

Prediction Markets

SEPARATE THE MERELY GOOD FROM THE TRULY GREAT.

BURKE'S GAMIFIED RESEARCH TOOL EFFICIENTLY TAPS THE WISDOM OF THE CROWD TO CLEARLY SHOW WHICH IDEAS WILL TRULY MOVE CONSUMERS.

WHY IT WORKS



**SURVEY OFF;
GAME ON**

Engaged participants bet tokens and earn badges as they predict outcomes and the success or failure of ideas... even earning higher incentives if their bets are accurate!



**MARKED-FUELED;
CROWD-POWERED**

Tokens measure confidence. "Where the money goes" represents a collective judgment that reliably pushes ideas apart for decisionmaking guidance.



**EFFICIENTLY
CONFIDENT**

Market sizes of 350+ participants and a simple interface produce consistent measures in as few as 2-3 days, with topline results available within hours of market close.



**INTUITIVE FOR THEM;
USABLE FOR YOU**

For participants, projective questions speak a more natural language than traditional metric surveys.

For our teams, traditional metrics come to life as probability measures, finding winners with greater separation from top to bottom **AND** enabling cross-question/ cross-study comparisons.

PREDICTION MARKET GUIDES DECISION MAKING FOR ALL MANNER OF STIMULI:

- Category and Demographic Trends
- Innovation Platforms
- Product Concepts and Components
- Product Features and Claims
- Names, Logos, Pack Designs, Product Forms
- Advertising and more

Let Burke expand your perspective.

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