# CrowdWave

Accurate consumer insights in minutes, not months

February 2026

# Executive Summary

**SITUATION**

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

**COMPLICATION**

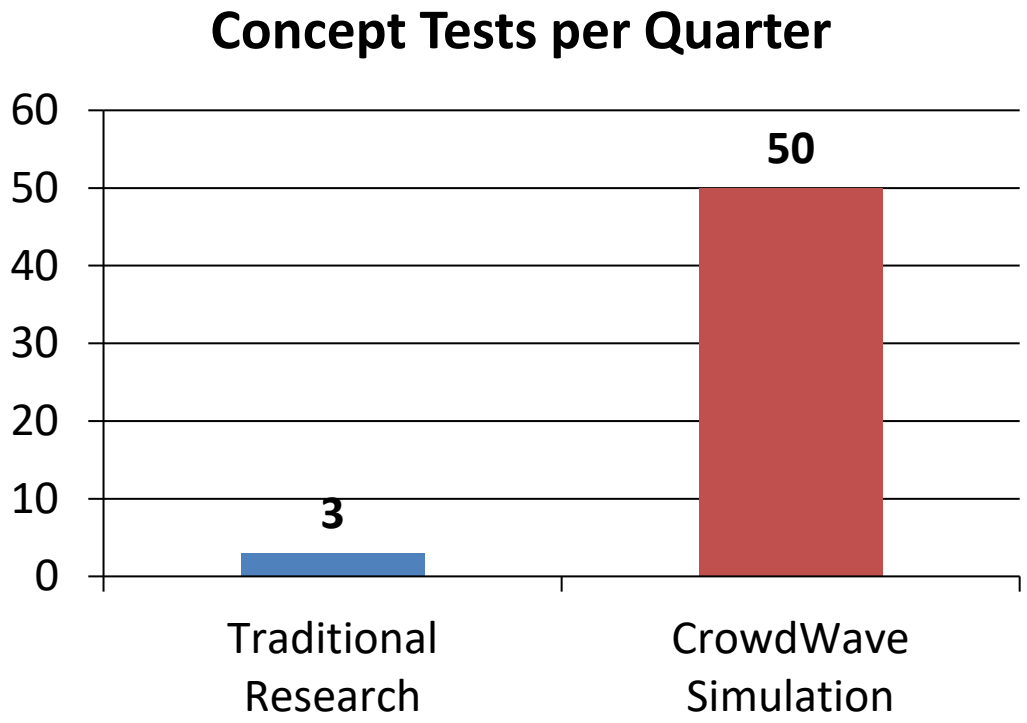
Competitors running 20 concept tests per quarter will outlearn teams running 2-3. Speed is the new competitive moat.

**RESOLUTION**

CrowdWave delivers 95% directional accuracy in minutes. Validated against Pew, Gallup, AARP — 2-point average error. Test 10x more, kill losers instantly, validate only winners.

