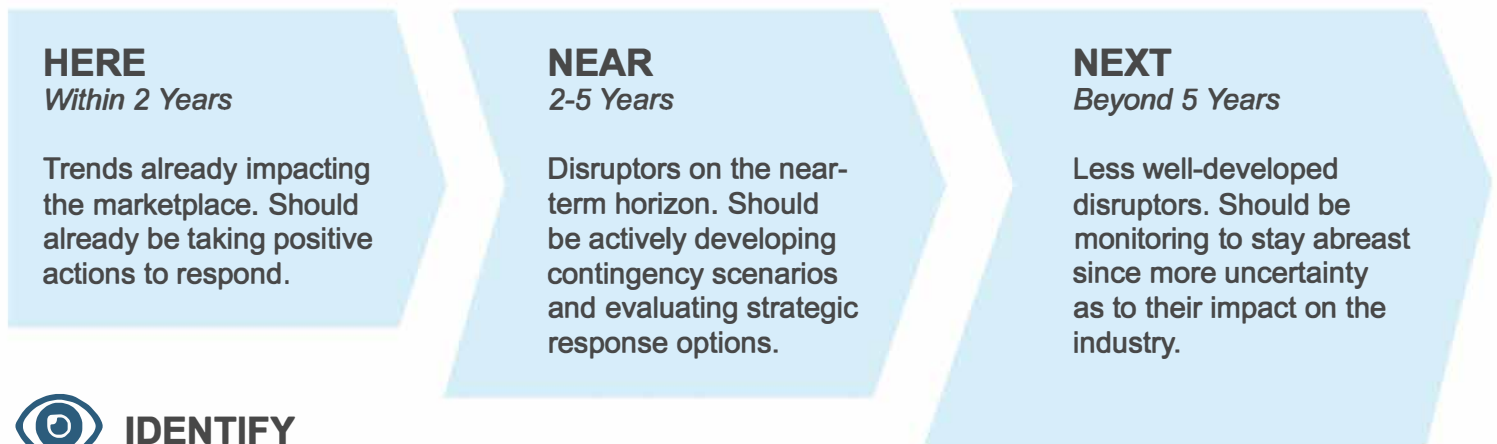# MITIGATE RISK.
CAPITALIZE ON OPPORTUNITY.

In the age of information, companies are moving faster than ever. Intelligence, brand strategy, and insights professionals are being asked to process an overwhelming amount of incoming data and information at every turn – and then make sense of it all.

As a result, businesses can find themselves flat-footed when it comes to predicting, planning for, and monitoring the market forces most likely to impact their organizations and/or industry. With these realities in mind, we've created the only Market and Competitive Intelligence (M/CI) platform that offers a 360-degree predictive intelligence perspective to identify potential disruptive threats, predict their timing, magnitude, and impact, and then monitor the advancement of disruptors in real-time.

OUR PREDICTIVE INTELLIGENCE SYSTEM

We have the talent and technology needed to truly identify, predict, and monitor the market and competitive activities that help our clients mitigate threats to their business, and capitalize on opportunities before their competitors.

Our multi-dimensional framework addresses market and competitive intelligence needs for the short and long term through a comprehensive lens.

HERE
Within 2 Years

Trends already impacting the marketplace. Should already be taking positive actions to respond.

NEAR
2-5 Years

Disruptors on the near-term horizon. Should be actively developing contingency scenarios and evaluating strategic response options.

NEXT
Beyond 5 Years

Less well-developed disruptors. Should be monitoring to stay abreast since more uncertainty as to their impact on the industry.

IDENTIFY

Structured methodologies designed to evaluate potential disruptive threats and your business' vulnerability to them.

PREDICT

Scientifically-grounded methodologies to dimensionalize disruptors in terms of probability, impact, magnitude, etc.

MONITOR

AI and NLP technologies to monitor real-time news, R&D, financials, industry trends, competitor activity, messaging, intellectual property and more.

REDUCE UNCERTAINTY WITH
A HOLISTIC APPROACH TO INTELLIGENCE

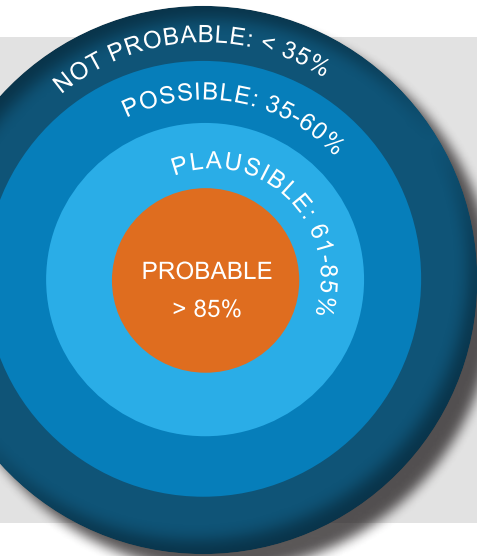| MARKET AND COMPETITIVE INTELLIGENCE	STRATEGIC ADVISORY	DISRUPTION PROOFING	PREDICTION MARKETS	INTELLIGENCE PLATFORM
Understand Your Markets and Your Competitors	Develop and Refine Your Strategy	Transform Risk into Opportunity	Quantify Future Trends and Opportunities	Magnify Your Team's Impact with AI
Primary and secondary research and analysis built to maximize your competitive advantage	Experienced strategy consultants reduce uncertainty associated with organic, acquired and hybrid growth	A holistic process to identify disruptive threats, analyze vulnerabilities, and develop strategies	Gamified app uses behavioral economics and market dynamics to predict future behavior and trends	Award winning SaaS platform centralizes research and intelligence freeing analysts from low-value tasks

HOW IT WORKS

WE IDENTIFY

During an initial M/CI assessment, our strategy team brings to bear proven frameworks to identify the trends, technologies, products, brands and competitive threats that can lead to disruption.

WE PREDICT

Leveraging a Prediction Market allows you to predict the time, relevance and magnitude of the market forces to inform priorities and investment. Knowing something will happen isn't enough anymore. To act, you need to understand the speed and size of the leading indicators.

NOT PROBABLE: < 35%
POSSIBLE: 35-60%
PLAUSIBLE: 61-85%
PROBABLE > 85%

APPLICATIONS

Trend Timing:
When it will reach critical mass, which segments will lead

Consumer Behavior:
Magnitude and timing of future behavior

Reasons Why:
To all the above

METRICS THAT MATTER

	WHAT	WHERE / WHO	WHEN	TRAJECTORY	
	Current Status	Region/ Segment	Critical Mass	3-Year Prediction	Change
SIGNAL A	14%	South	7 years	29%	107%
SIGNAL B	25%	Millennials	4 years	38%	52%
SIGNAL C	33%	Your customer!	4 years	40%	21%

WE MONITOR

Finally, our proprietary NLP and machine learning intelligence platform streamlines the collection, organization, visualization, and distribution of internal and external public and private data sources into custom designed dashboards to help users stay on strategy or course correct.