

SENSORYLAB

Neuro **U**
F perfume **ME.ID**

**Creation of individual aroma compositions based
on psycho-emotional reactions**

SensoryLabis an RnD laboratory specializing in the use of neuromarketing, sensory and Data Science technologies

> 5

years

We create individual fragrances using technology **psychophysiological testing**

At the heart of the product lies many years of research activity in the field of:



social
psychology



psychology
sense of smell



neurophysiology

Our specialization

We analyze people's psychophysiological reactions to fragrances

Based on the analysis of the received data, we create a digital profile **FUME.ID**. With which we have the following services:



Online selection service
aromas



Creation
individual
aroma



Fragrance creation
for the brand



Usage
cartridges
in aroma diffusers
NeuroAir

Полученные ароматы могут быть представлены как в виде духов, так и картриджей для NeuroAIR

Advantages of the FUME.ID product

FUME.ID is a scientifically based fragrance constructor

FUME.ID is your unique profile consisting of a list of functional fragrance accords

With FUME.ID you can:



create
functional
perfumes



tune
emotional
atmosphere in a smart home



carry out selection
perfumes online
stores

Product visionary

We have stepped forward by combining technologies!
Your support will help us take our place in the industry

Unique development

We have developed our own methodology, DataScience algorithms and spray technology to make people happier

Expertise quality

The creation of a fragrance designer required competence evaluators, psychologists, psychophysicologists, DataScience specialists, programmers and engineers

FUME.ID creation process

You are on your own **decide what function your scent will serve**

Acquaintance



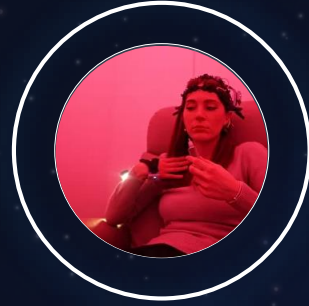
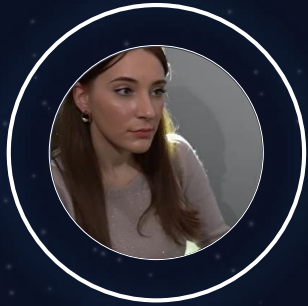
Listening



Dive



Result



The specialist introduces you with operating principles equipment, after where does the process begin? testing

Are you listening into aromas while a specialist records your reactions. Next, you decide which function will be carried out aroma: relax or mobilize

Your brain opens the meaning of each chord, after which you create an individual story for a future scent

Your individual FUME.ID, recommendations by use FUME.ID, neuropendant 2 ml., individual story and additional options

Cost of our services

FUME.ID

4999 ₺

FUME.ID
for yourself or
For a present

15,000
₺

Bottle 30 ml
based
FUME.ID

On request

Visiting
Events

Также организовываем праздники и корпоративы. Цена по запросу

our team



Nikita
Bukreev

CEO,
founder



Ruslan
Krashenkov

Executive
director



Alexander
Kuznetsov

Financial
director



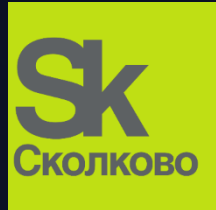
Eugene
Veranchik

Operating
director

Our partners

SENSORYLAB

Our partners include large funds and companies



Residents of the Foundation
Skolkovo since 2019
of the year

Skoltech

Skolkovo Institute of Science and Technology

Collaborative research project
“olfactory trainer”, research with an
electronic nose

NEUROTREND

Olfactory testing
irritants based
NeuroCUBE



Carrying out custom
research for broadcast
“Miracle Technology” program



A joint project
OLFACTORY BCI
based on NeuroCUBE



Development of the direction
neurotechnologies
in product tests

FundZeroGravity Foundation provides
financial, marketing and management
project support **SENSORYLAB**

»» **ZeroGravity Foundation** is decentralized
venture fund and international digital aggregator, **innovative**
and blockchain technologies

»» [You can become a shareholder of the project](#)
and co-owner of the fund company through the purchase of
tokens **GRAVY** at an early stage [DAO ZHCASH](#), you can also
[view the full list of project presentations](#) and companies
co-owned by the fund



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