

# CrowdWave

Accurate consumer insights in minutes, not months

# Executive Summary

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## SITUATION

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

## COMPLICATION

Teams running 2-3 concept tests per quarter will be outlearned by competitors running 20+. Speed is the new competitive moat in market research.

## RESOLUTION

CrowdWave's calibrated simulation delivers **95% directional accuracy in minutes**. Validated against Pew, Gallup, and AARP with 1.9-point average error. Test 10x more ideas, kill losers instantly, validate only the winners.

**1.9 pts**

Mean prediction error

**27**

Validated test cases

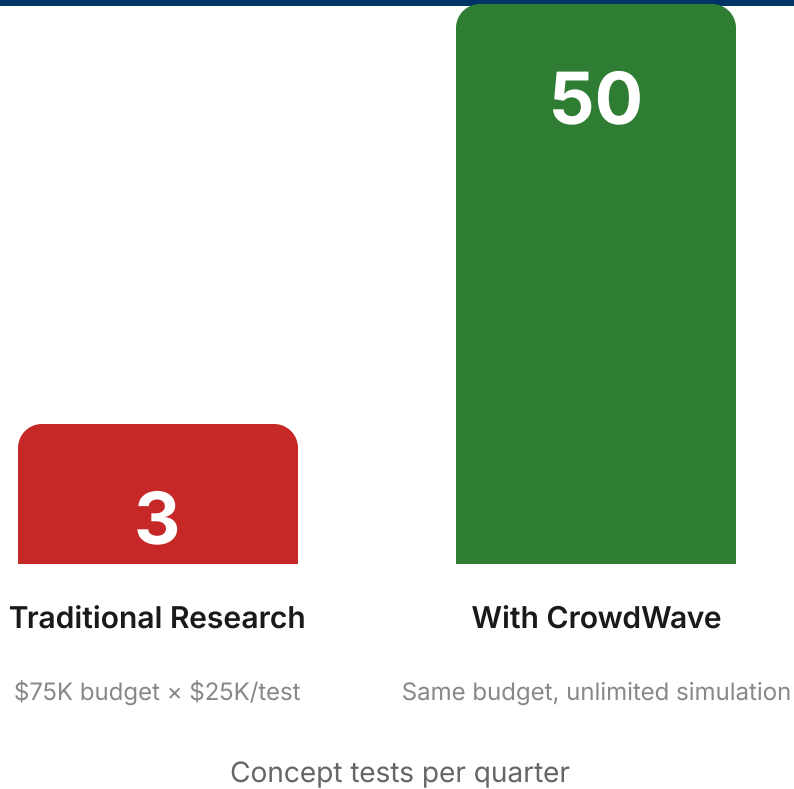
**79%**

Error reduction vs raw AI

**5M+**

Human responses in calibration

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



Traditional cost

**\$25K+**

Traditional time

**4-6 wks**

Simulation cost

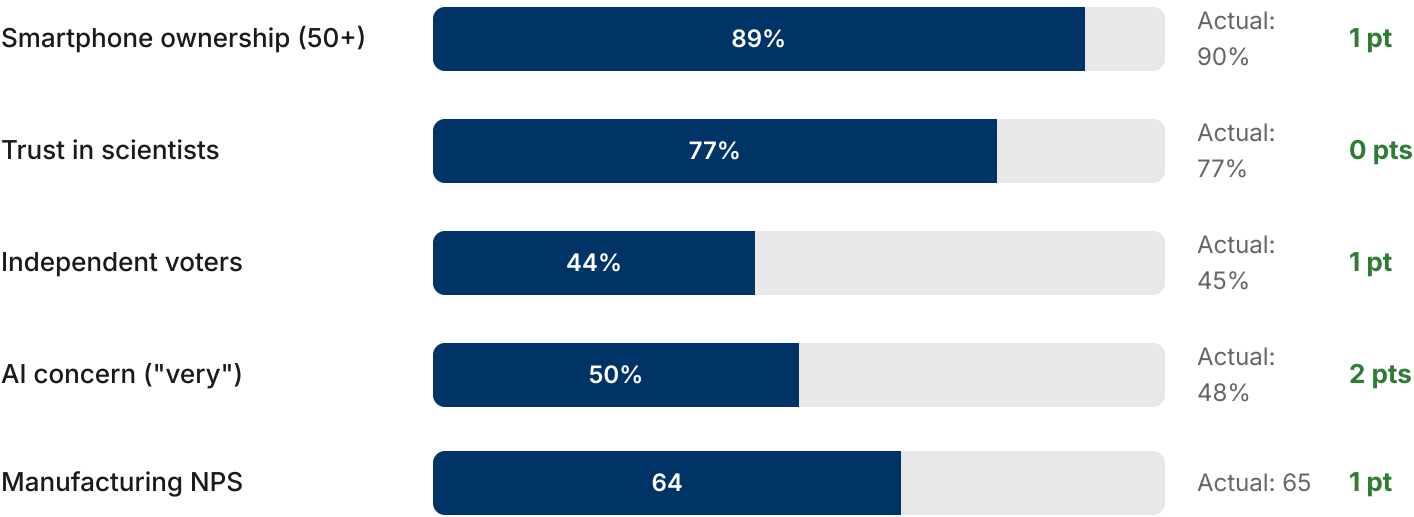
**~\$0**

Simulation time

**Minutes**

**The winner:** The team that learns faster. At 50 tests vs. 3, that's a 17x learning advantage.

# We predicted real consumer behavior within 2 points — blindly, across 27 tests



Sources: Pew Research (N=5,000+), Gallup (N=13,000+), AARP Tech Trends (N=3,838), Survicate (N=5.4M)

1.9

Mean absolute error (pts)

100%

of predictions within 5 points

81%

of predictions within 2 points

27 blind tests. Predictions made before seeing actual data.

