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SUPERIOR PREDICTION MARKETS • GET INSPIRED

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Think Bigger. Test Smarter.

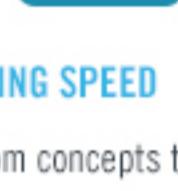
Whether you're a visionary thinker or you're simply frustrated with **concept screening**—from flat-lined scores, to the sluggish pace, to playing it safe with average concepts—turn to Intengo.

Our **leading-edge prediction markets** will expand your thinking and greatly shorten your learning curve. With Intengo, you'll drive better ideas to market in a fraction of the time.

[Learn About Our
PREDICTION MARKETS](#)

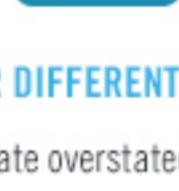
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5 WAYS OUR PREDICTION MARKETS ARE FASTER. SMARTER.



BLAZING SPEED

Go from concepts to conclusions in as little as 7 days. Gain clarity on where to invest your dollars in less than half the time.



CLEAR DIFFERENTIATION

Eliminate overstated purchase intent scores that can cloud results and distract from better concepts.



HIGH ACCURACY

Use our highly accurate rank order of winners and losers for clear direction on your go-to-market strategy.



WILD CONCEPTS

Screen numerous concepts at once—including wilder, sleeper ideas—to uncover concepts with greater success potential.



RICH FEEDBACK

Get valuable input to improve your product and marketing ideas early in development.

See what our screening can do for:

[PRODUCT CONCEPTS](#)

[BRAND POSITIONING & CREATIVE](#)

And That's Just The Beginning.

GET INSPIRED!

Upcoming Events

The Market Research Event

Nashville, Tenn.
October 21, 2013
Presentation title, Speaker name

[Let's Connect](#)

Webinars

Presentations

From our Blog

TRUSTED BY...



EXPLORE Our Solutions

VIEW Our Unique Methodology

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Discover how our innovative prediction markets can transform your concept screening.

Find out why our "pure" approach to prediction markets is superior.

Let's talk about your needs. Set up a complimentary conversation or demo.



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Transform Concept Screening. Into a Competitive Edge.

You didn't get here by playing it safe. You got here by playing it smart—and sometimes, that means breaking free from the status quo.

Our patented **prediction markets** are ideal for quickly, accurately, and cost-effectively screening concepts. Here are just a few ways our clients have applied the wisdom of the crowd to make better decisions:

PRODUCT CONCEPTS

New product development
Product optimization
SKU rationalization
And more!

[Read More](#)

BRAND POSITIONING

Positioning statements
Name selection
Taglines
And more!

[Read More](#)

CREATIVE (DESIGN+COPY)

Logos | Brand design
Advertising: print, audio, video
Packaging
And more!

LET'S GET CREATIVE on how you could use prediction markets to your advantage. If you're looking for smarter ways to screen and optimize your concepts, [let's talk](#).

Create Stronger Concepts...Faster.

PREDICTION MARKETS FOR PRODUCT SCREENING

CHALLENGE WITH MOST SCREENING

SOLUTION WITH

SPEED TO MARKET



Concept screening takes too long

Are you winning or losing the battle to market? If concept screening is bogging you down, you have a lot to lose—from development time and dollars, to opportunity costs, to (oh, yes) your sanity.

Streamline your execution and beat your competitors to market

We ask, why walk when you can run? With our patented approach, you can learn where to invest your money in as little as seven days. Your results are as accurate as traditional screening with greater differentiation.

BROADER TEST SET



It's difficult to analyze disparate concepts

With traditional concept screening, you're often stuck playing it safe—narrowing your concept list to a few, similar ideas. It can be difficult to screen divergent ideas and make a comparative analysis.

Explore a broad test set to determine which ideas will create greater customer loyalty and revenue potential

With our prediction markets, you don't have to limit yourself to one variable. You can efficiently compare the success potential of many concepts, gaining clear and accurate data to make smarter decisions.