# Your research budget buys 3 studies — competitors are testing 50

**At $25K per study, your budget buys 3 tests. Competitors using simulation run 50.**




**$25,000+** Cost per traditional study

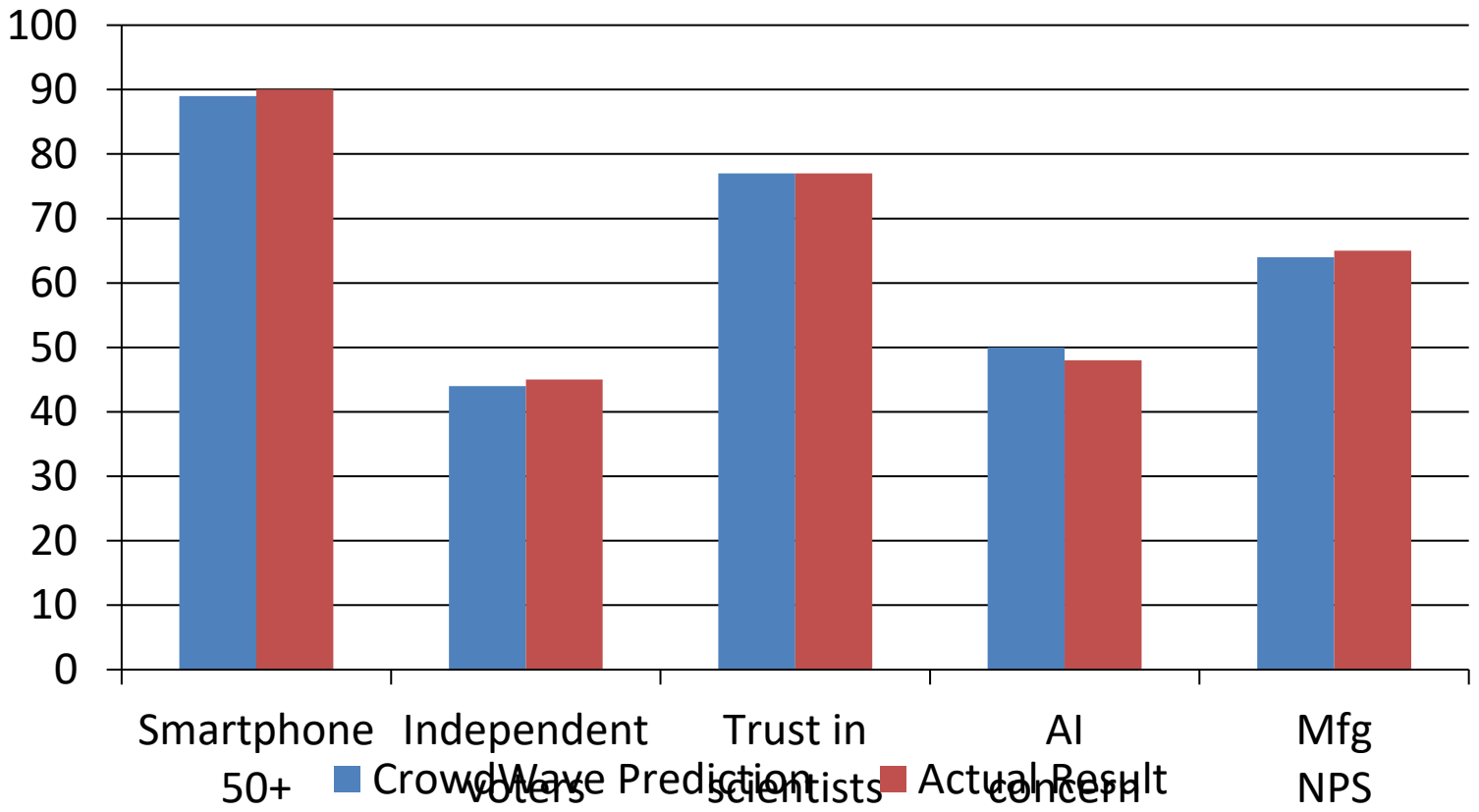
**4-6 weeks** Time to insight

**~$0** Marginal cost with simulation

**Minutes** Time to first results

# We predicted real consumer behavior within 2 points — blindly

**27 blind tests against Pew, Gallup, AARP. Mean error: 1.9 points.**



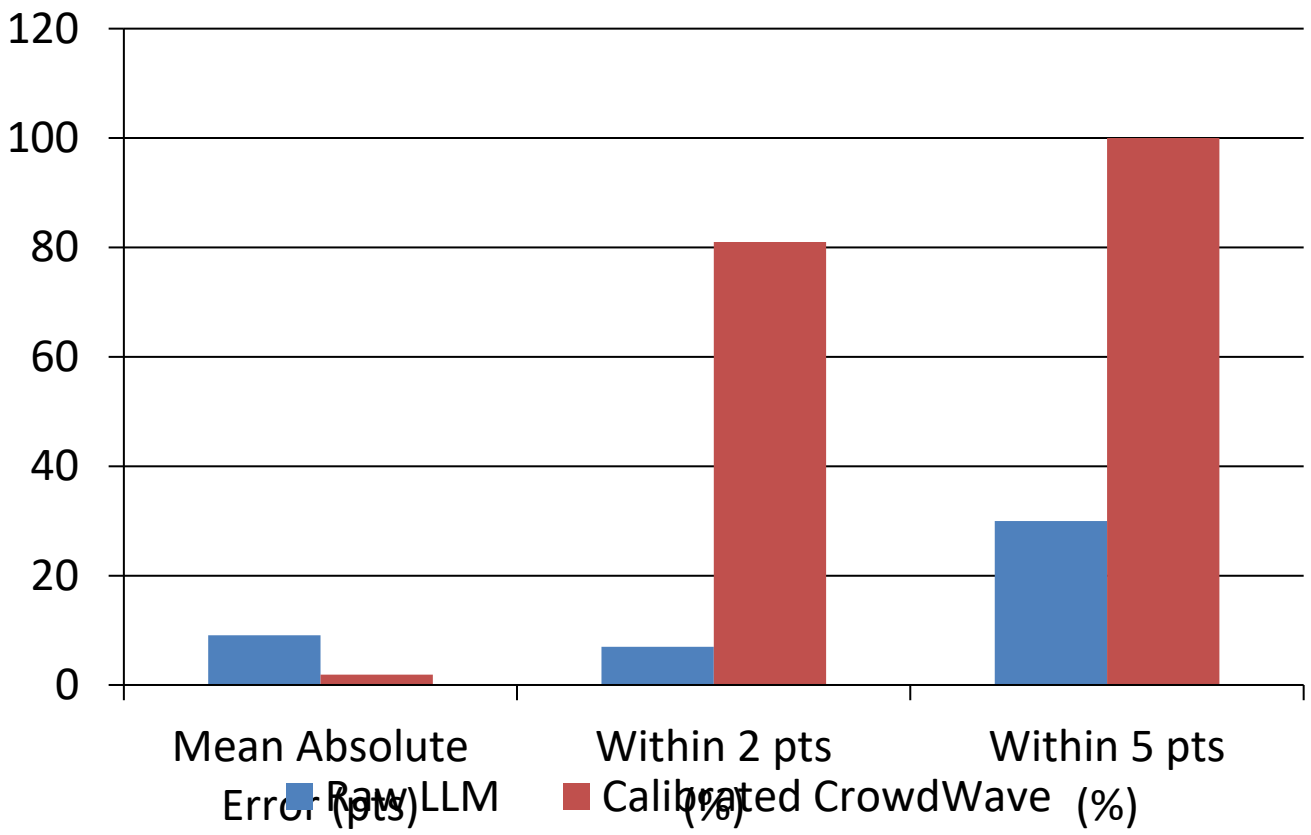

Error by test:

- Smartphone 50+: 1 pt
- Independent voters: 1 pt
- Trust scientists: 0 pts
- AI concern: 2 pts
- Mfg NPS: 1 pt

✓ 100% within 5 points

# Raw AI predictions fail — calibration makes them reliable

**Raw AI averages 9-point error. Calibration cuts it to 1.9 points.**




**79%**

Error reduction

Built from:
- 8 documented bias patterns
- 20+ domain calibrations
- 5M+ human survey responses

# Accuracy is predictable by question type

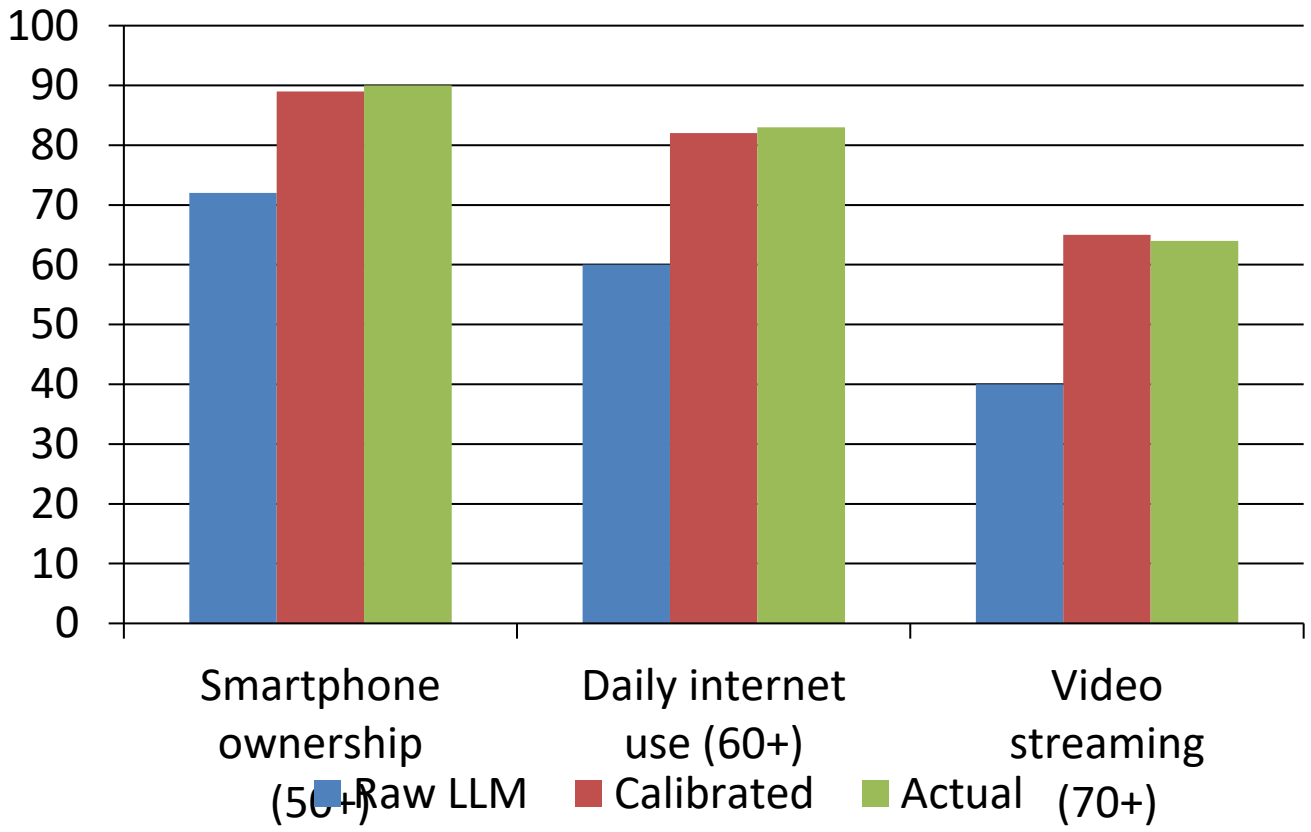
## Match the tool to the question type for predictable accuracy.

