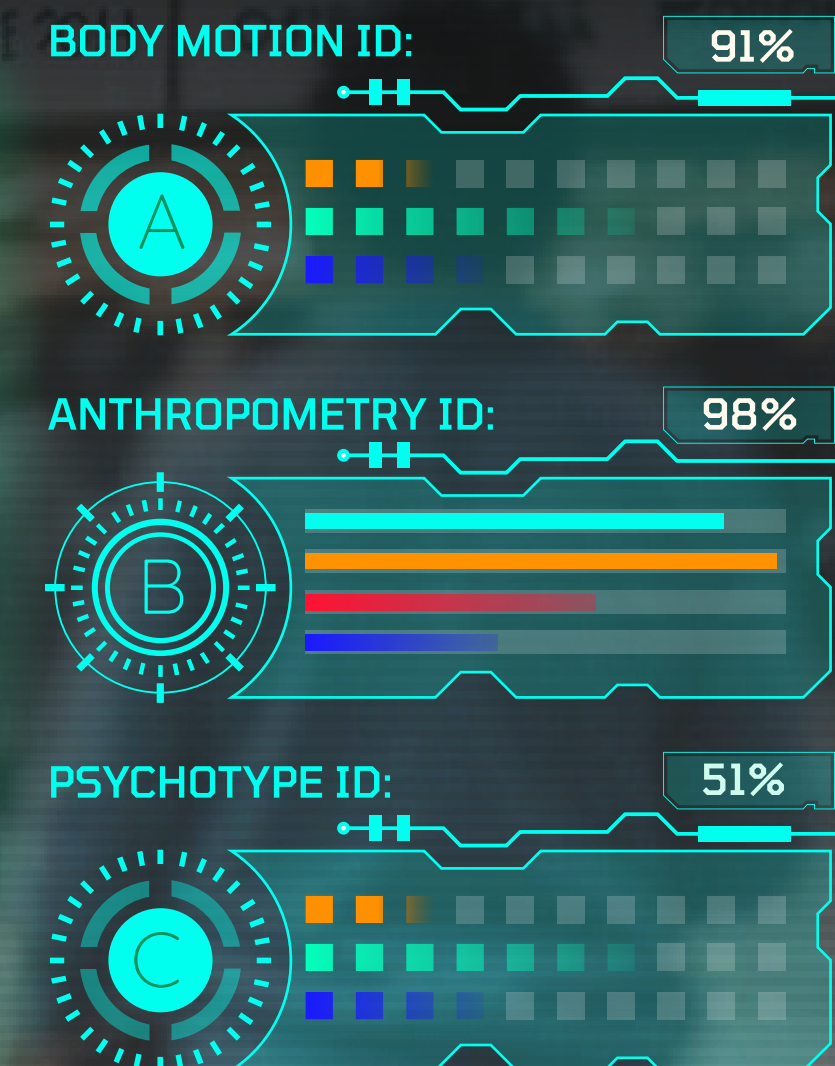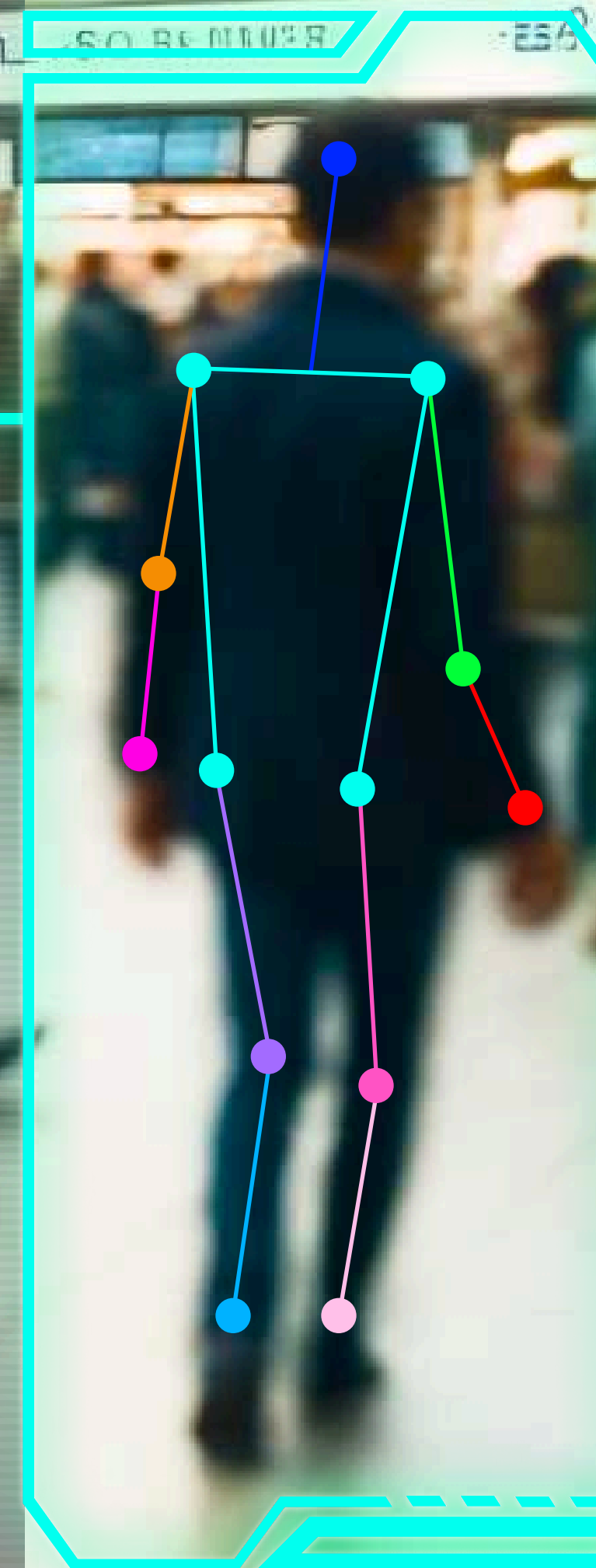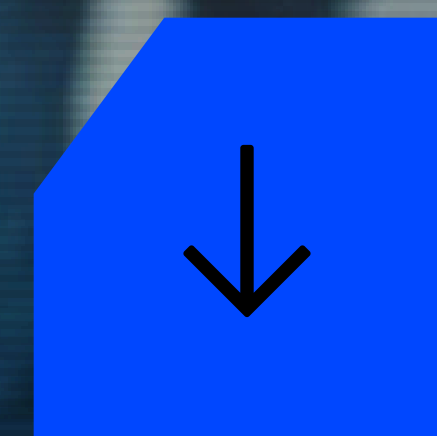# ethogram.io

