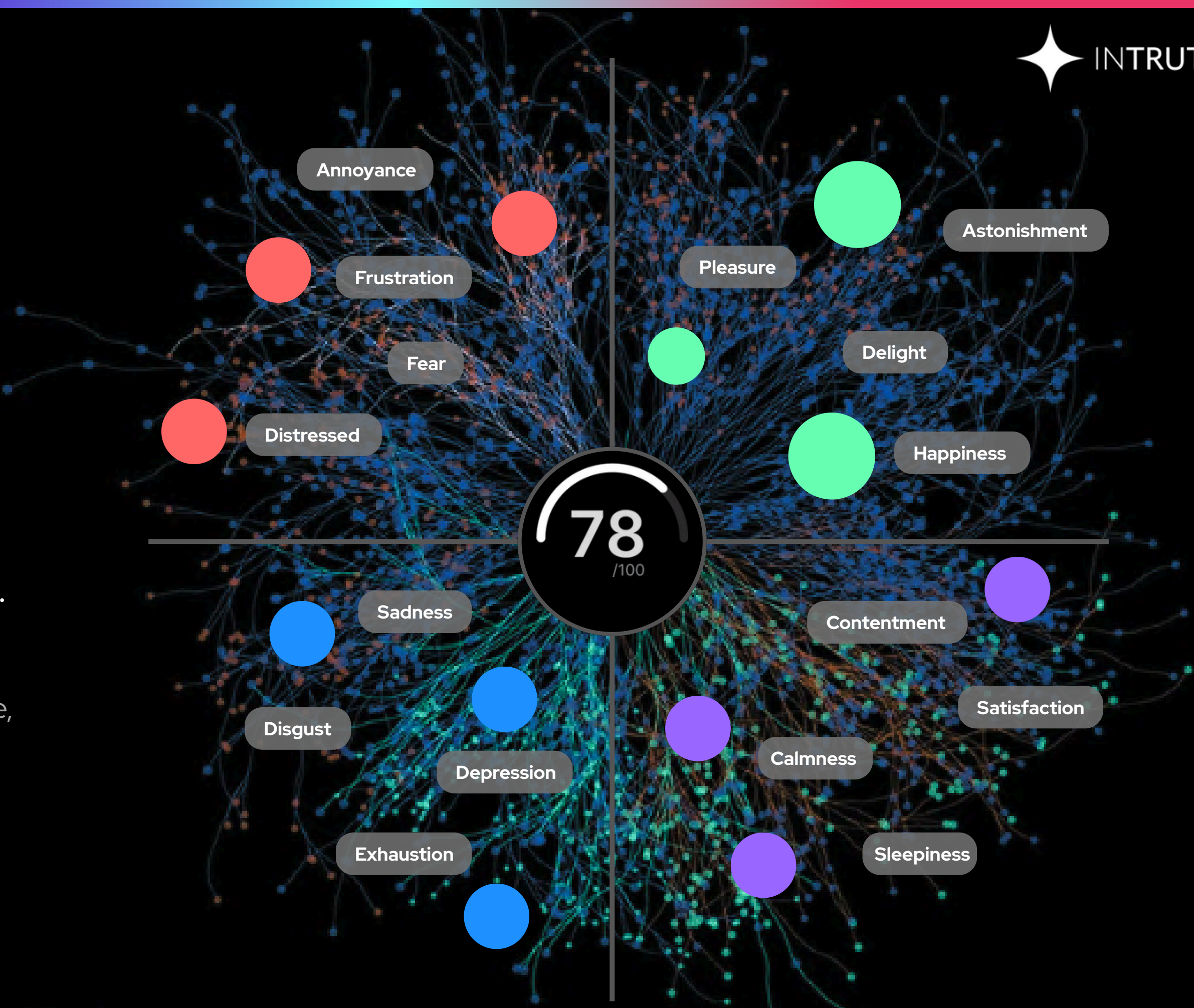
Clear Emotional Insight

We then visualize these Valence and Arousal metrics as clear, specific emotions within the app. This allows users to see their real-time state, track trends, and understand their unique emotional baseline.

inTruth's Emotion Score

Our proprietary Emotion Score is the result of our biometric analysis.

It makes your emotional state visible, quantifiable, and actionable for the first time, providing a clear map to your inner world.



A Clear Window Into Your Inner World

YOUR DAILY WELLNESS SCORE:

Track your emotional health with a single, clear number (e.g., 78/100).

