Emome

Here to improve our users' lives through social innovation.

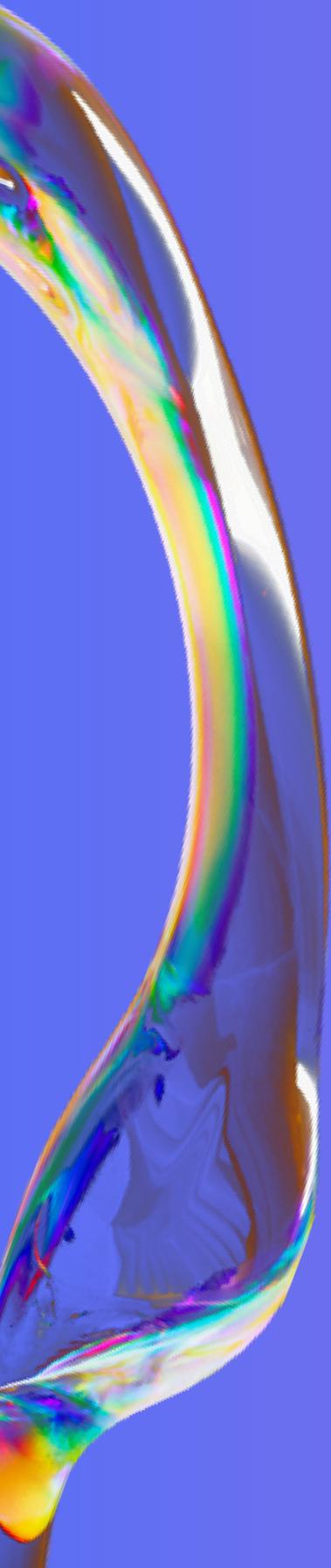# Emome
THE SOLUTION TO RELATIONSHIPS

The AI platform that measures the health of your relationships.

TODAY'S AGENDA

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The Human Problem:

WHEN EMOTIONS ARE NO LONGER ENOUGH

Imagine a young adult living a friendship that leaves them feeling increasingly anxious and emotionally drained.
They don't know whether they're overreacting or if the relationship is truly toxic.
To understand it, they start tracking every interaction:
when they meet, how long it lasts, and how they feel afterward.
After a few weeks, almost all interactions show negative outcomes.
The data confirms what emotions alone were unable to explain.

