



EmSense Raises \$9 Million

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[EmSense Technology Partners](#)

EmSense Corp., a San Francisco-based developer of physiological and brainwave measurement technology, has raised \$9 million in Series C funding. **Technology Partners** led the round, and was joined by return backer Foundry Group. The company previously raised over \$7 million.

PRESS RELEASE

EmSense Corporation, the company that created the first scalable physiological and brainwave measurement technology, today announced the completion of a \$9 Million Series C round of funding, led by an investment from Technology Partners with existing investor the Foundry Group also participating.

This funding will allow EmSense to continue its global expansion in support of its many market research partners. The funds will also enable the company to develop a large bio-sensory in-home panel - the first of its kind. “We believe that neuromarketing is now mainstream and is poised for explosive growth. Over the past year we conducted extensive diligence on the neuromarketing space and chose EmSense based on their highly-scalable business model, numerous clients, and key market research partners,” said Roger Quy, general partner with Technology Partners.

“We are especially pleased to welcome Technology Partners as well-respected investors and valued partners as EmSense enters a period of very rapid growth. Roger Quy may be one of the only venture capitalists with a PhD in neuroscience and a research background in neurotechnology; and, as such, is particularly well suited to advise our company. This is yet another endorsement of our science, technology, and business model,” said Keith Winter, president & CEO of EmSense. “We are also very happy to have Foundry Group’s continued support in this round.”

“Foundry Group is very excited to complete a follow-on investment in what we see as the dominant player in the rapidly expanding neuromarketing industry. Furthermore, EmSense represents a key company in our human-computer interaction investment theme, which focuses on the ongoing evolution in the way humans interact with their computing devices - well beyond the keyboard and mouse,” said Ryan McIntyre, managing director at Foundry Group and EmSense board member.

About EmSense

EmSense is a leading-edge neuroscience company that applies advances in EEG and other neurometrics to provide clients with deep and reliable understanding of consumers' emotional and cognitive engagement with marketing stimuli. The company's quantitative metrics deliver breakthrough insights that facilitate the creation and optimization of advertising, packaging, media content, online marketing, and both the live in-store and virtual store shopping experiences. EmSense provides expertise and advancements in emotion tracking, cognitive neuroscience, analytics, and market research through their proprietary EmGear(TM), the first ever dry, wireless, scalable, non-invasive EEG neuroscience technology. EmSense is headquartered in San Francisco. To learn more about EmSense's technology solutions and consulting services, visit www.emsense.com.

About Technology Partners

Founded 25 years ago, Technology Partners manages a total of approximately \$700 million of venture capital and is currently investing from Technology Partners VIII, a 2007 fund. Investments are targeted in the areas of cleantech and life science, with a particular focus in neurotechnology and consumer medicine.

About Foundry Group

Foundry Group is a venture capital firm focused on making investments in early-stage information technology, Internet, and software startups. Foundry Group's current venture fund of \$225m was launched in late 2007. The firm is located in Boulder, Colorado, and invests throughout North America.