



SentientIQ™

Every dashboard tells you what happened.

We tell you why it happened.

The foundation of the Emotional Intelligence Industry.

The Industry Blindspot

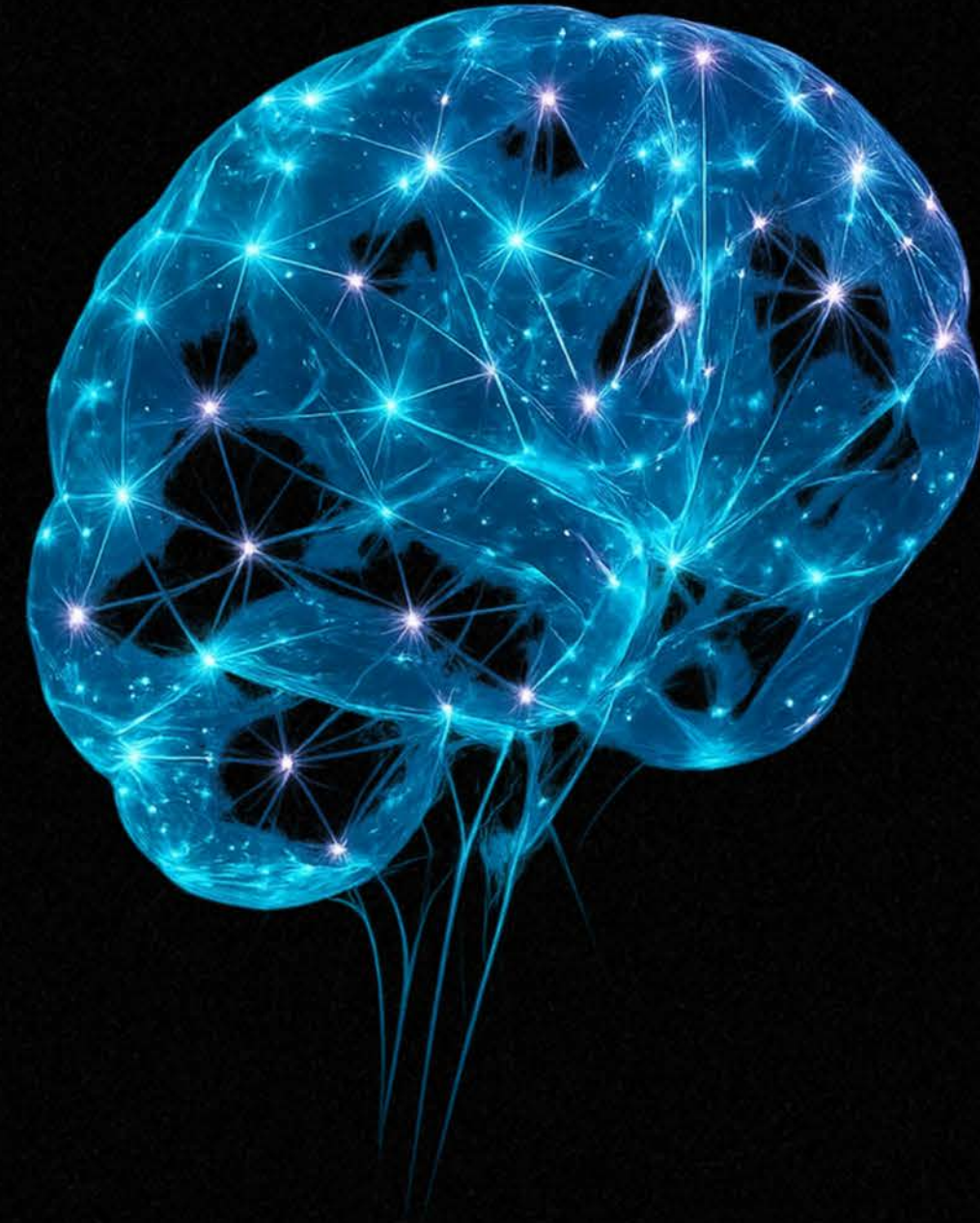
- “Marketers measure what already happened. Nobody measures why it happened.”
- Dashboards: Clicks, conversions, funnels → all backward looking.
- The missing dimension: human emotion.



Historical Parallels

- Bloomberg → turned raw ticker feeds into financial intelligence.
- Google → turned messy web pages into search intent.
- Facebook → turned friendships into social graphs.
- Palantir → turned data exhaust into intelligence patterns.

SentientIQ is turning live human signals into emotional intelligence infrastructure.