Opening a new chapter in digital human behaviour analysis.
Ethogramio focuses on interpreting body motion patterns to predict
personality traits, detect coordinated activity, identify concealed
signs of trauma, and enable biometric-level individual recognition.

BODY MOTION ID: 91%

ANTHROPOMETRY ID: 98%

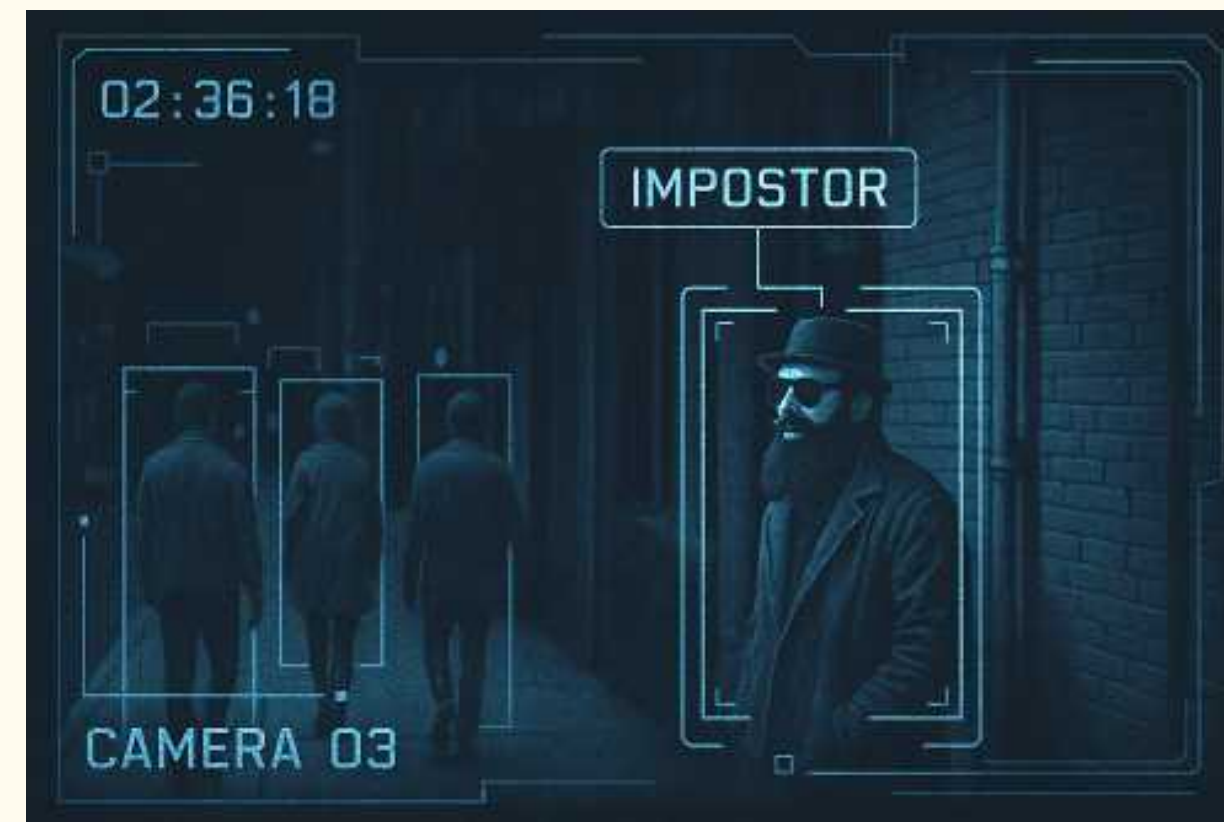PSYCHOTYPE ID: 51%

VIEW MORE:

PROBLEM

The problems of the existing surveillance and monitoring systems we aim to solve:

