

Surveys | Qual | Communities | Online Panel | Analytics



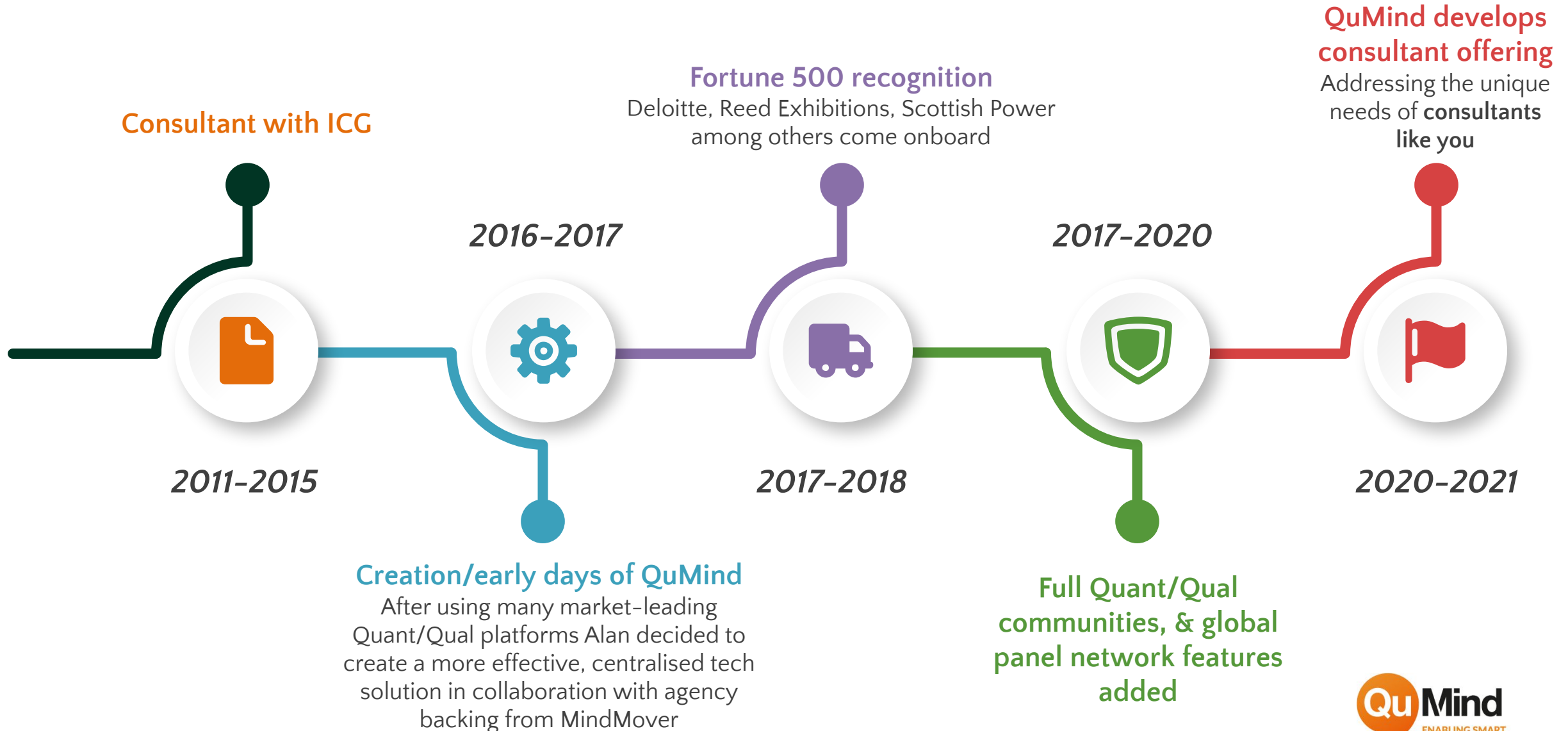
DIY Research Solution for ICG Members

Do More with Less

January 2021

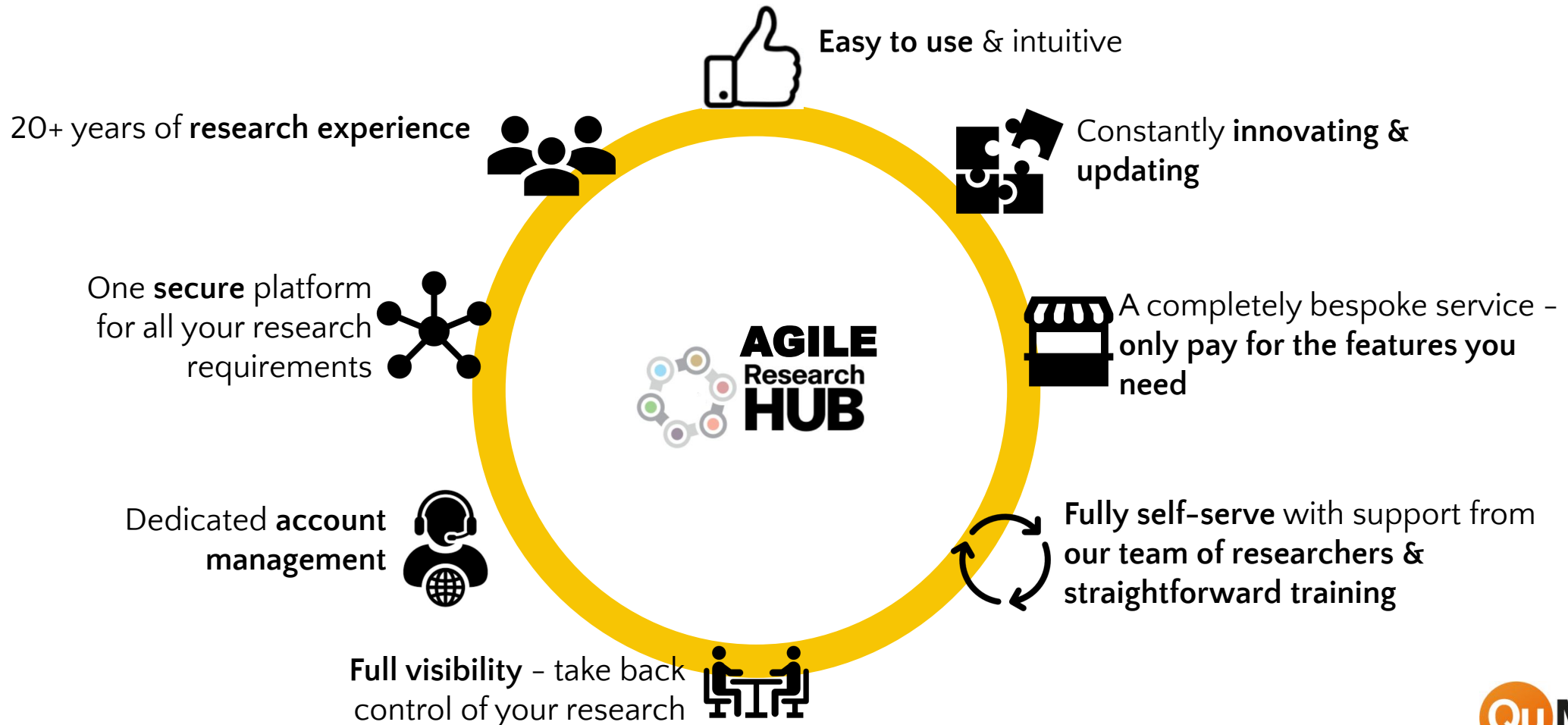


Co-founder Alan's journey from an ICG consultant to QuMind



QuMind in a nutshell

We are a market research software & insights provider enabling ICG Members to fulfill **all your primary research needs from one central self-serve research hub.**



The challenges faced by many independent researchers...

