

Chain Research

*Consumer Research & Surveys
made more Trustable and Secure*

Why do companies conduct surveys and research ?

- Identify potential new customers.
- Understand your current customers.
- Prepare for possible business expansion.
- Identify new business opportunities.
- Test your hypotheses before building a product.

Problem

- Hard to detect fake users.
- User can do fraudulent and duplicate submissions.
- Not much incentives to the surveyee.
- Surveyor can manipulate the data.
- Hard to reach true end users for the user research.

Current Landscape

- eMail surveys cost around \$5,000 - \$7,000.
- Cost for 200 phone surveys is around \$5,000-\$15,000.
- \$40 to \$100 for 15 min video
- The global revenue of the market research industry exceeded 44 billion U.S. dollars in 2015.

Organizations have to helplessly trust the *Marketing-Research Agencies* with inadequate Authenticity, inspite of spending so much.



Chain Research

The Solution

A novel way of doing
market and user research.
Keeping user and org. data
on blockchain.

How it works

Step 1

Ask for Mkt. Research
or UX Research

Orgs/ Mkt.
Research
Agencies

Step 2

SME prepares
questionnaire,

Mkt
Research /
Chain
Research

Step 3

XX rCoin in Escrow to
accept questionnaire in
BlockChain

Chain
Research

How it works

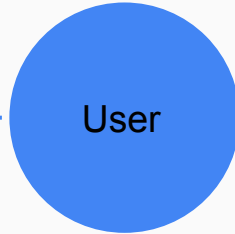
Step 4

Coin Research DApp
BASE authentication



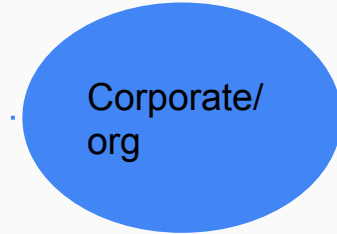
Step 5

User get XX coin to
response to survey. Full
control of what they
share



Step 6

Results submitted to
the Corporate. Escrow
Coin Released



Coin
Research
Dapp

User

Corporate/
org

Why blockchain ?

- Transactions are verified.
- Transparency and trust.
- Data submitted by user is Immutable so surveyer can't manipulate data.
- Easy to incentivize end users.
- Highly secure.
- Transactions are easily traceable.

The team



Vikas Singh

Software Engineer
Blockchain enthusiast



Jagadish

Software Engineer
Expert in consumer
products



Gaurav

Engineer@Google
Grad student@Stanford
Blockchain enthusiast

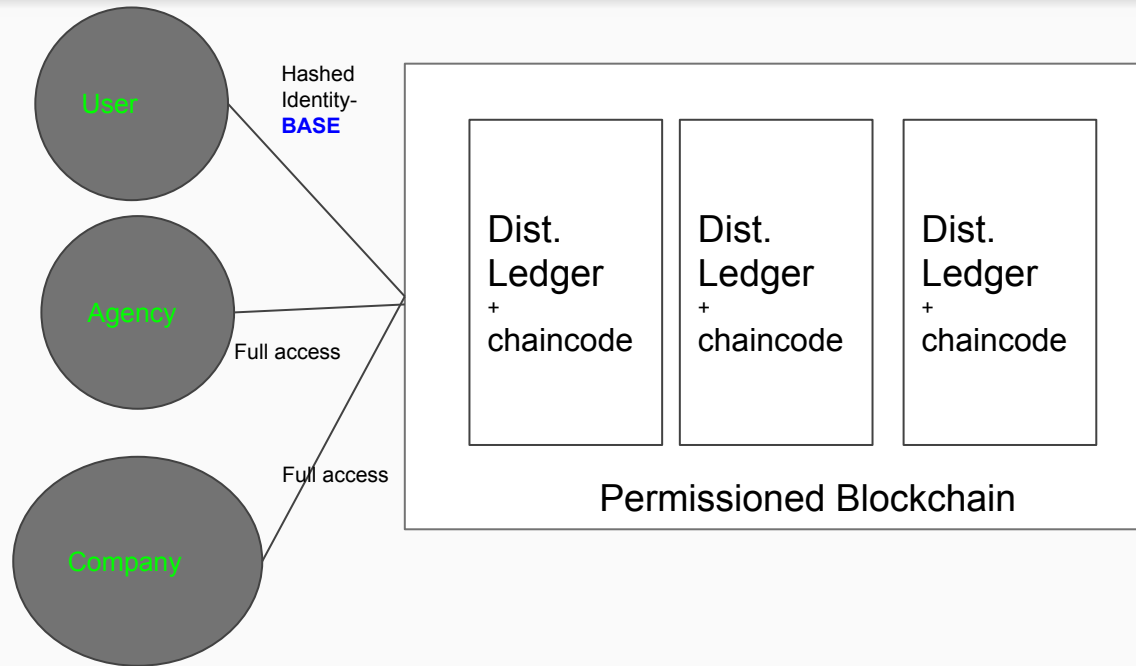


Jay

Blockchain Consultant with
Datascience & AI
background

Architecture

Permissioned Blockchain



Technologies

- BASE API
- Hyperledger Fabric
- Hyperledger Composer & Playground
- Chaincode in Java Script
- Angular UI