Convert hundreds of thousands of online reviews into a one page summary.
1. It is very time consuming to read through large amount of reviews to research products. It can take 1-2 months to receive a final report of the review.

2. Traditional quantitative market research is based on surveys, polls, or questionnaires. The answers are predefined, so results are already anticipated from the answers provided. With our solution, we will be able to discover more user insights beyond predefined answers.

3. Quantitative market research is expensive. Surveys sent to 1000 users can cost 20K-40K USD.

4. Quantitative market research bases its criteria on a maximum of 200 reviews, therefore making the process highly selective and unrepresentative of the every user’s opinions.
Our Solution

An AI-powered web and mobile platform where users can easily perform market research on products they are interested in over a very short amount of time.

We automate user opinions into one page summaries very quickly, significantly lowering the cost of traditional analysis. Companies are able to perform market research on their own products or their competitor's products in a more efficient manner at a fraction of the cost.
The Solution Works Because

1. Enterprises save money because our process is completely automated, which will reduce their labor costs.

2. AI processing is much faster than human processing, allowing us to analyze many more reviews at a drastically lower cost.

3. Our processor's engine is able to function worldwide, allowing us to reach more people and categorize by demographics.

4. Our one page summary saves effort – users won't need to read through multiple reviews since the AI will do it for them, which provides a more accurate summary of relevant information on the product.
KPI Metrics

- Nielsen is a measurement and data analytics company.
- Numerator helps businesses make better decisions with web-based competitive analysis.
- Zeotap provides a data platform that makes deterministic data assets accessible to the digital advertising market and other industries for decision making.
- ROKT sits at the intersection of digital media and commerce.
Market Shares of Global Marketing Research

50% of global spending in the world comes from three sectors: Consumer Non-Durables (CND), Media Broadcasting and Pharmaceutical, with a combined 51% of total share since 2015.

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The United States is still largest market with 44% of total turnover, and the United Kingdom is 14%.
Our Business Model

1. B2B platform subscription on product research and BI data dashboard on products;
2. Provide free service for the general public, featuring a basic Pros/Cons summary report for any given product. Advertisements will allow us to generate revenue while offering the service free of charge.
3. Consulting on special request from the client.
We make money on every B2C search and provide customized services for B2B

- We will generate advertisement revenue on every search people make with our application.
- We will generate revenue on API subscriptions to online retailers to render summary reviews from their own websites.
- We will generate revenue on platform subscriptions to research historical trends and business intelligence on their products and their competitor’s products.

Target customer fields

- Cosmetic Online Marketing
- Component Makers
- Consumer Electronic Companies
- Pharmaceutical Companies
- Sports Gear Manufacturers
- Food Industry
- Insurance Companies

Future Growth

- Free online searching.
- Application platform as a service (aPaaS) on detail researching on the products.
- API integration analysis service on a domain.
- We will serve the world by making life easier for individual consumers and businesses, allowing them to acquire the information they need about the products they are interested in.
Market Adoption

**Events**
Join conferences & expos to network and showcase our application.

**Social Media**
1. Create referral opportunities;
2. Demo our products.

**Strategic Partnership**
1. Provide free online search to allow the public to use our research application;
2. Provide free data tools to business schools and educational institutions to gain market adoption rate.
Team Members

- **Kelly Du**  Co-founder & CEO
- **Towne Tang, PhD**  Co-founder & CTO
- **Eugene Mont**  Chief of Staff
- **Zack Zhang**  Data Scientist
We’re AI-RNR: we summarize the online product or service comments in an easier way to read!