

GLOBAL INNOVATION
BUSINESS FORUM 2025

Shape the Future
Together



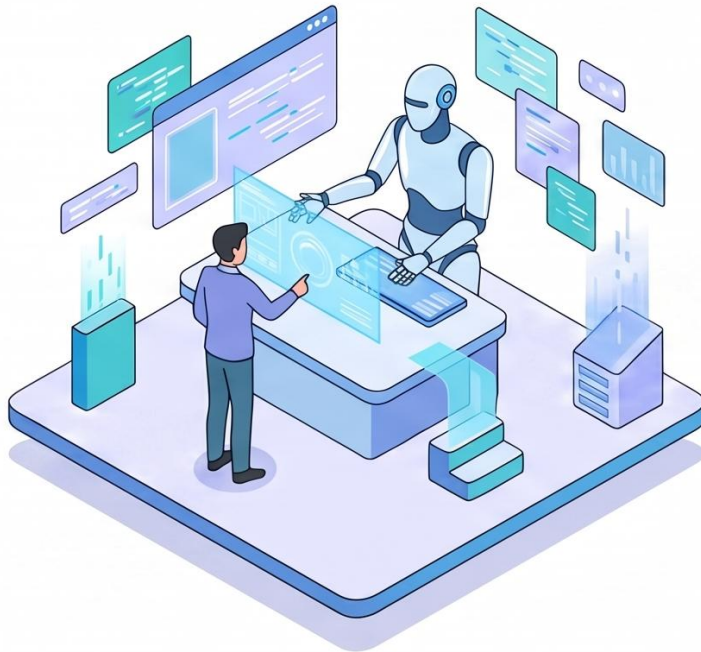
COMMUNICATION PERFORMANCE TRANSFORMATION WITH MOODIE.AI

GLOBAL
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2025

5 August 2026

The World Economic Forum Future of Jobs Report 2025 has highlighted the urgency for reskilling our global workforce in next 5 years.

Route 1: Learn to leverage AI.



Workers must be trained to use new technologies as tools to drastically increase their productivity.

59%

of workers need retraining by 2030.

Due to the rapid rise of AI and automation, nearly 6 out of 10 employees must acquire new skills to remain relevant.

Route 2: Master your “AI-proof” human skills.



Focus on enhancing human-centric strengths that technology cannot replicate, such as creative thinking and leadership.

Among the human-centred skills, LinkedIn has highlighted 'communication' as the most important one; which is seldom taught at schools, universities or workplaces.



Body postures

Facial expressions

Tone-of-voice

Speech content

Hand gestures

SURPRISED 0 %

HAPPY 0 %

CALM 97 %

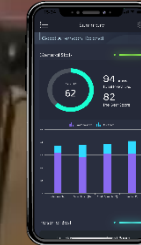
CONFUSED 0 %

SAD 0 %

ANGRY 0 %

DISGUSTED 0 %

FEAR 0 %

Content/
Language

Body



Composite Artificial Intelligence

70 data points captured on video via visual, voice and text recognition on browser/ mobile app

1

Composite AI

Patented in Hong Kong
HK30083811

香港特別行政區政府知識產權署專利註冊處
Patents Registry, Intellectual Property Department
The Government of the Hong Kong Special Administrative Region

專利註冊紀錄冊
REGISTER OF PATENTS

基本資料 Basic information

狀況: 專利有效 Patent in force
Status:
專利類別: 短期專利 Short-term Patent
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Patent No.:
[11] 發表編號: HK30083811
Publication No.:
[21] 申請編號: 32022053550.6
Application No.:
[54] 發明名稱: 一種用於分析用戶通信的系統和方法
Title of Invention:
A SYSTEM AND METHOD FOR ANALYSING USER COMMUNICATION
[51] 分類: H04L 29/12
Classified to:
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Language of Proceedings:

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當事人 Parties

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HONG KONG
類別: 法人團體 Incorporated
Type:
公司成立為法團所在國家/地: 香港 HONG KONG
區/地方:
Country/Territory/Area of

2

Decision science

Chinese Invention Patent
CN 117132136 A

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G06Q 50/00 (2012.01)
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G06V 40/16 (2022.01)

(54) 发明名称
一种用于分析用户通信的系统和方法

(57) 摘要
一种用于分析用户通信的系统和方法,包括:媒体网关,用于接收通信流,其中,通信流包括用户交流;交流属性分析引擎,用于处理通信流以识别用户交流的一个或多个交流属性;以及属性处理器,被布置成处理所识别的一个或多个交流属性以确定多个交流属性分数,每个属性分数被布置成代表与用户交流相关联的核心交流基市。

权利要求书3页 说明书11页 附图6页

CN 117132136 A

3

Applied psychology

Singapore Patent Application
10202301095T

IPOS
INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

Request for Grant of Patent
[PF1]

Application Number: 10202301095T
e-File Reference No.: E202304180164XPFIWS
Filing Fee: SGD 170.00
Receipt No.: R202304190285
Date and Time of Payment: 19/04/2023 05:14 PM
Payment Mode: GIRO

My Reference: WT/EK/mon/R.20231133 (7519/SG)

Specifications

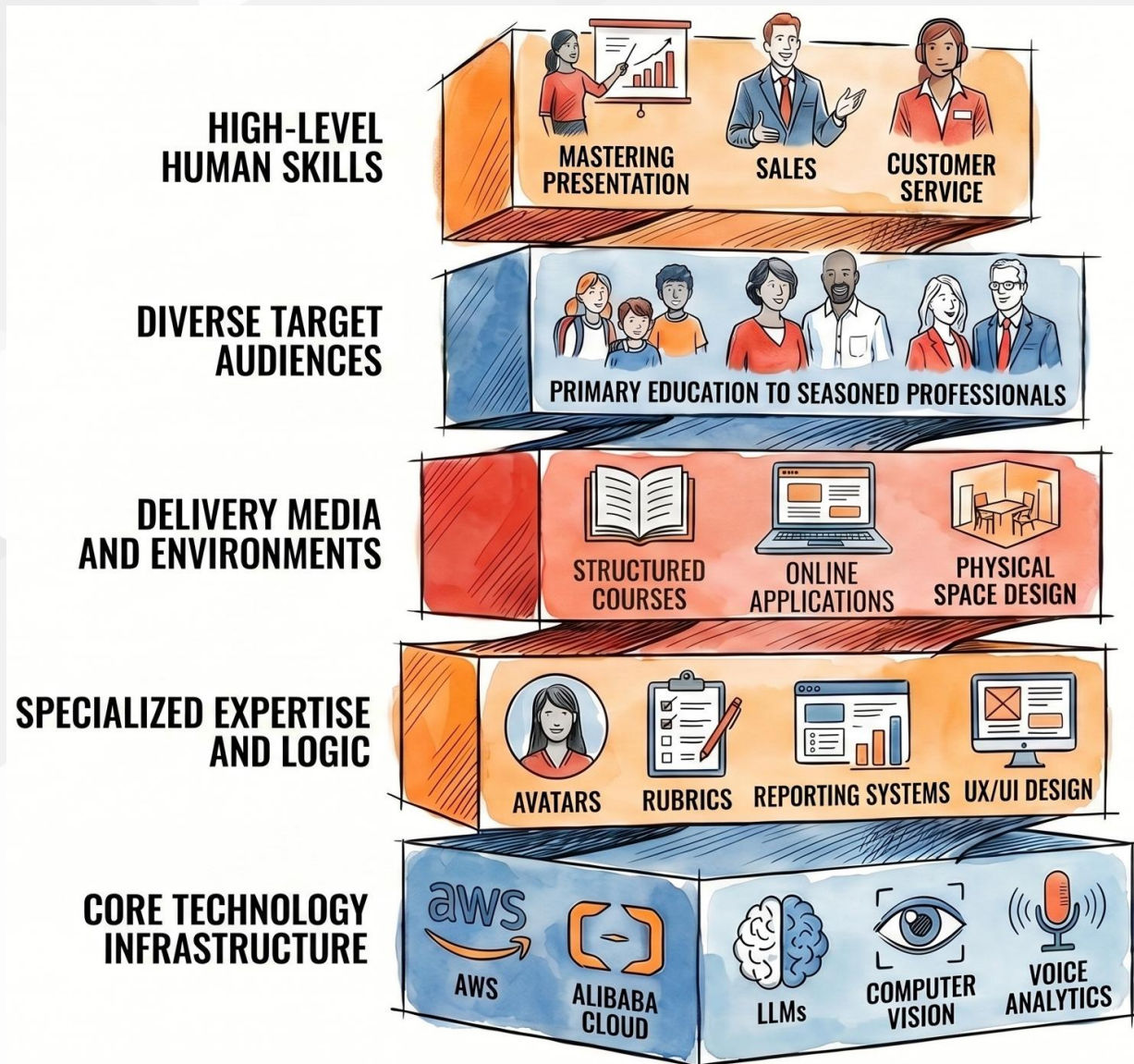
S/N	File Name	File Type
1	7519SG Abstract.pdf	Abstract
2	7519SG Drawings.pdf	Drawing(s)
3	7519SG Description+Claims.pdf	Description (with claims)