Unreasonable behaviour

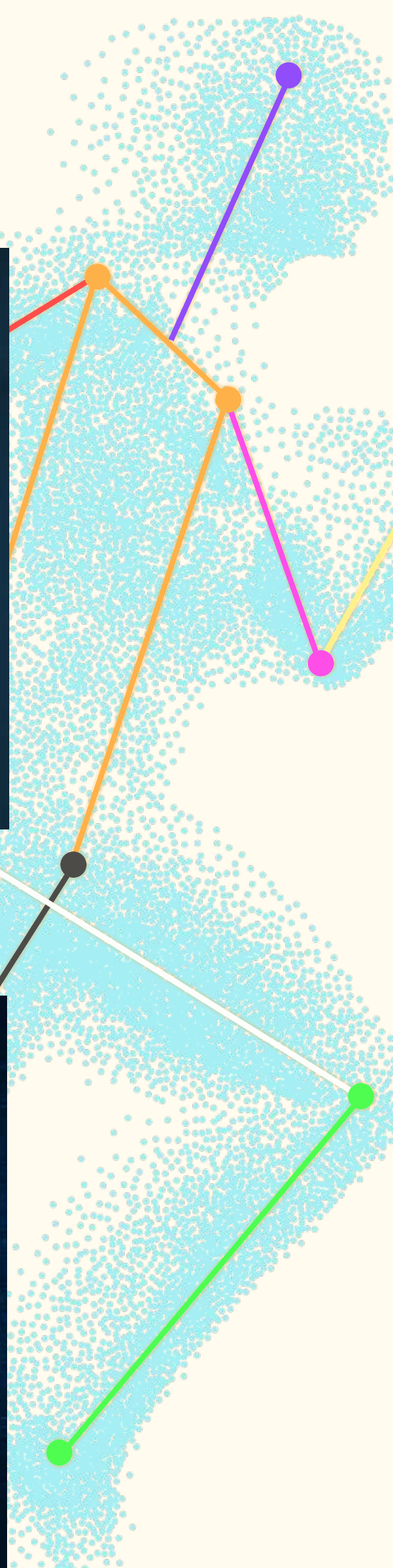Person in disguise / Impostor

Unreporting / Silent victim

Hidden Emotional Distress

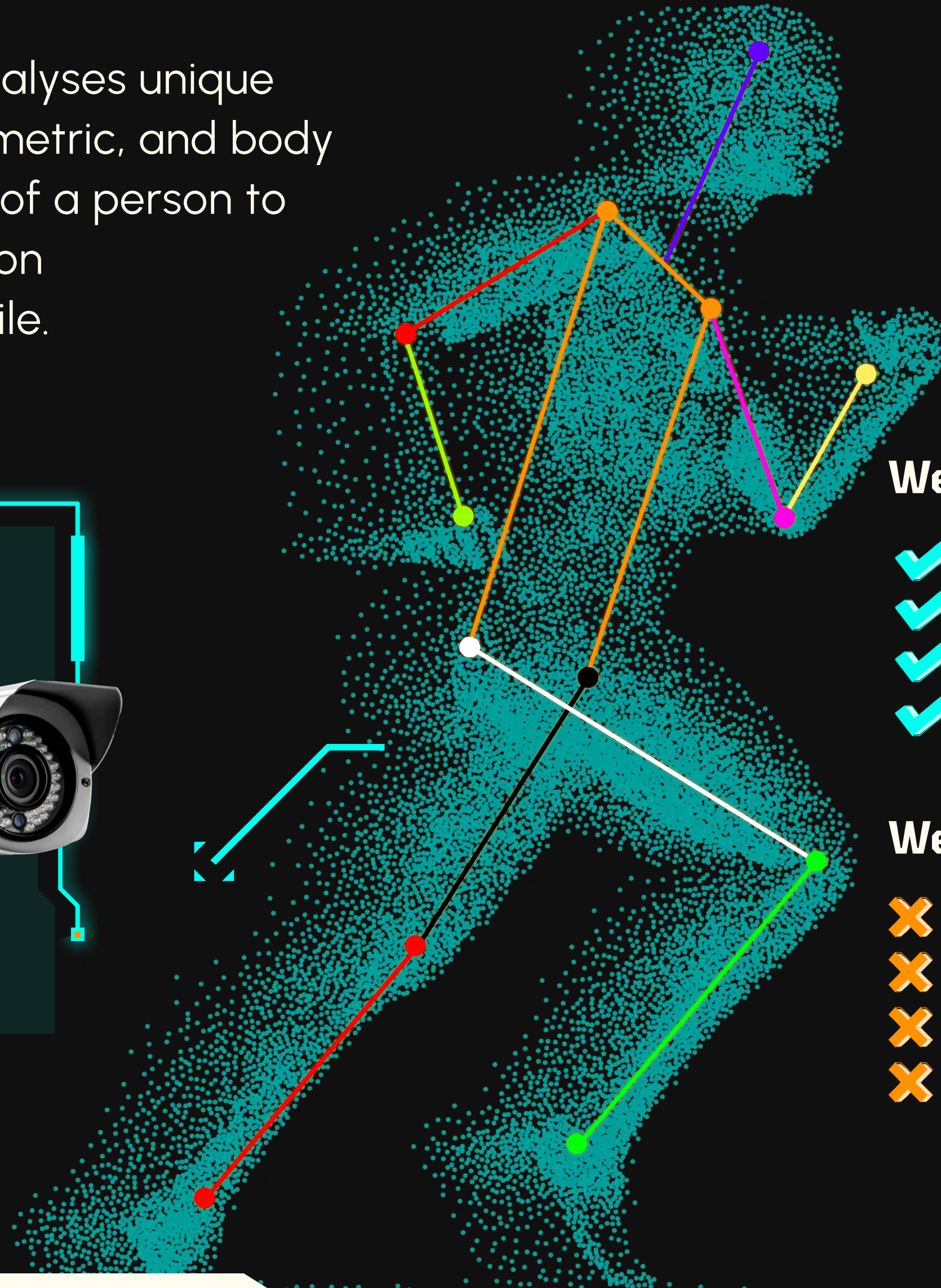Groups / Coordinated activity

CCTV-free zones

SOLUTION

Ethogramio system analyses unique behavioural, anthropometric, and body motion characteristics of a person to create a next generation digital personality profile.

