FUEL CYCLE

What Venture Capital Can Teach Us About the Future of MR

Patrick Ip, VP Product Marketing, Fuel Cycle

Agenda

Intro

About Fuel Cycle

Presentation

Q&A

Fuel Cycle Market Research Cloud

CONTINUOUS RESEARCH IN PRACTICE

Community

Your most engaged customers are waiting for you on Fuel Cycle's community. Our community platform enables qualitative and quantitively results in hours, not days.

Online Community

Access to Panel

Fuel Cycle Exchange

Live by FC

Insights that lead to legendary products. Video interviews with note taking, scheduling, and observer view.

Rapid Video Interviews

Dedicated Mobile Application

Made for Research

Ignition

Automated your insights with best-in-class methodologies designed to help understand and refine products, services and media.

Insights Automation

Enable Continuous Research

Expert Methodologies

Number of Funding Rounds

933

Total Funding Amount
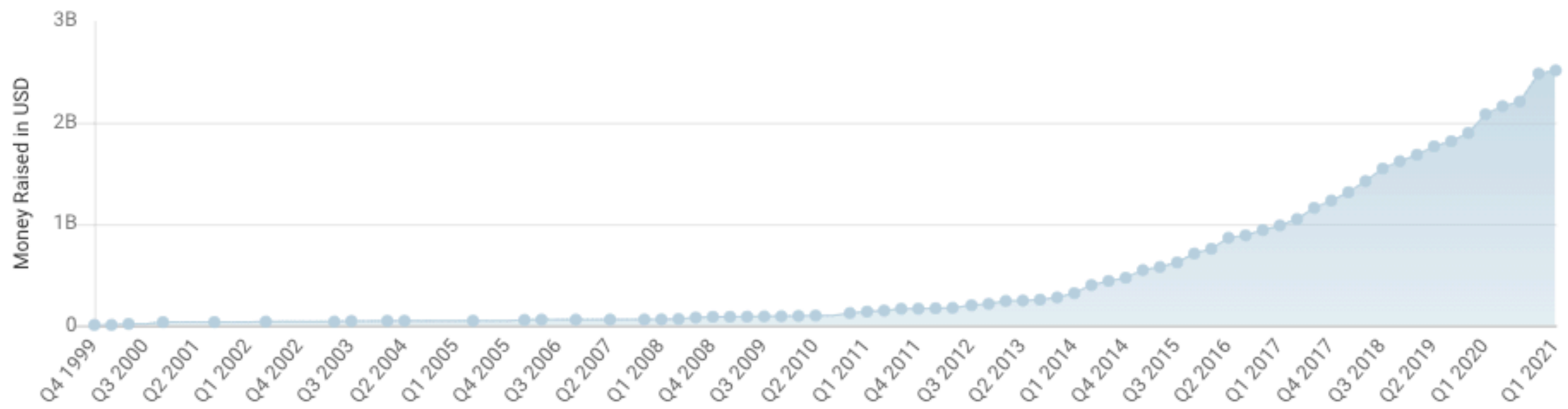
$2.5B

📊 How much aggregate funding have these organizations raised over time?   HIDE

Cumulative Funding Raised Over Time

Notable Funded Companies

UserTesting

Total Raised: $148.5M (Series F)
Acquisition: 3

UserTesting is an on-demand human insight platform designed to improve customer insights.

qualtrics XM

Total Raised: $400M (Public)
Acquisition: 2

Qualtrics is a single system of record for all experience data, managing customer, product, employee, and brand experiences on one platform.