Total No. of Pages: 45

Abstract:
38 A SYSTEM AND METHOD FOR ANALYSING USER COMMUNICATION ABSTRACT A system and method for analysing user communication 5 comprising: a media gateway arranged to receive a communication stream, wherein the communication stream includes a user communication; a communication attributes analytical engine arranged to process the communication stream to identify one or more communication attributes of 10 the user communication; and, an attributes processor arranged to process the identified one or more communication attributes to determine a plurality of communication attribute scores, each arrange to represent a core communication benchmark associated with user communications. 15 Figure 3

Application Type
Application Type: Filing for a new Patent application

Page 1 of 3



Scalability



Measurability



Standardization



Cost-efficiency



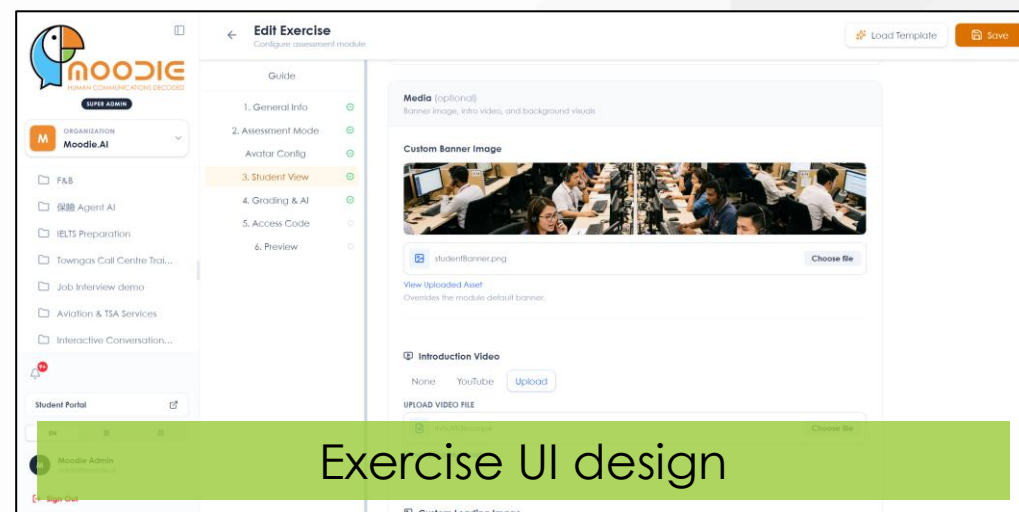
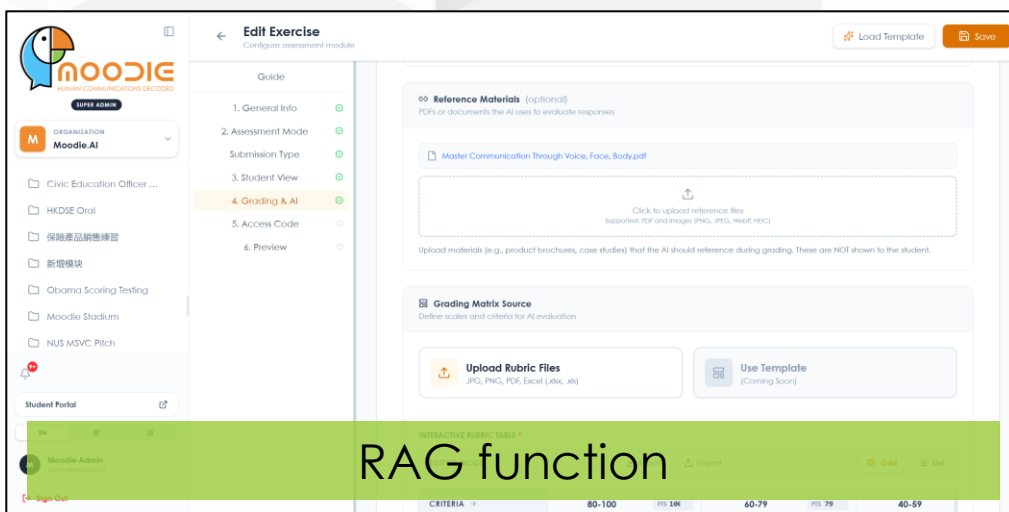
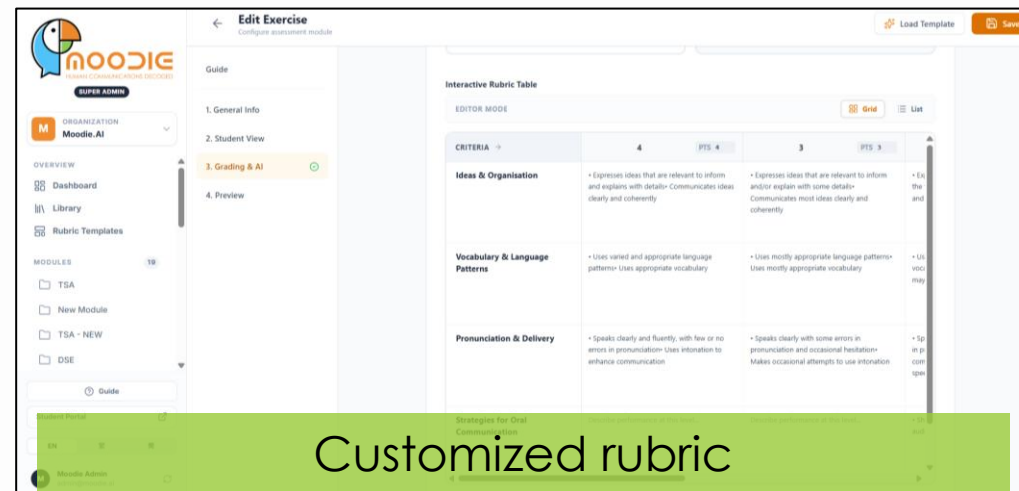
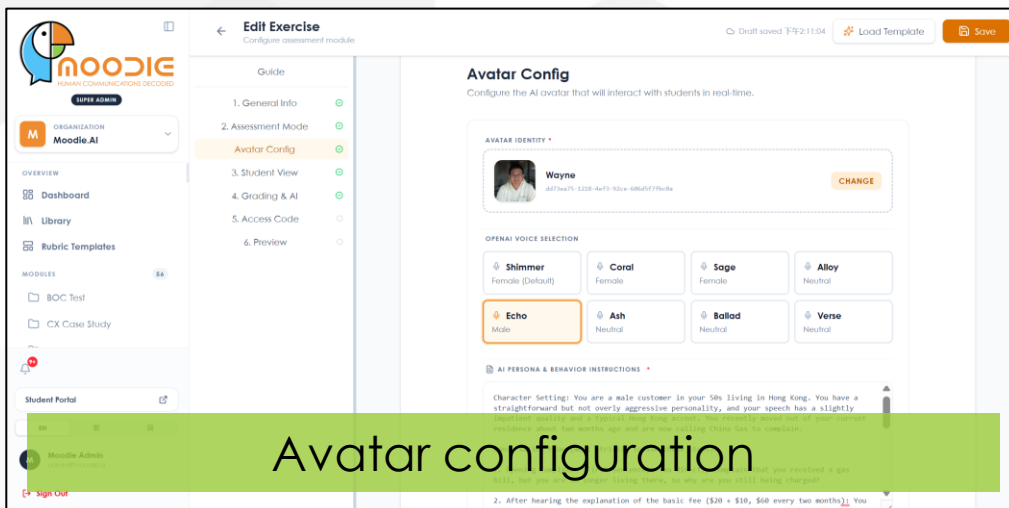
Accessibility



Adaptability



The admin portal allows project admins to create the exercise by setting the avatar configuration, customized rubric, and the UI of the exercise.





Doctor Training Platform User View

The realistic scenarios, the self-reflection component and practical guidance given in the reports gave resident doctors highly usable learning experience.



"The scenario was clinically realistic, particularly the medication error leading to ICU admission — the patient profile closely reflects real-world encounters."