CONCEPT OPTIMIZATION



How can you improve an idea?

How do you transform a good idea into a successful idea, raising its appeal and revenue potential? How do you change an underperforming product into a true winner?

Strengthen an idea's appeal and revenue potential early in development

Our prediction markets give you much more than rank order. Leveraging the wisdom of the crowd, you also gain tangible ideas to optimize your concepts. It's about taking good ideas and making them even better.

INTERNATIONAL SCREENING



International screening can be time consuming and expensive

If you're developing products for international markets, you know it can be a financial and logistical headache to recruit target audiences and screen concepts across borders.

Save time and money screening concepts globally, without compromising on accuracy

Because our prediction markets are conducted online with a general population, they're a powerful way to screen concepts across cultures. Your market simply needs to understand two premises: (1) investing in a good idea and (2) earning a reward.

MAKE SMARTER DECISIONS WITH RICHER DATA

PREDICTION MARKETS FOR BRAND POSITIONING & CREATIVE

CHALLENGE WITH MOST SCREENING

SOLUTION WITH

NET ATTRACTION SCORES



You don't know the polarity of each idea, making your business vulnerable

With traditional, top two box scores and mean scores, it can be difficult to determine which concepts have the most positive (or negative) energy. If you don't know which concepts are the most polarizing, how do you know you won't get burned at launch?

Use richer data to clearly find the best ideas

With our prediction markets, you receive a net attraction score, in addition to a clear rank order. We look at the extremes in people's preferences, so you can easily understand the relative strengths between concepts and where to focus your resources. Not to mention, identifying the highly polarizing concepts can create interesting opportunities for further development.

EMOTIONAL DRIVERS



Are you unintentionally evoking the wrong emotions?

Do you know how your brand positioning or creative will connect with people on an emotional level? Will it make the impression you want? Are you triggering enough of the right emotions? Or worse... are you sparking the wrong emotions?

Strengthen the impact of your creative and minimize unexpected reactions

Our prediction markets have participants evaluate your concepts using a series of emotional drivers. You'll gain a clear understanding of which emotions your concepts are evoking and valuable input on how to enhance (or avoid) those emotions.

ACTIONABLE MARKET INPUT

To save time or money, you have to sacrifice the quality of feedback

Want results quickly or affordably? If yes, you often have to sacrifice the accuracy or depth of data you receive.

Gather rich market feedback to fine tune your ideas and drive desired emotions

Leveraging the wisdom of the crowd, you receive rich, qualitative input without compromising on speed. We can explore why a concept resonated (or didn't resonate), collect and rank ideas to drive stronger emotion, and gather other market input.

[VIEW Our Unique Methodology](#)[REQUEST A Consultation](#)[READ & SHARE Our Case Study on Just for Men®](#)



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PREMISE • HOW IT WORKS • A PURE APPROACH • RECRUITING PARTICIPANTS • CONFIDENTIALITY

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Who Says You Can't Predict People?

PREMISE

Our progressive approach to concept screening was inspired by the New York Times business bestseller, "The Wisdom of Crowds." The idea is that under the right circumstances, a large group of everyday people **can better predict outcomes** than a small group of experts.

When it comes to human behavior, we often aren't the best predictors of our own behavior. We have a tendency to overstate our intentions. Yet, when we ask a large group of people how they think we'll behave (and we incent them to choose correctly), they can be extremely accurate in predicting our behavior.

With this in mind, our prediction markets evaluate how successful your concepts will be using a **diverse population** of people, rather than a target audience. We ask participants to **self-select** in based on their knowledge of your topic area, and we incent them to make an accurate prediction.

This is a sophisticated form of crowdsourcing, and **it's been around for 100+ years**.