Affectiva

Total Raised: $62.6 (Series B)
Acquisition: 0

Affectiva is a software company that builds artificial intelligence that understands human emotions by analyzing facial and vocal expressions.
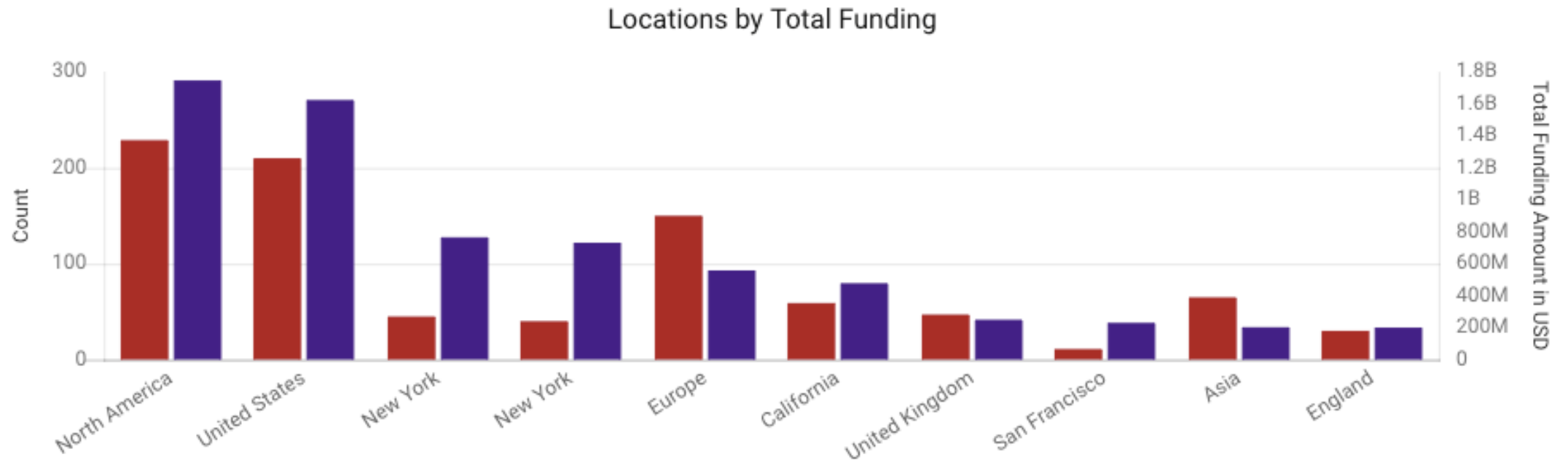
Majority of Venture is in the United States

Number of Funding Rounds

933

Total Funding Amount

$2.5B

Which company locations received the most funding in this hub?