OBJECTIVE EVENT ANALYSIS

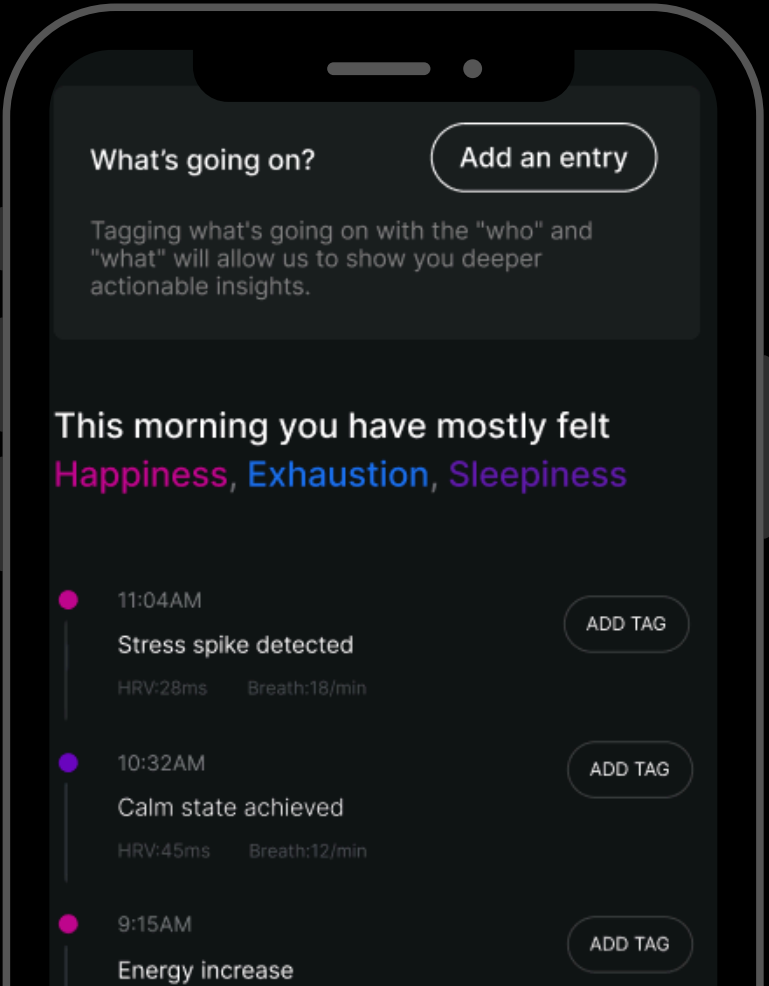
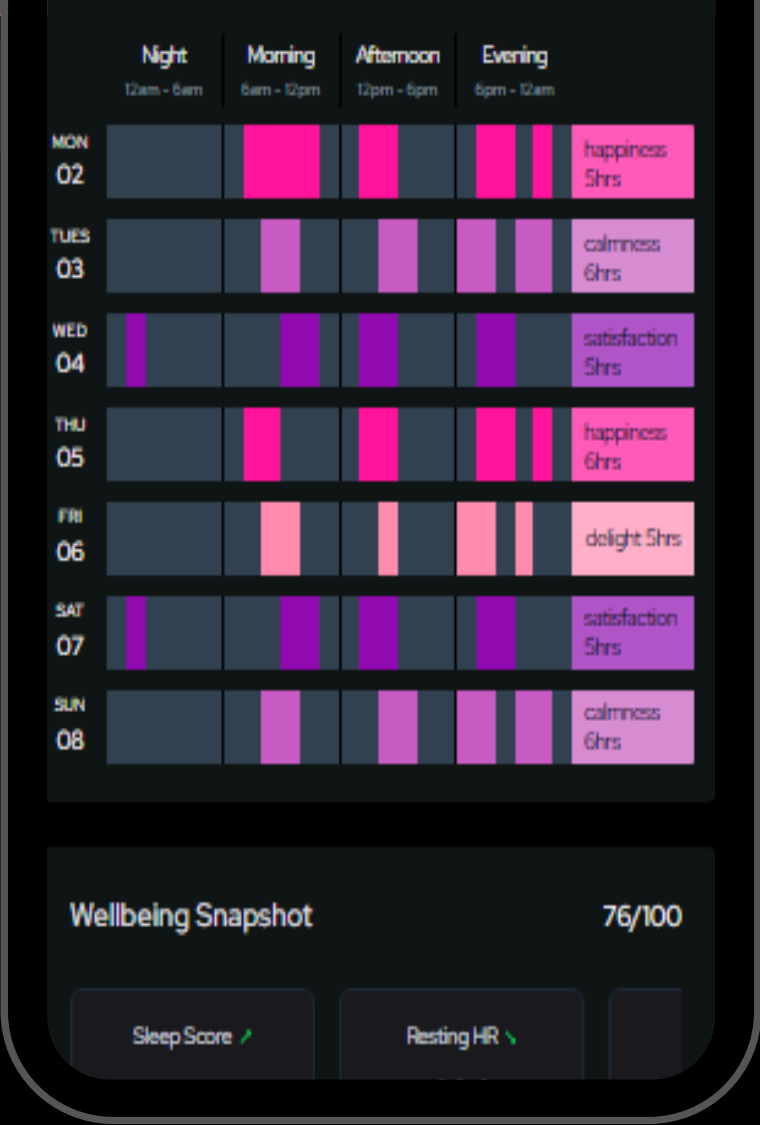
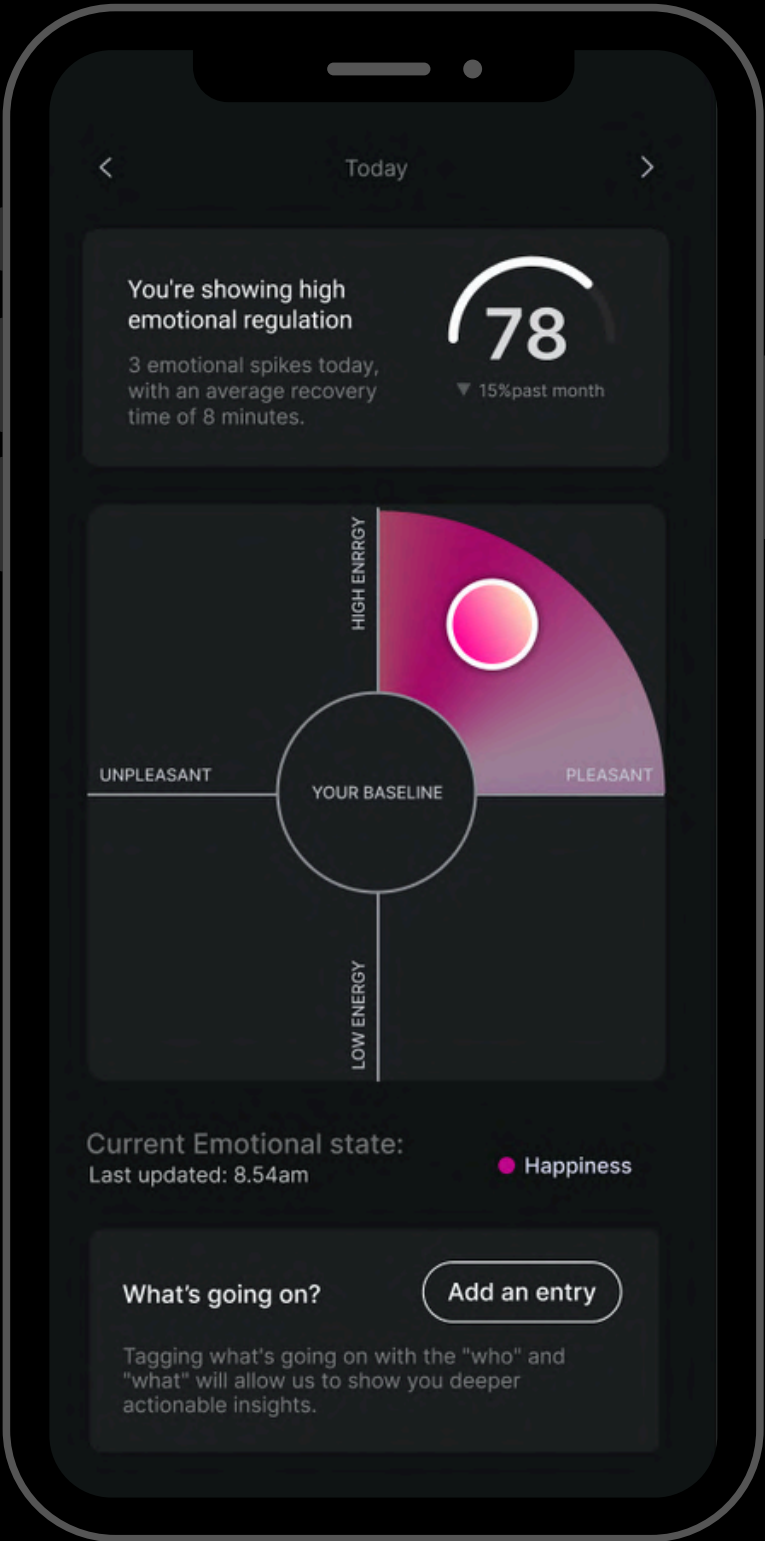
Understand key moments like "emotional spikes" and your body's "average recovery time."

REAL-TIME STATE MAPPING

See where you are on the Valence/Arousal grid relative to your unique baseline.

LONG-TERM TREND INSIGHTS

Easily toggle between daily, weekly, and monthly views to see your patterns over time.