CCTV + LIDAR Setup

We use:

- ✓ Body motion
- ✓ Gestures
- ✓ Behavioural patterns
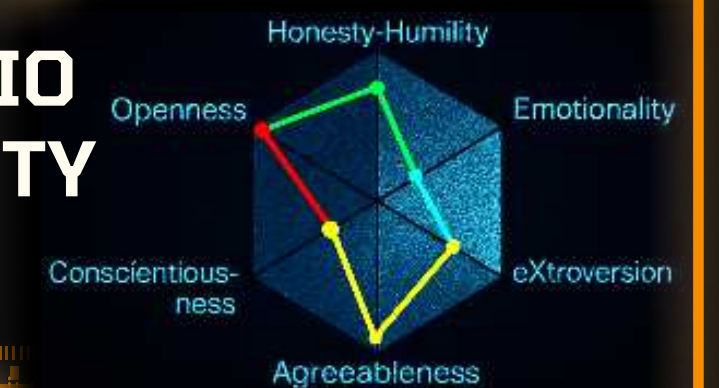- ✓ Anthropometry

We do not use:

- ✗ Facial recognition
- ✗ Finger print
- ✗ Iris scan
- ✗ RFID

DATA PROCESSING

HONESTY-HUMILITY	3.00	FORGIVINGNESS	3.25
SINCERITY	3.25	GENTLENESS	3.00
FAIRNESS	3.00	FLEXIBILITY	3.25
GREED-AVOIDANCE	2.50	PATIENCE	2.75
MODESTY	3.25	CONS-NESS	4.06
EMOTIONALITY	3.75	ORGANIZATION	4.25
FEARFULNESS	3.75	DILIGENCE	4.00
ANXIETY	4.00	PERFECTIONISM	4.00
DEPENDENCE	3.50	PRUDENCE	4.00
SENTIMENTALITY	3.75	OP. TO EX.	3.44
EXTRAVERSION	4.06	AEST. APP-TION	3.75
SOC SELF-ESTEEM	4.00	INQUISITIVENESS	3.75
SOC BOLDNESS	4.25	CREATIVITY	2.75
SOCIABILITY	4.25	UNCON-LITY	3.50
LIVELINESS	3.75	ALTRUISM	3.25
AGREEABLENESS	3.06		

ETHOGRAMIO PERSONALITY PROFILE

MARKET

While behavioural analysis-based products are still emerging, we can leverage existing data from the most comparable technology - **facial recognition** - for competitive analysis.

Technavio gives us a **USD 8.017** billion market. The facial recognition market size is forecast to increase by USD 11.82 billion, at a **22.2% CAGR** between 2023 and 2028

PRISONS ONLY:

€2500 /MONTH/LICENSE ››› **€82M** EUROPEAN MARKET

€2500 / MONTH/LICENSE ››› **€358M** USA MARKET

TAM

$8B in 2024 ››› **$20B** in 2028

For the core product **"Personality Profile"** the TAM is expected to be at least equivalent to that of the facial recognition market.

SAM

In light of recent government investments in the USA and Europe, we see national police and security services as primary adopters of the "Personality Profile" product.

As well as **PENITENTIARY INSTITUTIONS, BOARDER GUARD, DEFENCE, AND CASINOS.**

SOM

As we're starting our MVP development with focus on penitentiary institutions, we define this industry as our SOM for the core product **"Personality Profile"**.