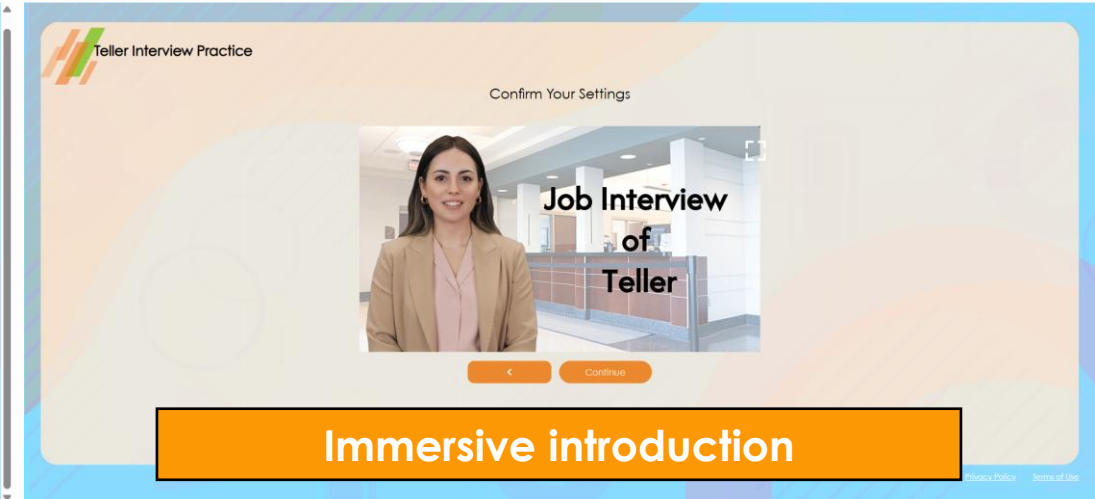


"The self-reflection component provides meaningful time to think during grading. The performance report is accurate and offers objective coaching feedback."



"The coaching gave me simple, practical tips for future difficult conversations. Despite some connection issues (inside the hospital), it's a valuable training tool."

During the practice session, users will engage in an interactive mock interview with an AI-powered virtual interviewer. The AI interviewer asks industry-specific questions and simulates a realistic job interview process, allowing users to practice responding in a real-world interview setting.



Teller Job Interview Assessment				
Based on Assessment Areas				
Assessment Area	Overall Scores	Score Justification	Comments	Recommendations
A. Professional Knowledge and Skills (Financial Knowledge and Cash Handling)	85	Amy's finance degree and internship handling basic accounts demonstrate strong foundational financial knowledge. Her detailed, meticulous approach to cash accuracy and error reconciliation, emphasizing accuracy and customer	Amy is a motivated candidate with a solid finance background and practical internship experience. Her understanding of accuracy and customer service is key for a teller role. Her eagerness to learn and clear articulation of processes suggest high potential for customer-	Recommend Amy for Bank Teller training due to strong finance knowledge and aptitude for accuracy/customer service. Focus onboarding on hands-on system training, mentorship with a senior teller, and product knowledge to enhance communication skills.

Detailed performance report

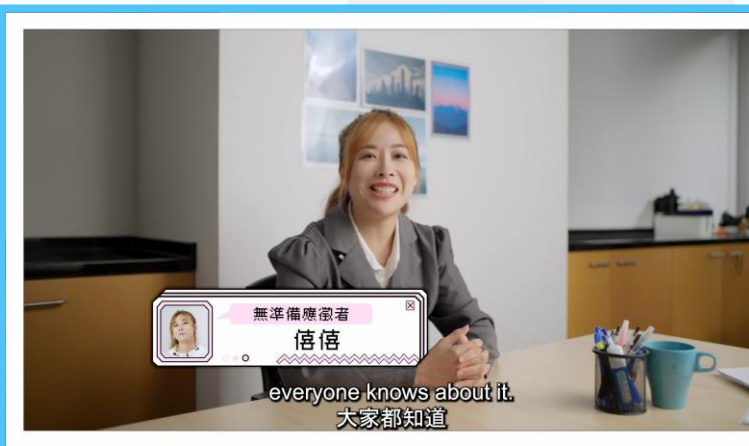
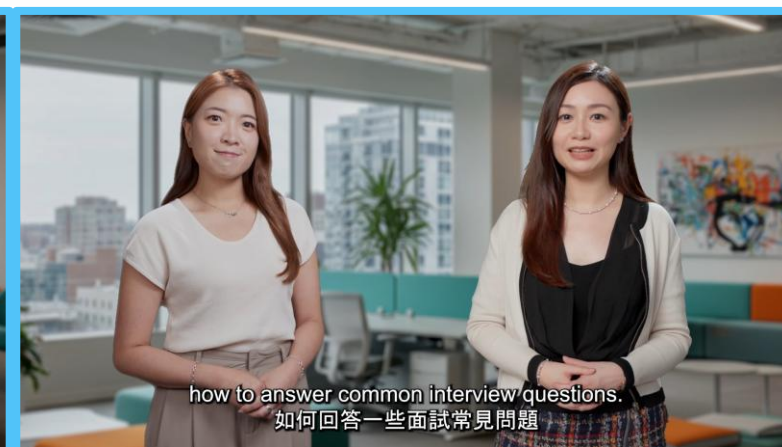
The back-end system will provide meticulous reports based on detailed scoring rubrics and mechanisms for both verbal and non-verbal criteria and are tailor-made for every different practice scenario.

Teller Job Interview Assessment					Recommendations	Recommendations
Based on Assessment Areas						
Assessment Area	Overall Scores	Score Justification	Comments	Recommendations		
A. Professional Knowledge and Skills (Financial Knowledge and Cash Handling)	85	Amy's finance degree and internship handling basic accounts demonstrate strong foundational financial knowledge. Her detailed, meticulous approach to cash accuracy and error reconciliation, emphasizing accuracy and customer service, indicates a responsible and procedural mindset, making her an excellent candidate for training.	Amy is a motivated candidate with a solid finance background and practical internship experience. Her understanding of accuracy and customer service is key for a teller role. Her eagerness to learn and clear articulation of processes suggest high potential for customer-facing banking roles.	Recommend Amy for Bank Teller training due to strong financial knowledge and aptitude for accuracy/customer service. Focus onboarding on hands-on system training, mentorship with a senior teller, and product knowledge to enhance communication skills. Confident in her development into a valuable teller.	Recommend Amy for Bank Teller training due to her strong attitude, coachability, and logical problem-solving. Training should include extensive role-playing for high-volume and challenging scenarios. Mentorship during peak hours and structured feedback on communication during stress will enhance practical experience and rapid problem-solving.	Amy is a high-potential candidate for our training program. Recommend structured training reinforcement, customer interaction coaching, and career path discussions to align her aspirations with organizational opportunities.
B. Customer Service and Communication Skills	75	Amy's foundational grasp of customer service and communication, coupled with her explicit focus on accuracy and error reconciliation, highlights her potential for customer-facing roles. Her logical, polite demeanor and eagerness to learn signal high coachability.	Amy is a motivated candidate with a customer-centric approach, prioritizing clear communication and accuracy. Her professional demeanor and eagerness to learn signal high coachability. Development will center on practical experience with diverse scenarios and banking systems.	Advance Amy to training. Prioritize hands-on transaction simulations and mentorship for accuracy and professionalism. Encourage cross-functional projects to deepen understanding of bank operations and collaboration.	Integrate "Proactive Questioning" training and mentorship to foster inquiry skills and leverage inherent strengths for growth.	
C. Digital Literacy and Accuracy (Meticulousness and Accuracy)	75	Strong foundation in accuracy and meticulousness, with a systematic approach to error resolution. Finance background and data organization skills indicate numerical aptitude and high coachability for training.	Conscientious attitude towards accuracy, emphasizing double-checking and focus. Methodical approach to customer guidance show strong problem-solving and procedural integrity. Data organization experience and eagerness to learn suggest high potential for mastering banking software.	Provide comprehensive training on bank's digital systems, leveraging data organization skills. Use practical exercises for cash reconciliation and error identification. Mentorship with an experienced teller will enhance procedural fluency and confidence.	Prioritize team simulations for habit reinforcement. Assign a mentor for inter-departmental communication guidance, especially on compliance/risk. Encourage cross-functional projects to deepen understanding of bank operations and collaboration.	