- ❖ **Multiple suppliers** for different research needs
- ❖ **Overcomplicated/too manual** research softwares
- ❖ Software providers **don't have a genuine understanding/expertise** in market research
- ❖ **Too many points of contacts** across multiple suppliers
- ❖ **"One size fits all"** softwares with no flexibility
- ❖ Time wasted on **configuring** separate survey & sample tools



QuMind's DIY market research solution will address these challenges through...

- ❖ **One platform, one insight solution** for all your market research needs: Surveys, Qual, Sample, Communities & Analytics
- ❖ **Ease of use & automation** at the heart of our tools, no programming experience needed
- ❖ **One point of contact** throughout your research journey
- ❖ **Not just a software provider** => our in-house researchers can work as an extension to your team whenever you need an extra resource
- ❖ Flexible licences & **fair pricing**
- ❖ More **transparency and control** over your insights



One platform,
**One insight
solution**

Our solution comes in three parts

1

PLATFORM

Choose a **licence type & length based on your needs**: Quantitative, Qualitative, Insight Community or a Bundle, with Analysis suite & built-in Online Sample available whenever you need it

2

SELF-SERVE SUPPORT

The QuMind team are **on hand to train and support at every stage**. Straightforward training included in every licence. All support will be provided within a 24h response time.

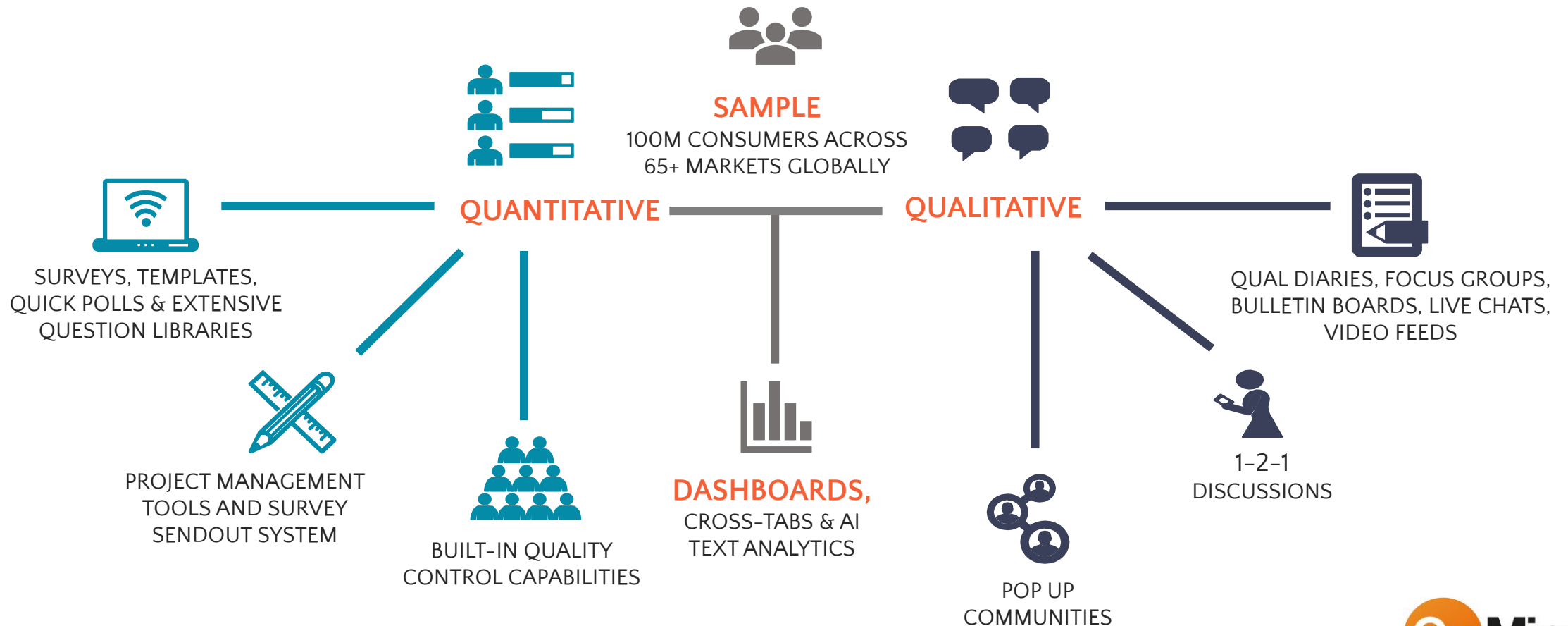
3

FULL-SERVICE SUPPORT

We have **research experts on hand**. If for any project you don't wish to or don't have the resource to fully self-serve, our team can help, on a full service or 'hybrid' level, where we can work alongside you as an extension of your team.

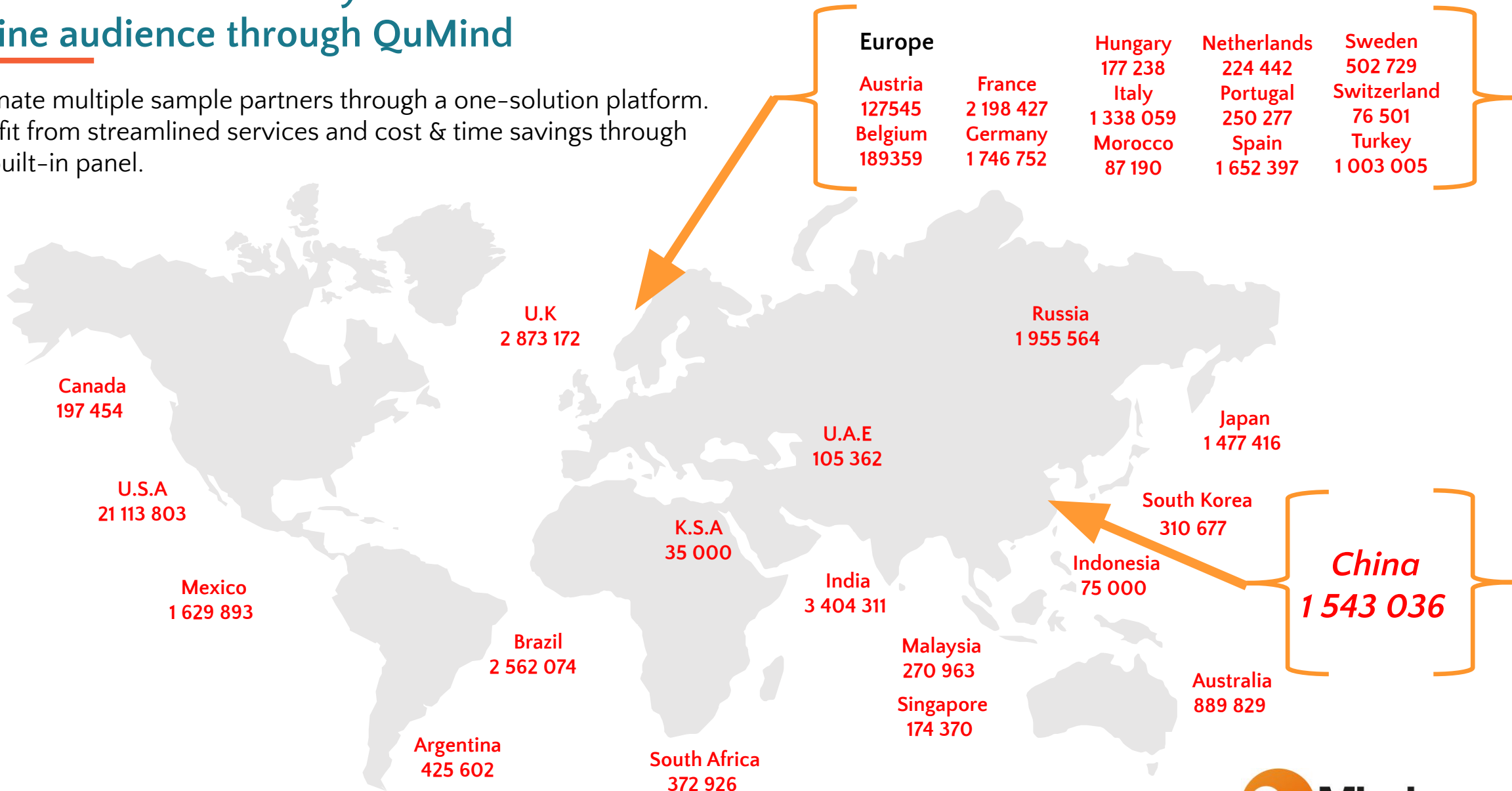
Fully scalable self-serve toolbox at your fingertips

