



### <Company Profile>

- Location : Kobe & Tokyo
- [HP](#)
- [PV](#)
- [email](#)
- overview : Seed (\$1M Fundraised)
- Japanese patent : 7557225

### <Our Technology & Content>

#### Core tech: Eye tracking to visualize the brain

□ **ZEN EYE Pro** is an innovative stress-check system that visualizes central fatigue (brain fatigue) in just three minutes. By integrating eyetracking and VR (virtual reality) technology, this system enables high-precision mental health assessments in a short amount of time.

□ **ZONE-Z** is a neuro-switching system designed to guide individuals into their ideal "zone state" (a balance of focus and relaxation) based on the stress score measured by **ZEN EYE Pro**.

### <Our Business Achievement>

- Sports : NPB/ J1&J2 / Miss Universe Japan
- Medical : ZEN EYE distraction for child
- Industry : VR stress reduction Institute
- NeuralPort Eco system :  
SONY/ Cannon/ Panasonic/ Rohto/ TANITA

### <Award Winning /Media Coverage Record>

- Forbes JAPAN Women In Tech TOP30
- Real Madrid Next Accelerator for Asia JAPAN TOP3
- IG-SBC JAPAN 2024 Excellent Award
- CES2024 JAPAN Pavilion selected





<What we want to do>

•**Purpose** : We aim to collaborate with UK sports teams and medical institutions to develop Proof of Concept (PoC) projects and conduct research that leverages XR technology for improving sports performance and advancing medical applications. Our goal is to expand the market by showcasing NeuralPort's research-driven expertise in eye-tracking and neurofeedback within these fields.

•**Request** :

We are looking to connect with sports organizations, medical institutions, and XR technology developers to support the following:

**Sports (ZEN EYE Pro)**: Collaborate with sports teams and performance analysts to collect data and implement eye-tracking technology for measuring brain fatigue and focus, improving athlete training and performance.

**Medical (ZEN EYE Distraction)**: Partner with healthcare providers and researchers to validate and expand the use of our anxiety-reduction solutions in clinical environments, enhancing patient care.

•**Advantage** : This is the world's first research-driven service that visualises the brain state by measuring the eye movement behaviour of users when they are looking at virtual space images. We are leading not only the sports field, but also the XR x healthcare field, which has the potential to expand the market.



I have been conducting research on eye tracking & neurofeedback. I want to turn the minority of Japanese women who only make up 2% of the total fundraising rate into an opportunity and achieve social implementation.

**Anna Shimafuji / CEO**



For more than a year I have been researching and writing about the impact that Virtual Reality is having on the life of people. I want to show to the world all of the benefits that this technology can bring to society.

**Davide Balbinot/ BizDev**