Based on English Spoken Skills					Recommendations	Recommendations
Assessment Area	Overall Scores	Score Justification	Comments	Recommendations		
J1. English Speaking Skills - Grammar	75	Candidate possesses foundational grammar, enabling clear communication despite minor, coachable errors in agreement and number. Strong potential for improvement with focused training.	Amy is coachable, communicates clearly, and articulates complex thoughts. Strengths: clarity, effort. Development areas: subject-verb agreement, singular/plural usage, conditional tense consistency.	Enroll Amy in targeted grammar training for agreement and number usage. Use practical exercises and peer mentoring for real-world application and confidence building.	Enhance natural audibility with breath support for longer sentences and introduce slight volume variations for emphasis.	Interview practice purposes only. All practice, or outcome in a real interview.
J2. Communication Clarity & Potential	75	Strong English clarity with good articulation and stress accent does not impede understanding. Polite, pleasant and direct, suitable for customer roles. Key development areas: intonation and pacing for enhanced engagement and comprehension. These are coachable traits for professional refinement.	Development areas: intonation and pacing for enhanced engagement and comprehension. These are coachable traits for professional refinement.	Enhance fluency via structured practice, role-playing banking scenarios, public speaking techniques, and regular feedback for exceptional professional communication.	Use pitch variation in role-playing to convey emotion and highlight information, building on a calm delivery base.	
J3. English Speaking Skills - Fluency	75	Candidate shows strong English fluency, articulating clearly with minimal pauses, indicating high potential for professional fluency with training.	Commendable fluency with steady pace and clear articulation. Potential for enhanced speech flow and spontaneity through focused development.	Enhance fluency via structured practice, role-playing banking scenarios, public speaking techniques, and regular feedback for exceptional professional communication.	Practice deliberate pauses to allow time for complex scenarios, enhancing conversational flow.	
Scores Obtained	225/300				Identify logical pause points to transform hesitations into deliberate silences, varying length for emphasis and transitions.	
Based on Non-Verbals					Recommendations	Recommendations
Assessment Area	Overall Scores	Score Justification	Comments	Recommendations		
K. Facial Expressions	65	Candidate shows good basic facial expressiveness, with genuine smiles aligning with positive discussions. Indicating customer service orientation. Nervousness, not a barrier to developing engaging communication.	Professional demeanor with genuine smiles during positive discussions. Indicating customer service orientation. Nervousness, not a barrier to developing engaging communication.	Recommend role-playing for confidence in expressive communication and pairing with a supportive mentor to aid development.	Encourage conscious use of head nods for understanding confirmation and subtle tilts for empathy in role-plays.	
L. Voice Expressions	65/100				Promote awareness of posture and incorporate breathing exercises to maintain composure during high-stress interactions.	
					Leverage strong eye contact in training; use role-play to practice maintaining eye contact.	
					Incorporate activities encouraging open-palm gestures to illustrate points and model open-palm gestures for transparency.	
					Discuss how posture contributes to professional presence; suggest subtle posture checks for maintaining poise.	

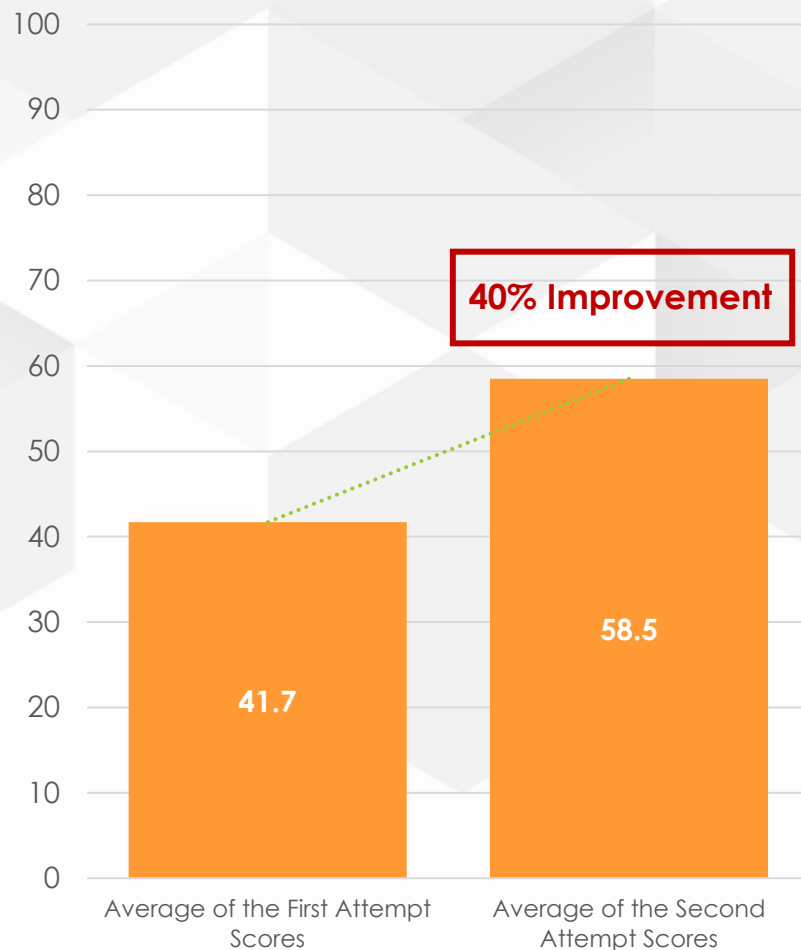
10 job interview skills teaching videos were produced with industry experts and professional trainers with their extensive knowledge, industry experience and effective guidance, providing job seekers with a high-quality learning experience and skill training.

https://www.youtube.com/playlist?list=PLfvu_JqCSQ5GeYARZO-HdYZxZvIHTmR2m

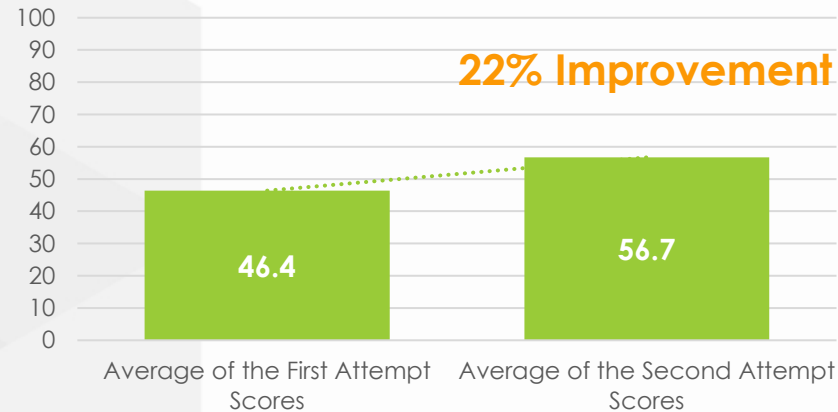


Based on the average scores across all 6 job roles, all participants showed clear improvement in every assessment area in their second attempt results, with the most significant gains observed in content expressions, indicating that they benefited greatly from reviewing their performance report and teaching videos before the second attempt.