OUR UNASSAILABLE MOAT
PROPRIETARY EMOTION INTELLIGENCE

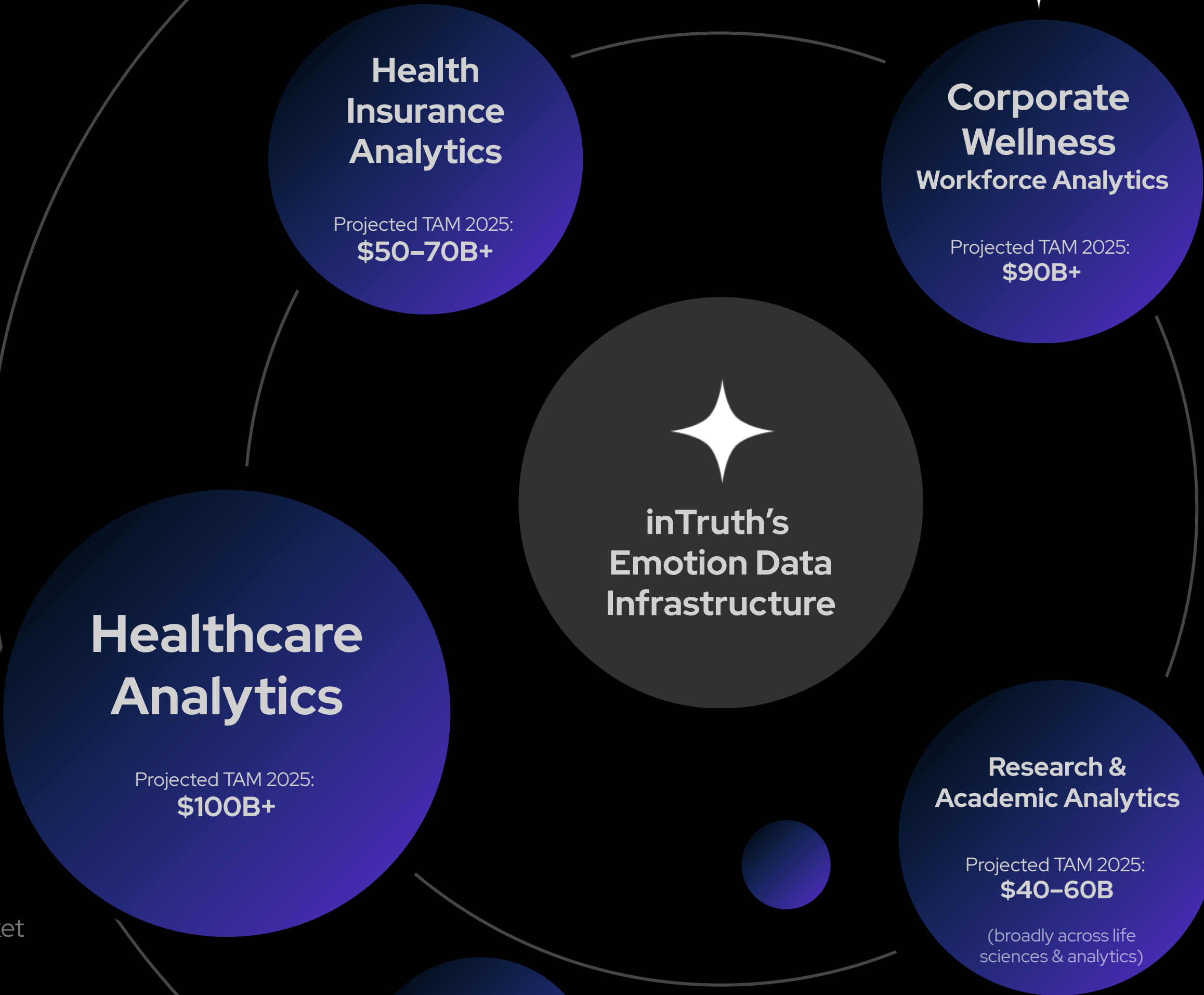


Powering the Emotion Economy

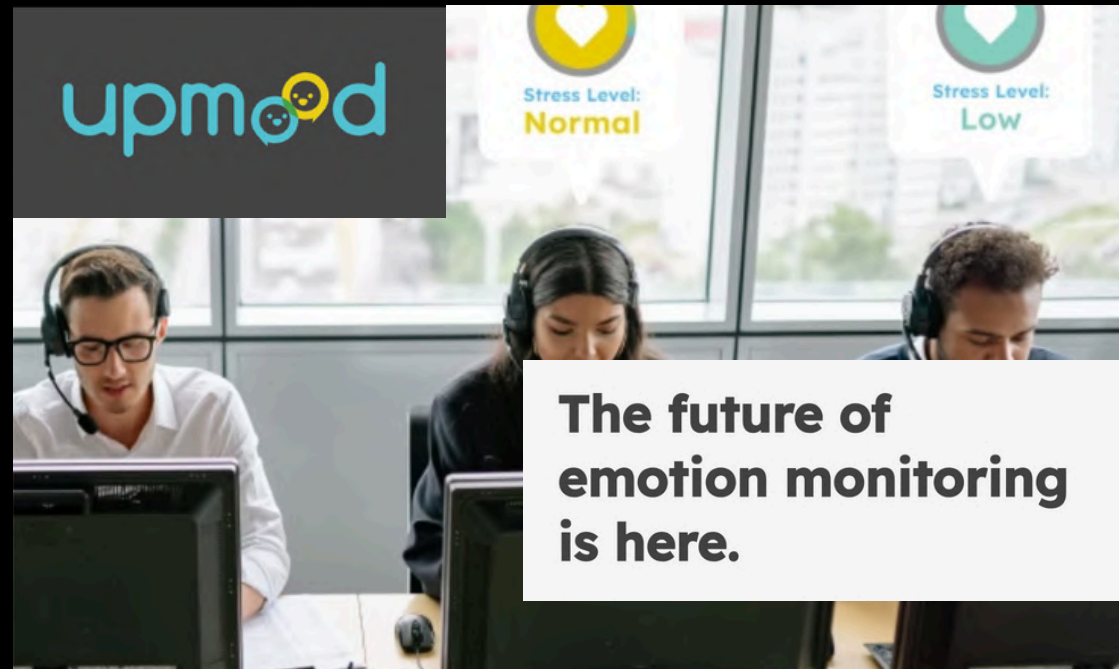
For the first time, we are replacing the subjective, small-scale survey data these industries rely on - with objective biometric data at scale.

This allows us to build the essential emotional infrastructure layer for the global economy – the AWS for emotion.