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

Examples: 'Which 3 of 10 concepts resonate?' = Simulation alone | 'How much would they pay?' = Validate | 'Immigration views?' = Segment by party

# LLMs systematically underestimate seniors — we found the fix

## LLMs underestimate adults 60+ by 25% on technology adoption.




**Correction factors:**

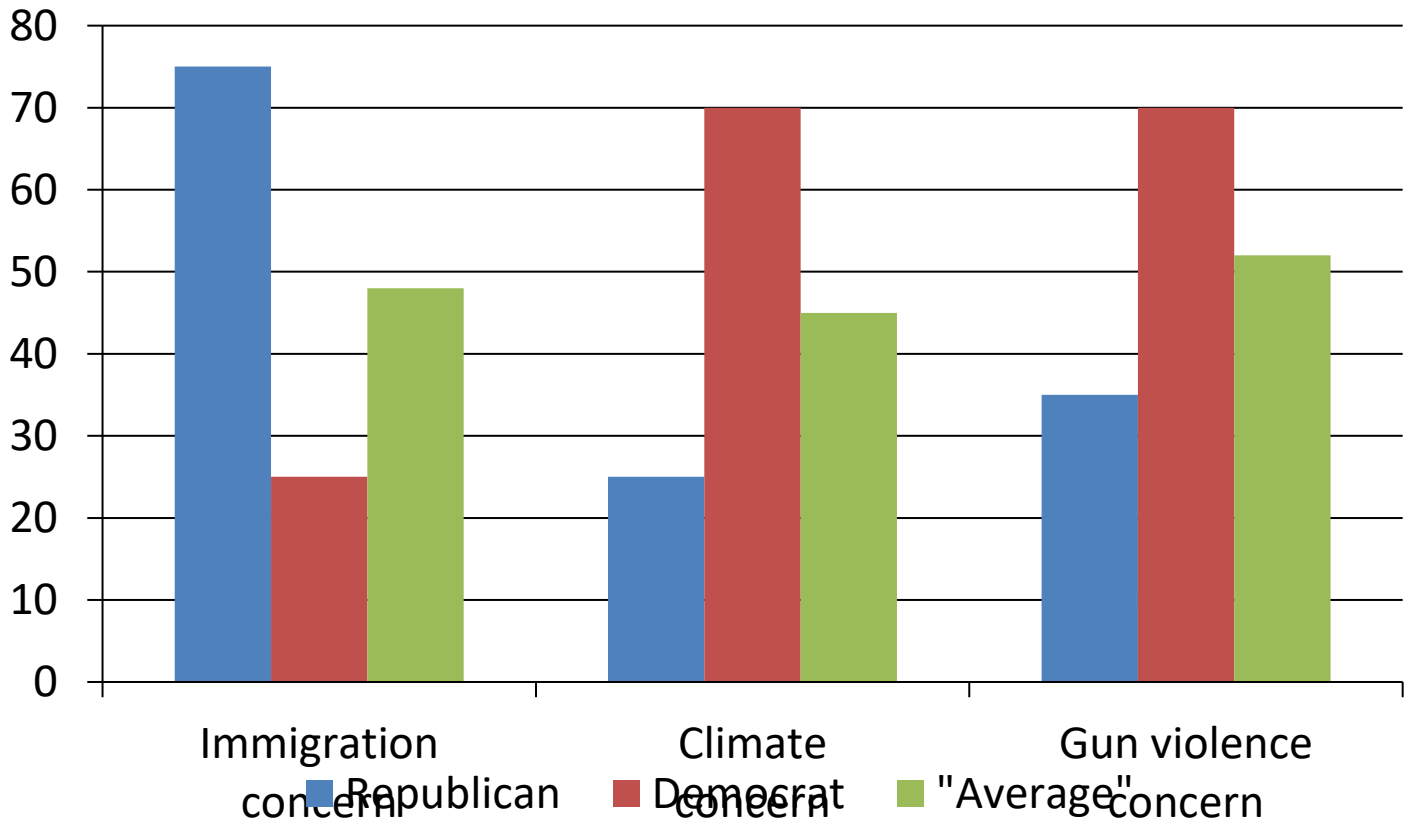
| | |
|---|---|
| 50-69: | **×1.30** |
| 70-79: | **×1.40** |
| 80+: | **×1.50** |