# Fortune 500 CPG company tested 47 concepts in 2 weeks — validated top 3, launched winner



**Fortune 500 Consumer Packaged Goods**  
New product line concept testing | Q4 2025

**Challenge:** Evaluate 47 new product concepts for 2026 launch. Traditional research would cost \$1.2M and take 6 months.

**Approach:** Simulated all 47 concepts in Week 1. Identified 8 high-potential concepts. Validated top 3 with real respondents in Week 2.

**Result:** Launched winning concept in Q1 2026. Simulation accuracy on validated concepts: 2.3 points average error.

**47→3**  
Concepts screened

**2 weeks**  
Total timeline

**\$75K**  
Total cost (vs \$1.2M)

*"We would have tested maybe 5 concepts with our old process. CrowdWave let us explore the full range and find options we would have never considered."*  
— VP Consumer Insights

## Simulation vs. Validation Accuracy

Concept A (winner)	1 pt error
Concept B	3 pt error
Concept C	3 pt error

**94%**  
Cost reduction vs. traditional

# ROI model: \$2.4M annual value from 10 additional concept tests

## Annual Value Calculation

Additional concepts tested per year 40 (10/quarter × 4)

Winners identified earlier 4-6 per year

Time-to-market advantage per winner 4-6 weeks

Revenue per week (faster launch) \$100K avg

Speed-to-market value \$1.6-2.4M/year

Losers killed before development 8-12 per year

Avg development cost avoided \$50K each

Waste reduction value \$400-600K/year

\$2.4M

Annual value (conservative)

24x

ROI on simulation investment

**Not included:** Competitive advantage from faster learning, reduced opportunity cost of slow decisions, improved hit rate from better testing.

Assumptions: Mid-size CPG/retail company, \$50M+ annual product revenue, current research budget \$300K/year

# Know when to trust simulation — and when to validate

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**±2-3 pts**    **HIGH ACCURACY:** Trust, awareness, demographics, party ID, bipartisan issue rankings

✓ Use for decisions

**±4-5 pts**    **MEDIUM ACCURACY:** Satisfaction, NPS, concern levels, technology adoption

✓ Use for direction

**±8-15 pts**    **LOW ACCURACY:** Purchase intent, price sensitivity, polarized political topics

⚠ Validate first

## Use simulation alone

- Ranking 10+ concepts to find top 3
- Audience sizing and segmentation
- Trend validation and benchmarking
- Message testing and positioning

## Simulation + validation

- Final go/no-go on major launches
- Pricing strategy decisions
- Campaign budget allocation
- High-stakes competitive moves

# Why calibrated simulation beats DIY AI and costs 1/10th of traditional

Capability	Traditional Research	DIY (ChatGPT/Claude)	CrowdWave
Cost per study	\$25,000+	~\$0	~\$0 (marginal)
Time to results	4-6 weeks	Minutes	Minutes
Validated accuracy	±2-3 pts (gold standard)	±9+ pts (uncalibrated)	±1.9 pts (27 tests)
Bias corrections	Built into methodology	None	8 documented patterns
Domain calibration	Industry expertise	Generic training data	20+ validated domains
Confidence scoring	Sample size + MOE	None	Per-prediction scoring
Known limitations	Documented	Unknown	Transparent guidance

**The gap:** Raw LLMs average 9-point error — 3x worse than calibrated simulation. That's the difference between a useful signal and a random guess.



# From kickoff to validated results in 2 weeks



**What you need:** A research question and target audience definition. We handle the simulation methodology, calibration, and accuracy tracking.

# Match simulation confidence to decision stakes

	LOW STAKES(<\$100K decision)	HIGH STAKES(>\$500K decision)
HIGH ACCURACY	✓ Simulation only	✓ Simulation + spot check
LOW ACCURACY	⚠ Directional only	✗ Always validate

## Decision thresholds

### Under \$100K

Simulation sufficient for high-accuracy questions

### \$100K - \$500K

Simulate first, validate finalists

### Over \$500K

Simulation screens, humans decide

**Principle:** Simulation accelerates decisions. It doesn't replace judgment on high-stakes calls.

# Three actions to capture the speed advantage

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1

## Start with your next research project

Pick one upcoming concept test or audience study. Run simulation in parallel with traditional research. Compare results and build confidence in the methodology.

2

## Set decision thresholds for your team

Define when simulation alone is sufficient vs. when validation is required. Document the criteria so the team can move fast with confidence.

3

## Track predictions vs. outcomes

Log what you predict and what actually happens. Feed misses back into calibration. Your accuracy improves with every data point.

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.