*These figures are based on recent analysis for the Global Biometric Healthcare Market <https://www.precedenceresearch.com/biometrics-market>



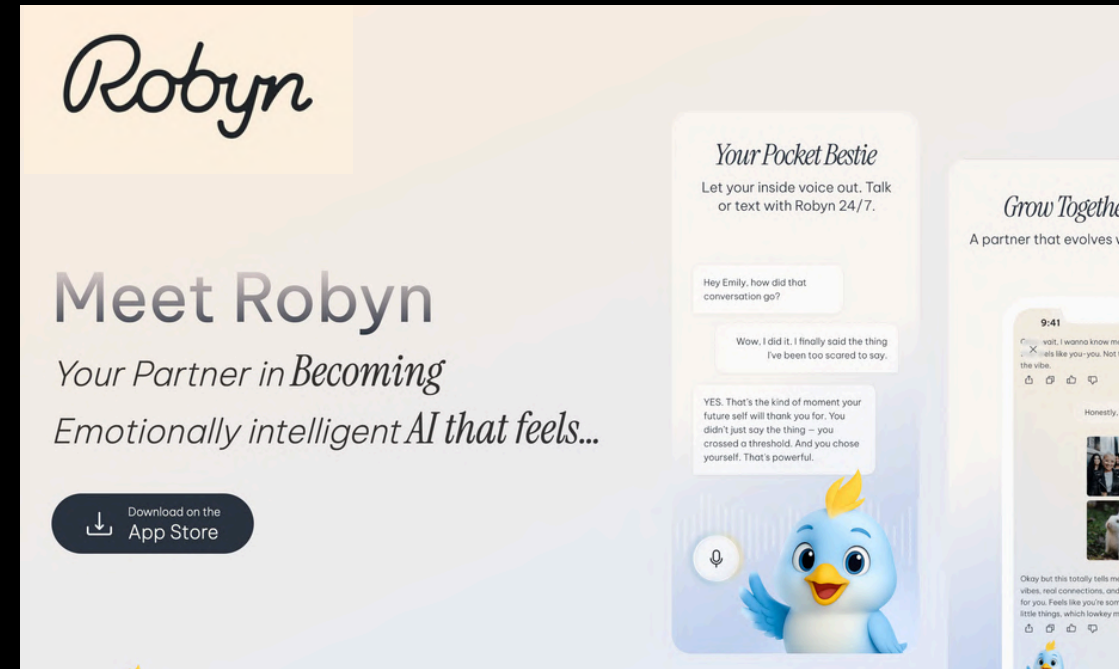
The Competition



The Hardware & Surveillance Model

Upmood, a Chinese competitor, relies on proprietary hardware (creating inferior margins) and a surveillance-focused approach, which the market is pushing back on.

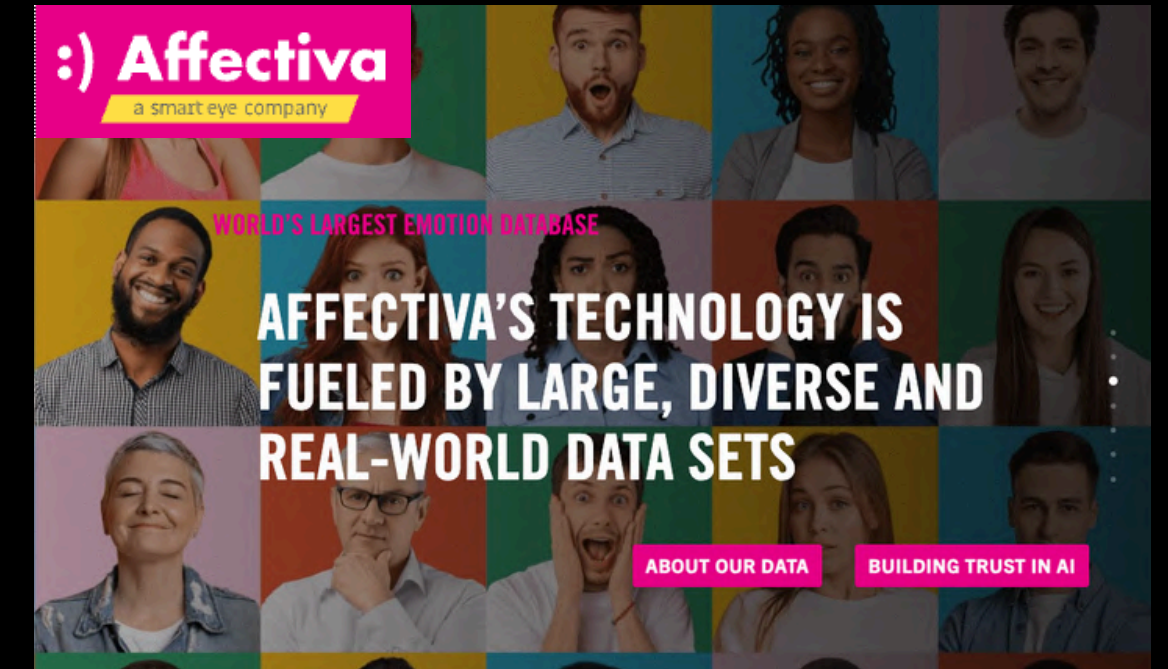
Our software-only model is more scalable, while our sovereign, privacy-first architecture makes us the trusted partner for US, European, and Middle Eastern markets.



The Language-Analysis Model

While validating the market with a recent \$40M raise, this approach relies solely on what users say or type, which can be subjective and misleading.

Our physiological-first approach provides a more accurate, objective biomarker for emotion—moving beyond self-reporting to capture continuously and accurately. Necessary for true disruption.



The Data-as-a-Service Model

These pioneers proved the value of emotional data, but their focus is on selling access to a dataset, positioning its "gravitas" as the core value.

inTruth is building the essential infrastructure—the 'AWS for emotion'—empowering an entire ecosystem of partners to build new products and services on our platform.

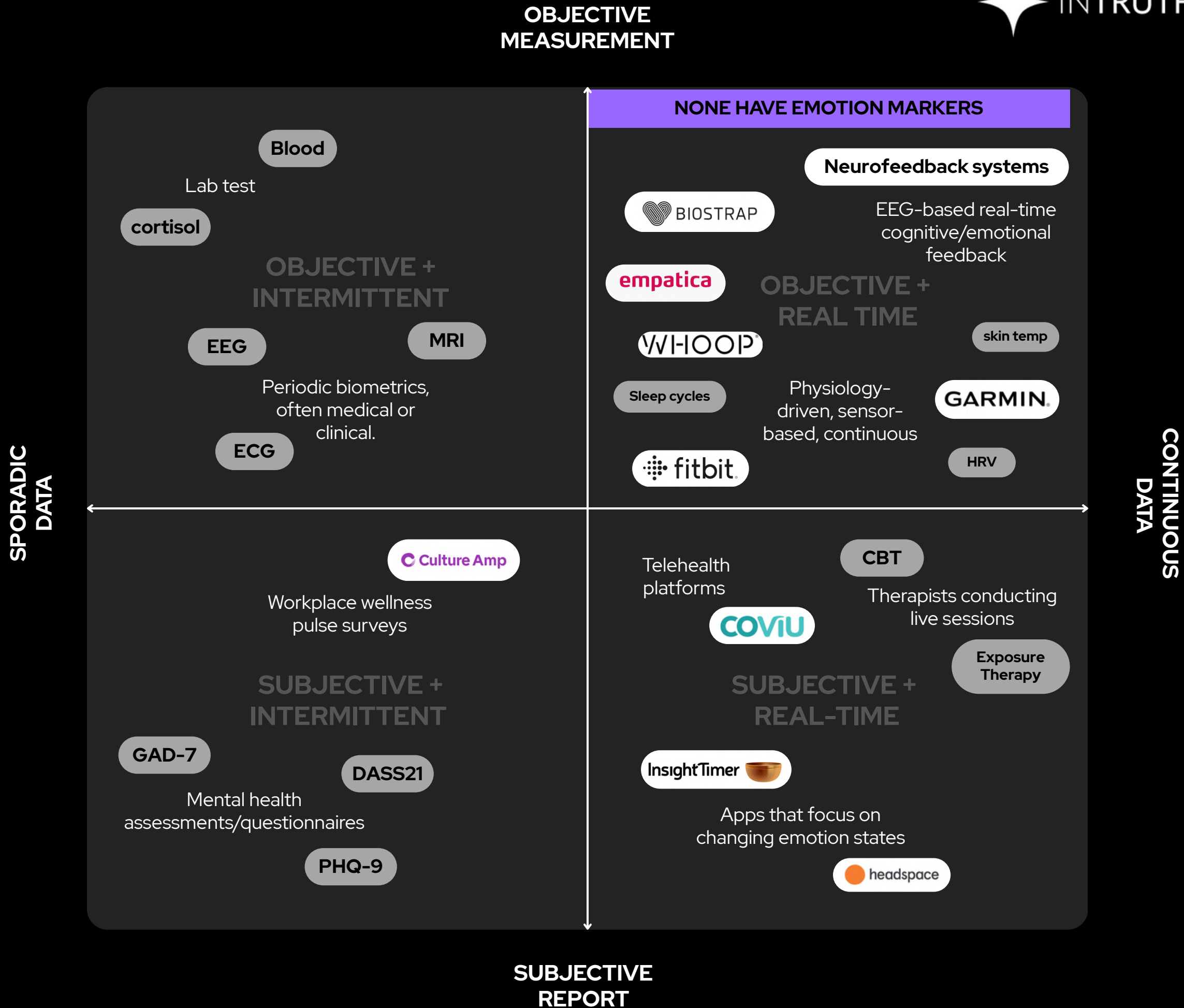
The Landscape is Missing the True Signal