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

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

# Political topics require segmentation — or you'll miss by 50 points

## The 'average American' is a fiction on partisan topics.




**Partisan gaps:**

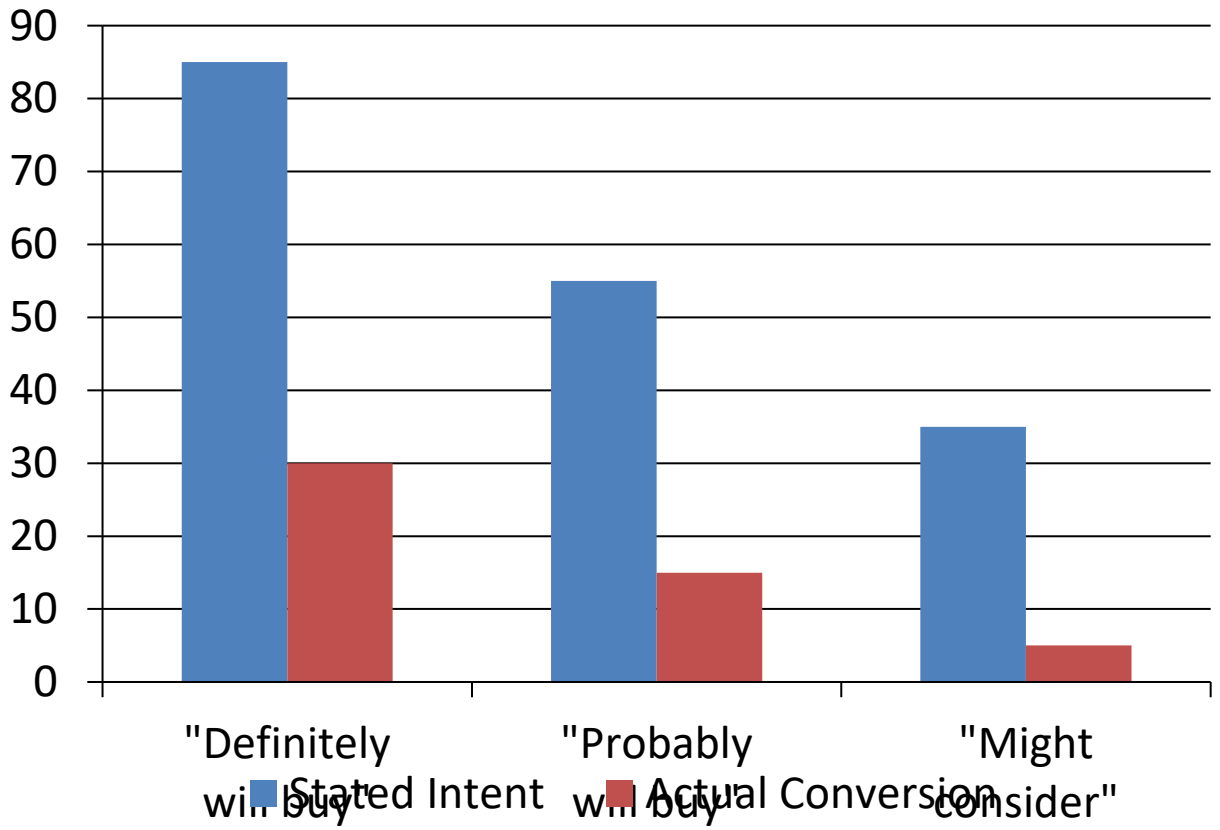
| | |
|---|---|
| Immigration: | **50 pts** |
| Climate: | **45 pts** |
| Gun violence: | **35 pts** |

