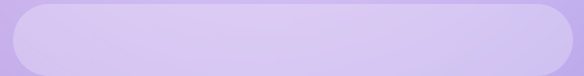

ALGOVERDE'S AI-DRIVEN RESEARCH VS. TRADITIONAL METHODS

The Depth of Qual at the Speed of Quant.



 SECTION 01

The Research Leader's Dilemma.

Every insights leader faces the same tradeoff: qualitative research delivers depth but takes months. Quantitative research delivers scale but only surface-level understanding. When a stakeholder needs answers by Friday, neither option works.

AlgoVerde eliminates that tradeoff. Our AI-powered platform gives research teams the tools to run the methodologies they **already trust** — faster, more frequently, and at a fraction of the cost.

SECTION 02

Validated Against Real-World Data.

We don't ask you to take our word for it. In collaboration with a leading US consulting firm, AlgoVerde ran a head-to-head backtest against their 2024 Consumer Sentiment Study (N=2,100) — asking a synthetic panel of the same size to weigh the same factors driving economic perception, on the same 1–10 scale.

The synthetic panel matched the traditional study's top-ranked drivers of sentiment — and held that alignment all the way down the list.

FACTOR IMPACTING SENTIMENT	2024 CONSUMER SENTIMENT STUDY Average rating · N=2,100	ALGOVERDE SIMULATION Average rating · Synthetic N=2,100
Inflation	7.8	8.0
Prices of necessities	7.4	8.7
Income sufficiency	7.0	7.5
Income stability	6.9	7.4
Prices of non-necessities	6.7	6.2
Real estate prices	6.6	5.9
Availability of jobs	6.1	5.5
Peer experiences	5.9	5.4
Stock market performance	5.9	5.5
Equal opportunity for all	5.9	5.4

Question: "How does each of the following impact your assessment of the economy from 1–10?" 1 = Does not impact at all · 10 = Impacts a lot.

— SECTION 03

More Than Synthetic Panels — A Complete AI Research Workflow.

AlgoVerde isn't a single tool. It's an end-to-end platform that puts AI to work across the entire research process.

01 Design your methodology, your way.

Use AI to implement the research approaches you already trust — **concept testing, sentiment tracking, segmentation studies, competitive benchmarking** — without the weeks of setup and fielding.

02 Build and customize personas and panels.

Create multiple synthetic personas matched on **demographics, psychographics, and behavioral profiles**. Spin up targeted panels representative of any population — by age, income, education, geography, or custom criteria — and run them in parallel.

03 Ground personas in your proprietary data — securely.

Bring your own CRM, transaction, survey, and category data into a **secure, private environment**. GenAI personas reason over that context alongside real macro-economic and behavioral signals, so the insights reflect **your customers, your category, and your strategy** — not a generic population.

04 Reduce bias, increase rigor.

AI-powered panel construction removes common sources of research bias — **self-selection, social desirability, non-response** — while grounding outputs in real macro-economic indicators, sector data, and behavioral signals.

05 Ask follow-ups without restarting the study.

When a response sparks a new question, probe deeper **in the same session**. No re-fielding, no re-recruiting, no lost context — just the kind of iterative, back-and-forth inquiry that only qualitative interviews used to allow, now at **quantitative scale**.

06 Iterate without starting over.

Adjust your questions, refine your segments, or test new hypotheses **in hours, not weeks**. Run the same study at different points in time to track shifts as they happen.

The result is a platform that **amplifies your team's expertise**, not one that replaces it. You choose the methodology. You design the questions. You interpret the findings. AlgoVerde gives you the speed and flexibility to do it on the timelines your business actually demands.

— SECTION 04

The Comparison.

	TRADITIONAL RESEARCH	ALGOVERDE
Timeline	8–12 weeks	Days
Cost	\$150K–\$500K+ per study	Up to 75% less
Frequency	Annual or quarterly	On-demand, any frequency
Depth	Choose qual or quant	Both — qual depth at quant scale
Freshness	Results outdated by delivery	Results reflect current conditions
Iteration	Redesign and re-field	Adjust, re-run, and ask follow-ups in the same session
Your data	Siloed from the research process	Proprietary data integrated securely into every persona
Bias control	Sample self-selection, non-response gaps	AI-constructed panels reduce systematic bias
Methodology	Constrained by budget and timeline	Run the methodology you want, not the one you can afford

SECTION 05

When It Matters Most.

- A competitor launches and your CEO needs a consumer read by end of week
- Regulatory guardrails shift overnight and you need to understand purchase impact
- Annual planning requires fresh sentiment data, not findings from six months ago
- Your team is fielding ad-hoc requests faster than traditional panels can turn around

In an economy defined by uncertainty, the research teams that win are the ones who can respond at the speed of the business. AlgoVerde makes that possible — **with the methodological rigor your work demands.**

AlgoVerde — True consumer understanding, fast enough to matter.