

# The Business Case for Intengo Prediction Markets



## The Top Three Reasons Companies Turn to Intengo

We preface this article with a simple statement: We aren't here to tell you that how you're currently testing product concepts or marketing ideas is right or wrong, whether you're using traditional methods or another provider of prediction markets. There is no question that traditional methods have played an important role in concept development for many years.

Instead, we want to point out that, much like technology, your options for testing ideas are quickly evolving.

Visionary businesses are looking for new ways to gain an edge, and they're turning to innovative research methods to get ahead. They want to screen their concepts smarter and faster — without compromising on accuracy — so they can shorten their learning curve and drive better ideas to market in a fraction of the time.

And that's where Intengo prediction markets come into play. Here are the three core reasons that companies turn to Intengo.

### Key Takeaways

#### With Intengo prediction markets, you will:

- Cut your concept screening time by at least one-half, without compromising on accuracy or depth of insight.
- Be able to test more ideas simultaneously to identify clear winners with greater potential.
- Gain superior clarity with an approach that is typically more affordable than other methods.



# #1) SPEED TO INSIGHT

## Accurately Test Your Ideas in as Few as Seven Days

Whether you're looking for ways to beat your competition to market or better manage the pressure of tight deadlines, it has never been so important to move from concepts, to conclusions, to clarity with speed.

We ask — why walk when you can run?

With our patented approach to prediction markets, you can learn where to invest your money in **as little as seven days**. In contrast, with most concept screening methods — from surveys, to focus groups, to other companies' prediction markets — it takes several weeks to several months to get results.

Does choosing speed mean you have to compromise on quality of insight? Not with Intengo. Your results are as accurate as traditional methods with greater differentiation and clear market winners.

Because we know how to effectively leverage the wisdom of the crowd, you also receive rich, qualitative input. For example, we collect and rank input on:

- **Why** a product or marketing concept resonates (or doesn't resonate).
- **How** to improve individual concepts (and their revenue potential) early in the development process.
- **How** to drive stronger emotions, such as in advertising concepts.

## THE BOTTOM LINE

Most of our clients have cut their time for testing ideas **by at least one-half**. Some have shortened their learning curve to **one-third** of what it was before, greatly speeding their time to market.

"Intengo's prediction markets are a game changer and a welcomed addition to my tool box. Their process takes about half the time and costs about half as much as my traditional concept testing solution."

**Randy Berkowitz**  
Vice President  
of Global Market Research  
Combe® (Just for Men®)

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# #2) CLARITY ON MORE CONCEPTS

## Explore Broader Test Sets for Greater Opportunities

With traditional concept screening, you're often stuck playing it safe. You have to narrow your test to a few, similar ideas because it takes too long, it's too expensive, or it's too difficult to include divergent ideas and make a comparative analysis.

So what ends up happening? When we have limits, we become cautious, and we follow the same path we always do. It's human nature. We end up testing middle-of-the-road ideas and end up with average concepts with lower potential for success.

With Intengo prediction markets, you don't have to limit yourself to one variable.

You can efficiently (and affordably) compare the success potential of numerous concepts simultaneously. You gain clear and accurate insight to make smarter decisions. And just as important, you open the door for wilder, sleeper ideas that can create greater customer loyalty and revenue potential.

### THE BOTTOM LINE

Intengo prediction markets empower you to explore broader test sets, giving you **greater clarity on where to invest** your development dollars and increasing your likelihood of developing successful product concepts or marketing ideas.

"Currently, marketing research is like a man driving a car by looking in the rearview mirror and out his side window. He takes what he sees and projects it onto the road ahead. But marketing research is likely to develop a much greater future focus, especially with prediction markets, co-creation, gaming, agent-based modeling, and foresight tools."

**Robert Moran**  
President  
StrategyOne, US

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## #3) A SMARTER INVESTMENT

### Get Much More for Your Budget

Intengo's prediction markets are budget friendly.

You can do **two times, three times or even four times the research** for the same amount of money you'd spend on traditional screening. Most of Intengo's clients test eight concepts per prediction market.

Thanks to the efficiency of our testing platform and processes, our prediction markets also tend to be more affordably priced than those of other companies offering prediction markets.

Our clients love how we open up their budgets — from being able to reallocate dollars to other strategic priorities to making tight budgets go even further.

### THE BOTTOM LINE

With Intengo's prediction markets, you'll likely pay a fraction of the price of what you'd pay with traditional testing methods or other prediction market companies, making better use of your budget.

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. If you'd like to see it in action, let's setup a complimentary demo or conversation.

SEE IT IN ACTION

# About Intengo

We're Intengo — a new breed of strategic research firm that likes to color outside the lines.

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.

We'll share up front — we aren't the right fit for every business. Nimble and responsive, our team works well with progressive thinkers who are open to doing things differently to achieve better results. Our clients turn to us for:

- **A pure methodology.** Created just for concept screening, our unique and patented approach to prediction markets leverages best practices from a wide range of industries.
- **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 direction.** Trusted by top brands, our prediction markets offers blazing speed, clear and accurate rank order, and actionable feedback.
- **Customization.** Your business is unique. Why should your concept screening be any different? We're happy to tailor our approach to your one-of-a-kind needs.

## There is no edge in playing it safe

Let us show you where a fast crowd can take you. If you're looking for fresh ways to make smarter decisions for your business, we'd love to discuss your concept screening needs.

**REQUEST A CONSULTATION,  
DEMO, OR ESTIMATE**

Call: 855.844.3172

Email: AskUs@gointengo.com

**LEARN MORE AND  
GET INSPIRED!**

Visit: [www.gointengo.com](http://www.gointengo.com)

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## Smart Uses for Our Prediction Markets

Fast, accurate, and cost-effective, our patented prediction markets are ideal for screening concepts such as:

### PRODUCT CONCEPTS

New product development  
Product optimization  
SKU rationalization

### BRAND POSITIONING

Positioning statements  
Name selection  
Taglines

### CREATIVE (design+copy)

Logos  
Brand design  
Advertising: print, audio, video  
Packaging

### And so much more!

Thinking big? Let's discuss creative uses of prediction markets for your needs.

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