HIDE

Locations by Total Funding

Number of Acquisitions
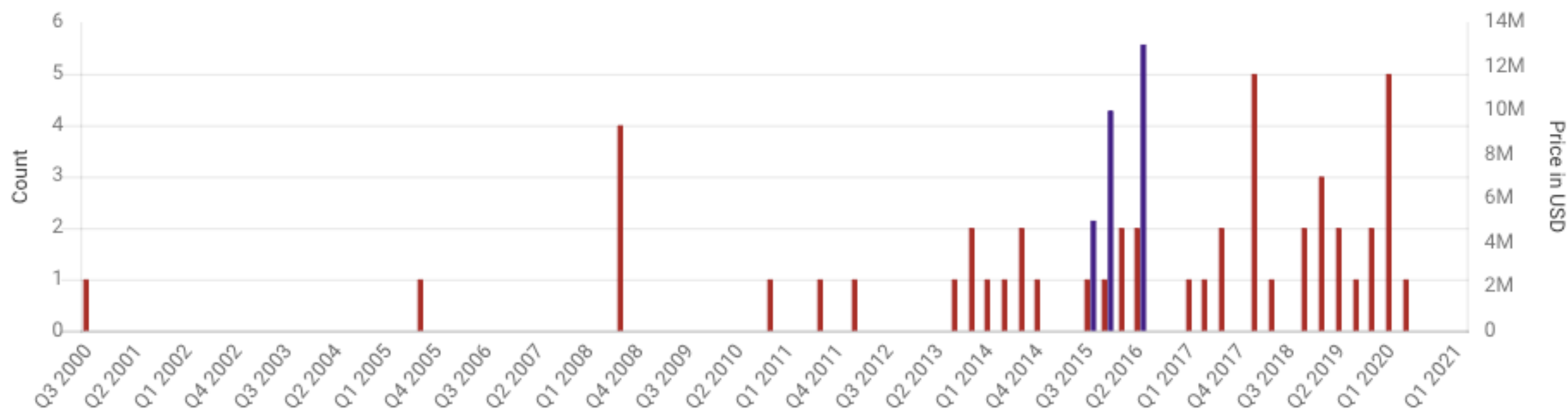
49

📊 How are this hub's companies' acquisitions trending over time?   HIDE

Acquisition Counts & Price Over Time

UserTesting's Acquisitions

- Teston (2020): Teston helps you make better and informed decisions by knowing how the users in your audience experience your product or service.

- TruthLab Technologies (2019): Helping B2B organizations better understand and iterate on their customers' digital experiences.

- UserMuse (2019): UserMuse is a market research service designed for businesses that target corporate customers and institutions.

teston
A UserTesting Company

Taking the hassle out of user testing

Remote, unmoderated user testing.
Video results from users anywhere, anytime.

Get a Free Demo   ↓ Learn more

Define your target audience

Easy peasy self-service testing

1 | **Define target audience**
Leave the recruiting to us, or recruit your own users through creating your own panel.

2 | **Make test tasks**
Create questions and tasks for the test. We'll help you along with hints and test templates!

3 | **Publish the test**
...And let Teston do its magic! We start recruiting the testers you want, and then they take your test.

Wait for testers...
You should get back videos from users within hours!

Analyse user videos!

Most Active Investors are in the Early Seed Stage
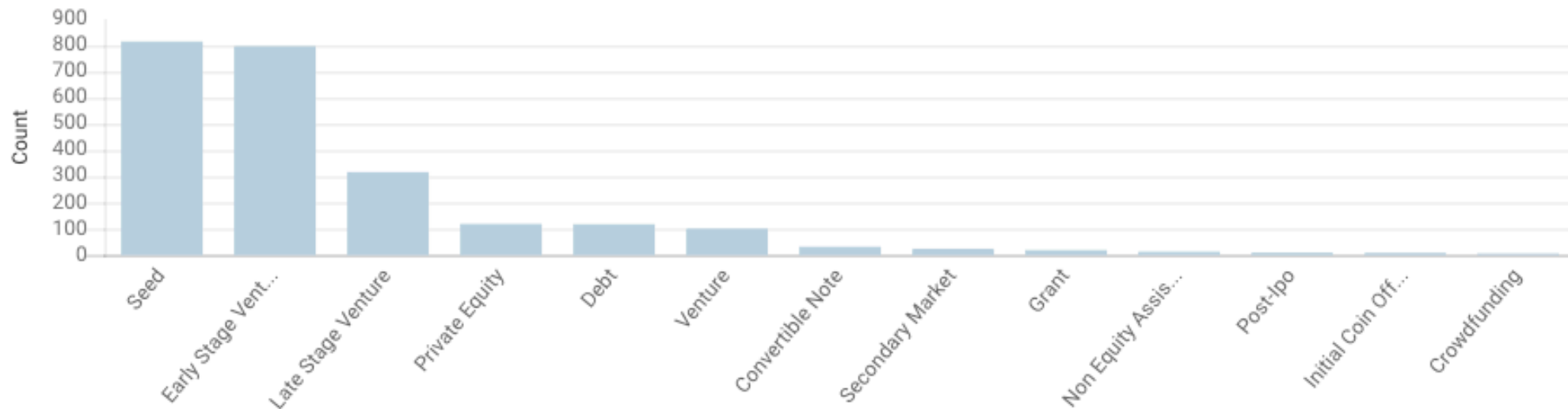
Number of Lead Investors

332

Number of Investors

1,128

📊 What are the top investment stages for investors investing in this hub?

