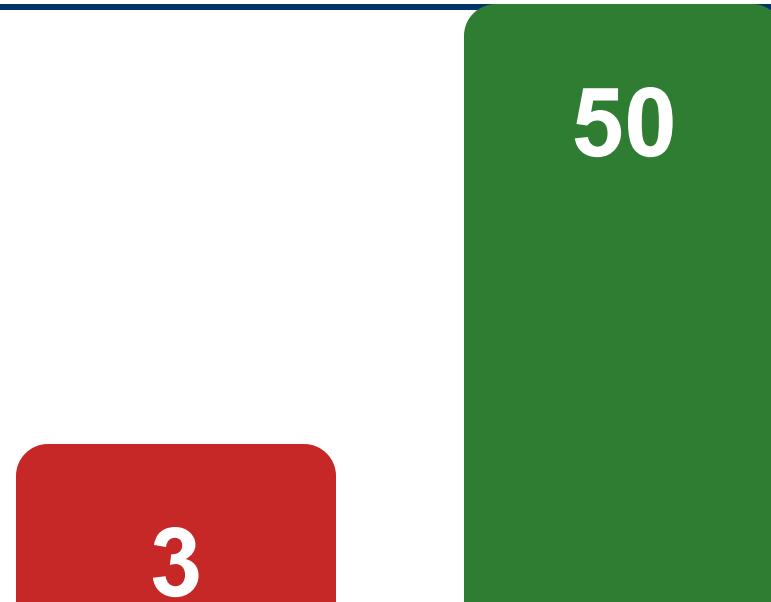


# CrowdWave

Survey simulation with documented accuracy

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

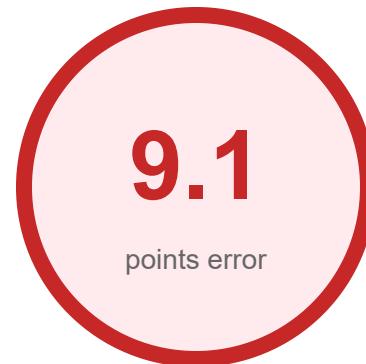
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**The learning gap:** At 50 tests vs. 3, that's 17x more opportunities to find winners and kill losers before your competitors even have their first data point.

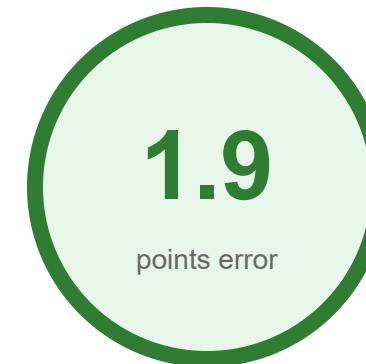
# We tested our predictions blind against real survey data. Average error: 1.9 points.

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**Raw AI**

Uncalibrated LLM output



**CrowdWave**

Calibrated simulation

**27**

Blind test cases

**100%**

Within 5 points

**79%**

Error reduction

**5M+**

Human responses in calibration

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.

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## 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.

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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.