

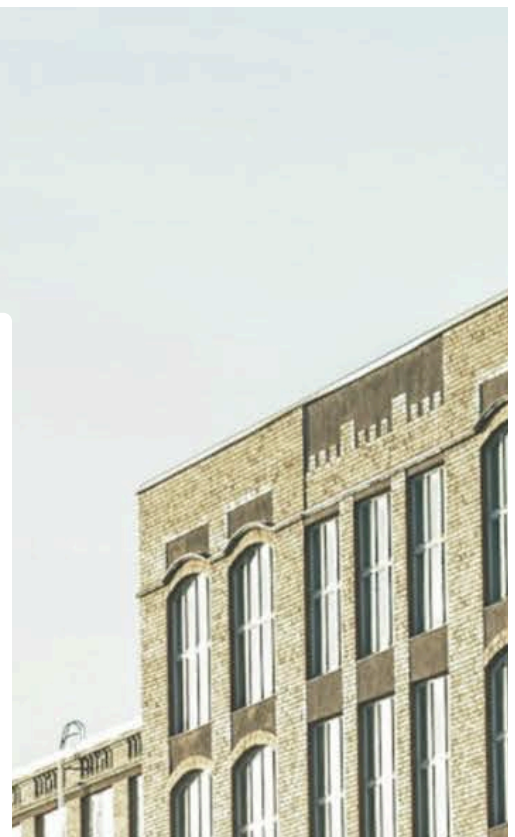
WHAT WE DO

Nuanic is a pioneering mind health technology company dedicated to developing wearables and software for early detection and prevention of stress-related conditions, such as burnout.

Our innovative technology combines electrodermal activity (EDA) monitoring with advanced algorithms to provide real-time insights into mental health.

MISSION

Our mission is to increase human capacity for resilience and compassion by providing tools to



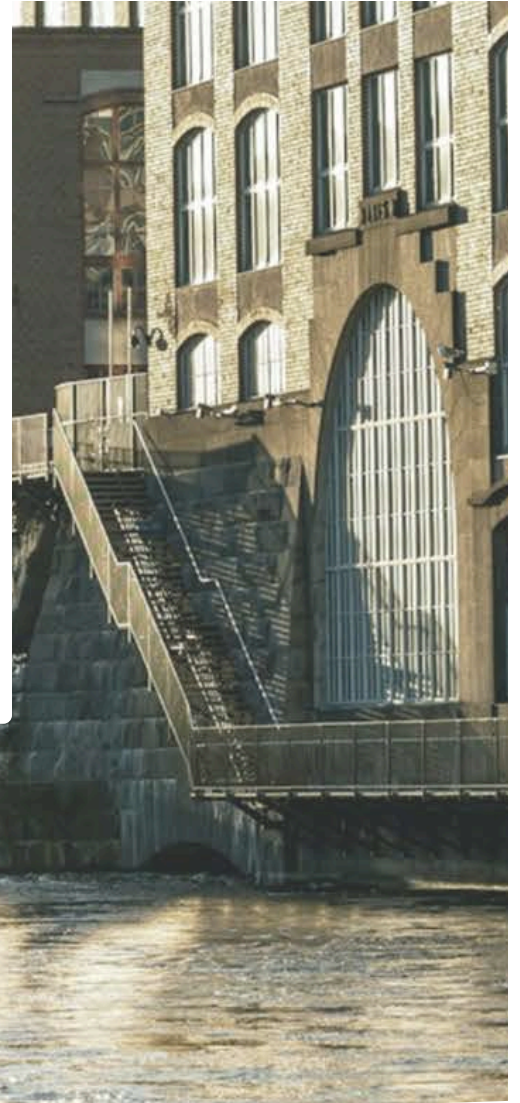
detect, prevent,
and treat chronic
stress.

CORE VALUES

At Nuanic, we
always behave in a
way that is
Adaptive, Genuine
and Resolute.

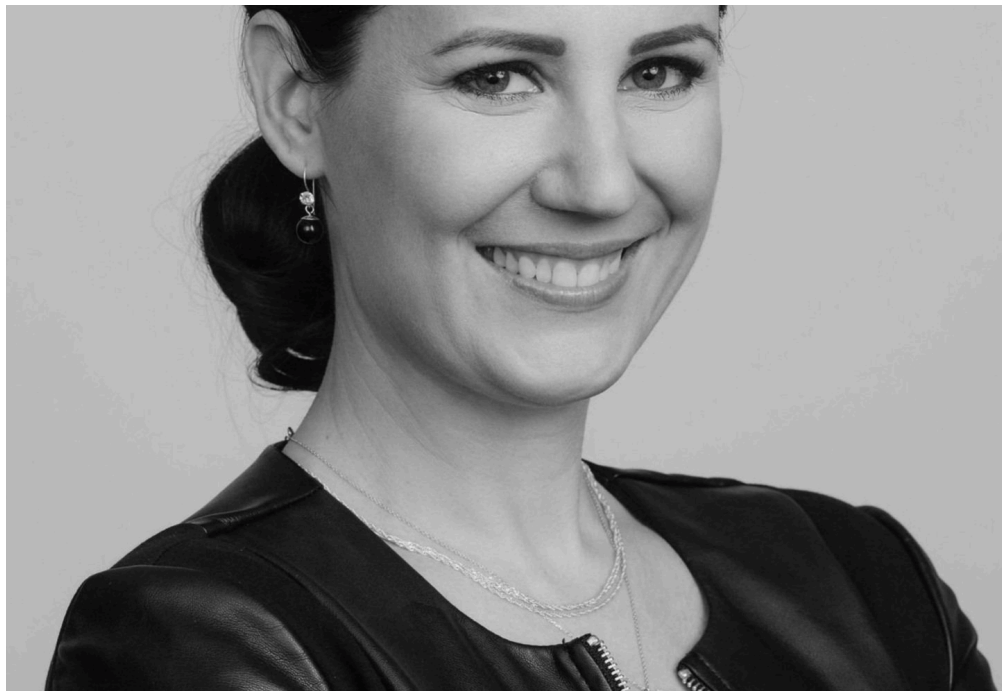
VISION

Nuanic aims to be
the world's leading
mental health
screening
technology brand
by 2025.