**If we transform emotions into data,
we can understand relationships.
Emome was born from this insight.**

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IMPORTANT RELATIONSHIPS
&
INTUITIVE DECISION MAKING

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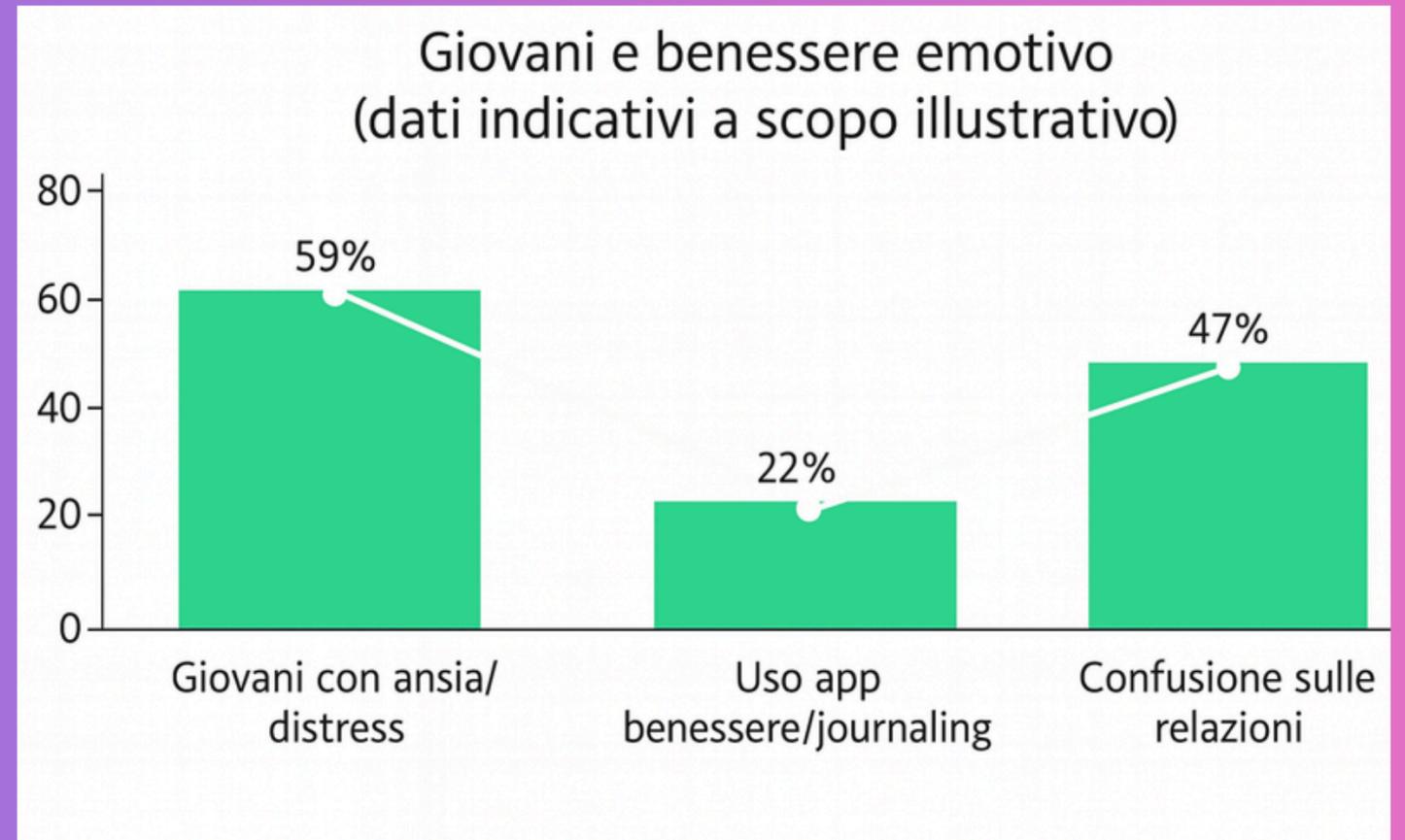## Emotional anxiety and confusion (Gen Z)

Gen Z and young adults show record levels of anxiety and emotional confusion compared to previous generations.

A rapidly growing market

In Italy, the mental health market is worth over €10 billion and is growing rapidly, driven in part by digital solutions.

So many apps — but none like ours

There are thousands of journaling and wellness apps, but none truly measure the real impact people have on our everyday relationships.

Giovani e benessere emotivo
(dati indicativi a scopo illustrativo)

Bar chart:
- Giovani con ansia/distress: 59%
- Uso app benessere/journaling: 22%
- Confusione sulle relazioni: 47%

Source approximations: Eurobarometer – Mental Health (European Commission, 2023); Eumetra; Gen Z & Mental Health, 2024.

Our choices are crucial.
Why are we still making them blindfolded?

WHY THIS PROBLEM IS ALSO A SOCIAL ISSUE

Alignment with the 2030 Agenda (UN):

SDG 3 – HEALTH & WELL-BEING

EMOME helps young adults recognize relationships that fuel anxiety, relational burnout, and social isolation, encouraging healthier and more conscious choices.

SDG 5 – GENDER EQUALITY

By making toxic patterns, manipulation, and emotional abuse visible, EMOME supports those who often struggle to be heard in relationships particularly women and minorities.

SDG 10 – REDUCED INEQUALITIES

Thanks to its freemium model and very low costs, EMOME provides emotional awareness tools even to those who cannot afford private therapy paths.

PREVENTION-FOCUSED TECHNOLOGY

EMOME identifies harmful relationships before they escalate into mental-health problems, university dropouts, or productivity loss, reducing social and economic costs for the system.

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THE SOLUTION: EMOME

Relational Technology

We help people understand whether a human interaction is beneficial or harmful, through an algorithm that transforms interactions into emotional scores and psychological insights.

Impact on People

EMOME doesn't just measure how you feel in general, but the concrete impact specific people have on your life. Each relationship is tracked 1-to-1 and assigned an emotional score over time.

AI & Psychology in a Single Model

We combine AI algorithms with psychological concepts: personality clustering and an Emotional Weighting Algorithm (EWA) that converts duration, frequency, and emotional intensity into a clear, readable index.

Alerts on Toxic Patterns & Trends

EMOME identifies repetitive patterns in relationships and generates alerts for potential toxic dynamics, showing long-term trends instead of just asking "how do you feel today?"