The current market for health measurement is a sea of flawed data. It's either subjective and inaccurate (surveys, wellness apps) or objective but sporadic and inaccessible (clinical lab tests).

Even the most advanced wearables are just scratching the surface. They track physical activity, but they lack a true understanding of our emotional state. They see the body, but they miss the mind.

inTruth creates a new category.

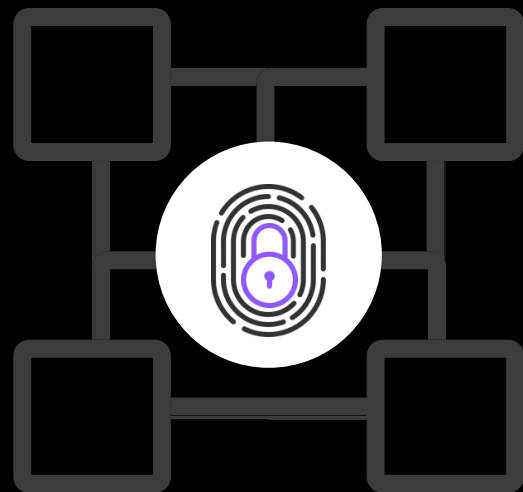
We are the first platform to deliver continuous, objective emotional insight, filling the most significant gap in human health data.



The architecture the market is demanding

YOUR DATA, YOUR KEY

Blockchain-Powered

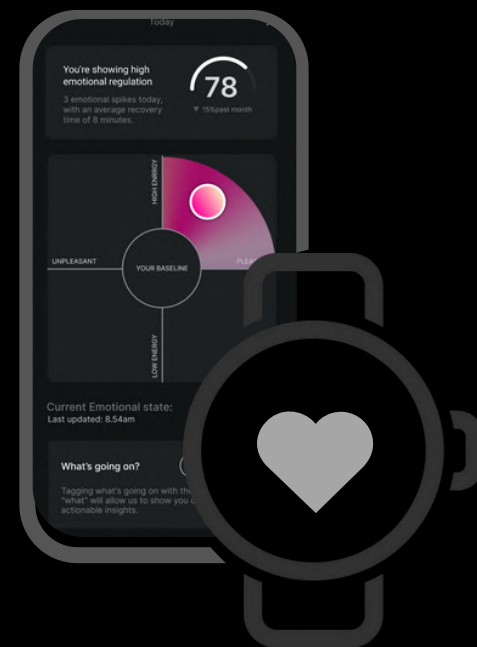


**BLOCKCHAIN
ACCESS & CONTROL**

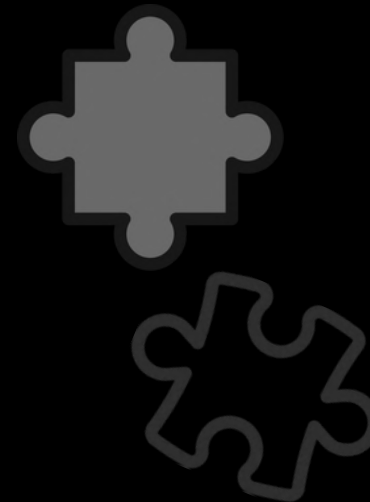
A novel blockchain layer provides your unique, un-hackable key. Your biometric identity is the only thing that can grant access to your data and insights.

YOUR PRIVACY, YOUR VAULT

Federated Learning for AI Training



**LOCAL MODEL
PRIVACY PRESERVED**



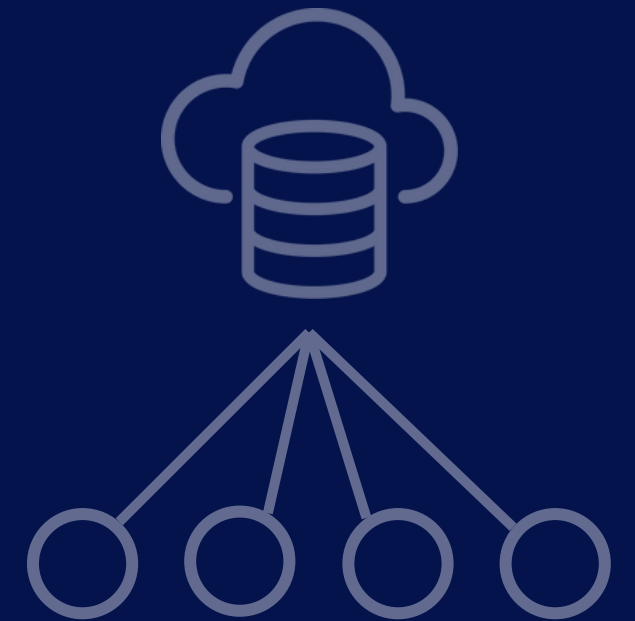
**ABSTRACTED
ANONYMISED DATA**



**GLOBAL MODEL
GETS SMARTER**

Our AI trains directly on your device, so your personal data never leaves its private vault. Anonymous learnings improve the global model in a virtuous cycle—making the AI smarter for all, while keeping data private for each. This model also means the more others replicate, the more intelligent ours becomes.

