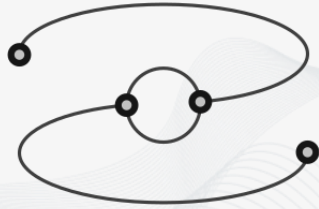




USERVISION

Tech-driven market research firm

Problem with traditional Market Research



Not Digitized

Can't Store and Reuse Data
for future reference*
Can't Derive Quick Insights



Human Dependent

Slow
Expensive

*Clients frequently approach us for the same problem as they cannot store and reuse data. By storing all data collected, Uservision solves this problem.



Solution- Human Intelligence at Scale

Data

Voice of the customer

Biometric Data



USERVISION

Actionable Insights by way of

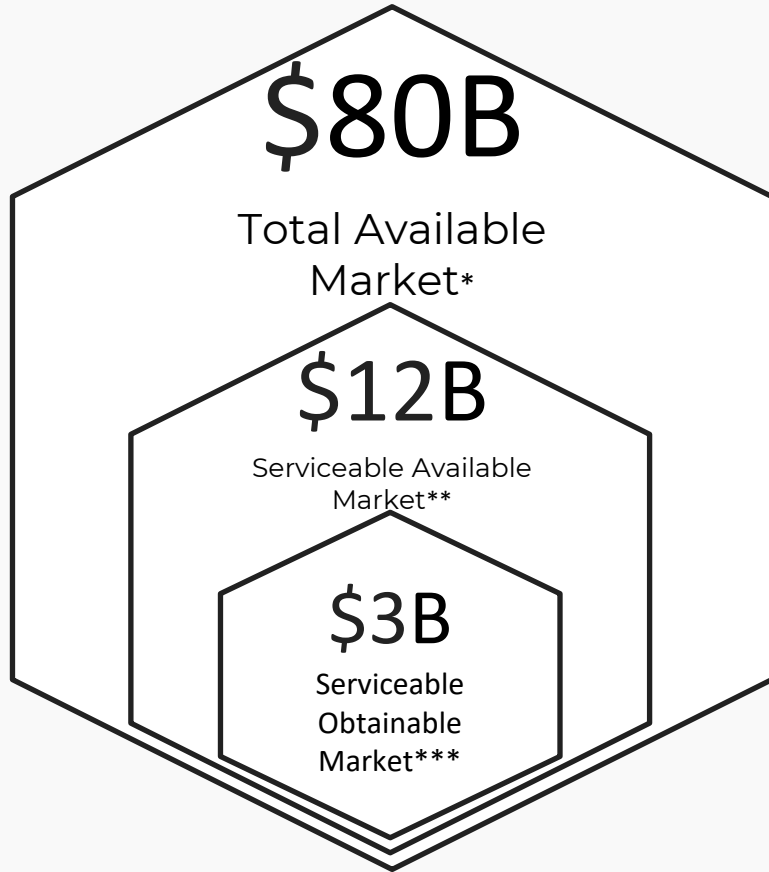
Demographic clusters*

Psychographic clusters**

*Insights are derived from groups with similar demographics , for example, age, gender, socioeconomic status, level of education and/or ethnicity and cultural group.

**Insights are derived from groups with similar behavioral traits. An example of this is that people often consume chewing gum on public transportation to feel cleaner. More on this can be found [here](#).

Huge Market



Doesn't involve:

UX Market - \$1B

BI Software Market - \$14B

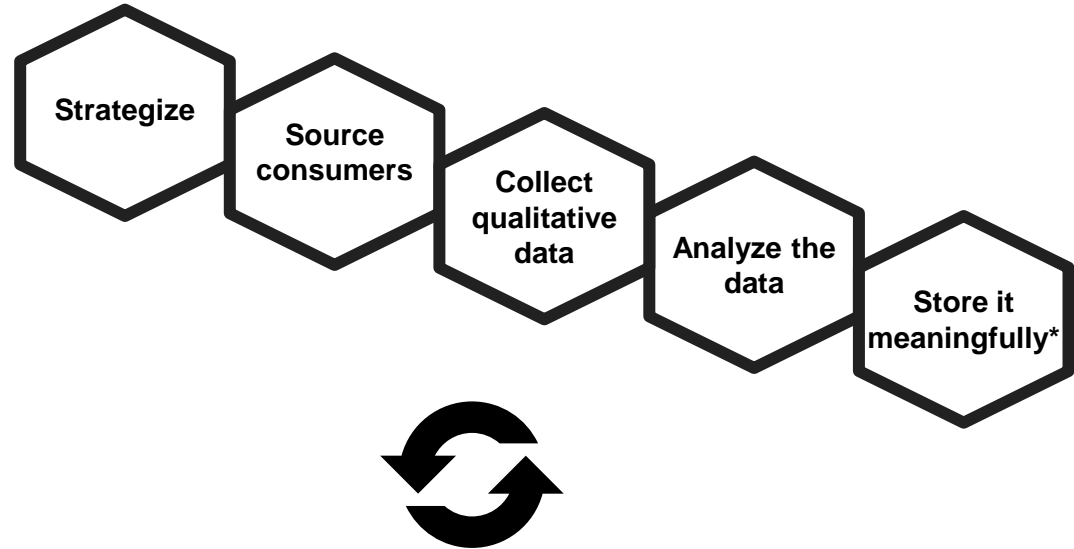
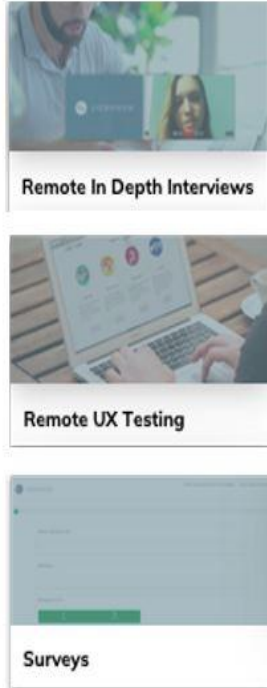
Underserved SME's - \$?B

*Source: ESOMAR Global Market Research Report 2019

** Approximately 14% of the global turnover was spent on qualitative research.

***Approximately 50% of the market is captured by the top 10 market research companies and over 50% of the remaining market is UserVision's target market: US and EMEA.

What we currently do?



Collection and analysis of data is repeated iteratively till actionable insights are derived.

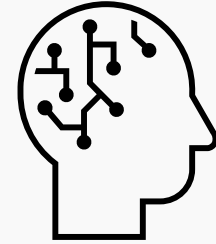
*Currently, Uservision does not store the data meaningfully however the proceeds of this round shall go towards building a platform, that shall help it do so.

Customers



Enterprise Clients

On-demand DIY
+SaaS platform



User Researchers

SaaS platform



Business Model



On-demand DIY

*per project

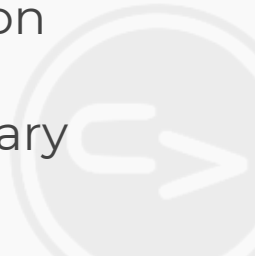
- + participant sourcing
- + research moderation
- + access to researcher marketplace for consultancy



SaaS

*per minute of video retained on cloud

- + manual transcription
- + translation
- + access to insight library



How we currently do it



Clients get on a call with a member of the team at Uservision and describe the task at hand.



Uservision specifies the parameters (of the research participant) and sources a user researcher from a public database, like the GreenBook Directory.

How we currently do it



Research participants (with similar parameters) are shortlisted from Uservision's database or its partner's (database).



Research participants are further filtered based on their responses to surveys hosted on Uservision's platform.



How we currently do it



The user researcher conducts interviews with the shortlisted research participants through Uservision's platform.



User researchers conduct their analysis after which Uservision submits the results of its analysis to the client.



How we want to do it

The screenshot shows the 'New Project' form. The left sidebar contains a 'Menu' with 'User Vision', '+ New Project', 'My Projects', and 'Profile'. The top navigation bar has 'Menu' and 'My Account'. The main content area has a progress bar with four steps: 1 Target, 2 Methodologies, 3 User Sourcing, and 4 Result. Below the progress bar, there are three country selection buttons: Turkey (selected), United States, and Pakistan. The main content area is divided into four columns, each with a title and a list of sub-items:

- Marketing & Advertising**
 - Customer Co-Creation
 - Understanding customer perception
 - Finding differentiation points
 - Gathering insights
 - Segmenting consumers
 - Validating hypotheses
 - Fine tuning projects
 - Understanding implicit/subconscious tendencies
 - Media planning
 - Advertisement testing
 - Concept Testing
- Strategy & Insights**
 - Customer Segmentation
 - Hyper targeted user insights
 - Strategic differentiation points
 - Competitive analysis
 - User Perception
- Product & Service**
 - Innovation opportunities
 - Customer Co creation
 - User journeys
- UX & CX**
 - Understanding digital customer journey
 - Mobile/web usability testing
 - Customer Journey Mapping
 - Observing omnichannel experience
 - Competitor Analysis
 - Digital product perception
 - Understanding bottlenecks
 - conversion optimization

The bottom of the page shows 'English' and '1.0.0.4'.

