CrowdWave

Accurate consumer insights in minutes, not months

Executive Summary

SITUATION

Market research takes 4-6 weeks and $25K+ per study. By the time you have answers, the market has moved.

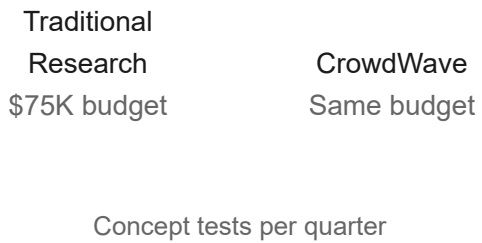
COMPLICATION

Competitors running 20 concept tests per quarter will outlearn teams running 2-3. Speed is the new competitive moat in market research.

RESOLUTION

CrowdWave's calibrated simulation delivers 95% directional accuracy in minutes. Validated against Pew, Gallup, and AARP with 2-point average error. Test 10x more ideas, kill losers instantly, validate only the winners.

Your research budget buys 3 studies per quarter — competitors are running 50



$25K+

Cost per traditional study

4-6 wks

Time to insight

~$0

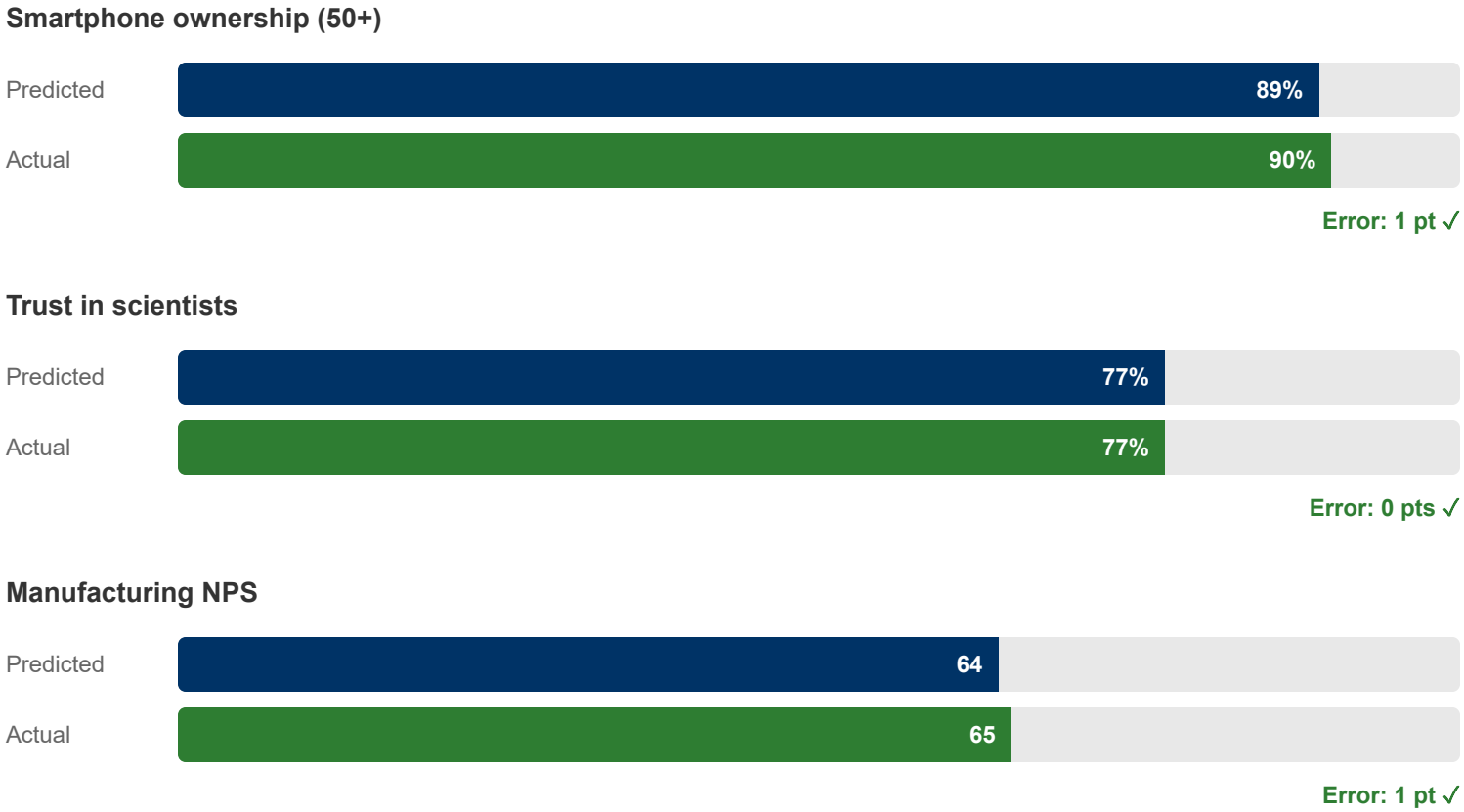
Marginal cost with simulation

Minutes

Time to first results

The math: At $25K/test, a $75K quarterly budget = 3 tests. Simulation runs 50 for near-zero marginal cost.