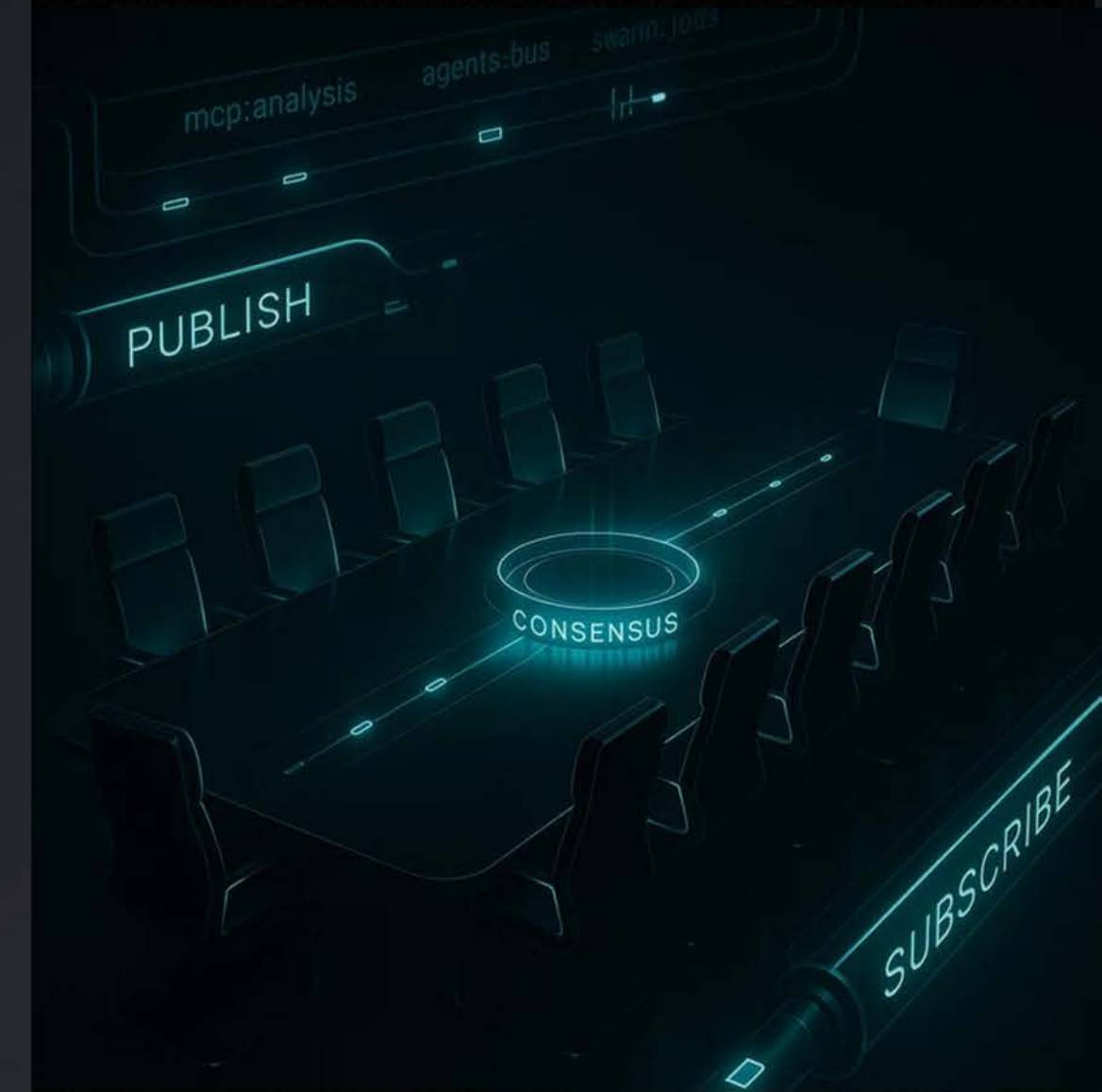
The Data Moat

Every day the agent swarm runs:

- Emotional fingerprints of campaigns
- Authenticity scores trending over time
- Agent swarm consensus logs
- Human emotional responses to AI interactions

Cannot be copied.

The longer it runs, the deeper the moat.



