



# Recovering the Unspoken Communication

*April 2022*

---

# Who We Are

## Michael Peters, CEO

Washington, DC

## Alexander Stufflebeam, President

Indianapolis, IN

## Bryan Bearden, CTO

Indianapolis, IN

## Software Development, Engineering, and Graphics Support Teams

Indianapolis, IN | Knoxville, TN | Columbus, OH | Washington, DC

*Note: full biography slide later in document*

## We have backgrounds from

Harvard, Columbia, MIT, Purdue, Oxford, RHIT, Duke, Ohio State



## We have professional experiences

at Booz Allen Hamilton, AECOM, Citicorp, Anthem (IT), Deloitte, Rolls-Royce, Toyota Industrial, Harvard



## Our History

InspireMe was conceived amongst Harvard colleagues, surrounded by business executives, long before the pandemic. Looking ahead, we knew this world of business, medicine and academia was destined to become “remote,” yet must somehow continue to CONNECT as humanity.

# Recovering the 70% Unspoken Communication

We offer a way to **engage each other's heads and hearts**, not just words



This is the next generation of conference and video-conference technology

Real-time, actionable feedback to engage and inspire collaborators!

LINK: [InspireMe.video](https://InspireMe.video)

A single glowing yellow lightbulb hangs from the ceiling, casting a warm glow. The background is a blurred image of a group of people in a meeting or classroom setting.

## What We Do

- 1 Collaborative ecosystems** in a virtual environment
- 2 Real-time, actionable emotional intelligence** tailored for healthcare, telemedicine, government, primary and university education, sales and business meetings

# How We Do It

1 Using **neuroscience and artificial intelligence** machine learning research libraries of multicultural facial emotion characteristics

2 We process these libraries through **tens of thousands of lines** of code, taking basic emotion-identification and adding layers of proprietary algorithms to derive meaningful collaboration and emotional intelligence output

3 We provide, for the first time in human history, **actionable emotional intelligence** feedback, graphically displayed in real-time prompts and indicators to create a path to collaboration, inspiration, and decision making

## Business Applications



Facilitating and measuring effective collaboration among lawyers, architects, business executives or project teams



Customizing sales presentations to meet customer needs based on real-time emotional intelligence feedback

## Healthcare Sector Applications



Facilitating and measuring effective meetings among doctors, nurses, administrators and staff



Engaging emotional intelligence in telemedicine to understand when patients are in pain, under stress or confused

## Public Sector Applications

### Government

---



- Enabling team and staff telework without losing the personal feel and emotional intelligence
- Gauging the responses of constituents using real-time emotional intelligence

### Education

---



- Measuring and rewarding student engagement
- Comparing instructor to instructor
- Comparing educational technique to educational technique
- Cuing instructors to ask questions of disengaged students

# Unrelenting Protection of Privacy and Identity



- 1 Secure/encrypted data transport
- 2 AWS cloud architecture
- 3 **All analysis is completed on the local machine** with no images or facial data maps leaving the meeting participant's local device
- 4 All data is aggregated anonymously and presented in a black-box to **protect individual privacy**
- 5 All identifiable information, including the "ID" is **removed or deidentified** within one second of meeting end

In-App Privacy  
Notice Reassures  
Users

**Personal Privacy Protected At All Times.** All emotional analysis is performed locally and aggregated anonymously. All personal information will be removed at meeting end.

