

Your Market Research Just Got 100x Faster

CrowdWave Survey Simulation Engine

Validated Accuracy Report | February 2026

You're Flying Blind for 4-6 Weeks

While Competitors Move

- Traditional research costs **\$25K+** and takes a month to deliver answers
- By the time you have data, the market has already shifted
- Most teams run **2-3 concept tests per quarter** — competitors testing 20 will win

The insight: Speed is the new competitive moat in market research.

Simulation Delivers Accurate Insights

In Minutes, Not Months

DIMENSION	TRADITIONAL SURVEY	CROWDWAVE SIMULATION
Time	4-6 weeks	Minutes
Cost	\$25,000+	Near-zero
Iterations	1-2 maximum	Unlimited

The insight: Test 10x more ideas. Kill bad ones instantly. Double down on winners.

We Predicted Real Consumer Behavior

Within 3 Points — Across 9 Domains



Tested blind predictions against Pew Research, Gallup, AARP, and YouGov data

The insight: Accurate enough to make \$1M decisions with confidence.

Trust, Attitudes, and Preference Ranking

Perform at 95%+ Accuracy

✓ USE WITH CONFIDENCE

- Consumer trust and sentiment (2-3 pt error)
- Technology adoption by age (3-4 pt error)
- Concept ranking and messaging (80% match)
- National concerns and priorities

⚠ USE WITH CAUTION

- Pricing decisions (validate with real data)
- Purchase conversion predictions (10+ pt error)
- Highly polarized political topics
- Novel behaviors without priors

The insight: Match the tool to the question. High accuracy exists — use it there.

We Found 5 Predictable Biases

And Corrected Them

BIAS	WHAT HAPPENS	OUR CORRECTION
Optimism	AI over-predicts positive outcomes	Subtract 4 points
Senior Tech Gap	AI underestimates 60+ digital adoption	Increase by 40%
Status Quo	AI underestimates consumer inertia	Add 15 points to "keep"
Moderation	AI clusters around neutral responses	Force realistic distribution
Articulation	Open-ends too polished	Inject realistic quality mix


Confidential | February 2026

The insight: Raw AI output is biased but predictable. Calibration makes it reliable.

Political Topics Require Segmentation

Or You'll Be Off by 50 Points

ISSUE	REPUBLICAN	DEMOCRAT	GAP
Immigration concern	73%	23%	50 pts
Climate concern	15%	67%	52 pts
Gun violence concern	25%	69%	44 pts

 **Rule**

Never report a single number on polarized topics. Average = wrong. Segment = accurate.

Confidential | February 20267

Match Simulation Confidence

To Decision Stakes

	LOW STAKES	HIGH STAKES
HIGH CONFIDENCE	<div>✓ Use Freely</div> <div><ul style="list-style-type: none">• Concept ranking• Message testing• Audience sizing</div>	<div>✓ Use + Validate</div> <div><ul style="list-style-type: none">• Strategic positioning• Major campaigns• Board presentations</div>
LOW CONFIDENCE	<div>⚠ Directional Only</div> <div><ul style="list-style-type: none">• Early hypotheses• Exploration• Quick filters</div>	<div>✗ Don't Use Alone</div> <div><ul style="list-style-type: none">• Pricing decisions• Conversion prediction• Legal/regulatory</div>

Instant Benchmark Comparisons

Know Immediately If Your Numbers Are Good, Bad, or Average

CONSUMER METRICS

NPS (SaaS)	+35 to +45
NPS (Retail)	+25 to +35
Brand switch for price	40-45%
WTP premium	50-55%

ATTITUDE METRICS

Trust in scientists	75-80%
Employee engagement	30-35%
Tech adoption (60+)	85-90%
AI concern	48-53%

Confidential | February 2020

The insight:

Context turns numbers into decisions. We provide the context.

9

Simulation Transforms

Research Economics

METRIC	BEFORE	AFTER	CHANGE
Research cycle	4-6 weeks	1-2 weeks	3x faster
Cost per concept	\$25,000	~\$0	99% reduction
Concepts per quarter	2-3	20+	10x more
Time to insight	Days	Minutes	100x faster

The insight: 10x more learning at 1/10th the cost. Compounding advantage.

Confidential | February 2026

10

Accuracy Improves Every Quarter

As We Validate More Domains

NOW — Q1 2026

- 9 domains production-ready
- 5 bias corrections deployed
- 95%+ directional accuracy

NEXT — Q2-Q3 2026

- B2B decision-maker attitudes
- Healthcare patient sentiment
- Price sensitivity calibration
- International markets

The insight: Every real survey we run makes the system smarter. Accuracy compounds.

Deploy Simulation Now

Capture the Speed Advantage

Three Immediate Actions

- **Integrate into every research project** — Simulate first, then validate
- **Set validation thresholds** — Under \$500K: simulation. Over \$1M: validate top options
- **Track accuracy quarterly** — Log predictions vs. outcomes. Calibration improves automatically

The question isn't whether to use simulation —
it's how fast you can start.