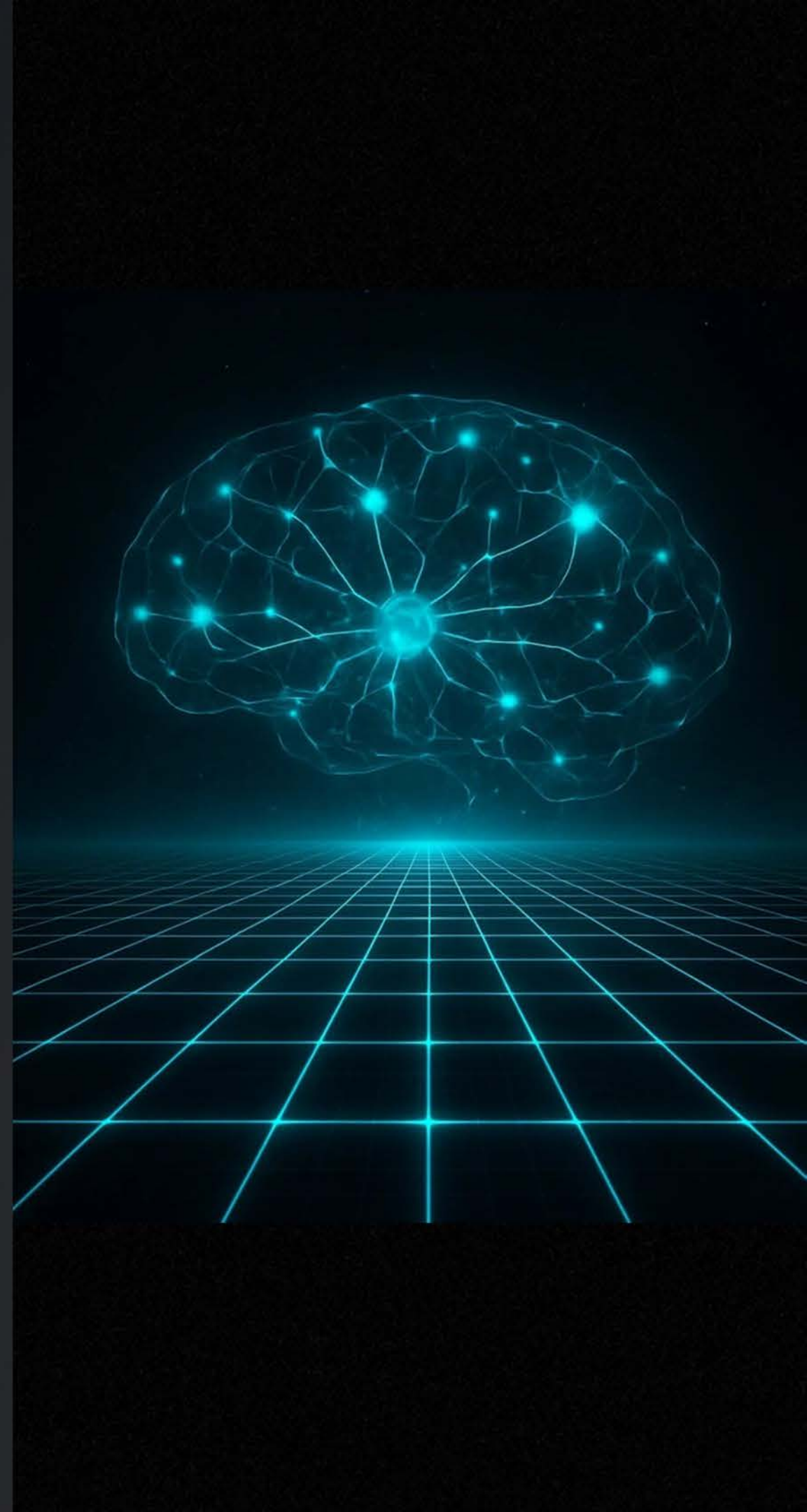
The Asset Class

- “You can trade on volatility, credit risk, search keywords...
...now you can trade on emotional volatility.”
- The Emotional Volatility Index (EVI™) = Bloomberg Terminal for human feeling.
- Benchmarks, alerts, and interventions built on your unique data lake.



Unfair Advantage

- SaaS can be cloned.
- APIs can be forked.
- Dashboards can be copied.
- But no one can recreate this historical emotional data lake.
- Google-level defensibility, but for the why instead of the what.