# Intellectual Property



## Patented protected rights:

- Intellectual Property Priority data = September 11, 2017
- 102 total issued claims
- Active continuation on file allowing the original priority date to apply to future related claim sets
- International PCT filing to extend patent rights internationally
- Intellectual Property has been authored, prosecuted, and asserted under the legal counsel of Fish & Richardson



US 10,382,722 – Issued Aug 13, 2019

- Covers the use of artificial emotional intelligence to analyze and moderate video-conferencing calls
- Covers multiple data gathering and analysis methods as well as multiple methods for interacting with the videoconference



US 10,382,722 – Issued Aug 25, 2020

- Claims priority based on 9/11/2017 provisional
- Broadly claims a system that measures facial attributes, computes an engagement score, and outputs either an indication of that score or a suggestion of a management action that should be taken
- Covers a variety of iterations including using audio analysis, posture analysis, emotion classification, group aggregation of scores, computing metric



US 11,122,240 – Issued September 14, 2021

- Claims architecture design and method for scaling emotional monitoring and feedback of video-communication sessions to thousands of simultaneous participants



US 11,165,991 – Issued November 2, 2021

- Claims use of audio and video analysis to provide actionable adjustments for improving collaboration and engagement in videoconferencing



US 11,290,686 – Issued March 29, 2022

- Claims use of advanced algorithms for converting raw emotional score data into near real-time adjustments to the videoconferencing session

# Problem we are Solving



(Patent filing excerpt): “Thus, in a conference with many participants, limitations on screen space and network bandwidth force video conferencing platforms to choose from two options that both block much of the visual, non-verbal content that video conferencing was intended to provide. As a first option, video conferencing platforms may show video streams for only a few participants, but this entirely prevents endpoint devices from displaying information about many other participants. As a second option, video conferencing platforms may show many small, low-quality video streams, but the necessary reductions in size and quality filter out much of the visual information (e.g., gestures, facial expressions, etc.) from source video feeds and make it imperceptible at the interface of the destination endpoint. Neither option allows a user interface to effectively convey the state of the other participants and in particular the reactions and non-verbal communications that video conferencing was created to transmit.”

## Problem Summary

1. “Thumbnail” videos are too small for reading reactions
2. Overflow participants are on an invisible page
3. Host is sharing screen and cannot see participant videos

*Thus, making it impossible to read the faces, expressions, and temperature of the room without our technology*

# Differentiation & Value Potential

Paraphrasing Peter Thiel,\* a technology company that can succeed is defined by two things:

1. Its **ability to generate cash flow**
2. Its ability to **create a monopoly using a differentiated commodity**



Once integrated, the **InspireMe** solution will be **that differentiating commodity for you.**

This has never before existed. No one else has it and, if you own it, no one else can!



Solution includes immense potential for “Big Data” analytics and **monetization**



10% market share = **1 Billion Dollars**



# Features & Roadmap

# Integrated Dashboard

The **User Experience** and feature set are **customizable** by meeting type and videoconferencing customer. Once integrated, these will take on the look and feel of the host platform (see mock-ups on later pages). The image shown to the right is taken from the current fully-functioning version of the application.



"Inspiration" bulb glows brighter as the meeting participants engage

Emotionally-intelligent real-time management prompts drive actions based on individual or group behavior, even for those participants the host cannot see

Real-time Group monitoring dials show the average score of the virtual room across three dimensions

Live Participant Heatmap plots the average emotional intelligence of the room, allowing a host or moderator to quickly understand meeting effectiveness and respond

Talk time tracks who has been talking and for how long

Emoticons allow anonymous feedback. No participant sees the selection, but it impacts the dials, heatmap, and inspiration bulb.

# Meeting Scorecard

The post-meeting evaluation report is customizable and can be tailored to the specific needs of a particular client. This scorecard provides a meeting host with a lessons-learned-opportunity to improve. It also provides leaders the ability to compare meetings, evaluate presenters, teachers, sales professionals, classes, or teams over time.

Key meeting metrics provide a clear context

Dials show the average aggregated scores for the entire meeting

Measures the sharing of speaking among participants. By mousing over the colored bars, one can track who spoke during each sliver of time.

