

emotionise
by Marie Toft



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Emotionise

Marie Toft is the CEO and co-founder of Emotionise - an AI content creation company. Emotionise is developing AI that helps empowers users to write content that connects and gets results. Marie's co-founder is Tim Pat Dufficy, a London-based technology entrepreneur.

Recent advances in neuroscience have proven that we don't remember content unless we connect emotionally with it. The secret is to Emotionise. Emotionise AI helps users target their audience's concerns, desires and emotions for every single product or service and guides them to create content that connects. It's like Grammarly for emotions! AB Testing of Emotionise saw companies' sales increase by a minimum of 18%, when they adopted Emotionise content recommendations.

Marie worked as an executive TV producer in RTÉ and the BBC for over 20 years. She is also a trained Psychotherapist. The Emotionise Process is a combination of her content creation experience and her psychology qualification.

Emotionise is launching its first release in Summer 2022 and then plans to raise considerable investment to refine and scale.

"Starting Strong has been a game changer for me," explains Marie. "I was lucky enough to be chosen for this initiative and it inspired me to digitise and scale my business. We are ambitious for Emotionise AI as it will work wherever hearts and minds need to be won. We are building a global product."

www.emotionise.media

