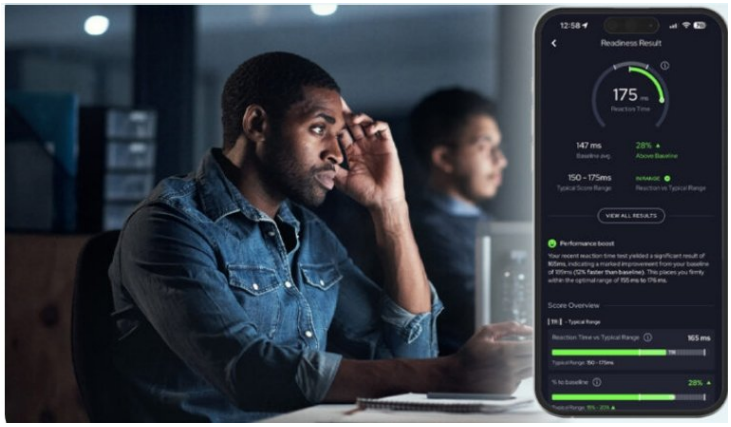
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ASIA EDITION

Korea's Samsung Ventures invests into US-based startup Pison to improve neurocognitive performance

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Pison's innovative sensor technology detects brain activity from three nerve bundles in the wrist



US-based startup Pison, the trailblazer in artificial intelligence (AI)-powered neural sensors for cognitive health, wellness, and gesture control, has announced an equity investment from South Korea-based Samsung Venture Investment Corporation (Samsung Ventures). This investment highlights the dedication of Samsung Ventures to advancing future healthcare technology and acknowledges Pison's potential in neurocognitive assessment and tracking capabilities.

Pison's innovative sensor technology detects brain activity from three nerve bundles in the wrist. Using both active and passive AI algorithms, it extracts neurocognitive data, providing insights into mental acuity and impairment from poor sleep, chronic fatigue, anxiety, neurodegenerative conditions, drugs, alcohol, and subconcussive brain injuries.

Pison was founded in 2016 with funding from the Massachusetts Institute of Technology, National Science Foundation, and the ALS Association. The company has also received funding from several Small Business Innovation Research (SBIR) awards from the US Department of Defense, and various research institutions. In addition, the FY2025 National Defense Authorization Act (NDAA) highlights the value of neural biosensors for advancing warfighter health and readiness, namely detecting traumatic brain injuries and tracking chronic fatigue.