We predicted real consumer behavior within 2 points — blindly, across 27 tests



1.9

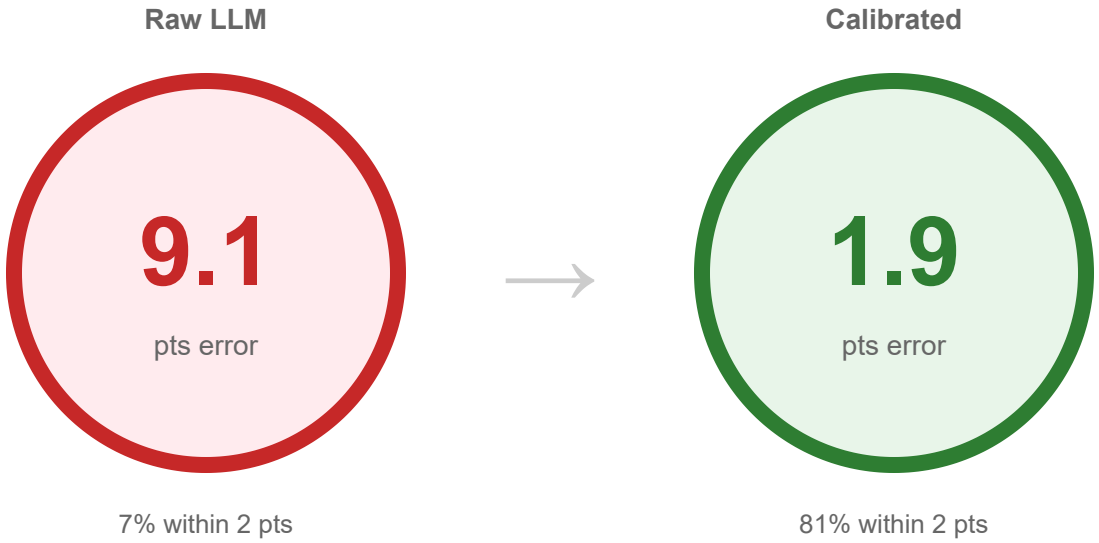
Mean absolute error (points)

Validation sources:

- Pew Research (N=5,000+)
- Gallup (N=13,000+)
- AARP Tech Trends (N=3,838)
- Conference Board (N=1,732)

27 blind tests. 100% within 5 points.

Raw AI predictions fail by 9 points — calibration cuts error by 79%



79%

Error reduction

Built from:

- 8 documented bias patterns
- 20+ domain calibrations
- 5M+ human survey responses
- 100+ correction factors

Accuracy is predictable: trust hits ±2 pts, purchase intent needs validation

Match the tool to the question type

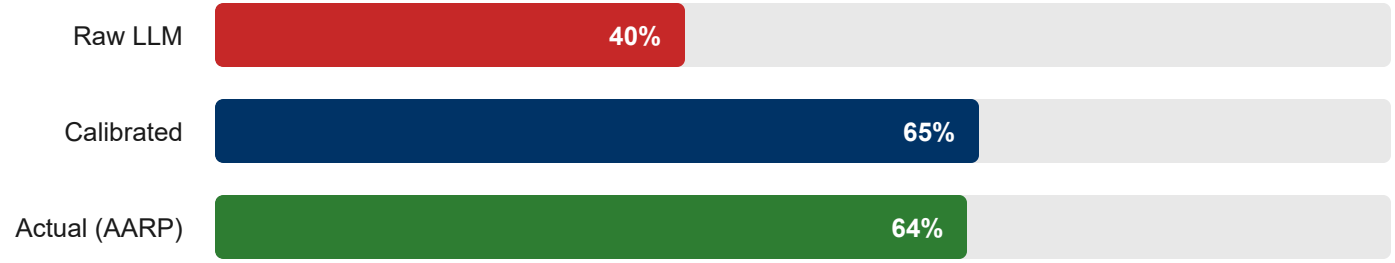
±2-3 pts	**HIGH ACCURACY:** Trust scales, awareness, party ID, demographics, bipartisan rankings	✓ Use for decisions
±4-5 pts	**MEDIUM ACCURACY:** Satisfaction, NPS, concern levels, technology comfort	✓ Use for direction
±8-15 pts	**LOW ACCURACY:** Purchase intent, price sensitivity, polarized political topics	⚠ Validate first