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An Online Stock Market

HOW IT WORKS

Imagine a **virtual, online stock market**. Participants, known as "traders," are given virtual dollars to buy shares in your product ideas or branding and advertising ideas. Like a real world stock market, the prices for concepts fluctuate, depending on whether people believe a concept is of value or not.

It's important to note, we don't ask traders, what would **you** do? We ask them, what do you believe the **target audience** will do—and why?

By observing how share prices move over several days, we can make highly accurate predictions regarding the real world success of the concepts you're screening.

With our fresh approach, concept screening is fun, and traders have a personal stake in it. They get a small financial reward based on their performance, rather than just for participating. Our approach creates high engagement, which leads to richer diagnostics and more candid feedback on your concepts.

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A Pure Approach = High Accuracy

A PURE APPROACH

Our unique methodology is a **pure approach** for conducting a prediction market, and we have a **U.S. patent** for it. There are two essential elements that make our markets highly accurate:

- We gather input from a **diverse population** of people.
- The population **is incented** to predict accurately. They feel "gain" in a win or "pain" in a loss.

Our approach is based on hundreds of hours of research on prediction markets. It builds on best practices from a variety of fields and markets, including the:

- **New York Stock Exchange** (NYSE), an advanced prediction market with a diverse set of traders.
- **Iowa Electronic Markets** (IEMs), which are used to predict political elections. The IEMs have been more accurate in predicting election outcomes than polls 75% of the time.

• **Hollywood Stock Exchange** (HSE), which allows people to wager on box-office returns and the Oscars. It's considered one of the best forecasts of weekend box office results and Oscar results.

We took inspiration from these markets—as well as many others—and transformed them into our innovative and patented approach.

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Statistically Valid Samples

HOW WE RECRUIT YOUR PARTICIPANTS

Dreaming about more efficient ways to recruit participants?

We collaborate with top survey panel providers to recruit your participants. We focus on a **statistically valid sample** of "general population" consumers to participate in your prediction market.

Keep in mind, not everyone who is recruited participates in your prediction market. People self-select into your concept screen based on their familiarity with the topic area and their belief they can make an accurate—and winning—prediction.

This is one of the main reasons that prediction markets are accurate, even with a diverse population. Nobody likes to lose money: real or imaginary!

If you wish to include your own customers or employees, we can do that too.

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We Safeguard Your Concepts.

KEEPING YOUR BIG IDEAS CONFIDENTIAL

Our clients tend to be creative thinkers, and it's extremely important to us to protect the confidentiality of all their ideas.

We have a variety of security measures in place to safeguard your concepts, including:

- **Digital Non-Disclosure Agreement (NDA)**: All participants must sign a digital NDA. It legally prohibits them from sharing the concepts they see with any third party.
- **Download Prevention**: We have technical measures in place to prevent participants from downloading or copying any concept images or descriptions. Attempts to do so result in immediate termination from the study.

- **Digital Watermark**: All concept images are imprinted with a digital watermark, unique to each participant. These watermarks that would allow us to trace any shared images back to a specific participant.

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You Can't Push the Envelope Standing Still...

Collective wisdom. Behavioral insight. See how prediction markets can expand and accelerate **your** concept development

REQUEST

A demonstration

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How you can use our prediction markets

READ & SHARE

Our Case Study on Just for Men®



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TWO PATHS FOR SCREENING • THE BIG PICTURE

Case Study: Just for Men®

A TALE OF TWO CONCEPT SCREENS

Combe is a leading maker of personal care products—from Just for Men® hair care products to Odor Eaters® foot care.