Choose the features you need ❖ Only pay for what you require ❖ Scale up & down with ease



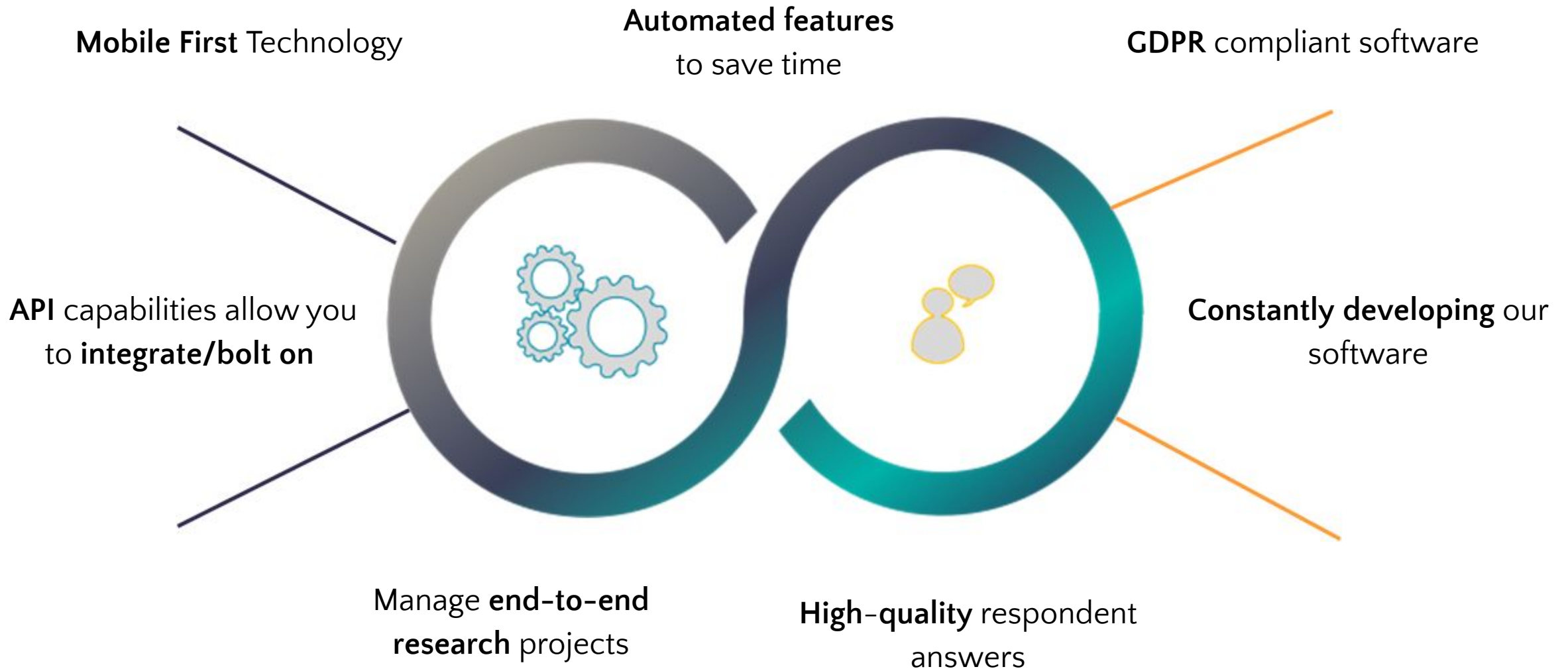
Reach consumers in any market* from one direct online audience through QuMind