HOW EMOME WORKS

From raw data to toxic relationship alerts.

1. INTERACTION LOGGING

The user records who they met, how long the interaction lasted, the context, and how they felt afterward (emotional scale).

3. PSYCHOLOGICAL FRAMEWORK

The score is integrated with personality traits and attachment patterns to build a relational profile.

5. INSIGHT & ALERT

When critical patterns emerge, EMOME generates insights and notifications, for example: "Last 30 days: emotional impact 70% compared to your average."

From a vague 'something feels off' to a clear picture of relationships that nourish you or drain you.

2. EMOTIONAL WEIGHTING ALGORITHM (EWA)

The algorithm weighs emotional intensity × duration × frequency and calculates an emotional impact score for each person.

4. DASHBOARD & TRENDS OVER TIME

The app displays the "health" of each relationship over time: charts, peaks, sudden drops, and comparisons between relationships.

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WHY EMOME IS TRULY INNOVATIVE

A new way to use emotional data: from personal journaling to an objective radar for relationships.

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|	Competitors	EMOME
Unit of Analysis	Individual mood, day by day.	Specific relationships and their emotional impact over time.
Technology & Data	Manual logging, limited analysis of collected data.	Emotional Weighting Algorithm (EWA) + personality clustering + pattern detection.
User Experience	Write a diary and read generic statistics.	Insights in natural language ("this relationship drains you"), clear charts, proactive alerts.
Business Model	General wellness subscription.	Relationship-focused freemium model + future B2B for psychologists & HR.
Social Impact	Focus on generic personal well-being.	Prevention and decision support for toxic relationships, empowering young people in life choices.

SCIENTIFIC FOUNDATION: EMOME PSYCHOMETRIC MODEL

Research Objective

Translate relationship dynamics into a numerical "relationship health" index.
Integrate app data (duration, frequency, emotional intensity) with established psychological concepts.

Collaboration with Research

The project is supported by a research pathway with PhD candidates in clinical and personality psychology.
They support scale selection and validation of risk categories.
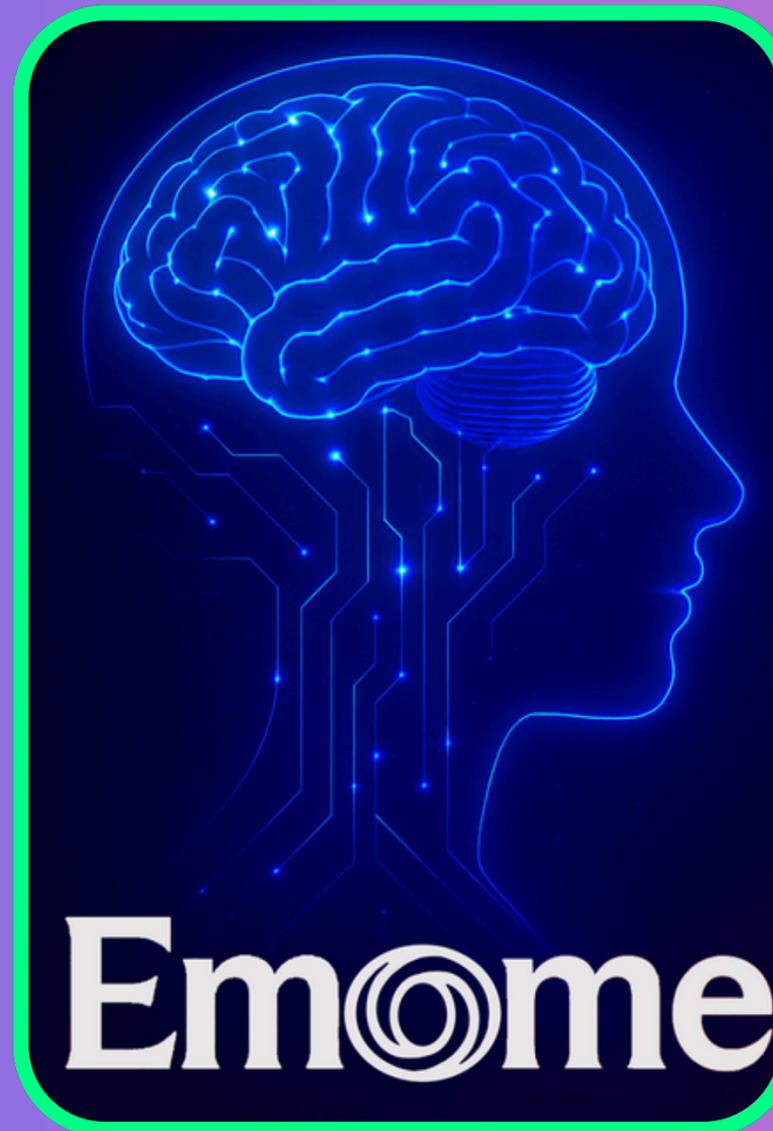
Relationship Health Index (RHI)

