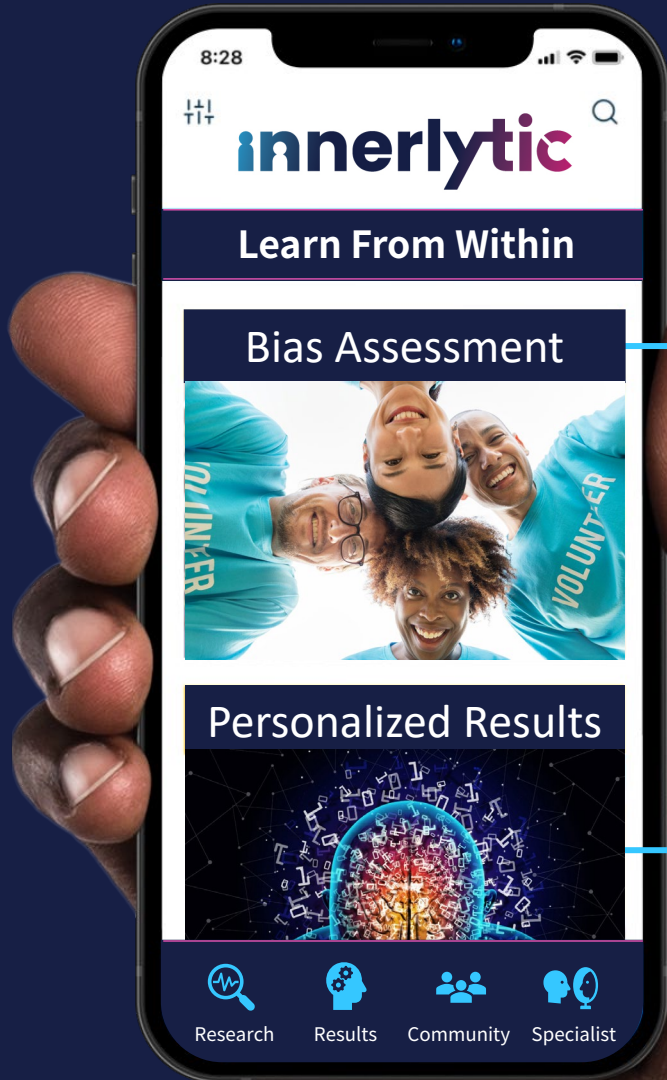



# We have created a technology that helps you discover bias



1 Create an online profile on your phone

2 Take our first-impression assessment from home 

3 Get personalized report that educates you on your biases

4 Learn about bias and connect with psych professionals

**Closest Competitor:**  
The Harvard IAT

**Our Competitive Advantage:**

- Vetted psych literature + **original first-impression analytics**
- Use of **biometrics** to support findings
- **Personalized learning** that evolves over time