

# GAUGE

THE MARKET RESEARCH PLATFORM FOR EVERYONE

Market research firms charge thousands of dollars for research programs.

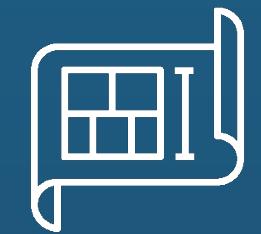
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Even when organizations have the money to spend, the programs often take months to complete.

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No easy way exists to quickly get data from a targeted population at an affordable rate.

A platform that allows companies to quickly develop research campaigns to be sent to users on a mobile application.



#### DEVELOP & DISPLAY

market research campaigns  
on a moments notice from  
your computer.



#### IDENTIFY & TARGET

the users you would like to  
target through powerful  
targeting features.

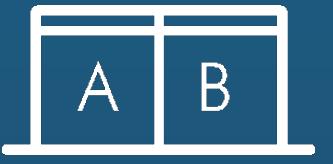


#### VIEW & ANALYZE

the results of your research  
campaign in real-time.

FOCUS  
POINTE  
GLOBAL

# CREATE CUSTOM A/B STUDIES



# THE PRODUCT

My Dashboard > Campaigns > New Campaign

Build your campaign

Define your campaign   Add your questions   Set budget

Campaign Title: Favorite Target mascot?   Select an audience to target - Create New Audience: Women 34-55

Survey type: Multiple questions   Survey branding: Custom Background

Optional: set a subtitle: Pick your fave!

Survey branding

Set custom background: walmart-logo.png   Upload

Set your logo - Use logo on file: Choose an image   Upload

Set background color: Red

Live Preview

Survey branding | Questions

Next: Add questions or Save as Draft



## DEFINE YOUR TARGETED AUDIENCE

My Dashboard > Audiences > New Audience

Build your audience

**Who should we target?**

Audience Name	Gender
Target shoppers SE	Male and Female

Age Range	Rent or Own Home
34 to 55	All

Annual Income	Children in Home?
\$34,000 to \$90,000	Yes

Highest Level of Education	
Some college	

**Should we set a geo target?**

Radius	Zip Code
25 miles of	10009

Estimated Network

We estimate **38,490 people** in that audience

**Create my Audience** or [Save as Draft](#)

THE PRODUCT



**YOUR QUESTIONS ARE SENT TO OUR  
NETWORK OF GAUGE APP USERS.**

**THE PRODUCT**

The image shows a composite view of a company's digital ecosystem. On the left, a smartphone displays the 'GAUGE' mobile application, which tracks user points (1875 pts) and presents various survey questions from brands like Amazon, Focus Pointe Global, and Coca-Cola. On the right, a desktop browser window shows the 'My Dashboard > Snapshot' page for 'Focus Pointe Global, Inc.' (Jonathan Allen). The dashboard includes sections for 'Account Setup' (50% Complete), 'Credits Used' (a line graph showing usage over time), 'Campaigns' (with progress bars for 'New Cola Can' at 100%, 'Logo Battle' at 60%, and 'Product Packaging' at 0%), and 'Top Performing Audiences' (HNWI 55+, Women 34-55, NYC Trendsetters, Southeast College 18-24).

## VIEW REAL-TIME ANALYTICS ON YOUR CAMPAIGNS.



THE PRODUCT

Focus Pointe Global, Inc.  
Jonathan Allen  
[Logout](#)

**Campaigns**

- New Cola Can 100%
- Logo Battle 60%
- Product Packaging 0%

**Audiences**

- Southeast College 18-24
- Women 34-55
- HNWI 55+
- Show All

**Settings**

- Account
- Billing
- Invite 2

My Dashboard > Campaigns > New Cola Can [Edit Campaign](#)

**Votes**

12,344 / 15,000 74%

**Campaign Time**

12 days 4 hours 80%

**Variants**
[All Questions](#) [By Question ▾](#)



Option A (75%)



Option B (15%)