**Rule: Never report a single number on polarized topics.**

**CrowdWave enforces segmentation automatically.**

# Purchase intent overstates reality by 3-5x — we apply corrections

## Stated intent overstates actual behavior by 3-5x.




**Conversion factors:**

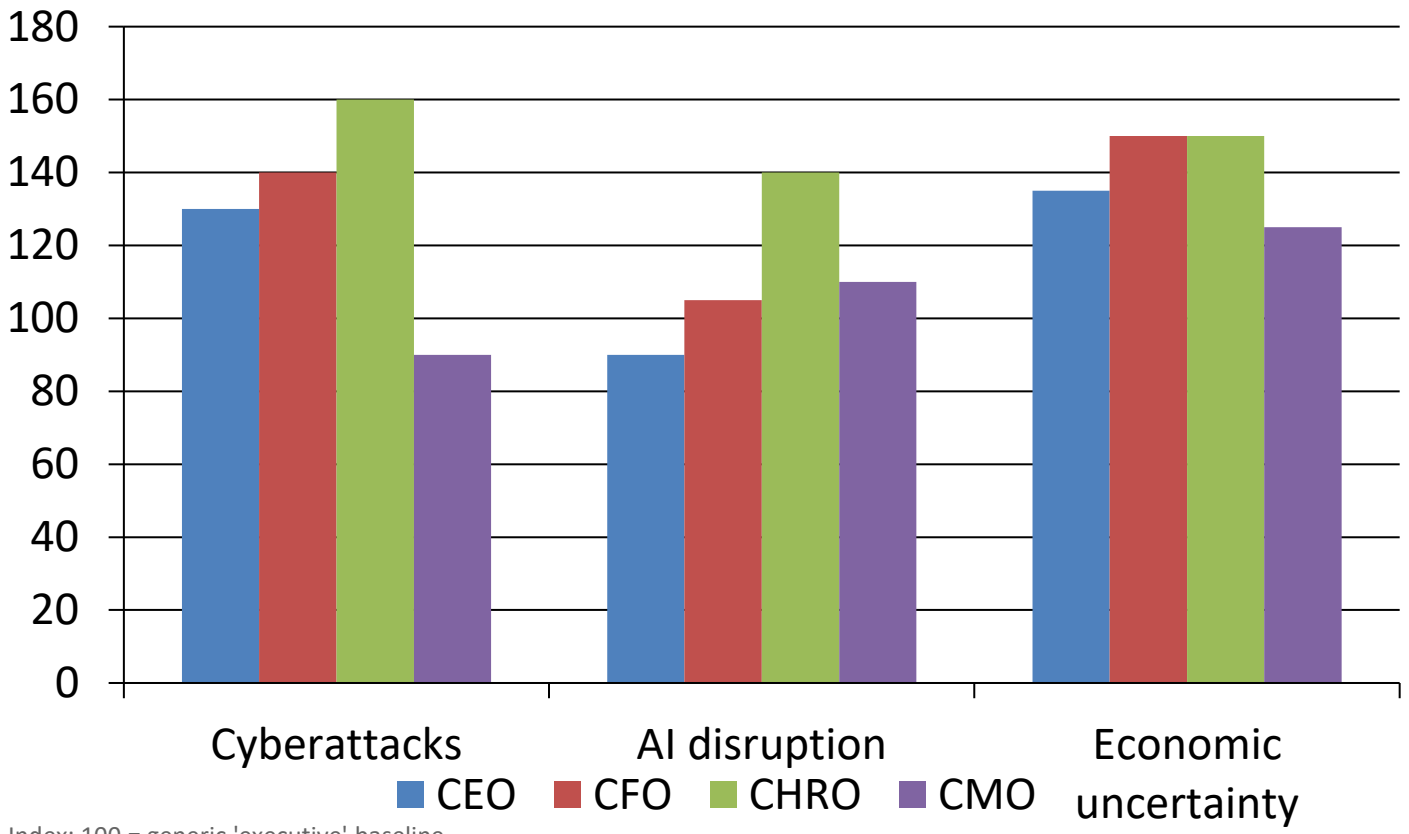
| | | |
|---|---|---|
| "Definitely" | → | **×0.30** |
| "Probably" | → | **×0.15** |
| "Might" | → | **×0.05** |

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

For pricing: always validate with behavioral data.

# C-suite predictions require role-specific calibration

## CHROs are 75% more worried about AI disruption than CEOs.




Index: 100 = generic 'executive' baseline

Key insight:

