



# **Short presentation of StimulTest and its advantages**

*The focus will be on the key questions  
and the application*

# **StimulTest**

## **Online Test System of the Subconscious**

StimulTest identifies a person's true attitude to a specific phenomenon, act or fellow human being. It points to risk areas, competencies and guarantees an objective statement.

### **HR**

- Selection of Candidates
- Testing of Employees

### **State and Corporate**

- Risk analysis for test subjects
- Identification of Crime
- Alternative to Polygraph

### **Psychology**

- Determination of Addictions / Negative Phenomena
- Partnership Tests

### **Marketing**

- Testing of Campaigns / Corporate Identity
- Consumer Preferences

## **How does StimulTest work?**

A person reflexively reacts faster or slower to what is important to them. In this case, the more significant a stimulus is for the person, the more their reaction differs from what does not matter to them. During the testing, a person sees (realises) only meaningless (neutral) disguise. Each time their task is to press the same computer key when they see a new disguise – a series of numbers (a masker for phrases) or a colour mosaic (a masker for photos).

Without realising it, a person reacts faster or slower to the various stimuli that they do not even have time to see. The difference in reactions depends on how the subconscious mind assessed these stimuli (the subconscious is always truthful). As a rule, the difference in response is so insignificant that it seems to a person that they react to all disguises equally. However, the reaction rate is estimated at StimulTest with an accuracy of 1 msec (thousandth of a second), which allows to determine the attitude of a person accurately.

## **How accurate is StimulTest?**

For all applications the accuracy is on average as follows:

*65-75% for standard tests (without personalisation)*

*75-85% for group tests (partial personalisation)*

*85-95% for individual tests (full personalisation)*

The accuracy conclusions are based on the results of 8-year approbation – more than 1000 tests for each of the main areas of application (security, psychology, marketing), confirmed by objective data (documents, facts and so on).

For most areas of application specialised techniques have been developed that allow to further improve the quality of research and the accuracy of the results. StimulTest scientific team continues to search for ways to improve accuracy. Field studies help optimise technology to improve accuracy.

*Note:*

*For confirmation of the accuracy of the work of StimulTest in relation to your situation/circumstances, we offer to conduct at least 10 trial tests free of charge. Choose one of the experts, who will help you conduct a test methodically correctly and interpret the results competently (expert services are paid, prices are negotiable).*

## **What is unique about StimulTest?**

- Obtaining genuine results is enabled by the fact that person's consciousness is excluded from the testing procedure (a short time for presenting stimuli followed by disguise).
- The attitude of a person to stimuli is determined by the speed at which the computer key is pressed (there is no special equipment).
- It is impossible to deliberately distort the result because it is not known what the stimulus is and when it is presented.
- In each test, individual specificity of a person's response is determined.
- The system of identification of the emotional modality of stimuli (positive or negative) is integrated into the test structure to determine what a person likes (accepts) and dislikes (rejects).

## **How can you predict the future in StimulTest when memory content is examined?**

All stimuli are presented in a subliminal (unconscious) form. A person's subconsciousness is characterised by anticipatory forecasting (anticipation) to ensure person's security. In the course of many years of research, it was revealed that the time between pressing and unpressing the button indicates a forecast for the future:

1. *Short-term forecast: days - weeks*
2. *Medium-term forecast: weeks-months*

During 10-year observations in more than 80% of cases objective evidence was obtained confirming the prognostic data.

## **Is StimulTest intended for B2G, B2B or B2C?**

All three business models are acceptable for work: for governments, businesses and consumers. In order to ensure the confidentiality of information and the protection of personal data, SSL encryption (cryptographic protocols) is used when exchanging data between the personal account and the server.

To ensure maximum confidentiality there is a possibility of buying a server with its installation in a customer's data centre.

## **Is StimulTest technology safe for a person in the study of their subconscious?**

Yes, the technology is safe because it only captures the attitude of the person to what they see on the computer screen. During the tests each phrase or photo is presented 3 times, without causing the effect of suggestion, for which it is necessary to repeat the same thing at least 7-9 times in a row.