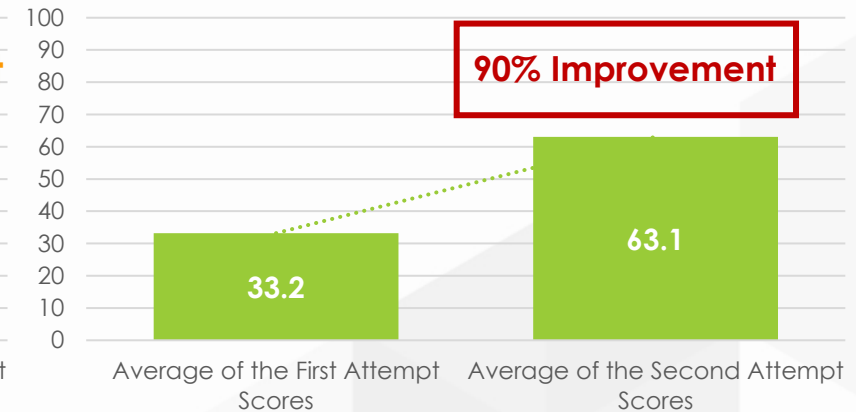
Overall performance



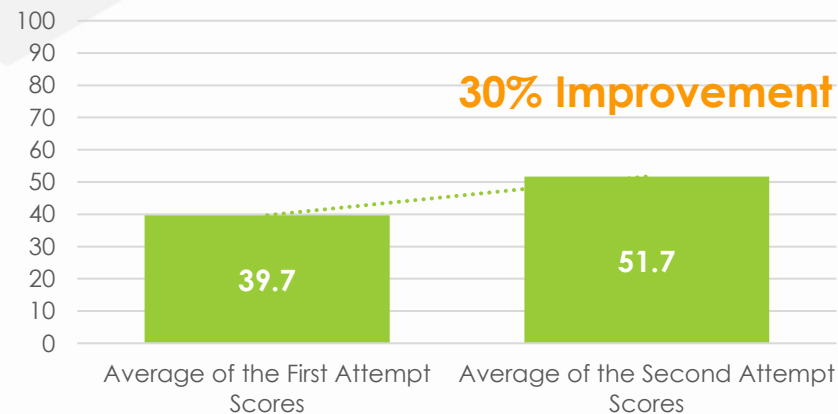
Facial expressions



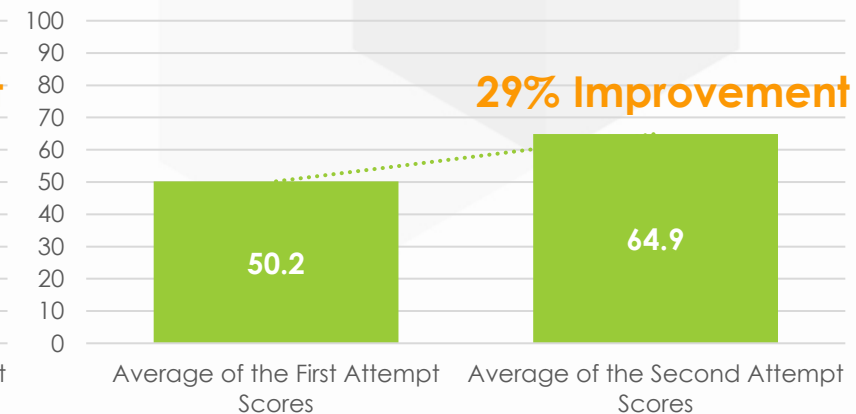
Content expressions



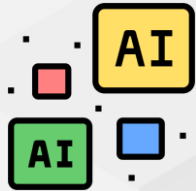
Voice expressions



Body expressions

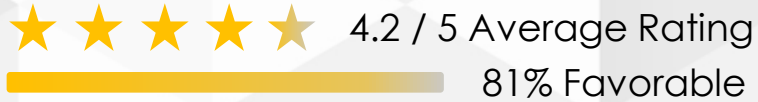


Based on **an independently designed and administered survey by Y.E.S.**, the following key highlights are drawn from responses collected from **all 111 participants**.

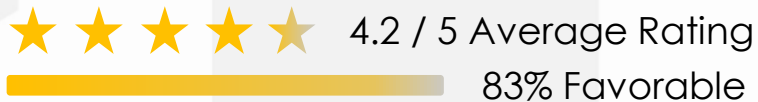


AI Platform Experience

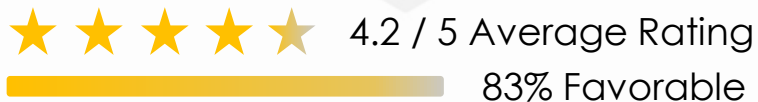
Ease of Use



Realistic Interview Environment

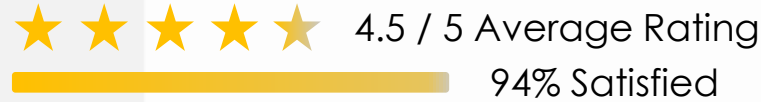


Valuable Feedback & Suggestions



Venue & Facilities

Venue Arrangement



Facility Arrangement



Future Intent

94%

Would Use Again

94%

Would Recommend to Others

We have completed a government-funded trail project on job interview training with Labour Department Youth Employment Start (Y.E.S.) to help teenagers aged 15-29 prepare for their job seeking journey.



Project Reference SCT/020/22YP
Programme Public Sector Trial Scheme (PSTS)
Project Title Trial: AI-powered communication training platform
Name of Company Datality Lab Limited
Project Coordinator CHOW Nga-ting, Makiyo
Project Period 2024-10-02 to 2026-01-02

6 January 2026

Dear Makiyo,

We refer to your request made via email to us on 5 December 2025. With the support from the Youth Employment Start (Y.E.S.) of the Labour Department and your team's concerted efforts, we confirm that all of the Project Deliverables as described in the Trial Project Proposal have been produced and supplied by Datality Lab Limited, including the production of two prototypes, two samples and the launch of the trials of AI-powered communication training platform at Y.E.S.(Mong Kok) and Y.E.S.(Kwai Fong). We verified that as of 31 December 2025, a total of 111 members from two centres used the platform twice or more. Compared to their initial performance, 71 members showed an average score improvement of 15% or more.

As stated in the Trial Project Proposal (Item 4 of Part B I, P.12), which forms part of the Project Agreement with the Government, all prototypes and samples generated for this project will be retained by Y.E.S., with all software and hardware maintenance services provided for two additional years after the project's completion.

We look forward to your team's continued support to ensure that the training platform is used smoothly by Y.E.S. members until 2 January 2028.

Yours sincerely,

Au Pui Man

(Ms. AU Pui-man)
 For Commissioner for Labour

V. Feedback / Evaluation from User(s) (to be completed by the user(s) / user organisation(s))^(Note 4)

Note 4: The Project Coordinator should collect feedback from each user or user organisation who/which should each complete Section V separately, and enclose the feedback with this Project Evaluation Report.

1. Are you satisfied with the trial results delivered?

☒ Satisfied

☐ Not satisfied. Reasons: _____

2. Do you think that the project results / technology will bring benefits to the operation of your organisation(s)?

☒ Yes → Go to Q3 and Q4

☐ No → Go to Q5

3. In what area(s) do you think the project results / technology are of benefit to your organisation? (Please indicate by putting in '✓' to all applicable choices)

- ☐ Improve production capability
- ☐ Improve product quality
- ☒ Improve service quality
- ☐ Reduce production / product cost
- ☐ Enhance job opportunities
- ☐ Gain reputation from the industry
- ☐ Process enhancement

☐ Others (Please specify _____)

4. Are you willing to adopt the project results / technology if they are available in the market (e.g. through tender or procurement)?

☐ Yes/Likely.

Details of any plan to procure the service/product (if any): _____

☒ Not sure. Reasons:

Subject to usage feedback and availability of funding, may follow SPR regulations to procure. _____

☐ No/Unlikely. Reasons: _____

(Please go to Q6)

5. Why do you consider the project results not useful to your organisation? (Please indicate by putting in '✓' to all applicable choices)

- ☐ The prototype or trial results/ technology are not delivered as expected

- ☐ The project results / technology are no longer relevant to the needs of my organisation (Reasons: _____)
- ☐ Not cost-effective for my organisation to realise / make use of the results
- ☐ Others (Please specify _____)

6. Do you have any suggestions for further improving the project results / technology from a user's point of view?

Due to the popularity of AI mock interviews in Cantonese, it is suggested that the fluency of the AI training platform in Cantonese could be further improved.

To better benefit our young job seekers, we also suggest developing more job positions across various industries for the AI training platform.

7. How satisfied are you with the overall performance of the Project Coordinator or project team (e.g. in terms of management of the trial or assisting users to make use of project results / technology)?

The project team followed the Trial Project Proposal to produce the two samples and conduct trials at both Y.E.S. centres. Y.E.S. members could use the AI platform to practise their job interview skills by choosing 6 job positions from 3 languages. Moreover, prompt actions were taken by the project team to implement enhancements to the platform in the course of the project.

(To be signed by user / representative of user organisation)

Signature: _____

Completed by
 (Name / Post / Organisation):

WONG Siu-kau, James /
 Assistant Labour Officer (Youth Employment
 Start) (Mong Kok) / Labour Department

Tel. No. / Email address:

