

GAUGE

THE MARKET RESEARCH PLATFORM FOR EVERYONE

Market research firms charge thousands of dollars for research programs.

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

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.


THE SOLUTION

GAUGE



CREATE CUSTOM A/B STUDIES

THE PRODUCT



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

Campaigns

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

Audiences

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

Settings

- Account
- Billing
- Invite 2

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 

1600px height by 400px width
PNG preferred


Set your logo - [Use logo on file](#)

Choose an image

Upload 

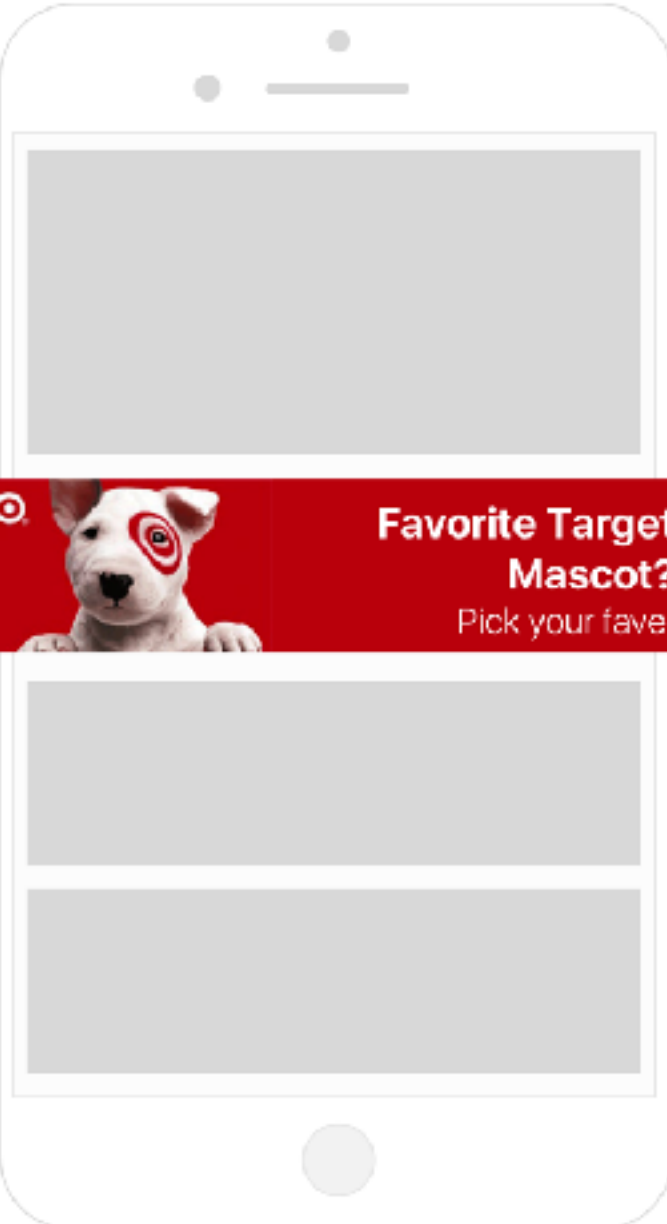
400px height by 400px width
PNG preferred

Set background color

 ▼

Live Preview

Survey branding | [Questions](#)




Next: Add questions

or Save as Draft



DEFINE YOUR TARGETED AUDIENCE

THE PRODUCT



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Audiences

Southeast College 18-24

Women 34-55

HINWI 65+

Show All

Settings

Account

Billing

Invite2

My Dashboard > Audiences > New Audience

Build your audience

Who should we target?

Audience Name

Target shoppers SE

Gender

Male and Female

Age Range

34 to 55

Annual Income

\$34,000 to \$90,000

Highest Level of Education

Some college

Should we set a geo target?