An index from −100 to +100 that weights emotions, interaction duration, and frequency.
Each relationship is classified as: nurturing, neutral, draining, or potentially toxic.

Status & Next Steps

The model is currently in internal testing with early users.
Next steps include a pilot study and a white paper developed in partnership with universities, associations, and media outlets.
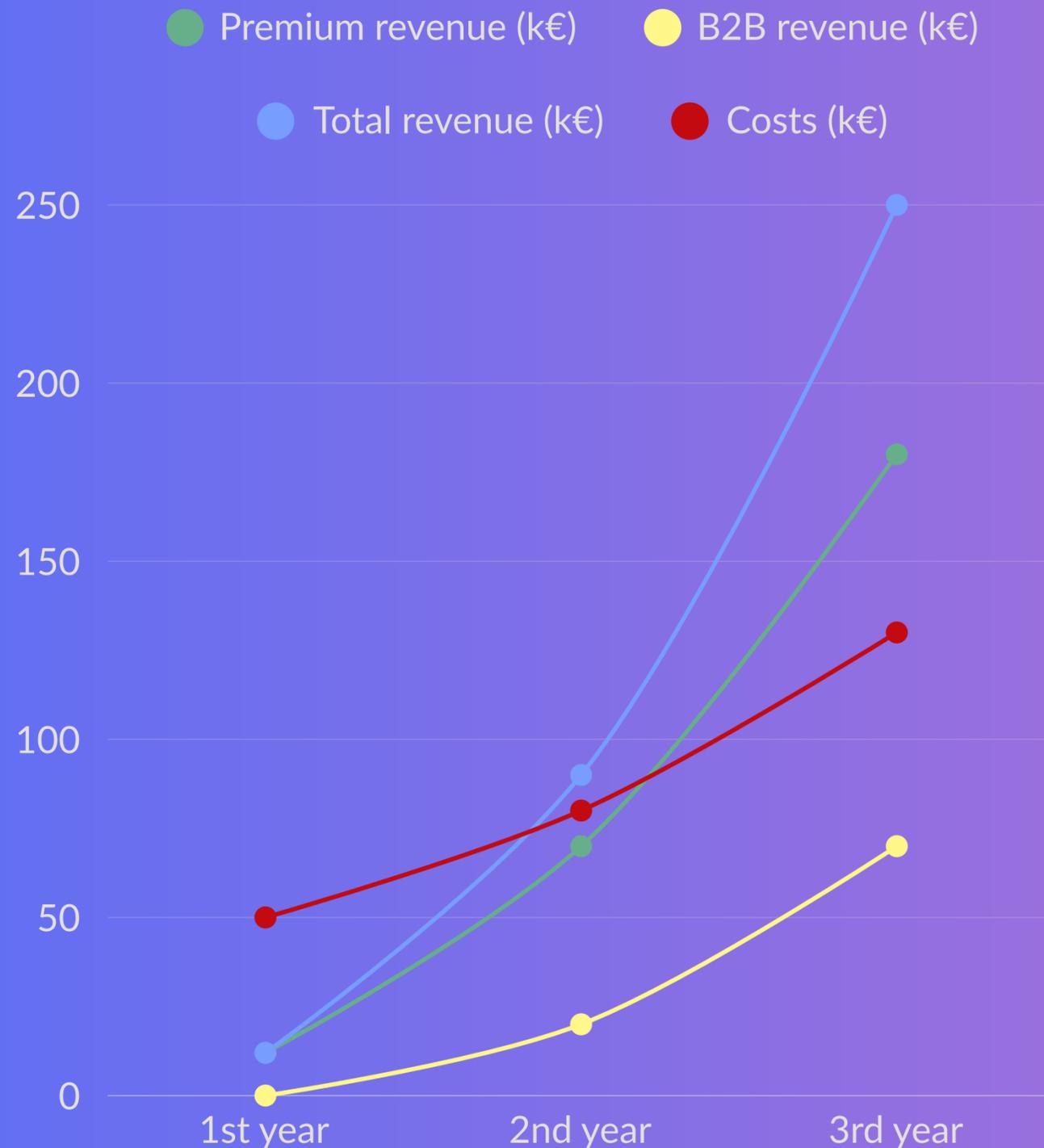
MARKET: WHERE WE PLAY IN THE NEXT 3 YEARS