HIDE

Top Investor Stages

Source: Crunchbase

Seed Capital Investing is Sporadic

Notable Seed Rounds

Veylinx: $2M Total (Feb 18, 2021)

The most realistic behavioral insights platform to answer with confidence major business questions surrounding (new) products and services

Re:infer: $3.6M Total (Feb 19, 2018)

Re:infer is an enterprise intelligence system that makes communications data understood and actionable.

Radicle: $1.9M Total (October 15, 2016)

Radicle supports leading companies to take a faster and better decision about investment and launching new products.

User Leap: $20M Total (December 10, 2020)

AI-powered, continuous research for product teams.

Auctions Speak Louder Than Words.

Revealing what consumers truly value

Learn more

Proven

METHODOLOGY

Veylinx uses Vickrey auctions developed by
Nobel Prize winner William Vickrey.

Vickrey auctions reveal consumers' maximum willingness to pay.

Rules:

•Consumers place a single and sealed bid.

•Veylinx selects a price point

•Consumers who bid above this price point win if the product exists in the market.

Applied by: Google facebook

Validated by: HARVARD UNIVERSITY   MIT Massachusetts Institute of Technology   Stanford University
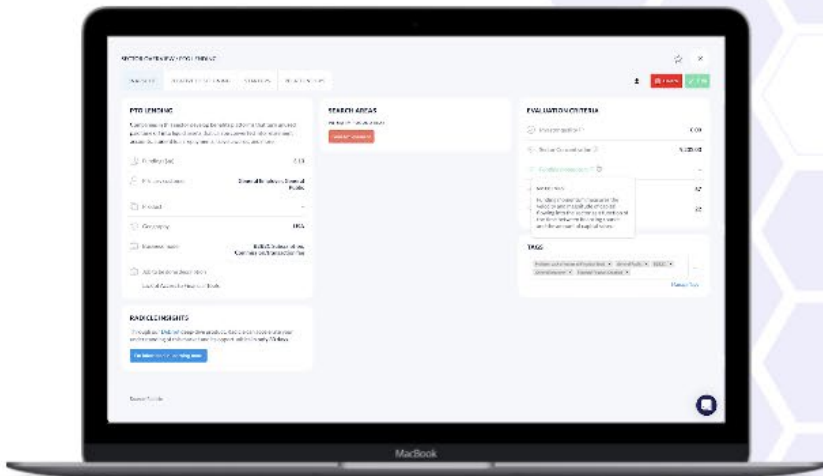
Test   Validate   Optimize

Speed & insight are the currency of successful strategy

Radicle confidentially sources actionable intelligence from domain experts and helps you make faster and better-informed investments in the future.

Learn more

Trusted by the world's leading companies:

P&G   Lilly   ESTÉE LAUDER   Unilever   DIAGEO

Tap into **novel** and **latent** insights

By speaking with founders, former founders, employees, investors, and customers, Radicle surfaces proprietary insights that help you truly understand the dynamics of a market.

SPEAKING WITH STARTUPS

We speak with startup founders and management teams to better understand the market, their unique approaches, and how they can work with you.

SURVEYING CUSTOMERS

We survey customers to understand pain points, habits, and interests, as well as the size of the opportunity.

PROPRIETARY DATA SCIENCE

We use data science to identify, cluster, and prioritize opportunities

The Best Product Experiences Start Here

Traditional user research is slow and analytics can't tell you why users do what they do. So the most innovative product teams rely on UserLeap, the first continuous research platform.
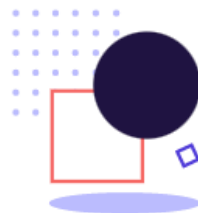
Try UserLeap for Free   Talk to Us

UserLeap powers growth for the world's most innovative companies.

Square   code|cademy   SHIFT   APP ANNIE   Adobe   loom   Beyond Pricing

Featured microsurvey templates

Categories

All

Customer Journey

Customer Acquisition

Feature Development

Onboarding Success

Product/Market Fit

Find Product/Market Fit

Gauge Feature Satisfaction

Identify Customer Goals

QUESTIONS?

THANK YOU

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