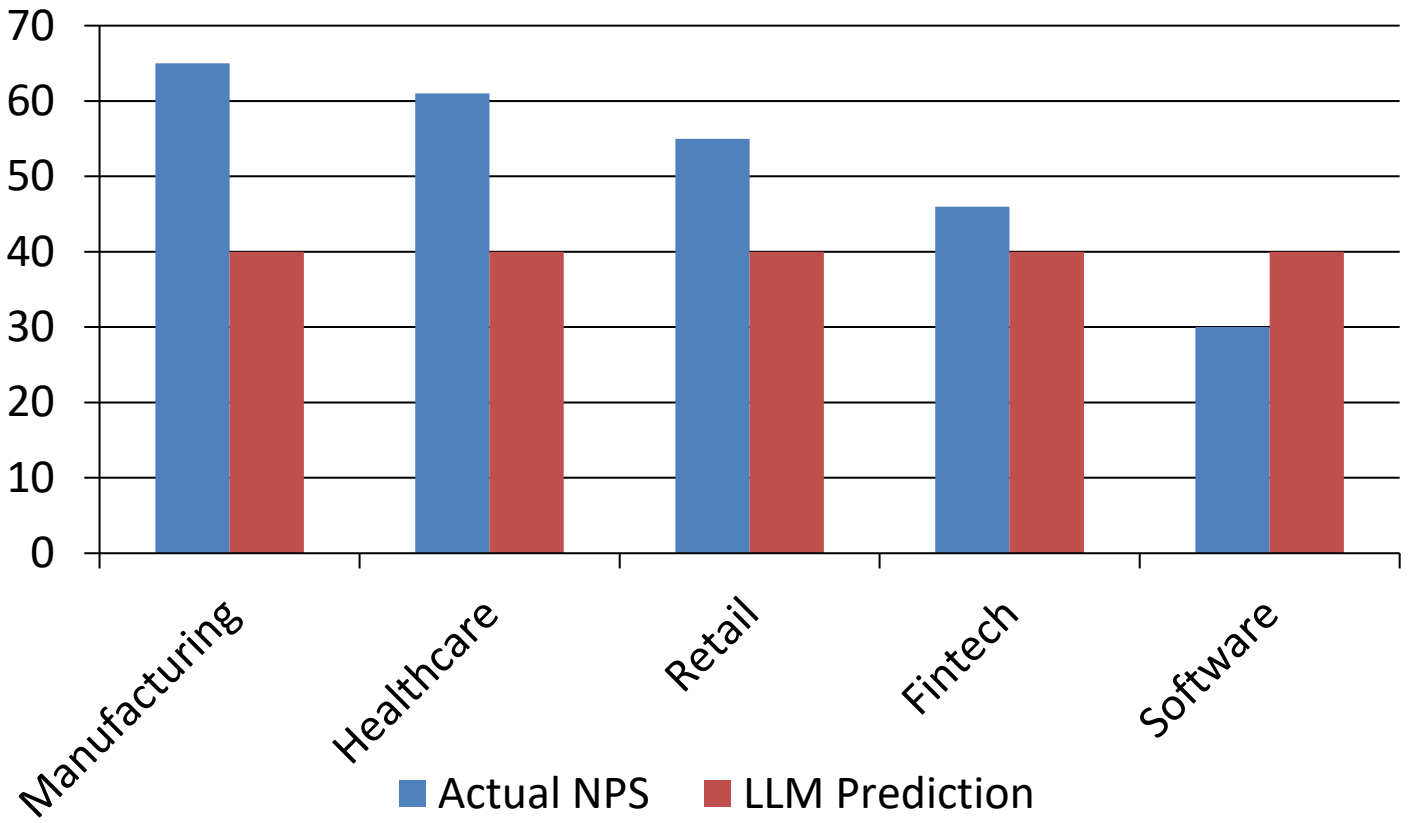
Generic 'executive' predictions miss role variation by 40+ points.

- CHROs: +40% AI concern
- CMOs: -10% cyber concern
- CEOs: +35% economy focus

Specify the role. Generic wastes accuracy.

# Industry NPS varies 35 points — raw AI misses this completely

## Industry NPS ranges from 30 to 65 — LLMs assume everyone is at 40.




**LLM error by industry:**

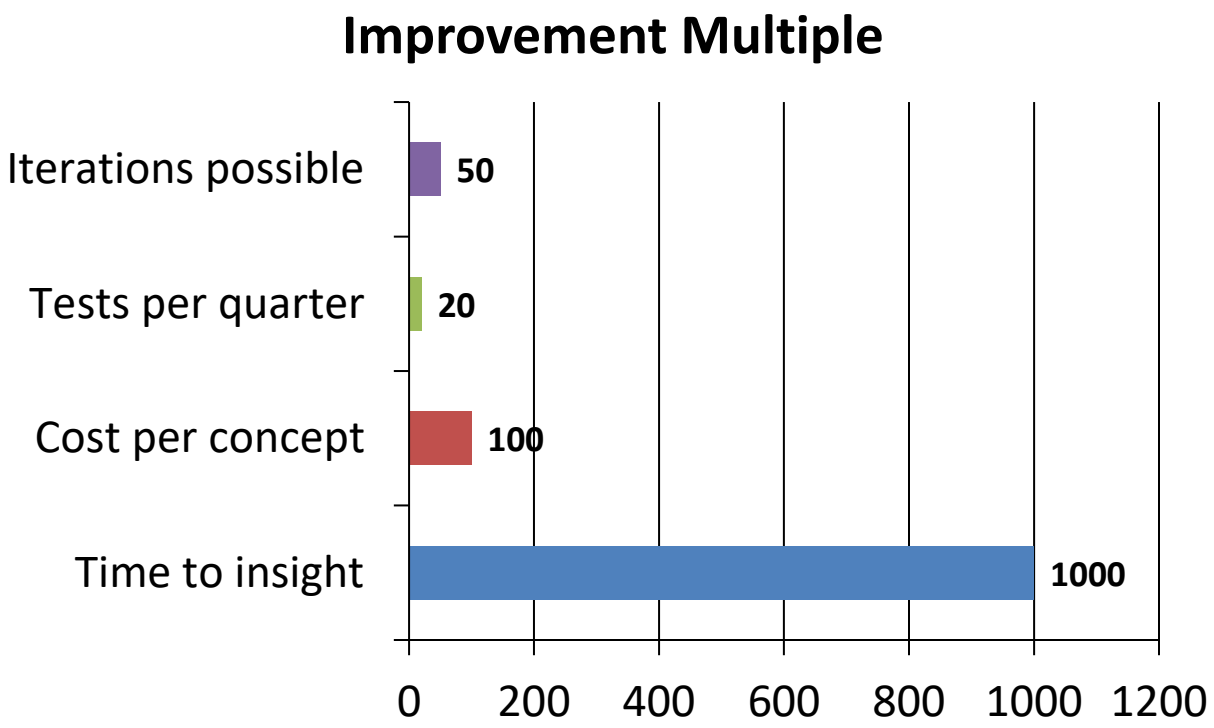
| | |
|---|---|
| Manufacturing: | **-25 pts** |
| Healthcare: | **-21 pts** |
| Retail: | **-15 pts** |
| Fintech: | **-6 pts** |
| Software: | **+10 pts** |