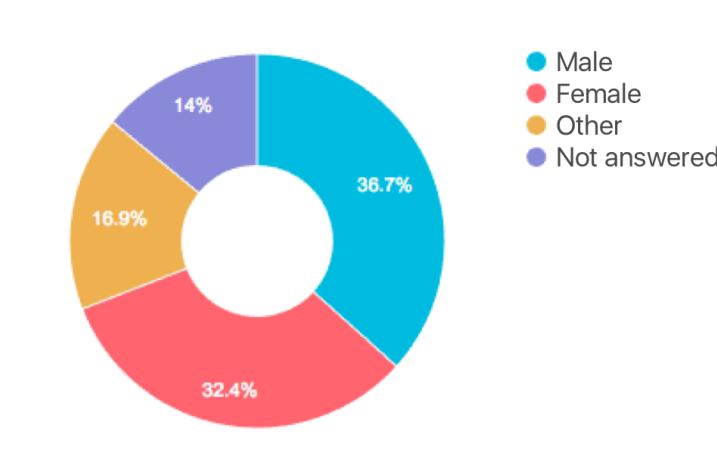


Option C (10%)

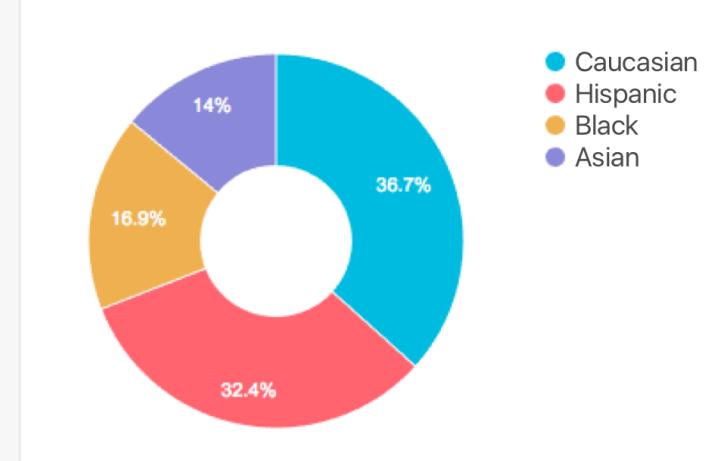


Option D (5%)

**Gender Breakdown**
**Ethnicity**



Male: 36.7%  
Female: 32.4%  
Other: 16.9%  
Not answered: 14%



Caucasian: 36.7%  
Hispanic: 32.4%  
Black: 16.9%  
Asian: 14%

**Audience Breakdown**
**Ages**

Owns a Home: 74%

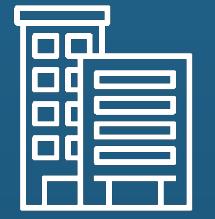
College degree: 20%

Income \$54,000 - 75,000: 04%

Home Depot Summer Promo: 02%

25-34	74%
55-64	20%
13-17	04%
18-21	02%

Respondant Locations



### FIRST TO MARKET

for crowdsourced mobile A/B testing. Our platform is the only solution that allows companies to solve complex problems through A/B testing.



### QUICK TURNAROUND

through our application's ability to break complex questions into A/B tests; which are pushed to our network of Gauge App users.



### MOST AFFORDABLE SERVICES

in the market without the compromise of data quality. Ranging from \$1.00 - \$2.00 per question; we offer rates 1/10th than that of other research firms.

COMPETITIVE ADVANTAGE

G/AUGE

**Focus Pointe Global User Acquisition Partnership (1,500,000 initial users).**

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**Application Social Media Marketing (20,000 new users/month).**

**College Campus Events (10,000 new users/month).**



Client Contract with FPG

\$80,000 Contract  
\$10,000 MRR  
thru May 2017



Meeting with Intercontinental Group planned for Spring 2017.



Meeting with Coca-Cola planned for Spring 2017.

**\$20 billion**  
U.S. Market Research  
Industry Size

60%  
of industry that is  
based on digital  
insights

**\$12 billion**  
Total Addressable  
Market

20%  
Market  
Domination  
Goal

**\$2.4 billion**  
Total Market Size

MARKET SIZE

GAUGE