

Testimonial

"Having worked with Emergenetics Asia Pte Ltd since 2007 and embarked on the egbrain implementation in Providend since 2009, we have been pleasantly surprised with the insights gleaned from the data that had been collected. As a result of the deeper and more intrinsic understanding of our customers, we are now better able to position the company's communication and relational approaches to them that continue to make them delighted customers, and as a result, bring high customer equity value to Providend."

- Christopher Tan, CEO of Providend Ltd.

About us

Headquartered in USA, Emergenetics International group of companies is made up of a group of professionals in North America, Europe, Middle East and Asia Pacific who are dedicated to making a difference through the development of research-based tools based on Thinking and Behavioral Attributes to bring meaning to organisations.

We use egbrain to provide Neuro-Insights blended with customized surveys to accelerate the understanding of your customers' preferences to enable you to effectively communicate and serve them.

Our Partners



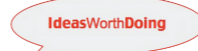
NBDA Asia Pte Ltd



SUAzio Consulting



Vintura Asia



Ideas Worth Doing LLP



Innergy Center Pte Ltd



Trailblazer International Associates LLP



208 South Bridge Road
#02-01, Singapore 058757
Tel: (65) 6478 6710
Fax: (65) 6354 1282
Email: AskUs@egbrain.com
www.egbrain.com



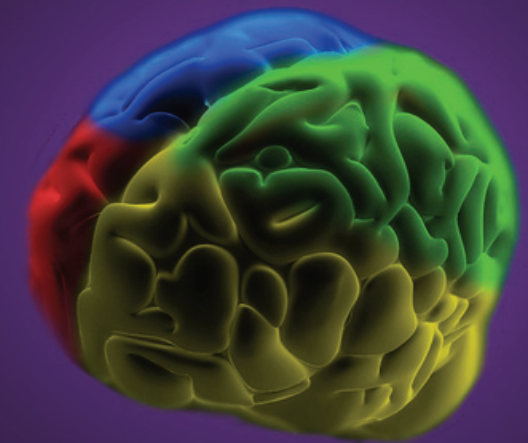
egbrain™

Customer Insights Redefined

What is egbrain™?

Two years in the making, the **Emergenetics Branding and Insights Platform (egbrain™)** is a new product by the Emergenetics group of companies, that blends NeuroInsights with the flexibility of focus-group online surveys, delivered on the web.

If you have found that traditional approaches to demographic and psychographic surveys are not as effective anymore in the fickle world of consumer habits. If you find the promise of traditional neuromarketing to be too much hype and little on promise, not to mention the exorbitant costs, then **egbrain™** is a product that would surprise you with how little it costs, yet how much substantial information it is able to value-add to your market-strategy and development plans.



NeuroInsights

According to The Advertised Mind, it describes neuromarketing as "Our unconscious mind -- not our conscious mind -- drives how we respond to ads, brands and products and, ultimately, drives all our buying decisions. Customers don't really know why they buy what they buy, which is why traditional market research fall short."

NeuroInsights is a term coined by the company to reflect on having insights into customer groupthink and behavioural preferences as it relates to how they think. Whilst **egbrain™**'s approach to NeuroInsights promises the deliverables of what neuromarketing can give, it does not use any intrusive brain scan technologies, clinical or biofeedback tools. Instead participants would only have to spend around 15 to 20 minutes of their time to answer a series of online questions customized to the client's need.

Rethinking Marketing

Harvard Business Review Article January–February 2010 issue

by Roland T. Rust, Christine Moorman, and Gaurav Bhalla
Companies have powerful technologies for understanding and interacting with customers, yet most still depend on mass media marketing to drive impersonal transactions.

To compete, the marketing department must be reinvented as a "customer department" that replaces the CMO with a chief customer officer, makes product and brand managers subservient to customer managers, and oversees customer-focused functions including R&D, customer service, market research, and CRM.

These changes shift the firm's focus from product profitability to customer profitability, as measured by metrics such as customer lifetime value and customer equity. This organizational transformation will uproot entrenched interests and so must be driven from the top.

Why you will love **egbrain™**

It Introduces a Whole New Way of Working with Your Customers

From the get-go, the results driven approach of the **egbrain™** methodology seeks a more in-depth understanding of how subconscious buying and brand decisions are made. It allows for more precise identification of the target audience and how to message the engagement with them. It enables you achieve a balance between push-and-pull marketing as appropriate to your customers.

Impressive Return-On-Investment (ROI)

Because of more precise abilities to target and message to your customers, **egbrain™** helps you in more efficient allocation of sales and marketing resources. It allows more defined communication channels and lower overall promotion costs. And best of all, you will be surprised by the high ROI you will receive from our value-price product.

egbrain™ Data

Information presented in **egbrain™** is based on the Emergenetics group of companies database of group thinking and behavioral preference scores gleaned and refined over 20 years. This powerful database that has gone through extensive norming and refinement over the years, is now available for datamining and customising to suit the market-research needs of medium to large enterprises.

Unlike traditional neuromarketing methods of using EEG (Electroencephalograph) MRI (Magnetic Resonance Imaging), fMRI (functional Magnetic Resonance Imaging), SST (Steady-State typography) and other types of physical brain scans, **egbrain™** relies on many years of large group collection of thinking and behavioural preference data, as the basis for the norm for the **egbrain™** databank.

egbrain™ is therefore not a traditional neuromarketing tool but a disruptive innovation instrument that provides you with useful and socially-valid thinking and behavioural preferences tool based on neuroscience. We call **egbrain™** a NeuroInsights tool that helps you redefine customer insights and bring the notion of customer equity to life.

Consulting Process of **egbrain™**

egbrain™ is currently an enterprise software tool. Every project is different. Every project is handled by trained consultants who will take a consultative approach to understand your needs, customize a solution, and deliver on results to ensure that your requests are fulfilled with clear and profitable outcomes. Here is an overview of the process.

Depending on the size and complexity of the project at hand, it could take anywhere from 2 weeks onwards to setup, gather the data, and correlate the findings.

Requirements Consulting

- Pre-engagement Meeting
- Needs Analysis
- Customizing Questionnaire
- Staff Training

Data Gathering

- **egbrain™** Questionnaire
- Customized Questionnaire

Correlation, Analysis & Reporting

- Correlation of Data
- Analysis of Data
- Application of information to customer needs
- Reporting of Findings