Our fix: Industry-specific baselines. Manufacturing starts at 65.

Source: Survicate 2025 (N=5.4M)

# Simulation transforms research economics

**10x more learning at 1/100th the cost. Compounding advantage.**




**The compounding effect:**

Week 1: Simulate 20 concepts, kill 15

Week 2: Iterate on 5 survivors

Week 3: Validate top 2 ($50K)

Week 4: Launch with confidence

**Traditional: Test 2 concepts in 6 weeks. Hope you picked right.**

# Decision framework: Match confidence to stakes

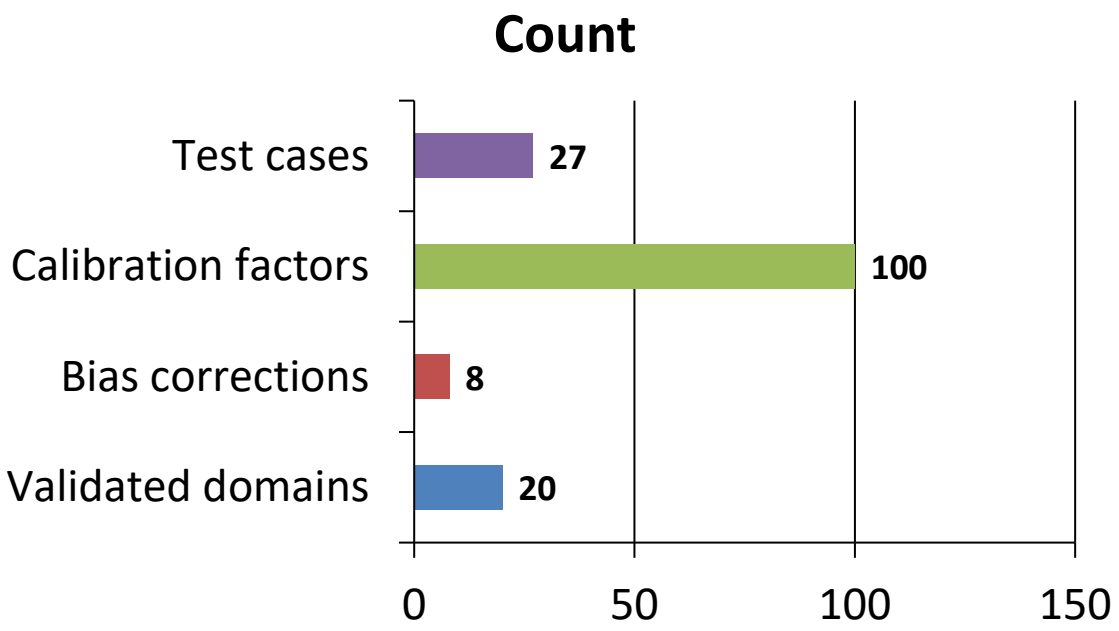
## Match simulation confidence to decision stakes.

| | 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 |

Thresholds: <$100K → Simulation sufficient | $100K-$1M → Validate finalists | >$1M → Simulation screens, humans decide

# System foundation: Validated calibrations at scale

**20+ validated domains, 8 bias corrections, 5M+ human responses.**




**5M+**

Human survey responses

**Source quality tiers:**

Tier 1: Pew, Gallup, AARP (probability samples, N>1K)

Tier 2: McKinsey, Deloitte, Conference Board

Tier 3: YouGov, Harris Poll (directional)

Domains: Trust, technology adoption, NPS by industry, executive attitudes, consumer concerns, travel/hospitality, healthcare, political identity

# Three actions to capture the speed advantage

1

## Integrate simulation into every research project

Simulate first. Screen concepts, kill losers. Then decide what needs validation.

2

## Set decision thresholds by stakes

Screening → Simulation only. Major campaigns → Validate finalists. Pricing → Always validate.

3

## Track and compound accuracy

**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.

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