## **What industries or types of companies most often use StimulTest?**

1. Large, medium, small state, commercial and private companies.
2. Companies with a large number of personnel or a large number of geographically remote divisions, branches or remote workplaces of employees.
3. Companies of industries/activities in which the problems of periodic/mass monitoring of employees in such areas are relevant:

- verification of moral qualities and risk factors of job seekers, employed and dismissed staff
- personification of people, authentication of documents, connections, contacts, acquaintances
- identification of individuals or groups of persons involved in crimes, corruption schemes, suspected of espionage, terrorism, criminal business, illegal immigration, and so on
- optimization of teamwork, identification of psychological and behavioural qualities of individual employees
- improvement of consumer properties of goods and services

## **How can StimulTest be useful for a person?**

### *Application areas for ADULTS:*

1. Optimization of relations in society, at work, in the family.
2. Situations someone lies (lie detection).
3. Identification of risk factors for close people (antisocial behaviour, addictions, dependences).
4. Situations when a person is deceiving themselves – delusions, intrapersonal conflicts, psychological causes of diseases, and so on.
5. Finding optimal solutions from a large number of options – shopping, travel, dating, career guidance, self-determination, and so on.

### *Application areas for TEENAGERS:*

1. Optimization of relationships in society, in school, at work, in the family, with peers.
2. Situations when someone lies (lie detection).
3. Identification of risk factors for close people (antisocial behaviour, addictions, dependences).
4. Situations when a teenager is deceiving themselves – delusions, intrapersonal conflicts, psychological causes of diseases, and so on.
5. Finding optimal solutions from a large number of options – self-determination, dating, career guidance, and so on.

## **What is the scheme of using StimulTest for testing personnel risk factors?**

1. Check how accurate StimulTest can be on the test results of your staff.
2. Choose our expert to guide or train your expert..
3. With the help of an expert create tests that will be adapted specifically for your employees.  
Apply 2 risk groups: general and professional.
4. Try these tests on several employees. If necessary, modify the content of these tests so that the maximum number of stimuli is productive.
5. Test those employees who, in your opinion, best meet the requirements/requests. Get an average result of optimal employees. This will be a real template/reference for your company.
6. When searching for candidates for a job position, check them for compliance with the real template/reference.
7. Test a lot of employees at the same time during the preparation of financial reports.
8. Compare financial performance units with the results of testing in StimulTest. Make a conclusion about what psychological qualities of employees increase or lower the profitability of the business.  
Track changes in the qualities of employees in dynamics (1st year quarterly, 2nd year every half a year, then at your discretion).
9. Make informed administrative decisions.

## **How to apply StimulTest in business for marketing?**

The system of psychological testing StimulTest is the world's first online technology for determining true attitude to everything that interests a person or customer.

The most popular areas are security, psychology, marketing. As a rule motivation and decision-making occurs automatically (unconsciously). Consequently, the unconscious attitude of a person must be key to marketing research. It is logical that if in StimulTest all images are presented below the threshold of awareness, this is the best tool for marketing research.

### *Practical procedure:*

1. Sort the list of tasks to be investigated in order of importance.
2. To test, select one of the tasks of medium importance (for example, logo).
3. Select the types of images to be investigated (for example, logo size, type, font size, background color, and so on).
4. Form focus groups from potential consumers/users (gender, age, nationality, education, social status, and so on).
5. Conduct initial testing of focus groups for all varieties of the criteria of the image under study.

6. Perform a comparative analysis of test results to identify which image variants are most acceptable to the majority of the representatives from all or individual focus groups.
7. In the list of images, make corrections based on the priorities for each of the focus groups (for example, older people prefer 16 font size, and younger people - 12).
8. Re-test each focus group to clarify their priorities (what is acceptable/what they like).
9. Conduct control testing of identified priorities on various focus groups consisting of new people.
10. Make informed marketing decisions based on the unconscious response of people.

