HORIZON 2020

Neurotechnology to understand the emotions of customers in market research

Fact Sheet

Project Information

usenns

Grant agreement ID: 652291

Project website

DOI
10.3030/652291

Project closed

EC signature date
15 September 2014

Start date	**End date**
1 September 2014	30 November 2014

Funded under
INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Total cost
€ 71 429,00

EU contribution
€ 50 000,00

Coordinated by
BIT & BRAIN TECHNOLOGIES SL
Spain

Objective

Human-Centric Marketing is the current trend in marketing that looks at customers holistically, recognizing their emotions as one of the most important dimensions. All experts indicate that only the companies that adapt to this trend will successfully survive the current competitive and global environment. However, traditional market methodologies cannot objectively measure emotional insights as this information is unconscious and cannot be accessed under rational processes. BitBrain has already developed a neurotechnology solution able to measure emotions completely adapted

to the market research sector, and the objective of the usenns project is to penetrate the market.
This solution has 3 main innovations: i) two new measurement devices (neuroheadset and a “ring”) adapted to the market research sector; ii) the encapsulation and integration within the technology of all the neuroscience knowledge on design-execution of experiments and on elaborated data analysis, in a completely transparent manner for the user; and iii) presentation of the results on emotions of consumers in a comprehensible and valuable language for the market researcher and its client. This results in a technology easy to implement in market research companies without incurring a risk due to high initial investments (clients pay an affordable price for the measurement devices), and a pay-per-use with a reasonable price only charged at the end of a study. This pay-per-use service with a visualization and interaction web-based application make this business model highly scalable.
The objectives of the feasibility project are to accelerate the process of corroborating the business plan, and to define an action plan to reach mainstream commercial use from the current prototype state. After the feasibility study, the action plan will bring to the market a solution that will revolutionize the global market research sector by helping companies to design better strategies adapted to their customers

Fields of science (EuroSciVoc)

natural sciences > biological sciences > **neurobiology**

natural sciences > computer and information sciences > **data science**

social sciences > economics and business > business and management > **business models**

Programme(s)

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) MAIN PROGRAMME

H2020-EU.2.3.1. - Mainstreaming SME support, especially through a dedicated instrument

Topic(s)

ICT-37-2014-1 - Open Disruptive Innovation Scheme (implemented through the SME instrument)

Call for proposal

H2020-SMEInst-2014-2015

See other projects for this call

Sub call

H2020-SMEINST-1-2014

Funding Scheme

SME-1 - SME instrument phase 1

Coordinator

BIT & BRAIN TECHNOLOGIES SL

Net EU contribution

€ 50 000,00

Total cost

€ 71 429,00

Address

CALLE SANTA TERESA DE JESUS 30 PORTAL 30 PLANTA LO
50006 Zaragoza
Spain

SME

Yes

Region

Noreste > Aragón > Zaragoza

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

Contact the organisation Website
Participation in EU R&I programmes
HORIZON collaboration network

Last update: 8 August 2022

Permalink: https://cordis.europa.eu/project/id/652291