THE OLD WAY Centralized and extractive

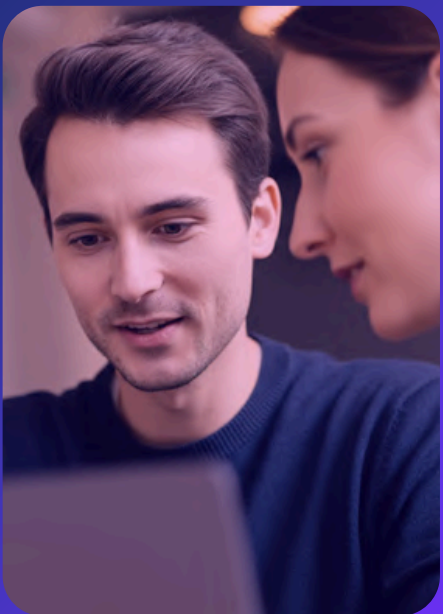


- All your personal, raw biometric data is collected and stored on their central servers.
- This creates a massive "honeypot" for data breaches and gives them control of your data.
- User data becomes a black box, inaccessible even to them.

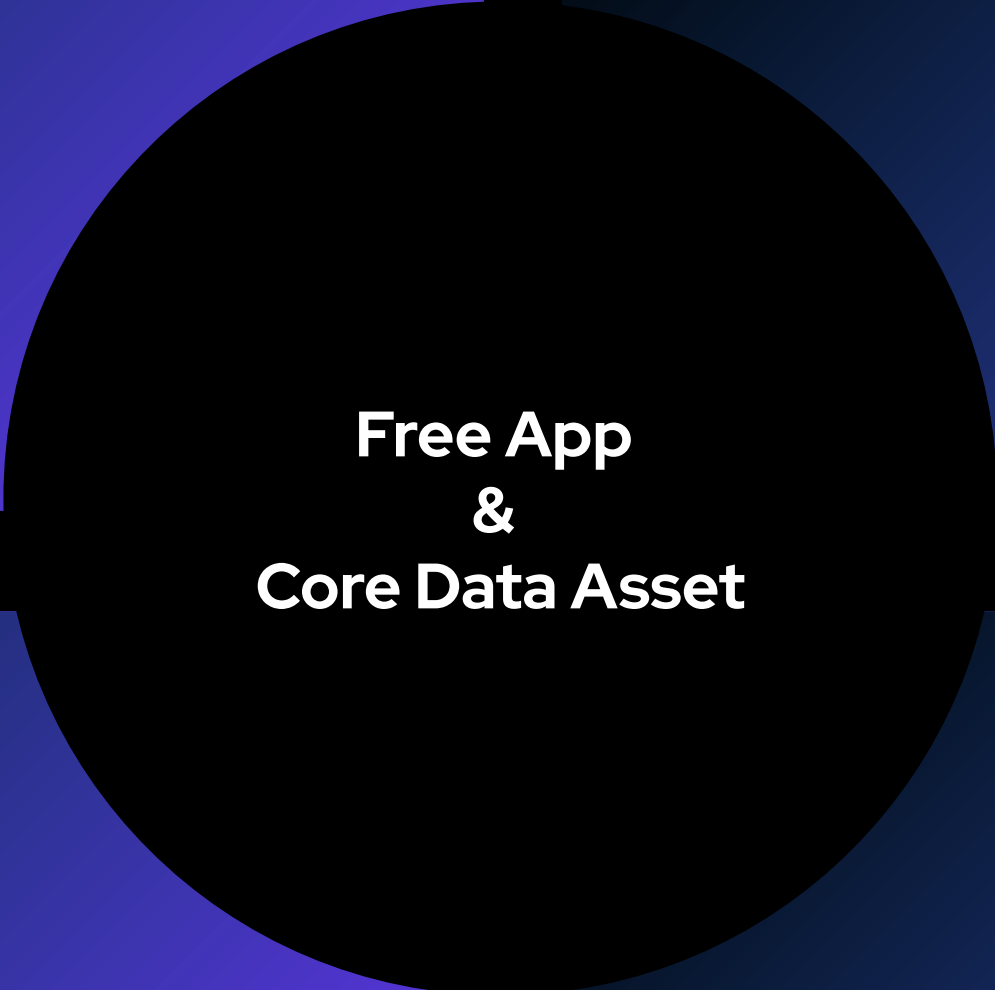
HOW WE MAKE MONEY
FREEMIUM & ENTERPRISE



API Licensing
API licensing to platforms embedding our emotion data (e.g., telehealth, coaching apps, adaptive AI, insurance tech)."



Marketplace Partnerships:
Revenue-share marketplace partnerships connecting users with coaches, therapists, and insurers.



**Free App
&
Core Data Asset**



SaaS Dashboards:
SaaS dashboards for enterprise use cases like measuring team performance and workplace wellbeing.



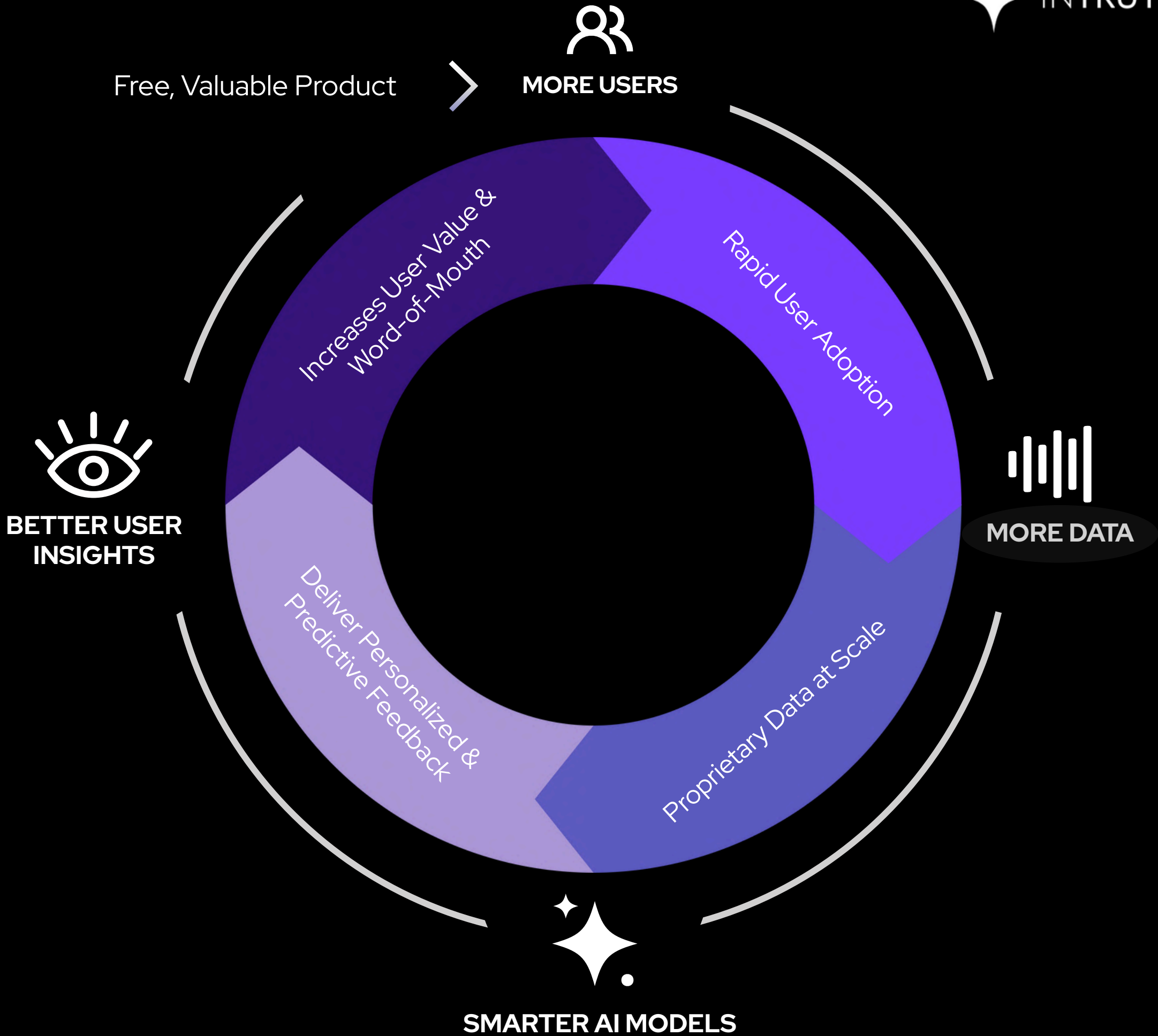
White-Label Solutions:
White-labeled emotion tech for partners in key clinical and commercial verticals.