TAM (total market) – Global mental health app market

$7–8B in 2024, with expected annual growth of ~16–18% (CAGR).
Includes mental wellness apps, digital therapy, meditation, and emotional journaling.

SAM (Serviceable market) – European digital mental health

Estimated $1.5–2B in Europe for mobile mental health, self-help, and journaling apps.
EMOME focus: Gen Z and young adults who already use digital wellbeing tools.

SOM (Serviceable Obtainable Market)– Italy + EU (in 3 years)

EMOME target: Gen Z and young adults using journaling and mental health apps.
We aim to capture ~1–2% of the Italian/European market in 3 years, equal to €3–6M in potential revenue.

SOM EMOME (Italy + EU in 3 Years) 3–6 M€

SAM EU digital mental health: ~$1.5–2B

TAM global mental health apps: ~$7–8B

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Projected revenue growth (k€)

Legend:
- ● Premium revenue (k€)
- ● B2B revenue (k€)
- ● Total revenue (k€)
- ● Costs (k€)

Chart — Projected revenue growth (k€). Y-axis: 0 to 250. X-axis: 1st year, 2nd year, 3rd year.

MONETIZATION::

1) From free users to recurring value

Emome uses a freemium model: free entry to build a habit of logging, then a Premium subscription for advanced analytics, plus a B2B channel for teams and HR. This way, we turn daily app usage into recurring revenue.

2) Premium & B2B HR offer

Free — 1 trackable person, basic score, goal: user acquisition + building the logging habit.

Premium (€2.99–€6.99/month) — unlimited people, deeper analysis, toxicity alerts, AI insights, compatibility, personality.

B2B HR — team/company version: team dynamics, anonymous relationship wellbeing, periodic reports.

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WHO ARE OUR B2C USERS

Segments & typical personas:

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Students

Ages 18–26. They experience intense relationships and friendships. They use digital apps (mood trackers, journaling) and want to understand who is truly good or bad for them.
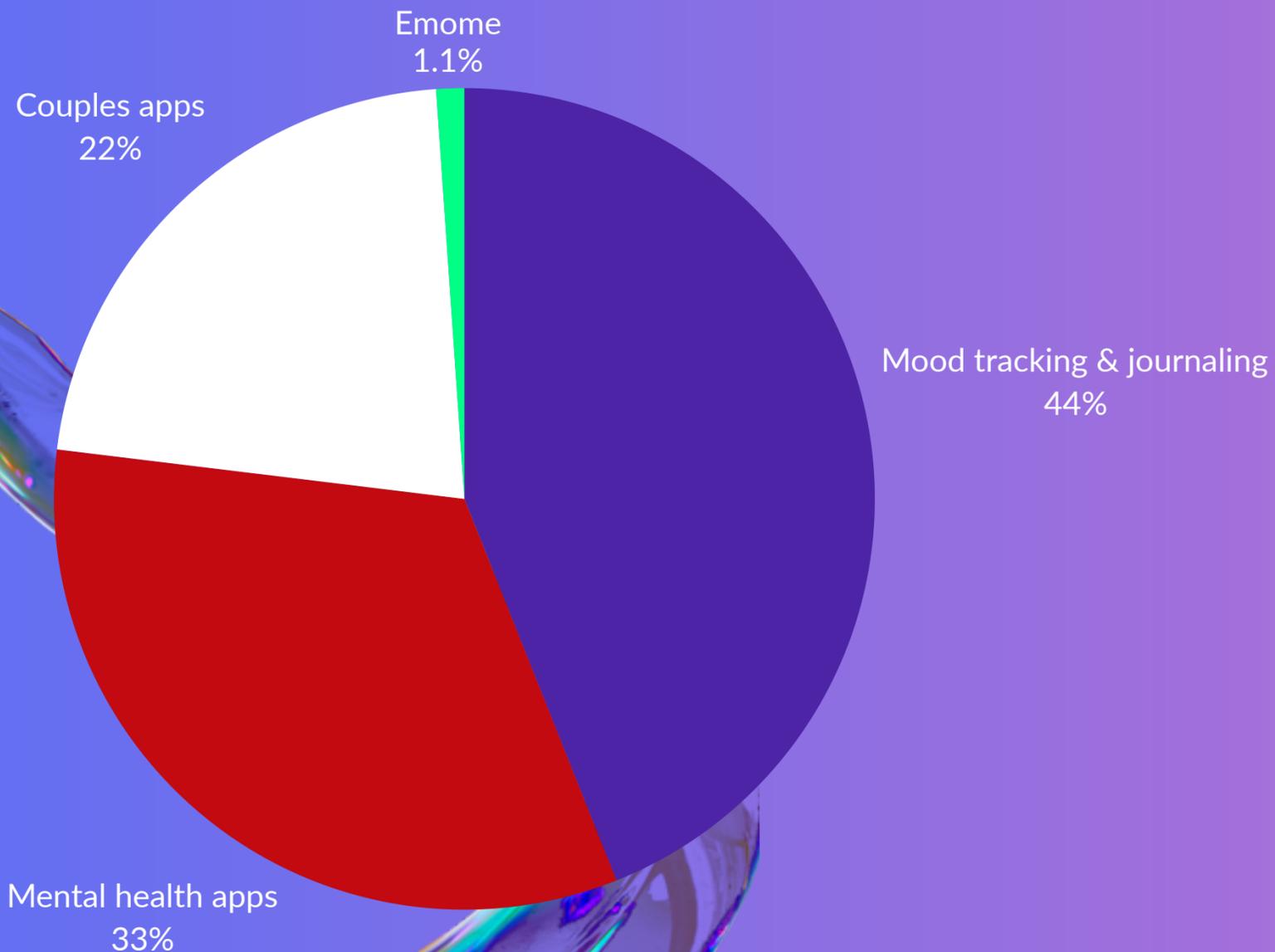
Situationship