Examples: "Which 3 of 10 concepts resonate?" → Simulation alone (80%+ top-3 match) | "How much would they pay?" → Validate with real respondents | "Immigration views?" → Segment by party or miss by 50 pts

LLMs underestimate seniors by 25% — we found the correction factors

Smartphone ownership (Adults 50+)

Video streaming (Adults 70+)



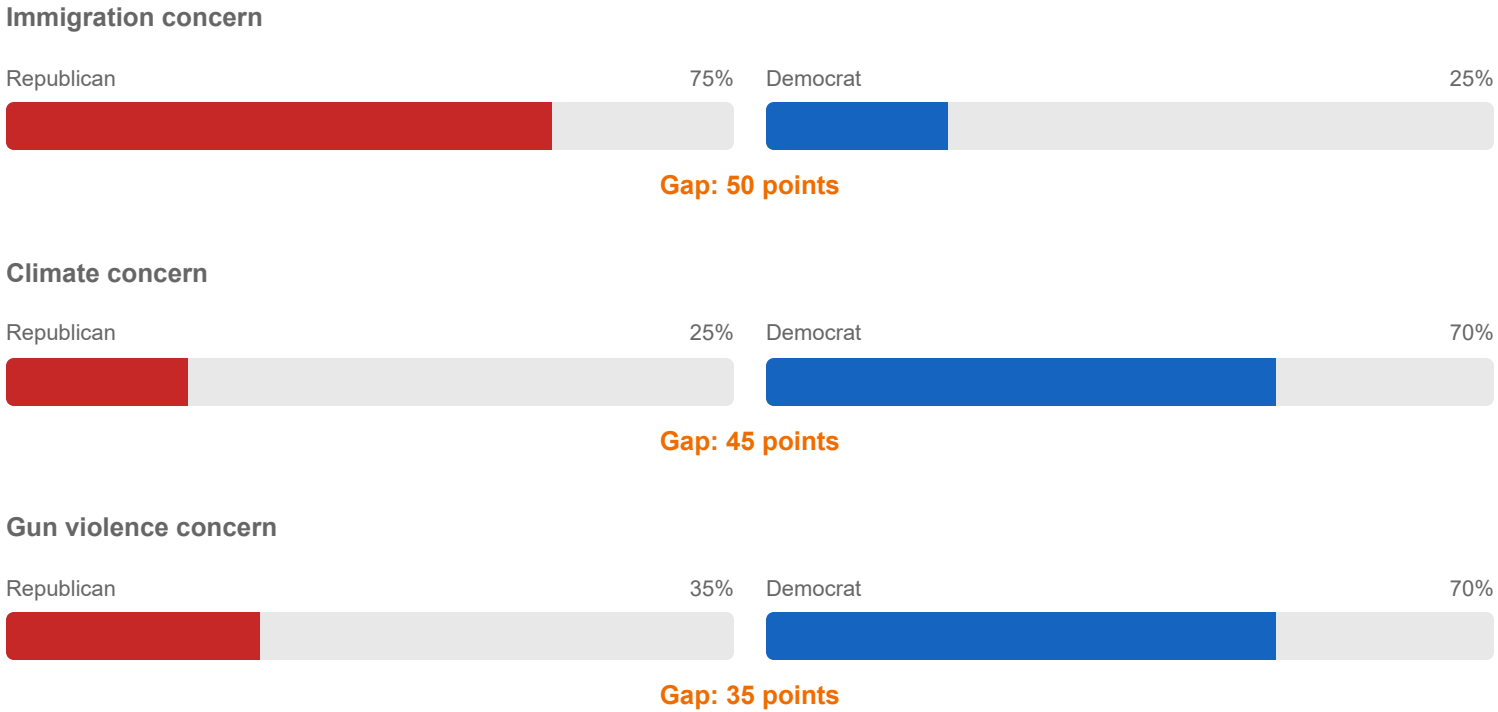
Correction factors by age:

Age group	Multiplier
50-69	**×1.30**
70-79	**×1.40**
80+	**×1.50**

Why it happens: LLM training data over-represents stereotypes. Reality has shifted — 90% of adults 50+ own smartphones.