The Category Name

- Marketing dashboards = past tense.
- MarTech clouds = black boxes.
- Emotional Intelligence Infrastructure™
- The foundation for the next generation of marketing, product, and human-machine interaction



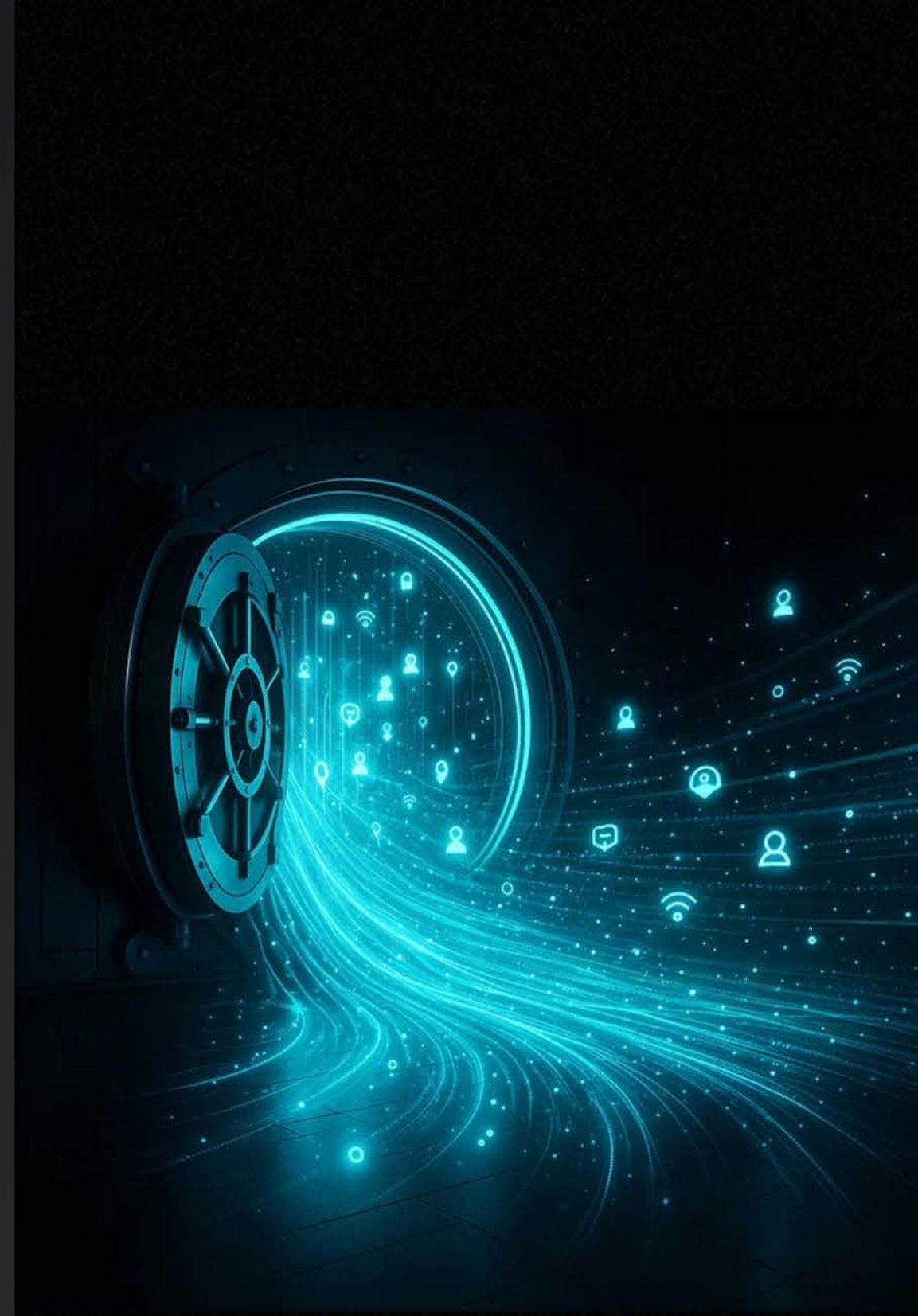
The Vision

- Every brand will need this.
- From ad campaigns → to product design → to AI-human trust.
- The SentientIQ stack becomes the default layer for:
- Real-time emotional telemetry
- Authenticity benchmarking
- Intervention triggers
- Category-wide intelligence