Ages 20–32. They date multiple people in parallel (dating apps, on/off stories). They're confused: they don't know which relationship is worth investing in and they look for objective signals.

Juniors

New hires in consulting, finance, healthcare, tech. They feel burnout but don't understand whether the problem is the job itself or specific people (boss, colleague) draining them.

COMPETITORS & POSITIONING

Distribution of solutions that exist todayi

Emome
1.1%

Couples apps
22%

Mood tracking & journaling
44%

Mental health apps
33%

A. Mood tracking & journaling (Daylio, Finch, Day One)

B. Mental health / therapy apps (Calm, Wysa, BetterHelp)

C. Couples apps / relationship coaching (Paired, Relish)

D. EMOME — new category: Emotional Relationship Tracker

EMOME
BUSINESS MODEL

Value proposition

An AI + psychology-based emotional radar for relationships. It turns interactions into scores, trends, and alerts that show who nurtures you and who drains you—helping you decide what to keep and what to let go.

Customer Segments

- Students living away from home &
- Young adults in "situationships" / dating app users
- Juniors in high-pressure jobs
- In the future: HR / Psychologists

Revenue streams & pricing

- Freemium: free basic use (for one relationship/person)
- Premium: €2.99–€6.99/month unlimited people, advanced analysis, toxicity alerts, AI insights
- B2B HR: team subscription company license, anonymous reports on relationship climate
- B2B for psychologists: as a support tool for clients/patients

Canali

- iOS / Android app stores
- TikTok & Instagram social campaigns
- Collaborations with psychologists, coaches, mental health creators
- Online community + newsletter

Costs

- Product development & AI engine (EWA, RHI)
- Cloud infrastructure & data security
- Performance marketing, creators, community
- Psychologist/researcher compensation
- User support & product management

A scalable SaaS model: low marginal cost per user, recurring revenue from consumer subscriptions and, over time, B2B.