Source: AARP Tech Trends 2025 (N=3,838)

Political topics require segmentation — the "average American" doesn't exist



⚠ The trap

Report "48% concerned about immigration" and you've described **no one**.

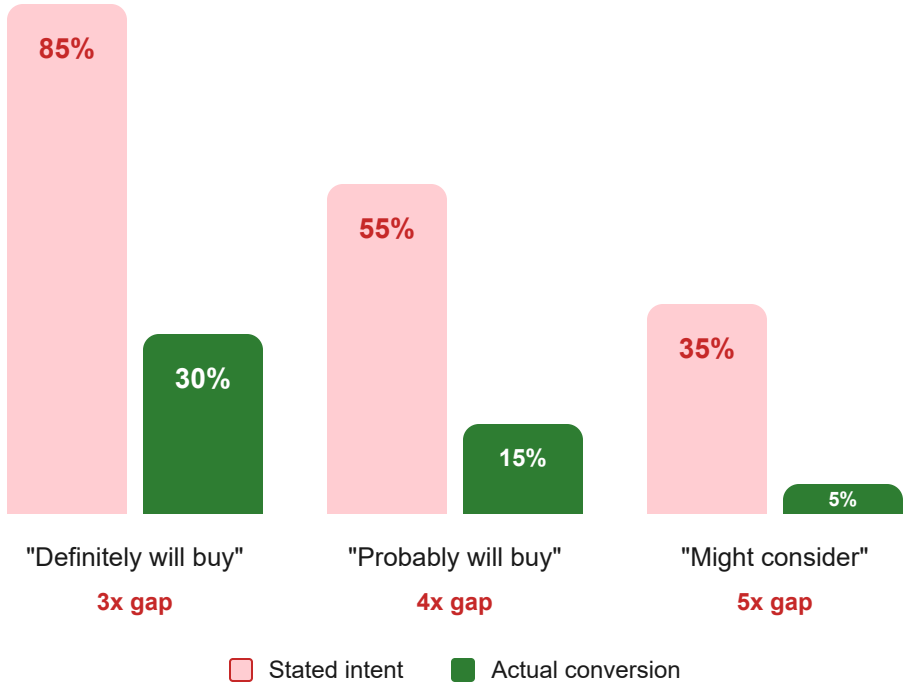
Republicans: 75%
Democrats: 25%
The average is fiction.

Our rule:

CrowdWave flags polarized topics and enforces segmentation. No misleading averages.

Source: Pew Research, Feb 2025 (N=5,086)

Stated purchase intent overstates reality by 3-5x



Correction factors:

Response	Multiply by
"Definitely"	×0.30
"Probably"	×0.15
"Might"	×0.05

CrowdWave applies these corrections automatically when purchase intent questions are detected.

Source: Meta-analysis of 50+ studies

Match simulation confidence to decision stakes

	LOW STAKES	HIGH STAKES
HIGH ACCURACY	✓ Simulation only	✓ Simulation + spot validation
MEDIUM ACCURACY	✓ Directional use	⚠ Validate before major spend
LOW ACCURACY	⚠ Directional only	✗ Always validate

Decision thresholds: Under $100K → Simulation sufficient | $100K–$1M → Validate finalists | Over $1M → Simulation screens, humans decide

Three actions to capture the speed advantage

1

Integrate simulation into every research project

Simulate first. Screen concepts, identify patterns, kill obvious losers. Then decide what needs real validation.

2

Set decision thresholds by stakes

Screening and ranking → Simulation only. Major campaign decisions → Validate finalists. Pricing and conversion → Always validate with real respondents.

3

Track and compound accuracy

Log predictions against outcomes. Share misses with CrowdWave. Calibration improves with every data point.

The question isn't whether to use simulation — it's how much ground you'll lose to competitors who start first.

CrowdWave

Documented accuracy. Known limits. Transparent methodology.