

# Partnering Opportunity

Profile status : Published

## Business Offer

### Swiss software company is looking for a licensing agreement with microphone-enabled, connected device manufacturers for its newborn cry translation technology

#### Summary

*A Swiss startup has developed a software for detection and translation of newborns cries. The software can run on any connected device with a microphone, and can detect baby cries sounds, providing a translation of the reason of the cry in a few seconds, with very high accuracy. The company is looking for licensing partners, in Europe or the US, looking to embed the software into their existing product / hardware, with a target use-case for families with small babies (0-6 months)*

<b>Expiration Date</b>	18 September 2022
<b>Reference</b>	BOCH20210816001
<b>Public Link</b>	<a href="https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/191aaca7-a153-4393-bf93-c83301cbd222">https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/191aaca7-a153-4393-bf93-c83301cbd222</a>

#### Details

##### Description

The startup, based in Switzerland, is a health-tech, innovative software startup. Established in 2018, it develops artificial intelligence software solutions to support families during the first months of life of a baby. The company is fully focused on developing artificial intelligence / sound recognition software for baby cries. They have a proprietary technology, developed internally and with different international patents filed.

The solution they developed is based on a massive dataset of audios from families and babies around the world. The product is a simple software, running on the cloud, that can easily be connected to any hardware device with

two requirements:

- needs to be online/connected (via WiFi or 3G/4G/5G)
- needs to have a microphone, hence an inbound stream of audio

The operating principle is simple: whenever a baby cries in proximity of the device (for example in the same room), the connected software will automatically detect the cry sound, and identify a translation for the cry (for example hungry, sleepy) in a few seconds. The translation is then sent back to the device, and/or to any connected device (for example to an App on the phone).

The product has been tested with several hundreds of parents, who used the technology with their newborns for several months – with extremely high satisfaction (Net Promoter Score: 40+).

The company is already licensing the solution to some very large, established consumer electronic companies, and it's now looking for additional use cases for its solution. Preferably with large, established companies with an existing recognized brand, access to markets, and an agile approach to innovation.

### Advantages and innovations

The solution the company has developed is the most advanced solution for cry detection and interpretation globally. Benchmarks and testing with corporates established that the solution has a faster response, and higher accuracy, compared to any other existing solution available on any platform.

Thanks to a constant gathering of additional data, and to its collaboration with large corporations and leading companies in their respective industries, the company is constantly developing its solution further.

### Stage of development

Already on the market

### IPR Status

Patent(s) applied for but not yet granted

### Comment Regarding IPR status

Applied for a PCT application

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## Keywords

### Market

02007016	Artificial intelligence related software
03007003	Other analytical and scientific instrumentation
07004008	Other consumer products

### NACE

G.47.4.1	Retail sale of computers, peripheral units and software in specialised stores
J.62.0.1	Computer programming activities

Open for EOI: **Yes**

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## Dissemination

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### Restrict dissemination to specific countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, USA

### Relevant sector groups

ICT Industry and Services

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## Client

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### Type and Size of Organisation Behind the Profile

Industry SME 11-49

### Year Established

2018

### Turnover

<1M

### Already Engaged in Trans-National Cooperation

Yes

### Languages Spoken

English  
Spanish  
Italian

### Client Country

Switzerland

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## Partner Sought

### Type and Role of Partner Sought

The company is looking for additional use cases for its software solution. Target partners are large companies, with either an existing device on the market, or about to launch an innovative product on the market – with a target use case for young families having a newborn (age: 0-6 months).

As per description, the device needs to be 1) connected, and 2) microphone enabled.

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Target partners are established companies with an existing recognized brand, access to markets, and a dynamic approach to innovation, that are willing to license the software and integrate it to their devices.

### Type and Size of Partner Sought

>500 MNE, 251-500, SME 51-250, >500

### Type of Partnership Considered

License agreement

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## Attachments

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