A client enters the platform and specifies the types of project it would want to conduct

The screenshot shows the 'Pepsi - Soft Drink Consumption Habits in Nigeria' form. The left sidebar is the same as the previous screenshot. The top navigation bar has 'Menu' and 'My Account'. The main content area has a progress bar with four steps: 1 Target, 2 Methodologies, 3 User Sourcing, and 4 Result. Below the progress bar, there is a 'Project Info' section with a 'Project Name' field containing 'Pepsi - Soft Drink Consumption Habits in Nigeria' and a 'Project Description' field containing 'Understanding the youth soft drink consumption habits'. Below this is an 'Audience Details' section with three columns: 'Age Range', 'Socio-Economic Status', and 'Time'. Each column has a list of options with checkboxes:

Age Range	Socio-Economic Status	Time
<input checked="" type="checkbox"/> 18 - 25	<input type="checkbox"/> LSM 10	<input checked="" type="checkbox"/> 15 min
<input type="checkbox"/> 26 - 30	<input checked="" type="checkbox"/> LSM 7 - 9	<input type="checkbox"/> 30 min
<input type="checkbox"/> 31 - 36	<input type="checkbox"/> LSM 6	<input type="checkbox"/> 45 min
<input type="checkbox"/> 37 - 45	<input type="checkbox"/> LSM 3 - 5	<input type="checkbox"/> 60 min
<input type="checkbox"/> 46 - 60		<input type="checkbox"/> 90 min
<input type="checkbox"/> 61 - 80		

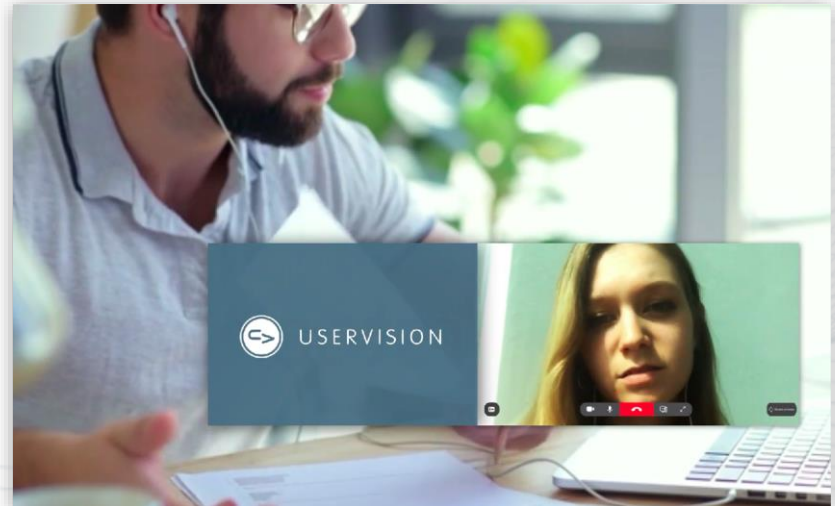
The bottom of the page shows 'English' and '1.0.0.4'. A 'Next' button is visible in the bottom right corner.

It also enters the parameters of its target audience (research participants) and its objectives

How we want to do it

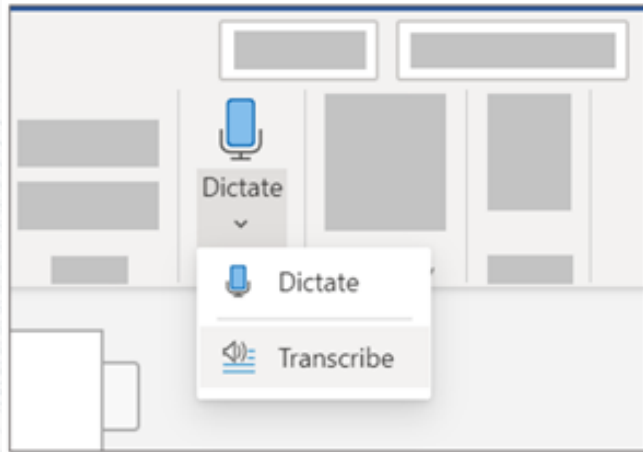


Uservision would source research participants and user researchers from its database or its partners' through APIs

