

CrowdWave

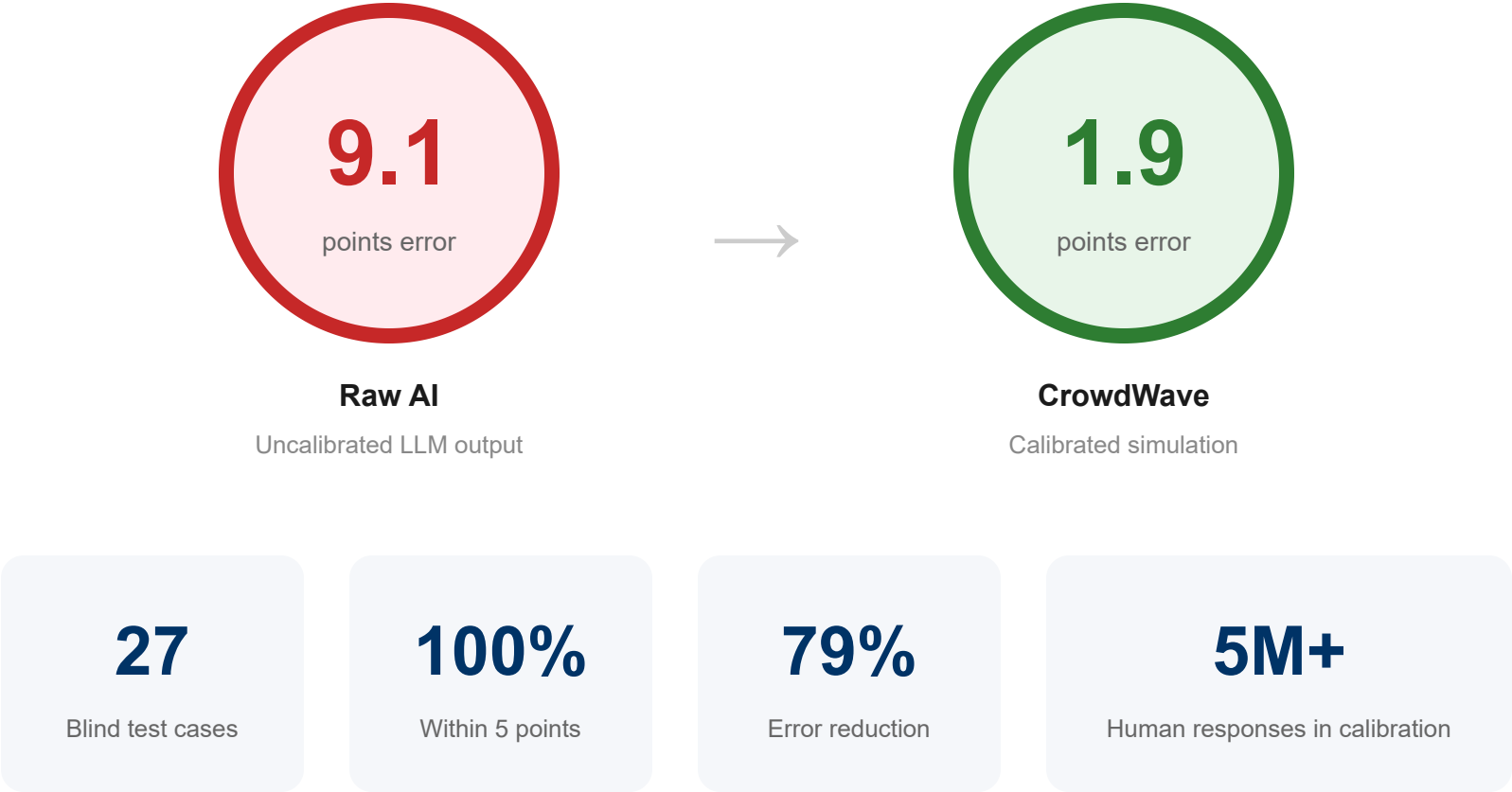
Survey simulation with documented accuracy

Market research takes 6 weeks. Your competitors aren't waiting.



The learning gap: At 50 tests vs. 3, that's 17x more opportunities to find winners and kill losers before your competitors even have their first data point.

We tested our predictions blind against real survey data. Average error: 1.9 points.



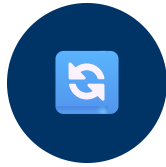
Validated against: Pew Research, Gallup, AARP, Conference Board, Survicate (combined N > 25,000)

Why calibration matters: Raw AI inherits training biases. We measure and correct them.



Anchor to Reality

Start with benchmark data
from authoritative sources, not
zero



Ensemble Simulation

3 independent runs with
different assumptions, then
reconcile



Apply Corrections

8 documented bias patterns
with validated correction
factors



Confidence Score

Know when to trust the output
vs. when to validate

The difference: Raw LLMs guess. We've built correction factors from 5M+ real survey responses across 20+ domains. When we predict senior tech adoption or industry NPS, we're adjusting for known gaps between AI assumptions and measured reality.

The power: 95% directional accuracy. The limit: know when to validate.

HIGH CONFIDENCE ($\pm 2-4$ points)

Trust & sentiment, awareness, demographics, concept ranking, message testing, trend validation

Use for decisions

VALIDATE FIRST ($\pm 8-15$ points)

Purchase intent, price sensitivity, conversion predictions, polarized political topics

Simulation + real data

✓ Use simulation alone

- Ranking 10+ concepts to find top 3
- Audience sizing and segmentation
- Benchmark comparisons
- Early-stage screening

⚠ Simulate then validate

- Final go/no-go on major launches
- Pricing strategy
- High-stakes competitive moves
- Decisions over \$500K

The math: Test more, fail faster, win sooner.

40

More concepts tested/year

×

10%

Are winners you'd have missed

×

\$500K

Value per winner

=

\$2M

Annual value

4-6 weeks

Faster to market per winner

\$50K×

Saved per killed loser

17x

Learning advantage

The compounding effect: Week 1: Simulate 20 concepts, kill 15. Week 2: Iterate on survivors. Week 3: Validate top 2. Week 4: Launch with confidence. Traditional approach: Still waiting for first data.

Start with your next research question. Results in days, not months.

1

Pick one project

Choose an upcoming concept test, audience study, or message test. Run simulation alongside your current process.

2

Compare results

When real data comes in, measure prediction accuracy. Build confidence in where simulation works for your domain.

3

Scale what works

Set thresholds for simulation-only vs. validate.
Your team moves faster with clear decision rules.

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.