Radius

25

Zip Code

10009

Estimated Network

We estimate

38,490 people

in that audience

Create my Audience

or [Save as Draft](#)



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

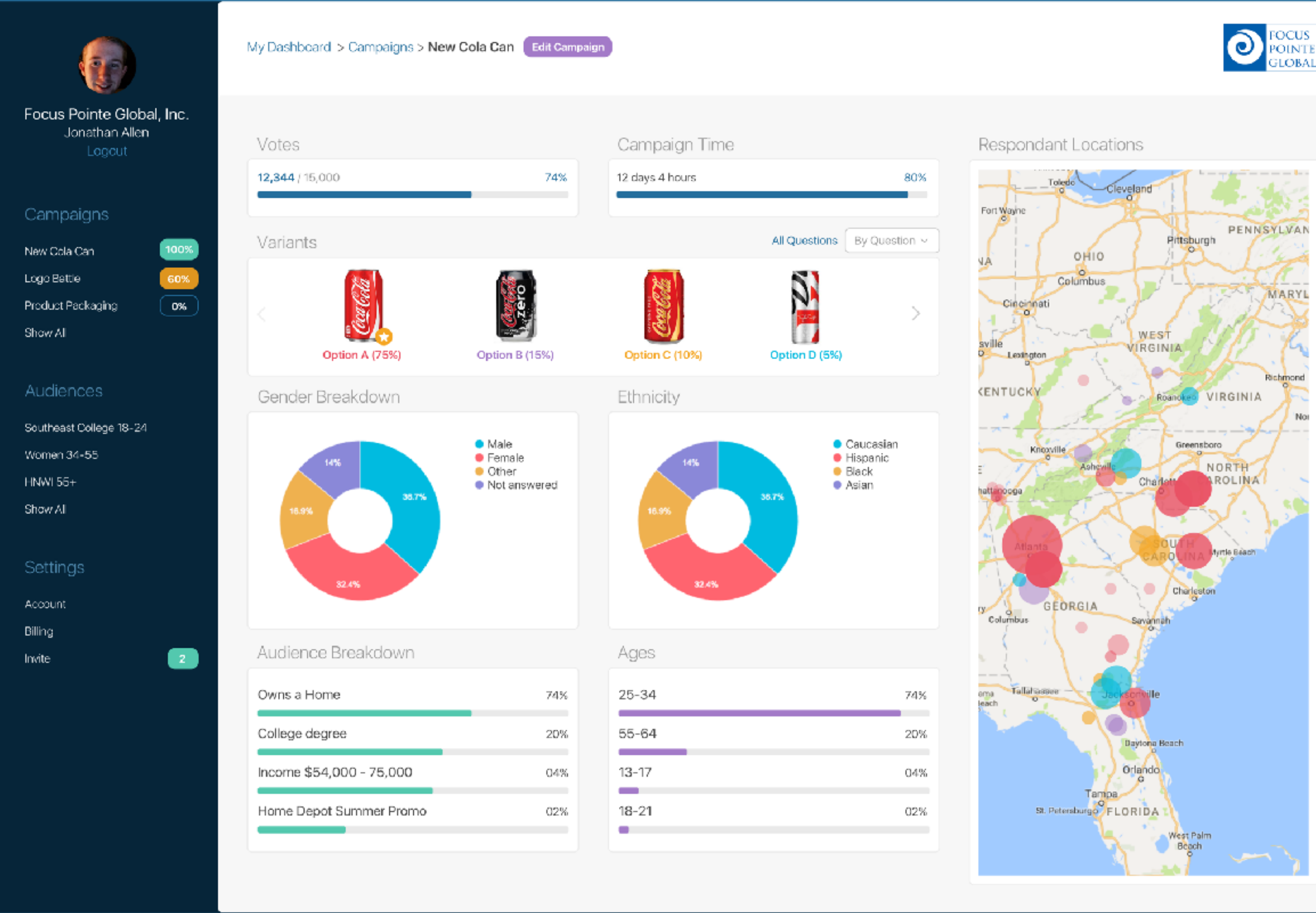
THE PRODUCT





VIEW REAL-TIME ANALYTICS
ON YOUR CAMPAIGNS.

THE PRODUCT





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

GAUGE

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



Client Contract with FPG

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



Meeting with Intercontinental
Group scheduled for April 2017.



Sales meeting with MAC
cosmetics scheduled for April 2017



MARKET SIZE

GAUGE