Thought leader board draws attention to those who were best able to engage the "room" as they spoke



Speaker sequence couples with the timeline below it to highlight the responses of the group to each speaker or group discussion

The timeline identifies the critical moments of the meeting, tracking the three primary "dials" over time

Heatmap plots the aggregated summary of the emotional intelligence of the meeting

# Existing Features



Live participant heatmap



Real-time group monitoring dials



- Agreeable: Positive and Upbeat
- Engaged: Interested and Involved
- Attentive: Alert and Focused



Emotionally-intelligent real-time management prompts



- Prevent speaking time domination
- Promote Engagement
- Remedy Confusion
- Maintain Focus
- Deal with Tension



Gamification with glowing bulb and fireworks as rewards throughout meetings



Optional Host and Participant modes for different types of users



Configurable for different meeting types



- Group session
- Lecture
- Sales meeting
- Large scale presentation
- Telemedicine (*coming soon*)



Ability to track and analyze multiple faces per camera



Tracking and reporting of percentage of participants who are away from camera



Data privacy, data security, data anonymization



Post-meeting scorecard



- Overall meeting performance
- Meeting timeline analysis
- Thought leader analysis



Highly-configurable rules for client-specific meeting needs

# Roadmap Features

---



Intelligent Key Moment recognition and automated tagging



Real-time individual performance display



InspireMe Coin infrastructure for education settings and healthy competition (further gamification)



Empathy measurement for telemedicine



Micro-expression analysis



Personal emotional local profile for enhancing accuracy



Integration of chat participation in engagement scoring



Client-configurable face-tracking sensitivity, adjusting for various meeting sizes



Deeper UI Integration



- Overlay messages on individual videos
- Emotionally intelligent management of tile arrangements



Cloud processing of video streams



**Team**

# InspireMe Team



## Michael Peters

CEO, Trusted Inc  
Washington, DC

Harvard Graduate School of Design

- Expert in Residence
- Senior Advisor Executive Education

- Formal Education at Harvard, MIT, Oxford, Rose-Hulman Institute of Technology
- Inventor with multiple patents across Video Collaboration, Blockchain Fair Trade, Piezo Alternative Energy, Anti-NIMBY Neuroscience, Anti-Fraud Security documents, lasers, robotics
- "ReOpen DC" Mayor's Advisory Council
- Board of Directors for companies across construction, manufacturing, and hospitality
- CEO Council co-chair for Black Women for Positive Change
- Advisory, Conflict Resolution, Leadership across multiple and diverse domains
- Owner – Renascent DC, Panjshir Valley Emeralds
- Co-founder and Board Chair - Silk Road Gemological Lapidary and Laboratory (Kabul)



## Alexander Stufflebeam

President, Trusted Inc  
Indianapolis, IN

- Formal Education at Purdue University
- Professional credentials include FSA, CERA
- Deep technical background in data science and business risk management
- Broad experiences in international relations and business development
- Plays a key role in the ongoing development of the Trusted Inc diverse patent portfolio



## Bryan Bearden

CTO, Trusted Inc  
Indianapolis, IN

- Formal Education at Columbia, MIT, Harding University
- Built first-ever Fair Trade Blockchain solution for Afghanistan
- Technology Leader in Healthcare: 20 years at Anthem, designed and led \$700M technology transformation project, VP IT leading \$450M department
- DC-based committee that measured digital adoption across US Healthcare
- Deloitte Executive Specialist, Healthcare
- Actively consulting across Fortune 50 healthcare. Advising and designing solutions for healthcare IT transformation, M&A integration, value capture, IT modernization, PE due-diligence.

**We have an innovative and diverse team of talented and experienced full-stack software developers, web developers, engineers, architects, graphic artists, physicists, structural engineers, actuaries, data scientists, designers, videographers**

- Educational backgrounds include Harvard, Columbia, Oxford, MIT, Ohio State, Purdue, RHIT, University of Tennessee
- Professional experiences include Booz Allen Hamilton, AECOM, Citicorp, Anthem (IT), Deloitte, Rolls-Royce, Toyota Industrial, Harvard
- Indianapolis, IN | Knoxville, TN | Columbus, OH | Washington, DC



# Analogies

# World's FIRST Thermostat of Video-Conferencing



A **thermometer** tells us the temperature, providing a measurement without action. We may know it is “hot” or “cold,” but what do we do about it?

