Crowdwave

Survey Intelligence That Actually Works

AI-powered survey simulation with 79% better accuracy than existing solutions

| **79%** | **10x** | **90%** | **5.4M** |
| More Accurate | Faster | Cost Reduction | Calibration Data |

The $50B Problem

✗ Traditional Surveys Are Broken

$50B spent annually on market research, yet 80% of product launches still fail. Surveys take weeks, cost tens of thousands, and often miss the mark.

✗ AI Predictions Are Unreliable

Generic LLMs have systematic biases that make their predictions wrong by 9+ points on average. Garbage in, garbage out.

✗ Speed vs. Accuracy Tradeoff

Companies are forced to choose between fast-but-wrong AI predictions or slow-but-expensive traditional research.

The Real Cost of Bad Data

Average survey cost	**$15,000 - $50,000**
Time to results	**4-8 weeks**
Product launch failure rate	**80%**
Decisions made on gut feel	**65%**

$10B+ wasted annually on failed products that surveys should have caught

The Crowdwave Solution

Instant Results

Get survey predictions in seconds, not weeks. Test hypotheses before committing resources.

Validated Accuracy

79% more accurate than naive AI. Calibrated against 5.4M real survey responses across 20+ industries.

Full Transparency

Know exactly how confident to be. Every prediction includes accuracy ratings and bias disclosures.

"Survey simulation that's fast enough to iterate and accurate enough to trust"

How It Works

● **1. Define Your Survey**

Input your audience, questions, and context through our API or dashboard

● **2. Intelligent Calibration**

Engine matches your scenario to 100+ validated calibrations from real surveys

● **3. Bias Detection**

Automatically detects and corrects 8 known LLM bias patterns

● **4. Validated Results**

Receive full distributions with accuracy zones and confidence intervals

```python
# Quick start

from crowdwave import Engine

engine = Engine()

results = engine.simulate(
    audience="US consumers 25-54",
    questions=[{
        "text": "How satisfied are you?",
        "type": "scale",
    }]
)

# Returns in <1 second:
# - Full distribution
# - Accuracy zone: MEDIUM
# - Confidence: 68%
# - Mean: 3.78
```

API
REST endpoints

SDK
Python package

Dashboard
No-code UI

Why Crowdwave Wins

	Traditional Surveys	Generic AI	Crowdwave
Time to Results	4-8 weeks	Seconds	**Seconds**
Cost per Survey	$15,000-$50,000	~$0	**~$0**
Accuracy (MAE)	Ground truth	9.1 points	**1.9 points**
Bias Correction	Manual	None	**Automatic (8 patterns)**
Confidence Intervals	Yes	No	**Yes**
Industry Calibration	Custom	None	**20+ industries**
Iteration Speed	Slow	Fast	**Fast**

The speed of AI + The accuracy of real research

Who Uses Crowdwave

Product Teams

"Test 50 feature concepts in a day instead of picking 3 to survey over a month"

Use case: Feature prioritization, concept testing, pricing research

Market Researchers

"Pre-test surveys before fielding to catch problems early"

Use case: Survey optimization, benchmarking, segmentation

Strategy Consultants

"Rapid hypothesis testing for client engagements"

Use case: Market sizing, competitive analysis, due diligence

Validation Results

Amazon S&S Survey (N=49)	**MAE < 0.6 pts**
NPS Benchmark (5.4M responses)	**+/- 3 pts**
C-Suite Survey (N=1,732)	**+/- 2-3 pts**
Predictions within 5 pts	**100%**

65 Tests Passing

Production-ready engine

Market Opportunity

$50B
Global Market Research
Growing 5% annually

$8B
Survey Software TAM
Qualtrics, SurveyMonkey, etc.

$2B
AI Research Tools
Fastest growing segment

Why Now?

- LLMs finally good enough for nuanced prediction
- Enterprises demanding faster insights
- Traditional research budgets under pressure

Our Moat

- 100+ proprietary calibrations
- Validated against 5.4M+ responses
- 8 documented bias correction patterns
- Accuracy zone framework (patent pending)

- First-mover advantage in calibrated AI surveys

Business Model

SaaS Pricing

Starter
For individuals and small teams

$99
/month

Professional
For research teams

$499
/month

Enterprise
Custom integrations + support

Custom
Contact us

Revenue Streams

SaaS Subscriptions	**70%**
API Usage (metered)	**20%**
Enterprise Services	**10%**

Unit Economics

Gross Margin	**85%+**
CAC Payback	**<6 months**
Net Revenue Retention	**120%+ target**

Traction & Milestones

What We've Built

✅ **Production Engine**
65 tests passing, Docker-ready, REST API

✅ **Validated Accuracy**
79% error reduction vs. naive LLM

✅ **Calibration Library**
100+ multipliers, 20+ industries, 8 bias patterns

Roadmap

● **Q1 2026 - Now**
Engine v1.0, validation complete, API ready

● **Q2 2026**
Dashboard launch, first paying customers

● **Q3 2026**
Enterprise features, Qualtrics integration

● **Q4 2026**
International expansion, 50+ calibrated markets

Let's Talk

We're building the future of market research. Fast, accurate, and transparent survey intelligence for every team.

🚀

Pilot Program

Test with your real surveys

🤝

Partnership

Integrate with your platform

💰

Investment

Join our seed round

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