There **960** penitentiary institutions within the **14** most developed European countries and **4780** in the USA.
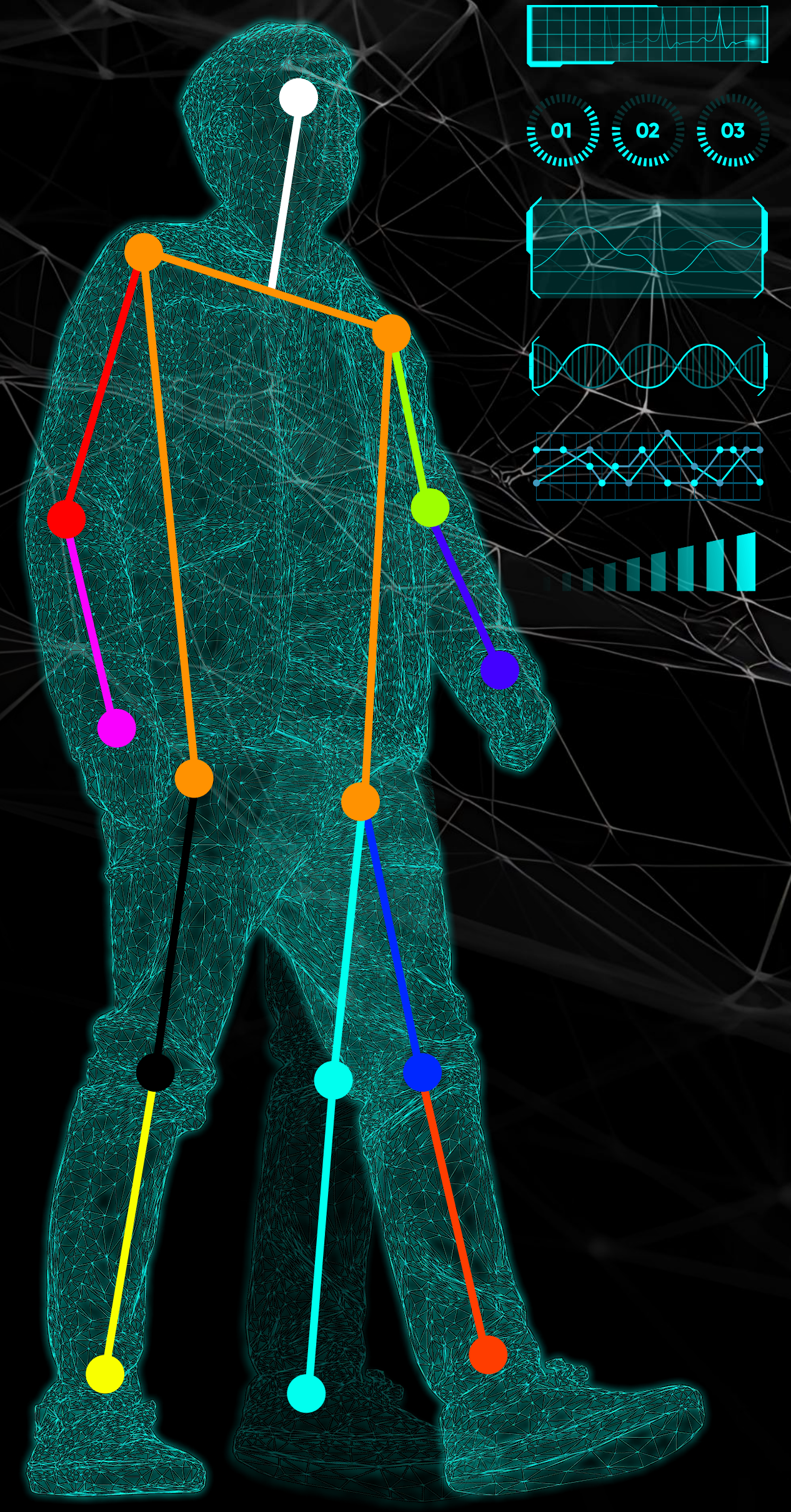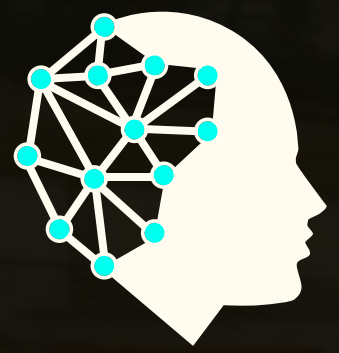
DEGREE OF INNOVATION

Personality Profiles by Ethogramio is a radical innovation rather than incremental. Due to IoT computation power and sufficient level of data processing, we can finally open a new chapter in human behaviour studies. Our machine learning algorithms went further than present facial and gait recognition technologies. **The whole human body, its motion, specific gestures and gait patterns are the source for a deep analysis.**

Our product is not only aimed at advancing human identification and profiling to the next stage of development but also to producing valuable data for upcoming public security, military and retail R&D projects and collaborations with academia.

FUTURE PRODUCTS AND DEVELOPMENTS BASED ON THE ETHOGRAMIO CORE:

- DNA matching collaboration

- Body motion for film CGI based on personality profiles

- Drone and robot-based identification

ethogram.io

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