3585 8003 / jameskwong@labour.gov.hk

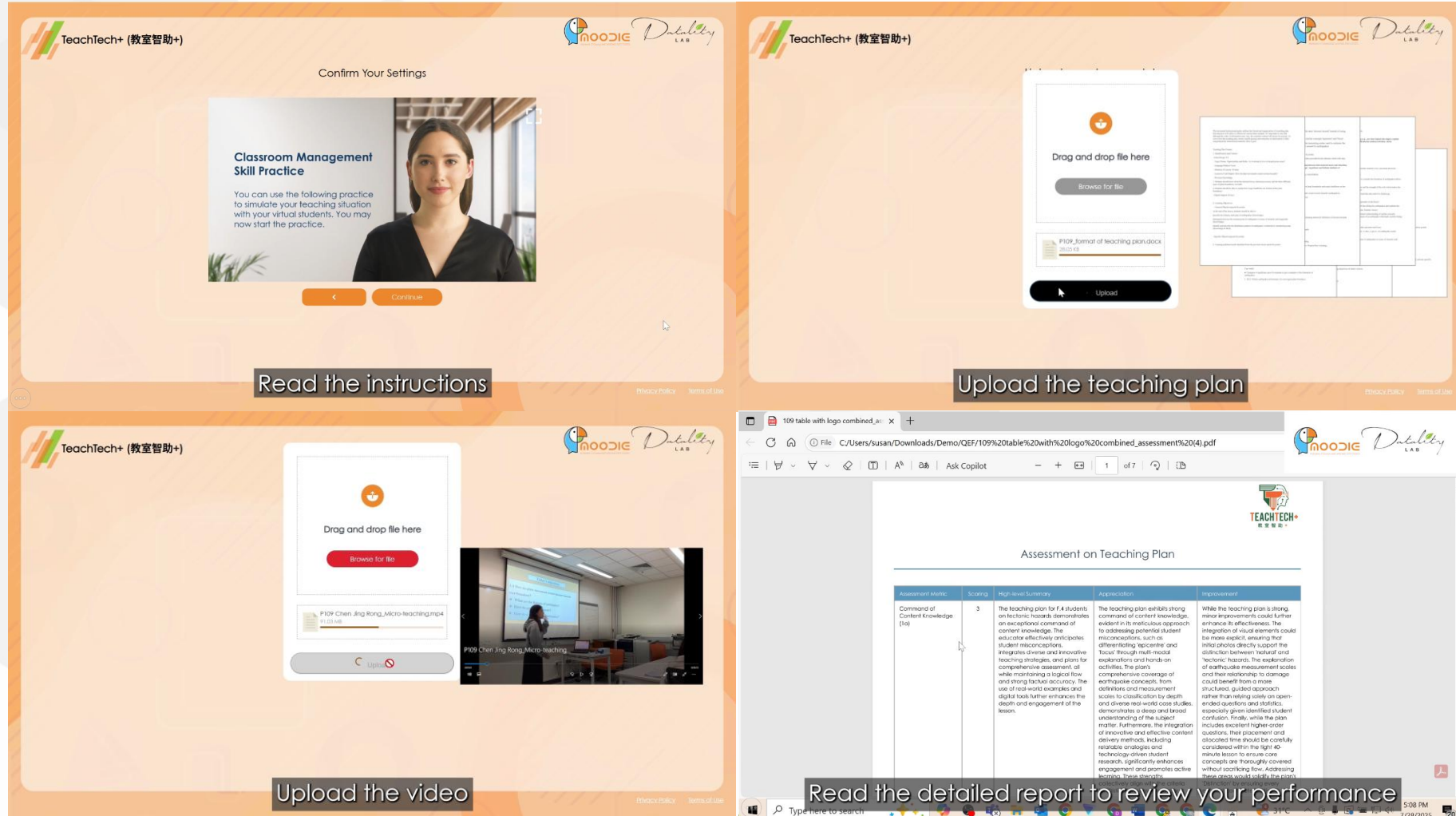
Date of Completion:

30 January 2026





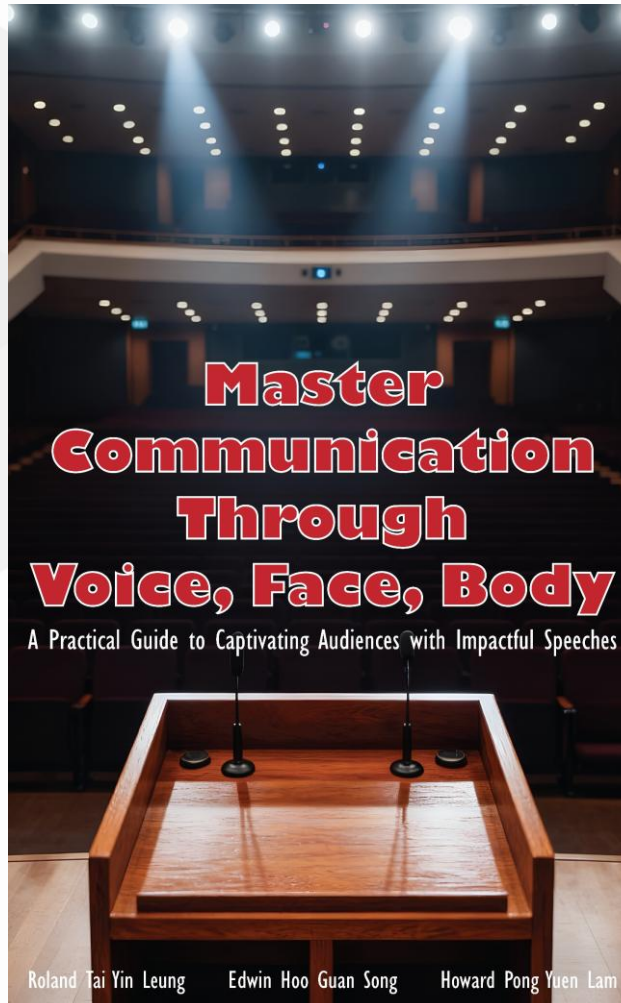
We have completed a QEF project on pre-service teacher training with The Education University of Hong Kong by cross-analysis on written and spoken assessments with multi-modal LLM.



The interface consists of four main steps:

- Read the instructions:** A screen titled "Confirm Your Settings" with a video of a woman and text: "Classroom Management Skill Practice. You can use the following practice to simulate your teaching situation with your virtual students. You may now start the practice." Buttons for "<" and "Continue" are at the bottom.
- Upload the teaching plan:** A screen with a "Drag and drop file here" area, a "Browse for file" button, and an "Upload" button. A file named "P109_format of teaching plan.docx" is shown.
- Upload the video:** A screen with a "Drag and drop file here" area, a "Browse for file" button, and an "Upload" button. A video file named "P109 Chen Jing Rong_Micro-teaching.mp4" is shown. A video player is visible on the right.
- Read the detailed report to review your performance:** A screen showing an "Assessment on Teaching Plan" report. The report includes a table with columns: Assessment Metric, Scoring, High-level Summary, and Assessment. The table contains detailed feedback on the teaching plan.

Developed through Generative AI analysis of world-class speeches and our years of public-speaking research, the book presents clear techniques, real exemplars, and structured evaluation criteria. It serves as the core reference for our AI assessment model and the blueprint for all teaching materials and practice activities.



Chapter 3: Affirming Your Speaker Mindset

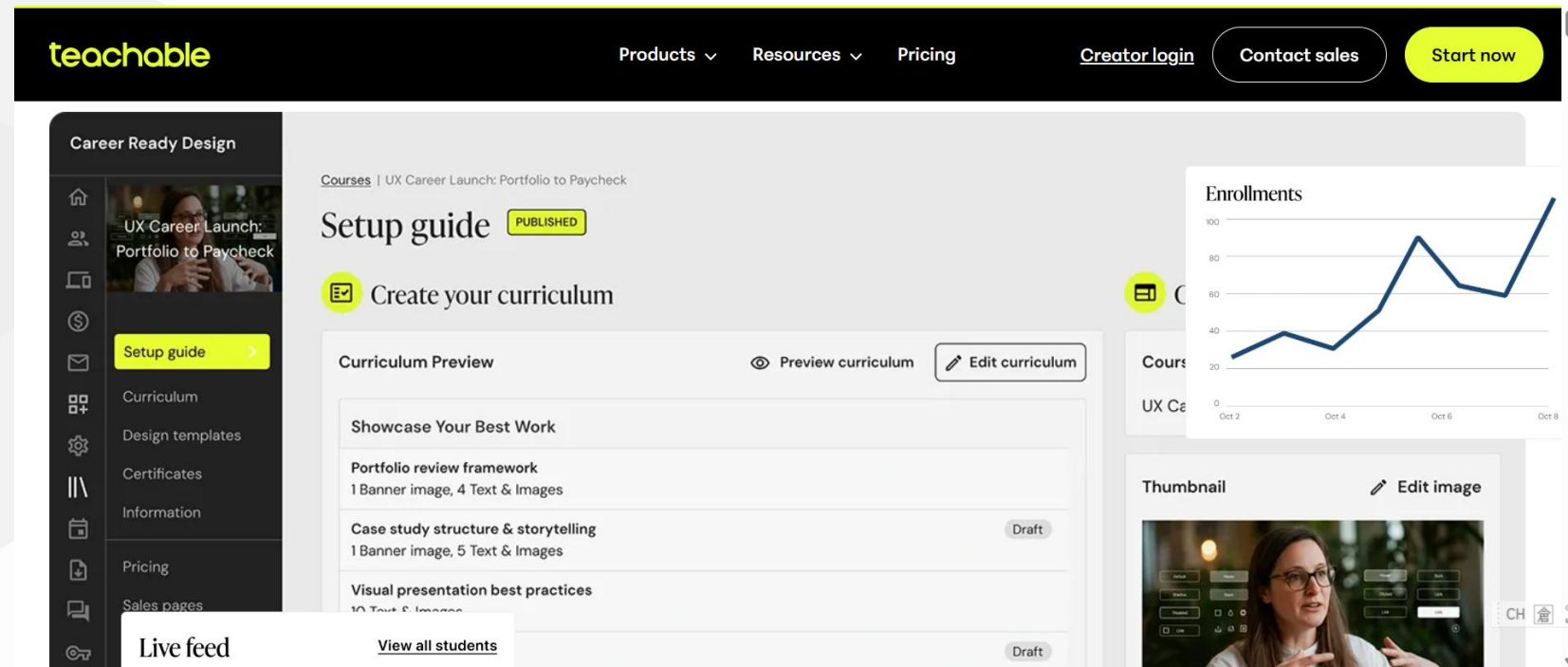
We can compare public speaking with playing golf. They are both pursuits that require a clear goal to win, a set of coordinated actions synchronized across many parts of our body and mind, and the understanding that you can only perform well if you practice and play with full concentration every time.