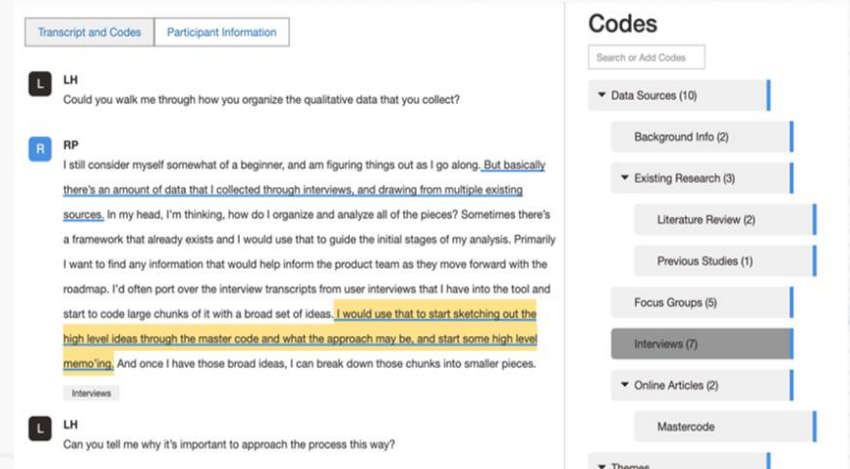


.... and the researcher can start capturing qualitative data (through the platform) in less than a week.

How we want to do it



The platform shall transcribe all interactions between the user researcher and the research participants

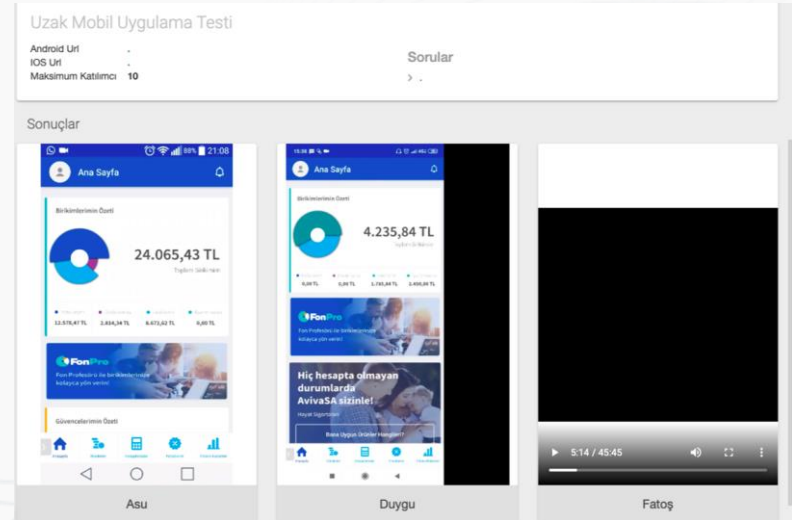


.... and reveal automated patterns through natural language processing.

How we want to do it

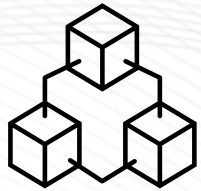


By combining these explicit patterns with implicit biometric data, the platform reveals actionable insights....



.... and all this data is stored on a searchable 'human intelligence hub', so that it can be deepened or reused.

Platform for User Researchers



Source participants for their projects



A participant management system to manage all administrative tasks related to the participants including their incentives

