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The Cognity

Say Hello to The Cognity, Say Hello to your Most Confident Self

Improve your social skills and emotional intelligence in an easy, inexpensive way, from the comfort of your own home.

Lisbon, Web Summit; November 15, 2023: The Cognity is an AI-powered educational platform that teaches social skills and emotional intelligence while providing automated feedback.

By providing practical exercises that are fully automated and enabled by AI, users can train at their own pace without feeling judged or pressured by others. The Cognity's instant feedback feature ensures that users receive constructive criticism tailored to their individual needs, helping them identify areas of improvement and work towards becoming better communicators, listeners, and collaborators. The platform is inclusive and designed to help everyone fully realize their potential while staying true to themselves. The Cognity works in the B2B space.

Having been surrounded by students in STEM fields throughout their education and while working in the IT industry, the founders of The Cognity realised that their fellow programmers were uncomfortable in social situations, which was slowing their career development. Further investigation into the matter revealed an 86% link between social skills and job satisfaction. Additionally, it was found that 57% of employees leave their job due to manager social skills issues, costing US companies a staggering \$570 billion. When these facts were combined with the founders' prior experience, The Cognity was born.

After deliberate research and guidance from leading specialists in psychology, the company decided to establish its target market as individuals in the IT, and then gradually expand towards STEM individuals, people on the autism spectrum and the business sector, making The Cognity the one-for-all tool for learning soft skills accessible for everyone.

Co-Founder and CEO, Katsiaryna Stankevich, a leader of the biggest Google Cloud data migration in EMEA, organiser of dozens of IT events, and many more, has recruited a talented team with backgrounds in data science, software development, and business studies, along with renowned professionals with over 20 years of experience to help build this platform in the most authentic and effective way.

The company has collaborated with experts in the field to curate a curriculum that is neuroscientifically and psychologically accurate and allows individuals to work on topics such as recognising and understanding emotions, anger management, approaching and reacting to emotionally sensitive situations, and more. By providing theoretical knowledge, personalised feedback through custom-made AI models, and progressive exercises, the web app allows users to learn and practice their social skills and increase their confidence. The platform also includes a social element - a supportive community of users who can reach out to one another and practice their skills, as well as make new friends!

The team includes Dr. Jean Decety, a distinguished professor of psychology at the University of Chicago. Dr. Decety is the author of numerous research publications, and his research has been cited over 82,000 times in various academic articles and journals. The company has also brought in Dr. Ali Jawaid, professor of neuroscience in Poland, and Mr. Przemyslaw Sowa, psychologist and BCBA specialising in therapy for children on the autism spectrum and other developmental disorders.

“We aim to revolutionise a field that no one in the IT industry has mastered yet. Not only is this a difficult and delicate problem to solve, but our market segment is sensitive too. With the rapid development in technology and specifically in artificial intelligence, we now have the tools at hand to be able to create this transformative platform. We have made a conscious decision to target this market and we believe that the knowledge provided along with the personalised exercises will allow the user to become a more emotionally intelligent version of themselves”, says Katsiaryna Stankevich.

While there are alternative methods available, they are often insufficient; coaching lacks adequate knowledge as well as time flexibility, textbooks are unable to provide feedback, and therapy is expensive, and also lacks time flexibility. The Cognity can be used by itself, or as an additional tool in conjunction with the above alternate methods, for example, in-between therapy sessions.

Even though the company is in the early stage, its potential was recognised by the elite accelerator program, Alchemist Accelerator (acceptance rate of 4%), and they were nominated for the Central European Startup Award. The Cognity is time and cost-efficient, if your organisation is ready feel free to sign up for their waitlist.

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