A **thermostat** monitors the temperature and DOES something about it (heat, air-conditioning, or humidity), adjusting the heat or air-conditioning to IMPACT the effectiveness of the environment



**InspireMe** is to Video-Conferencing what a **thermostat** is to the home environment!

# Reaching the “Moon” of Video-Conferencing, together

- Before December 17, 1903, our world was **two-dimensional**
- 120 feet later, we had found a third dimension
- 66 years after that, **we stood on the moon!**

InspireMe guides human interaction, collaboration and cooperation, providing measurement and management tools at this unprecedented juncture in history



**InspireMe** is to emotional intelligence and human collaboration what the **Wright Brothers** were to flight!



# The AI Buy-Sell Algorithm of Video-Conferencing



382.95	-205.37	▼	61.082	-0.040	-0.535%	72.370M
535.01	-308.18	▼	172.293	-0.009	-0.082%	12.920A
755.67	-740.20	▼	20.308	-0.278	-05.37%	80.370M
205.20	-370.16	▼	29.374	-0.820	-82.95%	17.293A
111.48	-300.77	▼	10.888	-0.616	-2.370%	90.616A
108.33	-740.74	▼	50.061	-0.374	-2.061%	11.009M
293.08	-728.57	▼	37.820	-0.572	-8.537%	20.308A
100.95	-108.70	▼	18.447	-0.537	-0.048%	82.061M
293.57	-537.00	▼	38.101	-0.370	-0.003%	70.082B
135.18	-108.61	▲	100.616	+0.101	+7.820%	18.600M
278.00	-121.20	▼	48.061	-0.111	-6.108%	10.205M
572.00	-108.11	▼	57.082	-0.600	-1.205%	67.820A
108.74	-121.22	▼	12.061	-0.049	-0.278%	33.072M
310.40	-300.40	▼	40.048	-0.920	-0.061%	57.755B
101.03	-278.48	▼	18.694	-0.308	-2.300%	12.008M
205.09	-101.61	▼	66.370	-0.740	-0.293%	38.537M
156.29	-222.01	▲	48.006	+0.048	+0.572%	29.374A
371.61	-100.05	▼	11.205	-0.061	-0.077%	44.632B
106.11	-205.37	▼	20.308	-0.108	-1.080%	63.101M
278.30	-127.70	▼	19.009	-0.072	-0.108%	73.208A
180.61	-108.81	▼	80.041	-0.278	-0.049%	77.300B
301.01	-211.38	▼	22.237	-0.123	-0.570%	31.740M

- A **stock market ticker tape** provides information: Which stocks are trending up and by how much. Which are trending down. But human reactions are slow. We can only effectively watch a few on a ticker. Conditions change quickly.
- On the other hand, **buy-sell algorithms** can watch thousands of stocks at once, triggering ACTION and managing a portfolio faster and more accurately than any human trader

**InspireMe** is to Video-Conferencing what a **profitable buy-sell algorithm** is to a stock market trader!

# The Digitally-Informed Doctor of Video-Conferencing



- A smart watch and other bio-medical sensors provide real-time insights into physical health



- But an **EKG to the wearer of the watch** is very different than in the hands of a trained physician



- Each sensor provides only a data point



- The data points, plus the doctor's intervention, combined holistically and in real-time, can save lives.

**InspireMe** is to Video-Conferencing what a **doctor with real-time sensor feedback** is to a patient!

Just for fun....



**InspireMe** is to Video-Conferencing what radar is to a blind horse!





Contact us: [mpeters@illuminatetechnologies.com](mailto:mpeters@illuminatetechnologies.com) | 202.802.8072 (Phone, WhatsApp, Telegram, Signal)

---

[InspireMeCollaboration.com](https://InspireMeCollaboration.com) | Multiple Patents Issued

**CONFIDENTIAL - DO NOT DISSEMINATE.** This document contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.