MEET THE TEAM





SANNA KOSKELA

CEO, CO-FOUNDER

Sanna is a determined and efficient CEO with exceptional interpersonal skills. She is a keynote speaker of mental well-being and the founder and developer of MindUI.





HENNA SALONIUS

COO, CO-FOUNDER

Henna is a research driven COO with a sharp vision for the use of Nuanic data and customer's needs. Currently she is also working on her PhD on assessing stress related mental disorders with the Nuanic technology.





VILLE HAKULINEN

CTO

Ville is a talented and ambitious CTO who does not settle for mediocre work. Ville is a great combination of strategic thinking and hands-on programming.



LEENA PESONEN

CHIEF MEDICAL OFFICER

Leena is an insightful and compassionate CMO with decades of experience in occupational health. Loved by her patients and respected by peers, she brings clinical wisdom and a sharp instinct for proactive wellbeing. Leena shares Nuanic's deep-rooted mission to prevent burnout and now helps drive it globally.



PASI KYTÖLÄ

DATA SCIENTIST

Pasi is a Data Scientist with 20 + years of programming experience. He thrives in analysing and making sense of data with a meticulous attention to data quality.



IIDA SINIPAASI

SALES LEAD

Iida is an experienced sales and customer relations professional with a unique skill set that combines years of expertise in sales, business development and entrepreneurship.

Iida gets extremely excited about new clients and co-operation possibilities and sees opportunities around every corner.



ERIKA LAGER

MARKETING SPECIALIST

Erika is a multilingual biotechnology professional with expertise in cell technology, business, and design. Her diverse background, from elite sports to health sciences, equips her to engage audiences and drive impactful results.





LASSE LEPPÄKORPI

BUSINESS ADVISOR

M.Sc. Biomed. Eng., Prev. leading Apple Health Technologies sw dev,
Co-founder and CEO of Beddit (acquired by Apple)



FOR INDIVIDUALS FOR BUSINESS
FOR RESEARCH PRODUCT MORE





HENRY RIMMINEN

TECHNOLOGY ADVISOR

D.Sc., Inventor of the Nuanic biosensor





MARKKU PARTINEN

MEDICAL ADVISOR

MD, Neurologist, Sleep Professor

COMPANY HISTORY

2009

Initial development
of emotion
measurement tool

Nuanic's journey began with a unique inspiration from a US TV game show called 'Moment of Truth,' which used a polygraph or lie detector.

When the format landed in Finland, the producers struggled to find a polygraph, leading them to the University of Technology and the Applied Electronics lab. There, lab master Matti created one and demonstrated it to Henry, an inquisitive graduate student.

This sparked Henry's fascination, and he developed a rudimentary tool for measuring emotion using a party shop ring and a tiny polygraph.

This was in 2009, and Vigofere-to-be-Nuanic had taken its first steps.

2015

Launched
Moodmetric, a ring
and app to
measure personal
stress levels

The team experienced the typical startup challenges, with members joining and leaving, but the core belief remained strong. Highlights included being featured in National Geographic and launching at the Slush startup event. The focus evolved, but the core idea stayed: a ring for accurately detecting stress levels.

In 2015, under the name Moodmetric, the company launched a ring and app to measure electrodermal activity (EDA),

tracking personal stress levels. This product helped users recognize stressors and find ways to relax, preventing chronic stress and burnout. Despite its valuable lessons, Moodmetric struggled with finding the right customers and funding.

2020

Shifted focus to professional healthcare

In 2020, the company pivoted to focus on the professional healthcare market. This period of transformation led to significant changes in leadership and ownership.

2021

Introduction of new leadership and focus

A team of two women, Henna and Sanna, rose from the turmoil. Henna, the COO, had been with the company for five years, while Sanna, a solo entrepreneur and workplace well-being pioneer, became the CEO. Their bold leadership brought fresh energy, a sharp focus, and deeply shared values.

2023

Rebranding and
strengthening the
team

The company rebranded as Nuanic, a mind health technology company, emphasizing its commitment to helping healthcare professionals detect, prevent, and treat chronic stress. The team was strengthened with the return of Henry, the original creator, and the addition of new advisors and investors with startup mastery and renowned neurology expertise.

2024

Continuing
mission to
revolutionize
mental health
treatment

Today, Nuanic is on a mission to increase human capacity for resilience and compassion, providing hope and trust through innovative mental health solutions. The company continues to develop groundbreaking tools to support mental well-being and help healthcare professionals worldwide.

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Tampere Business
For
Research

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The company
has
received

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funding from the European Union's Sustainable Growth and Jobs 2021-2027 program for the development of the Nuanic Ring prototype.

Nuanic is a tool for general wellness and informational purposes only. It is not classified as a medical device and does not deliver medical advice, diagnosis, or treatment. Always consult a healthcare provider for personalized medical guidance.

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