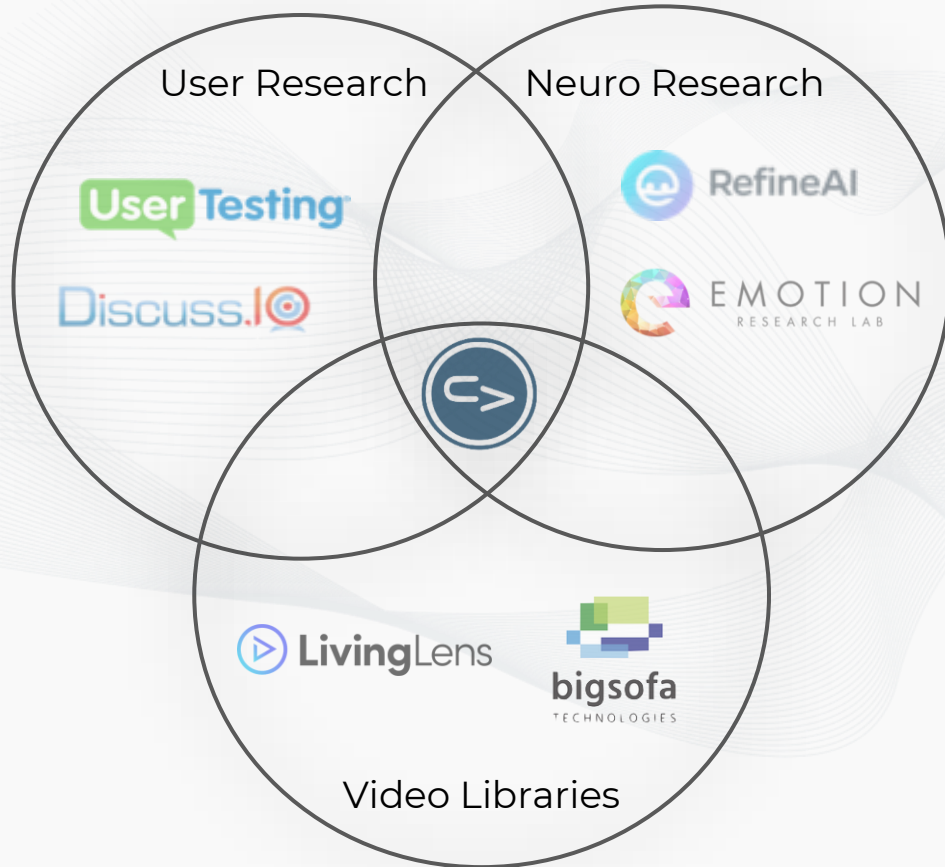


Conduct video calls and surveys through the platform



Obtain transcripts for analysis of all communications with research participants

Competitors



- Neuro research data is only valuable when combined with explicit qualitative data.
- Video analysis requires context and videos in the first place.
- User research on its own is very human dependent, complicated and not scalable.

Competitive Edge



Methodology- Agile Research

Positioning as a pioneer/innovator for creating a unique research methodology



Market Knowledge

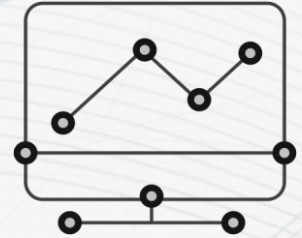
Demonstrating global, multi disciplinary experience on market research, creating tech products and business development



Streamlined Platform & Better UX

It is very cost effective to build a SaaS platform in Turkey.

Streamlining end-to-end research is the consumer need.



Automate Insights & AI Reports

Correlating NLP with biometric data is a unique approach.

The AI will create a barrier of entry for incumbents.

Proud Partner of

More than 40 Enterprise companies in 4 different continents



Case Studies



Pepsico

*How programmatic sourcing gave access to an FMCG giant to understand the soft drink consumption habits in **Nigeria**.*

Read



KUVEYT TÜRK

Kuveyt Türk

How mapping the customer journey decreased the customer complaints by 20% and created a better brand image for a participation bank.

Read



Nike

An excerpt of the report: 'Young Women's Perception and Attitudes towards sports'

Sample Report



Aviva Turkey

How agile research created a savings product which actually converts!

Read

Team



Batukhan Taluy

GM, Co-Founder

Engineer with an MBA

Entrepreneur since 2012

Published articles on
Greenbook and QRCA



Kağan Bozkurt

Interim CTO

8 years of software development
experience

4 years of running a software house

Product management and project
management



Mazhar Girti

Lead Developer



Beliz Yüksel

Anthropologist



Mehmet Ali Ayan

UX Researcher



Naz Çobanoğlu

Researcher



— Thought Leadership

Agile Research: Misconceptions & Applications

Talk about agile market research seems to be everywhere nowadays with misconceptions abound. However, Agile Research doesn't solely mean faster outputs, but testing hypotheses, effective team communication, and iteration.



Read



GreenBook
BLOG

Greenbook is the global marketing research directory. Uservision's novel agile research methodology has been published at Greenbook Blog



Uservision's CEO is a member of QRCA and has been invited to the annual conference as one of 2 global scholarship holders, to share his learnings

Advisor



Don Peppers

Don Peppers has joined Uservision as an advisory board member.