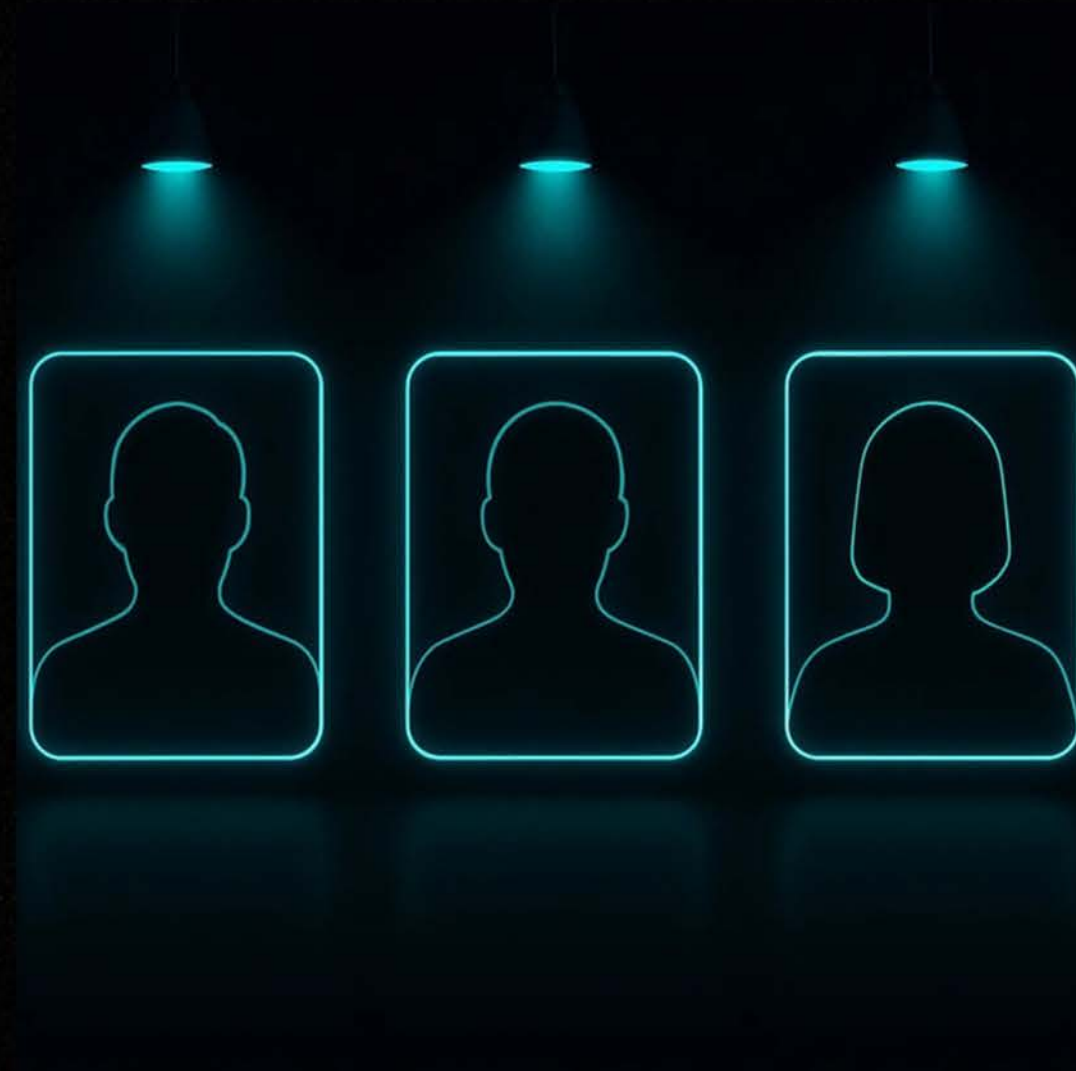
Traction

- Fully operational platform — AWS, Supabase, Redis, ML consensus.
- LifeBrands / LBD2C.com → live in production.
- CreditSuite.com → onboarding (1M+ HubSpot leads).
- 15,000+ Reddit posts already processed into the Emotional Data Lake.
- Swarm intelligence improving daily; live consensus + continuous training.



Team

- Matt Kiselstein - Founder & CEO | 25+ yrs marketing transformation.
- Bradley Schaufenbuel - Cybersecurity Advisor | CISO, Paychex.
- Advisory bench - Fortune 500 CMOs + AI lab leads.
- Core DNA: marketing + data security + AI → built for category creation.



The Ask

- Raising \$300,000 angel round.
- Use of funds: founder runway, focused engineering, early pilots.
- Goal: extend 12–18 months → scale platform + early revenue.
- Why now: category unclaimed → we plant the flag first.



The Vision

Becoming the Cognitive Layer of the Internet

- First living marketing system → not just analyzing, but learning, adapting, predicting.
- North Star: Emotional Intelligence Infrastructure™ connecting brands + customers *at the level of why, not what.*
- The Bloomberg Terminal for Human Emotion™ - foundational layer for the next generation of marketing, product, and AI-human trust.