HOW WE ARE BUILDING
THE WORLD'S MOST VALUABLE
HEALTH DATASET



The Data Flywheel

Our free app creates a powerful, self-reinforcing loop. Each new user (consumer & B2B users) makes our AI models smarter, which in turn delivers better insights, attracting more users and accelerating our path to creating the world's most valuable emotional health dataset.



THE VISION

THE EMOTION-LANGUAGE MODEL (ELM)



Powering the Next Generation of Emotion Infrastructure

Just as LLMs are built on text, we are building the world's first Emotion-Language Model (ELM) on our unparalleled biometric-emotional dataset.

This ELM is the engine that will power our Emotion-as-a-Service platform, creating the next generation of data infrastructure.



Emotionally intelligent
AI agents



Early diagnostics and
intervention for health
conditions



Adaptive software that
responds to user
emotional states



Predictive wellbeing
coaching

From Elite Performance to Global Standard



High-Stakes & Workforce Performance

Our initial focus is on high-stakes environments where emotional regulation is a critical competitive advantage. We will provide tools for elite sports, corporate leadership, and specialized workforces to measure and manage performance-inhibiting stress and prevent burnout.



Healthcare & Digital Therapeutics

We will then expand into healthcare by integrating our technology with telehealth and digital therapeutics platforms. Our objective data will provide clinicians with a new recognized biomarker to measure the efficacy of treatments and personalize patient care in real-time.



Consumer Wellness at Scale

As our brand and data moat grow, we will scale our direct-to-consumer offering. We will empower millions of individuals with the tools to understand their emotional baseline, build resilience, and take proactive control of their mental and emotional wellbeing - in turn growing our dataset to unprecedented scale.



Global Authorities & Public Health

With a dataset from over 100M+ users, inTruth will become the definitive source for global emotional health data. We will provide governments and institutions with the anonymized, population-level insights needed to address public health crises on a systemic level—becoming the WHO for emotional wellbeing.

The Right Team to Build a Category-Defining Company



Nicole Gibson
Founder & CEO

A globally recognized authority on emotional intelligence, Nicole has been on a 15-year mission to solve the crisis she once faced. As Australia's former Commonwealth Mental Health Commissioner, she informed a \$27B budget and has been repeatedly celebrated as one of the nation's top leaders, including being named one of the Australian Financial Review's Top 100 Women.



Joe Losinno
CTO

An innovative entrepreneur, Joe founded DiUS in 2004, driven by a passion for creating adaptable technology solutions. With over 25 years in enterprise technology, Joe leads a diverse team at DiUS, leveraging IoT and AI-ML to develop enduring products and solutions.



Dr Kaushik Ram
Chief Science Officer

Dr. Ram, a neuroscientist and author, specialises in optimising brain and nervous system performance. His groundbreaking work on emotional regulation and stress release positions him as a leading figure in mental health innovation.



Theresa Lim
Head of Product

A 3X founder with 30 years of global experience, Theresa is an evidence-led and commercial product leader with deep expertise in human-centred design and emotional intelligence. She has launched and scaled B2B and B2C digital solutions (including AI), most recently driving significant B2B growth at healthcare marketplace Mable Technologies.



Amanda Odren
Head of Operations

A neuroscience graduate with 10+ years as a director in California's residential mental health, Amanda built operations at Amend and Paradigm Treatment. Now at inTruth, she is driving growth in our core market, focusing on scalable, accessible healthcare.



Angela Del Sol
Comms & Marketing

Angela del Sol is a brand strategist, systems thinker, and founder of Ancient Future Earth. With over 15 years of experience across climate storytelling, immersive campaigns, and purpose-driven innovation, Angela Del Sol supports organizations in clarifying their mission, shaping compelling narratives, and designing ecosystems rooted in people, planet, and culture.

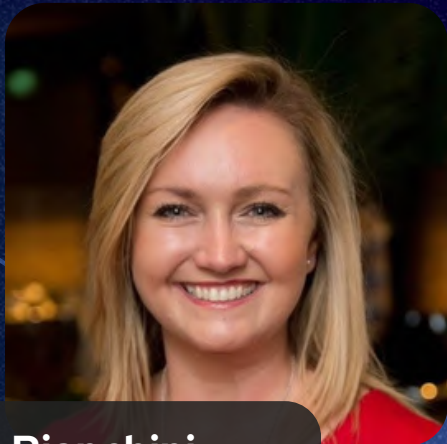
Surrounded by Leaders in Science, Scale & Impact

“There is a lot of personal data collected by individuals; much of it is not meaningful or actionable. If we could collect accurate assessments of our emotional state throughout the day, it would be a game changer for those of us interested in better understanding ourselves and enhancing the quality of our lives.”

— Dr Adam Gazzaley
Exec Director, Neuroscape UCSF



Steven Salsberg
Smart Cities



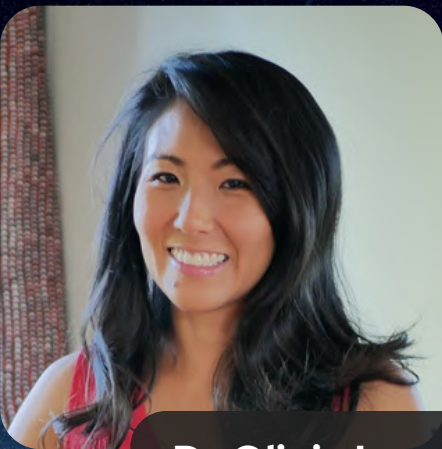
Jane Bianchini
PE Exited Founder



Be Well



Levent Shevki
CEO, Cornwalls Law



Dr Olivia Lesslar
Medical Doctor



Dr Adam Gazzaley
Executive Director of
Neuroscape at UCSF



University of California
San Francisco

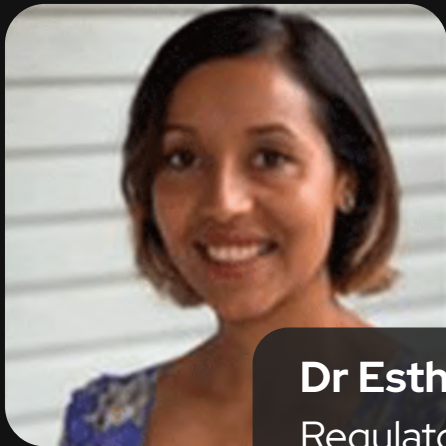


Jan Owen AM
Renowned Non-
Profit Leader

Ensuring all inTruth's commercial decisions are made ethically and scientifically valid.