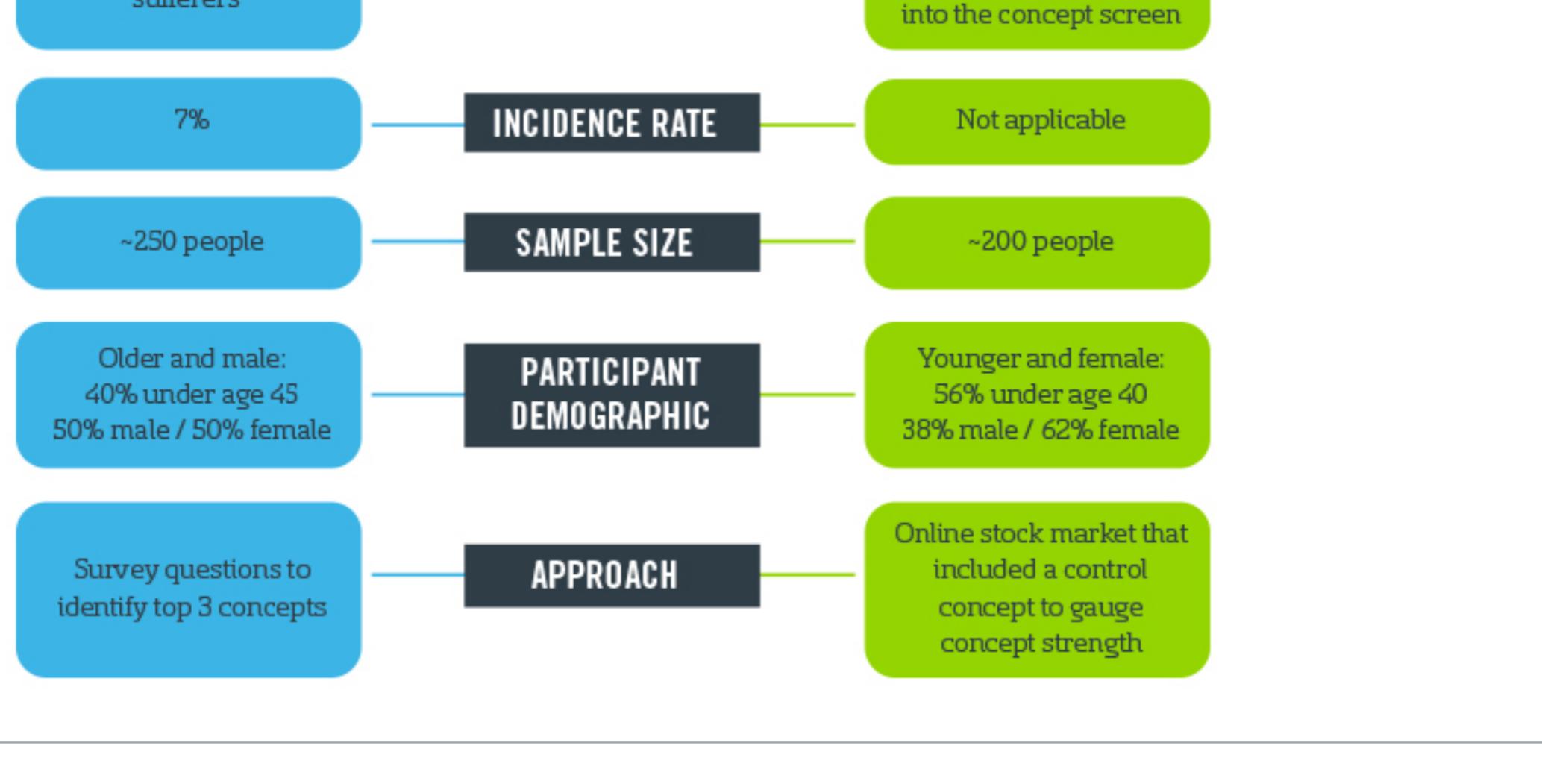
Like many companies, Combe had some frustrations with traditional concept screening methods. Given how personal many of their products are, it was time consuming and expensive to engage their target markets and screen diverse product ideas. At times, finding the right niche to screen products was like looking for a needle in a haystack!

CORE CHALLENGE

Time consuming and expensive to conduct traditional product screening.