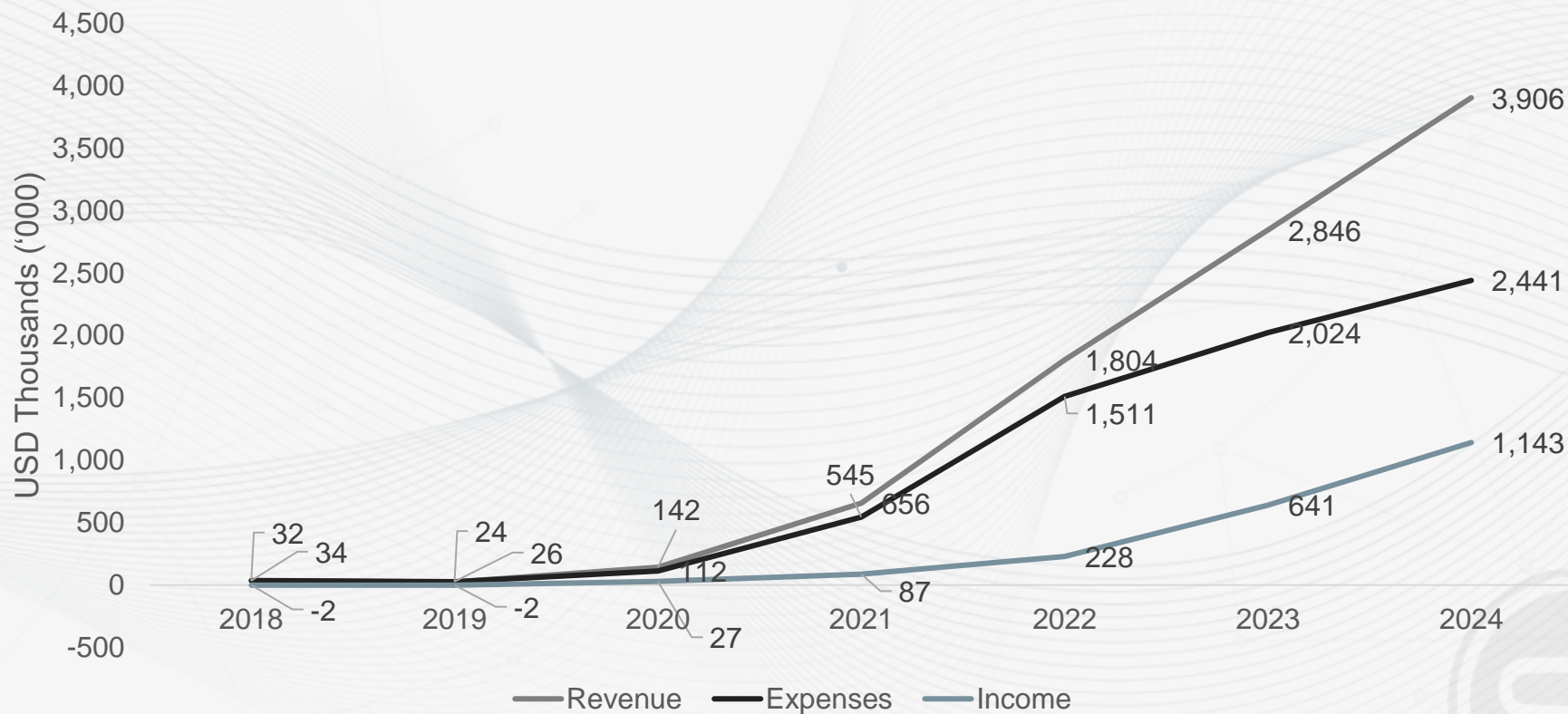
Don is the founder of the **Peppers & Rogers** consultancy firm and a customer experience authority.