"inTruth Technologies has the **potential to inform more effective treatment strategies across a spectrum of disease indications**, by offering evidence-based insights into the relationship between emotional and physiological health."

Dr Esther Elliott,
Regulatory Expert



Dr Esther Elliott
Regulatory Expert



Australian Government
Department of Health and Aged Care
Therapeutic Goods Administration



ARISTOTLE
EMOTIONAL INTELLIGENCE PROGRAMS



Prof. Con Stough
Neuroscientist



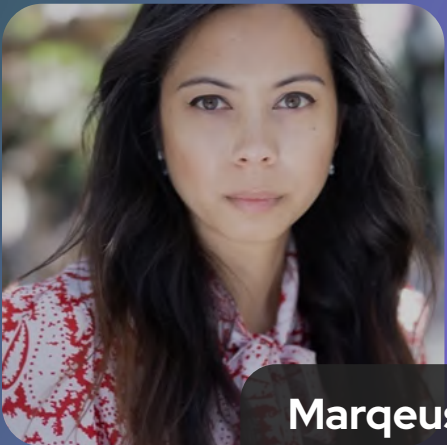
Dr Geraldine Hamilton
Co-Founder, Emulate



HARVARD
UNIVERSITY



Pyrium



Marqeusa Finch
Parnter, Silicon Valley
Blockchain Society



SILICON VALLEY
BLOCKCHAIN SOCIETY



Dr Gelareh Mohammadi,
Head of Human-Centered
Computing Research Group



UNSW
SYDNEY



A Clear Path to Market Leadership and a \$1B+ Valuation



OUR G2M

1

Prove & Optimize

VALIDATE

Months 1-9

265

PAYING CUSTOMERS

\$4.5M

TARGET ARR

70%

PILOT CONVERSION

4:1

LTV/CAC RATIO

- Enterprise pilots from waitlist
- Validate Garmin/Biostrap channels
- Prove unit economics
- Clinical accuracy validation

2

Scale Proven Channels

SCALE

Months 9-18

815

ENTERPRISE CUSTOMERS

\$12.5M

TARGET ARR

<20%

MONTHLY CHURN

50d

SALES CYCLE

- Direct enterprise sales team
- Scale partnership channels
- Expand to new verticals
- Build repeatable playbooks

3

Market Expansion

EXPAND

Months 18+

\$300M+

TARGET ARR BY 2030

10%

FREEMIUM CONVERSION

85%

CUSTOMER SATISFACTION





3+

REVENUE STREAMS

- Launch consumer freemium
- API marketplace rollout
- White-label partnerships
- International expansion

\$500K - 750K
Will rise in additional SAFE notes before Series A

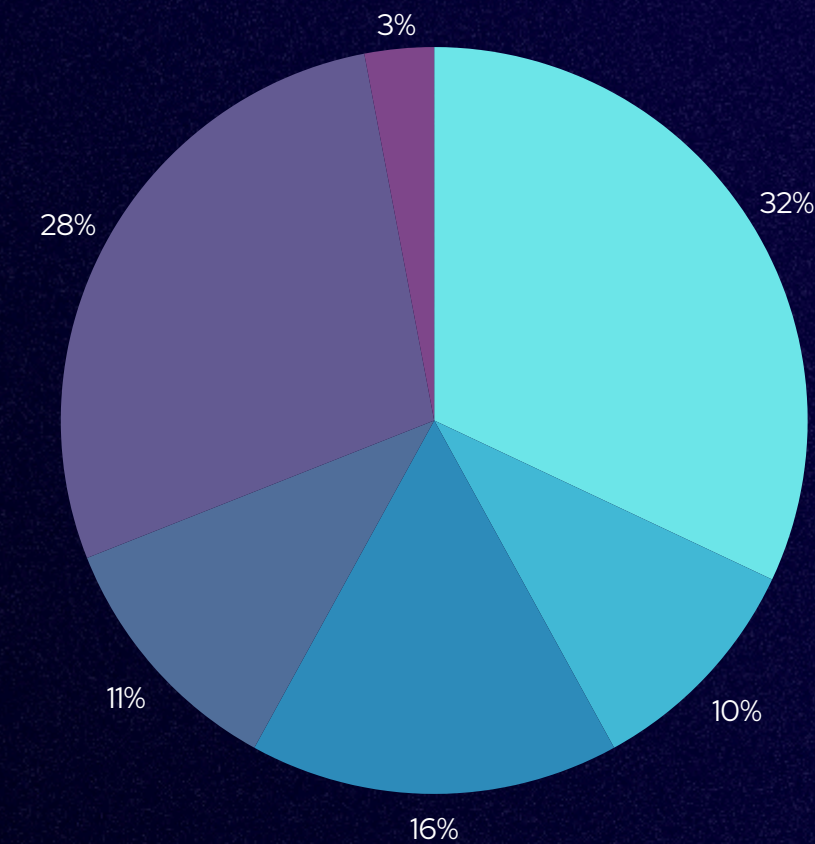
Traction

	Wearables manufacturers	Healthcare	Elite Sports / Performance	Research	+ 150 More On Waitlist	
Signed Partnerships	<div> BIOSTRAP</div> <div></div>	<div> RAPID TRANSFORMATIONAL THERAPY.</div>	<div></div>	<div></div> <div></div>		
Our waitlist	Industries with High Stress	Healthcare	Elite Sports / Performance	Education & Training	Research	Leadership Coaching
The companies listed here are the ones we will onboard first	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>

Series A: Fueling Our Path to Market Leadership

The capital to scale a generational company and build the 'AWS for emotion'.

THE ROUND	USE OF FUNDS	THE INVESTOR OPPORTUNITY
Target Raise: \$30M USD	Aggressively scale to 1,000+ enterprise clients.	Projected 10-15x Valuation Uplift at Series B.
Instrument: Series A Equity Round	Secure our score as a recognized global biomarker.	Clear Exit Opportunities at Series B, C, or IPO.
	Drive deep platform integration with all major consumer wearables and health ecosystems.	Fund the company's primary hyper-growth phase and secure market leadership.



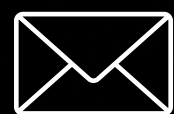
Expenses

- Total HR Cost inc R&D Wages 32%
- Total Admin Cost 10%
- Total Advertisement and Marketing 16%
- Total R&D Cost Ex Wages 11%
- COGS - Server/Customers Service and Security 28%
- Total Travel Cost 3%



inVest in Truth

Schedule a meeting with our CEO



Email
nicole@intruth.io



WhatsApp
[+61410160109](https://wa.me/61410160109)

*"Your investment is no longer
just financial - it's a vote in the
world you want to create."*
- **Nicole Gibson**



Join Us On Our Mission To Create A Sovereign World