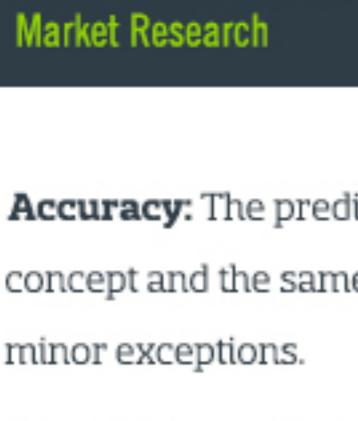
TWO DIFFERENT PATHS TO SCREENING THE SAME IDEAS

Intengo agreed to conduct a prediction market of Just for Men® product concepts alongside one of Combe's traditional concept screening methods, so the company could compare the results of the two approaches.



Take a look inside the Prediction Markets

THE BIG PICTURE: HOW DID THE CONCEPT SCREENS COMPARE?



Randy Berkowitz
Vice President of Global Market Research

"The prediction market gave us the answer in one week, compared to four weeks for the 7% incidence survey that cost twice as much."

- **Accuracy:** The prediction market successfully predicted the most preferred concept and the same directional rank order as the incidence survey, with minor exceptions.
- **Speed:** The prediction market itself was completed in less than two days, while the overall process took place in one week—one-quarter of the time of the incidence survey.
- **Participant engagement:** Combe was impressed with the trader engagement level in the prediction market. More than 70% of the traders described the process using words such as: "fun," "interesting," "cool," and "love it."
- **Investment:** Combe estimates that using prediction markets as a substitute for traditional methods will cut their concept screening costs by at least 50%.

Why presume when you can predict?

Explore what Intengo can do for you. Simply contact us at **855.844.3172** or [email], and we'll get the conversation started!

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Where Can a Fast Crowd Take You?

ABOUT INTENGO

We understand that the product and marketing decisions you make today can have a direct impact on your company's success tomorrow. You need the best information possible to make the right choices on which concepts to take to market.

And sometimes, that means doing things differently.

We're Intengo—a new breed of strategic research firm that likes to color outside the lines. We live at the intersection of human understanding and go-to-market strategy—creating clarity for our clients through the proven wisdom of crowds.

We're in the business of predicting people. By integrating innovation and technology with science and sound logic, we help businesses push traditional boundaries and better predict human behavior—in a fraction of the time.

With offices in Denver and Atlanta, we partner with forward-thinking teams and businesses across the U.S. To fast track smarter ideas for your business, contact us at **855.844.3172** or [email]

PIONEERING SMARTER TESTING

We earned our first patent for our breakthrough prediction markets in 2009.

US Patent 8,285,632

Method and apparatus for online prediction of product concept

Today, we continue to harness "the wisdom of the crowd" in new and innovative ways, so our clients can make informed decisions and move their businesses forward.

We Play Well With Progressive Thinkers...

WHAT ABOUT YOU?

We work with progressive thinkers who thrive on finding new ways to achieve better results. Our clients are open to doing things differently in order to make smarter decisions and create opportunities for their company, their clients, or themselves.

Strategic and thoughtful in their decision-making, our clients choose Intengo for our:

- **Pure methodology.** Created just for concept screening, our unique and patented approach to prediction markets leverages best practices from many industries. [link to Methodology/Pure Approach page]
- **Expert guidance and consultative approach.** As prediction market pioneers, we know how to steer you from common pitfalls. We'll effectively guide you from process through insight, so you can use your time and energy wisely, and make confident decisions.
- **Exceptional speed and clear direction.** Trusted by top brands, our prediction markets offer a combination of blazing speed, clear and accurate rank order, and actionable feedback.
- **Customization.** Your business is unique. Why should your concept screening be any different? We'll tailor our approach to your one-of-a-kind needs.

Looking to Fast Track Smarter Ideas?

We can't wait to accelerate your discovery. Contact us at **855.844.3172** or [email].

Go Bigger. Go Faster. Go Intengo!

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