“Top 50 Business Brains” - Times London

“Top 50 Business Intellectuals” -
Accenture

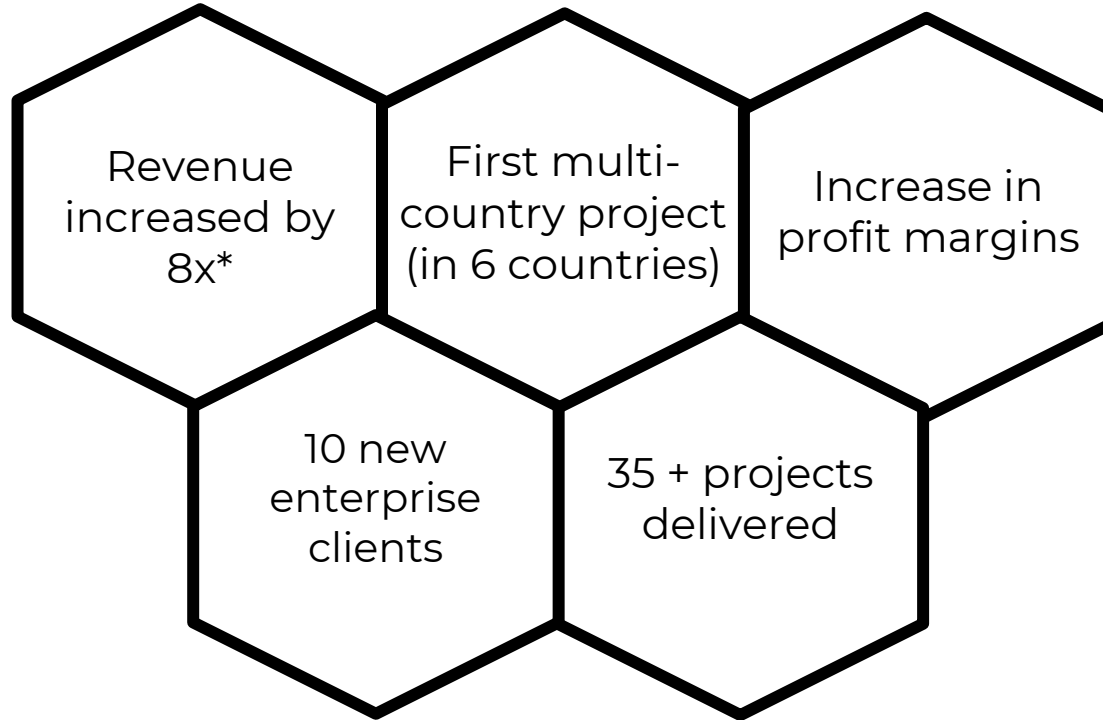


Financials (Summary)



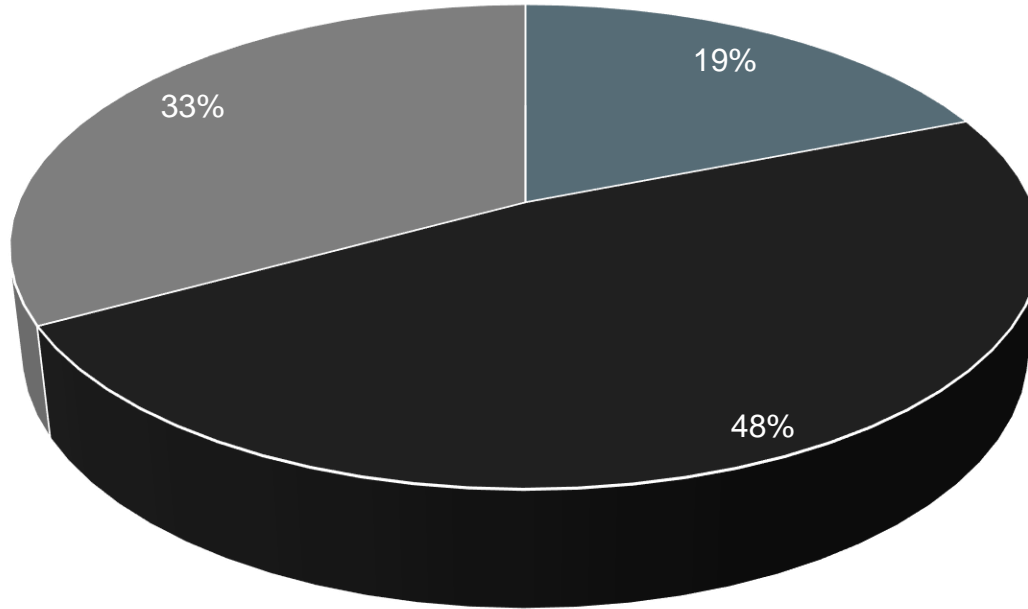
2020 Update

In spite of the challenging business environment, we had a stellar 2020.



* In constant currency terms

Ask- USD 125,000



■ Sales and Marketing ■ Technology ■ Operational





USERVISION

Helping brands to empathize with their consumers