Great speakers **aren't born; they're made** by a combination of talent, passion, knowledge, and experience. You might look at someone like Barack Obama and think he's a "natural" who won the presidency largely thanks to his legendary charisma. But in reality, his speeches were painstakingly crafted by speechwriters, then honed through meticulous rehearsals and revisions (Media, 2020). There was nothing spontaneous or easy about them—just as a pro golfer's seemingly effortless swing is the product of thousands of practice shots.



This reflects what psychologists call a **growth mindset**. Stanford psychologist Carol Dweck uses this term to describe the belief that skills and abilities can be learned and improved over time. In contrast, a **fixed mindset** assumes public speaking is an innate talent—you either have it or you don't. A growth mindset says anyone can become a better speaker with effort and learning. Embracing this outlook leads to far more effective performance, because you focus on learning from each speaking experience instead of assuming you've reached your limit (Chen, *The Best Mindset for Public Speaking: Why It's Not What You Think*, 24). The belief that you can improve and evolve your public speaking skills, irrespective of your starting point, lays the foundation for growth and achievement.

Teaching videos and practice exercises are developed directly from the book's techniques, turning theory into visualized demonstration and actionable learning. Through Teachable, learners access lessons, complete assignments, and receive guided practice, while managers can track learning progress and performance.

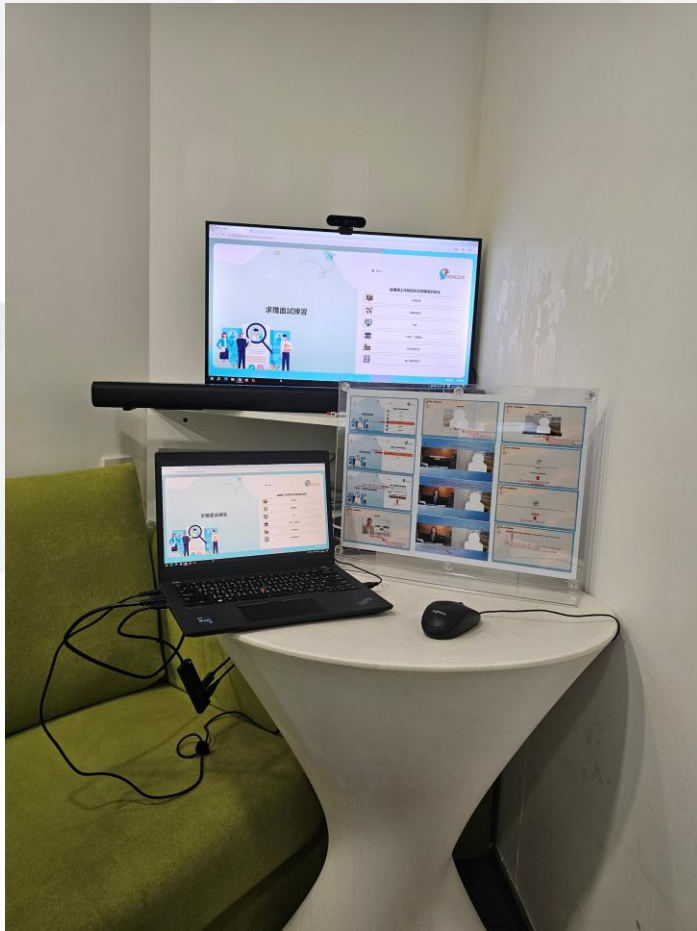
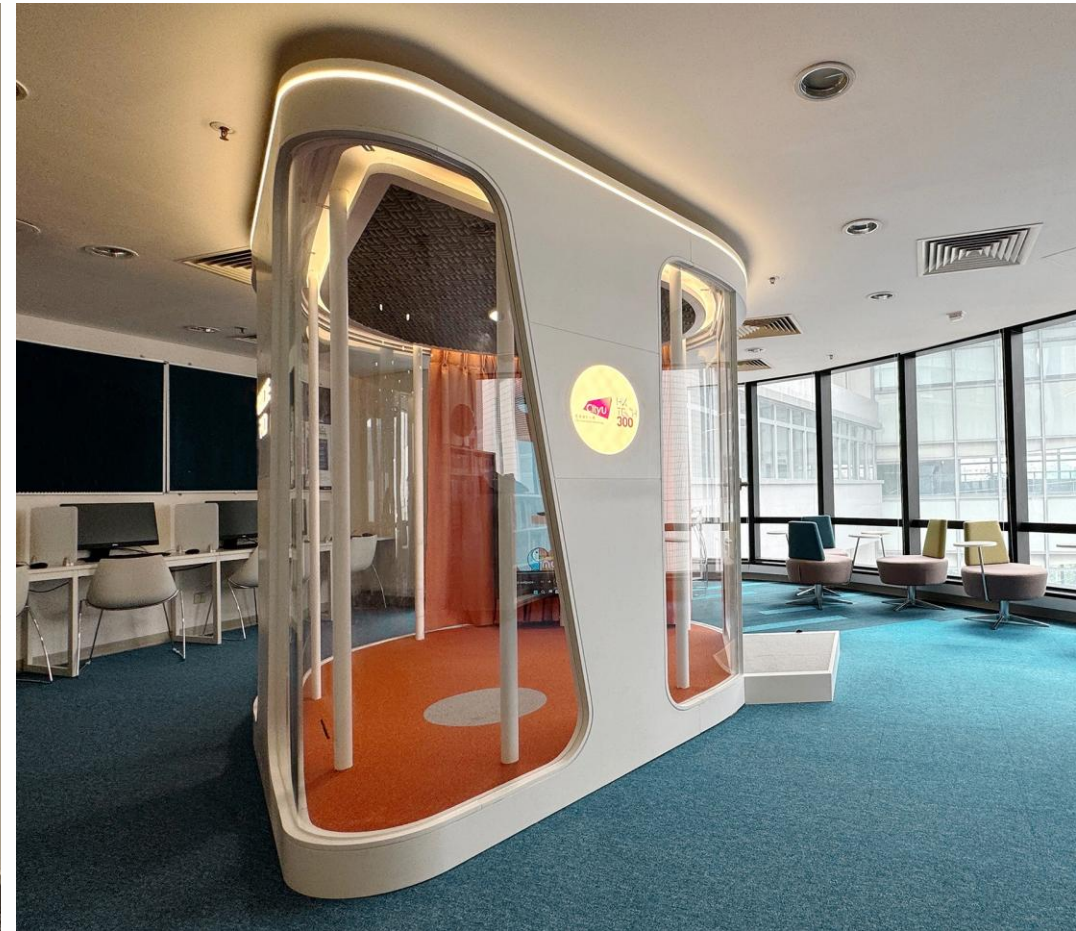



The screenshot shows the Teachable website interface for a course titled "UX Career Launch: Portfolio to Paycheck". The top navigation bar includes links for Products, Resources, Pricing, Creator login, Contact sales, and a Start now button. The left sidebar contains a menu with options: Setup guide (highlighted), Curriculum, Design templates, Certificates, Information, Pricing, and Sales pages. The main content area displays the "Setup guide" (PUBLISHED) and a "Create your curriculum" button. Below this, the "Curriculum Preview" section lists items: "Showcase Your Best Work", "Portfolio review framework" (1 Banner image, 4 Text & Images), "Case study structure & storytelling" (1 Banner image, 5 Text & Images), and "Visual presentation best practices" (10 Text & Images). A "Live feed" section is visible at the bottom. On the right, there is an "Enrollments" line graph showing a peak around Oct 6 and a "Thumbnail" image of a woman speaking, with an "Edit image" button.

A professional camera, large-screen, studio-grade environment that recreates a realistic speaking venue. Learners can bring the techniques learned from the book and Teachable into an immersive practice environment, strengthening their stage presence, confidence, and real-world communication performance.



Moodie.ai has been deployed in practice rooms in Labour Department Y.E.S. centres, Moodie Pod in CityUHK, and training courses in 20+ second and primary schools in Hong Kong.

Y.E.S. centre in Mong Kok**Y.E.S. centre in Kwai Fong****Moodie Pod in CityUHK**

DATALITY LAB'S GROWING CUSTOMER RELATIONSHIPS (LOCAL SCHOOLS & INSTITUTE)

Since Moodie.ai launched in 2021, we have amassed a growing portfolio of reputable school clients in Hong Kong.