3-YEAR PREDICTIVE BUDGET

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|	1st year	2nd year	3rd year
Subscription revenue	12.000 €	70.000 €	180.000 €
B2B revenue	0	20.000 €	70.000 €
Development & AI costs	25.000 €	30.000 €	40.000 €
Marketing & community	10.000 €	25.000 €	50.000 €
Team & psychological consulting	15.000 €	25.000 €	40.000 €
Operating margin	-38.000 €	+10.000 €	+120.000 €

KEY ASSUMPTIONS & BREAK-EVEN

- **Free → Premium conversion: 3% / 4% / 5% from Year 1 to Year 3**
- **User growth: from 5,000 (Year 1) to 60,000 (Year 3)**
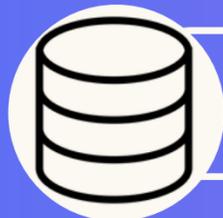- **Break-even: reached between the end of Year 2 and the start of Year 3, with 3,000–4,000 paying users**

We will use the prize money and external funding to reach break-even by the beginning of the third year.

TEAM SKILLS & ROLES

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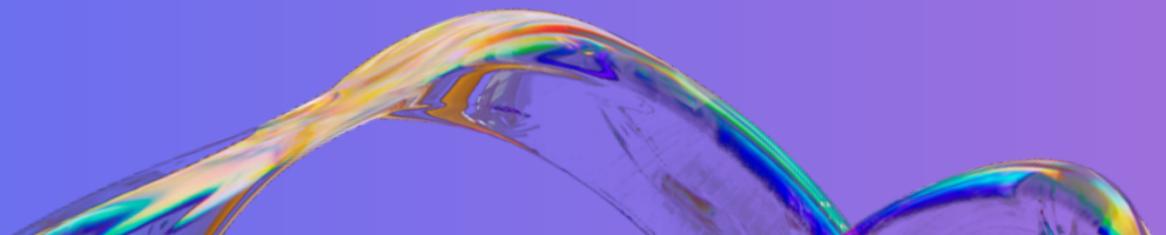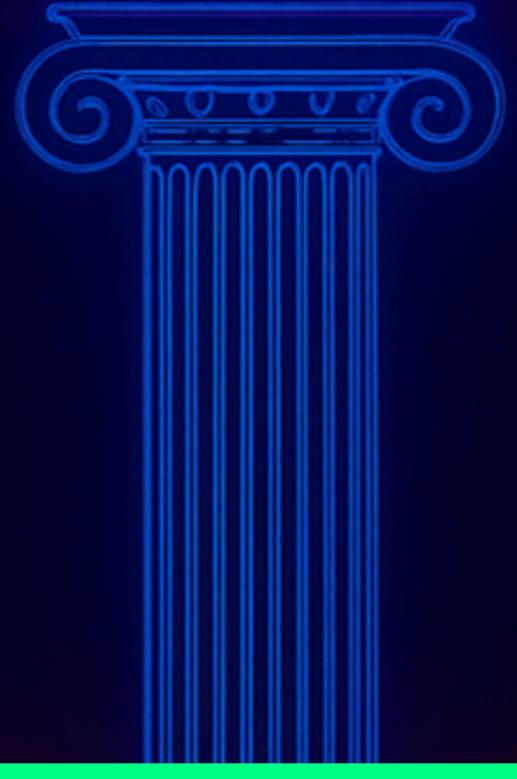
PROFILE A — DATA & AI

- Background in management + data science / AI
- Experience in data analysis and ML models
- Responsible for the EWA/RHI engine and product metrics

PROFILE B — UX & DIGITAL MARKETING

- UX/UI for mobile apps, user research
- Social campaigns, community building, Gen Z content
- Responsible for product, acquisition funnel, and retention

PROFILE C — PSYCHOLOGICAL RESEARCH

- Experience in clinical / personality psychology
- Use of psychometric scales and validation of tools
- Responsible for relationship categories + the psychology framework
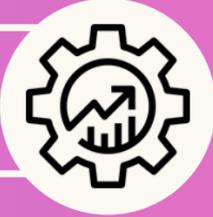
PROFILE D — BUSINESS & OPERATIONS

- Business model, P&L, partnerships, project management
- Coordination of a multidisciplinary team
- Responsible for roadmap, budget, and B2B development

Emome to make wiser choices

THE ASK
how we will use the prize

Our promise

- Bring to market the first category of Emotional Relationship Tracker.
- Develop proprietary technology that combines AI + applied psychology for clear, actionable insights.
- Create real impact on mental health and life decisions for Gen Z and young adults.

How we will use the prize

- Develop and release the MVP (app + backend + EWA/RHI engine).
- UX/UI + micro-gamification to make daily logging addictive and effortless.
- Cloud infrastructure and data security.
- Pilot study with 500–1,000 users, data collection, and an Emome white paper.