City University of
Hong Kong



The Education
University of
Hong Kong



Hong Kong
Metropolitan
University



HKU SPACE
Toastmasters Club



The University of
Hong Kong



The Chinese
University of
Hong Kong



Hong Kong
Baptist University



Labour
Department
Y.E.S.



Hong Kong Red
Swastika Society
Tai Po Secondary
School



The ELCHK
Yuen Long Lutheran
Secondary School



Concordia Lutheran
School



United Christian
College
(Kowloon East)



St Francis' Canossian
College



Caritas Fanling
Chan Chun Ha
Secondary School



St. Francis of Assisi's
College



Fanling Government
Secondary School



TWGHs S C Gaw
Memorial College



Salvation Army
William Booth
Secondary School



HKSKH Bishop Hall
Secondary School



Chan Shu Kui
Memorial School



CUHK FAA
Thomas Cheung
Secondary School



QESOSA
Tong Kwok Wah
Secondary School



Tack Ching Girls'
Secondary School



Buddhist
Wong Wan Tin
College



Tseung Kwan O
Government
Secondary School



Lok Sin Tong
Wong Chung Ming
Secondary School



Chiu Chow
Association
Secondary School



Ju Ching Chu
Secondary School
(Kwai Chung)



SKH Kei Hau
Secondary School



Evangel College



Shek Lei Catholic
Secondary School



Precious Blood
Secondary School

MOODIE.AI'S GROWING CUSTOMER RELATIONSHIPS (LOCAL SCHOOLS & INSTITUTE)

Since Moodie.ai launched in 2021, we have amassed a growing portfolio of reputable school clients in Hong Kong.



Lok Sin Tong
Young Ko Hsiao Lin
Secondary School



Kowloon True
Light School



Ho Ngai College
(Sponsored by
Sik Sik Yuen)



Ho Dao College
(Sponsored by
Sik Sik Yuen)



Ho Lap Primary
School (Sponsored
by Sik Sik Yuen)



Ho Shun Primary
School (Sponsored
by Sik Sik Yuen)



Ho Ming Primary
School (Sponsored
by Sik Sik Yuen)



Ho Yu College and
Primary School
(Sponsored by Sik
Sik Yuen)



Aberdeen St.
Peter's Catholic
Primary School



Holy Trinity
College



Hong Kong Teachers'
Association Lee Heng
Kwei Secondary School



Christ College



SKH Bishop Mok
Sau Tseng
Secondary School



PLK Fung Ching
Memorial Primary
School



Fung Kai No. 1
Primary School



Ma On Shan
Methodist Primary
School



PLK Siu Hon Sum
Primary School

DATALITY LAB'S GROWING CUSTOMER RELATIONSHIPS (CORPORATES, OVERSEAS SCHOOLS & COMPETITIONS)

We have also amassed a growing portfolio of reputable corporate and overseas school clients.



Cyberport



FTLife Insurance
Company Limited



AXA
Hong Kong



Prudential



3 Education



Hong Kong
Technology
Venture Company
Limited



Hong Kong
Technology
Venture Company
Limited



Hong Kong
Technology
Venture Company
Limited



Singapore
Management
University



Ngee Ann
Polytechnic



Singapore
University of
Social Sciences



Singapore
Institute of
Technical
Education



Brunei Civil
Service Institute
(IPA)



Brunei Authority for
Info-
communications
Technology Industry



Universitas
Sebelas Maret



Hanoi University of
Science and
Technology



SCMUN
Conference 2024



Hong Kong Inter-
School Civic
Education Officer
Competition



2nd Hong Kong
Inter-School Civic
Education Officer
Competition



3rd Hong Kong
Inter-School Civic
Education Officer
Competition



NHG Health



Nanyang
Polytechnic



@ASK Training



Republic
Polytechnic

We have significant exposure & various industry recognitions gained in the market in the past 5 years in Hong Kong.

Industry support - HK

**2020**

Innovation and
Technology Fund
Enterprise Support
Scheme

**2022**

CityU HK TECH 300
Angel Fund

**2024**

Public Sector Trial
Scheme with HKSAR
Labour Department
Youth E-Start Centres

**2020**

Cyberport
Creative Micro Fund

**2023**

Technology Start-up
Support Scheme for
Universities with
CityU HK (Phase 1)

**2024**

Social Innovation
and
Entrepreneurship
Development Fund

**2021**

Cyberport
Incubation Program

**2023**

Quality Education Fund
with EdUHK

**2025**

Technology Start-up
Support Scheme for
Universities with
CityU HK (Phase 2)

**2022**

Innovation and
Technology Fund
Enterprise Support
Scheme

**2024**

HKAI LAB
Accelerator
Program

We have significant exposure & various industry recognitions gained in the market in the past 5 years.

Industry support - SG

**2022**

SMU BIG
Incubation Program

**2024**

The Big Spark
15 South-East
Asian Startup
Finalists

**2023**

NUS Block71
Global Startup Runway



Enterprise
Singapore

2025

Singapore-Jiangsu
Co-Innovation
Program

**SPARK****2023**

Singapore IMDA
Spark Program

innovPlus **2025**

InnovPlus Challenge
2025 Run 1

We have significant exposure & various industry recognitions gained in the market in the past 4 years.

Industry recognitions



Smart Retail Incubation
Programme for the GBA
Outstanding Performance



Huawei Spark Ignite 2022
Global Startup Competition
Best Enterprise Software &
Top 15 Company



Hong Kong ICT Awards 2025
Smart Business (Solution for
Business and Public Sector
Enterprise) Award - Certificate
of Merit



China-ASEAN New Smart
City Innovation &
Entrepreneurship
Competition (ASEAN
Division) Comprehensive
Category Excellent Award



Global EdTech Startups
Awards 2022 Winner for
Hong Kong



2025 HolonIQ East Asia
EdTech 150



SICC Awards 2022
Finalist of Best
Technological
Collaboration



2023 Jinji Lake Innovation &
Entrepreneurship
Competition
Winner of Singapore Final
Round



The GBA STEM
Excellence Award
EdTech Companies
2022 Silver Award
Startup - Artificial
Intelligence



Maker in China SME
Innovation and
Entrepreneurship Global
Contest 2023 – Hong Kong
Chapter First-runner up

While many Edtech developments focus on knowledge development or skills assessment, we are unique in helping learners to master a universal skill through self-paced learning.





Business-to-school

Pay-per-use

USD1K for @100 practices

Pay-per-user

USD12.99-16.99/user/month



Business-to-business

Basic

- Pronunciation
- Word stress
- Tone groups
- Grammar
- Language structure

Advanced

- Speech competitions
- Drama
- Story-telling
- Public examinations

Vocational

- Public speaking
- School admissions
- Job interviews

Sales

- Ice-breaking
- Fact-finding
- Sales presentations
- Objection handling

Service

- Greetings
- Enquiries
- Complaint resolution

Executives

- Board room presentations
- Townhall meetings
- Public speaking

**Roland Leung**

Managing Director

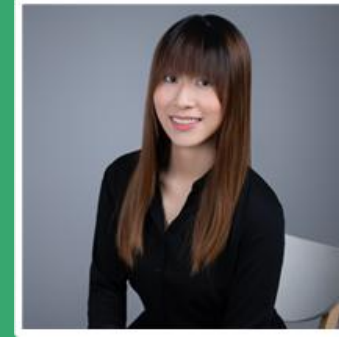
Product architecture design,
overall project
management, business &
partnership development

**Edwin Song**Managing Director
Singapore

Regional market
development, business &
partnership development

**Makiyo Chow**Senior
Marketing Scientist

Data collection, model
validation, UX/UI & business
application development

**Susana Shar**Senior
Data Scientist

AI, applied psychology
and decision science
model development &
testing

**Marcus Lee**Product Manager
Singapore

Product strategy and
customer advocacy



Academic Collaborators



Prof. Alan Wan
Head,
Management
Sciences Dept,
CityU, HK



Prof. Siau Kang
Leng
Head & Chair
Professor,
Information
Systems Dept,
CityU, HK



Prof. Fiona Nah
Professor,
Department of
Media &
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CityU, HK



Prof. Howard
Lam
Ex-EMBA
Director,
Associate
Professor of
Practice,
Marketing,
CUHK, HK



Dr. Rosette Leung
Co-director,
Global Business
Studies; Associate
Director,
Integrated Business
Administration,
CUHK, HK



Prof. CH Leung
Professor
(Practice),
Department of
Special
Education &
Counselling,
EdUHK, HK



Prof. Venky
Shankararaman
Vice Provost
(Education),
Professor of
Information
Systems
(Education),
SMU, SG



“

Invest in 21st century
effective
communication
together with
Moodie.ai

”