Eliminate multiple sample partners through a one-solution platform. Benefit from streamlined services and cost & time savings through our built-in panel.



*Further markets available on request

Our technology makes getting insights easier



We work with clients across all sectors including **research agencies of all sizes**

Agile and detailed insights...

All fully self-serve: Run all your studies in-house, with our support team of research consultants, statisticians, project managers and more on hand should you require any assistance.

Get the insights fast,
when you need them

1000s of
responses
within hours

Encourage respondents
to take part

Visually rich
engagement
tools

Talk to consumers **via
any device:** Mobile,
tablet, desktop/laptop

Easily talk to
respondents
24/7

Real-time visual
dashboards/
cross-tabs/AI
analytics tools

As soon as you collect the data,
you can **analyse it fast** and **action
the results**

Your implementation journey

TRAINING

- 2 hours of training, spread out as you wish
- We are happy to recommend training plans to suit needs

ON-GOING SUPPORT

- Helpdesk email system available to take questions and provide pointers
- Face to face support, e.g. on-site, live webinars

WIKI

- Video and step-by-step guides
- Webinars
- Best practice hub

EXTRA RESOURCES (HYBRID SELF-SERVE)

- If you are short on resources, we can provide survey programmers, project managers, moderators, insight consultants, statisticians, etc.

Our licences are flexible - suiting the changing needs of consultants and smaller-sized enterprises

1

PICK THE TOOLS YOU NEED

QuMind enables you to only pay for the tools you actually need. Should things change during a project - as they do! - you can quickly and easily scale your licence to match.

2

DECIDE ON HOW LONG YOU NEED THEM

QuMind has done away with rigid software licence terms that don't align to your needs. We give you the power to decide how long your licence needs to be.

3

SPECIALISED PRICING

QuMind is offering a specialised rate card to ICG consultants.

Rate card (ICG) – Ad hoc software licences (30 day durations)

**Surveys (Quant)
30 day ad hoc licence**

Starting from £400 per 30 days*

Cost per survey, Up to 1000 complete interviews**

Tools included: Survey builder, dashboard/analysis suite, email invitations sending

2 logins**

**Qual
30 day ad hoc licence**

Starting from £700 per 30 days*

Cost per group, up to 100 respondents per group***

Qual/Pop-up Community, dashboard/analysis suite, email invitations

2 logins**

*Access is for a continuous period of 30 calendar days beginning at the point of receiving access to QuMind platform

**Min of 2 logins provided. Additional logins sold in batches of 2 @ £200 per 30 calendar days

***Please enquire if you need more

Rate card – Software licences (12Ms+/ subscriptions)

Surveys	Pop up community/Qual	Bundle
Starting from £800 per month*	Starting from £800 per month*	£1,250 per month*
Unlimited surveys, up to 50K completes~	Up to 20 groups, up to 100 respondents per group~	Surveys + Pop up community/Qual tools
Surveys, dashboard/analysis suite, email invitations	Qual/Pop-up Community, dashboard/analysis suite, email invitations	2 self-serve admin logins**
2 self-serve admin logins**	2 self-serve admin logins**	
12-month contract 90-day trial period***	12-month contract 90-day trial period***	12-month contract 90-day trial period***

*Yearly fee Invoiced upon license start date, 30 NET days

**Min of 2 logins provided. Additional logins sold in batches of 2 @ £200 per 30 calendar days

***Subject to 30 day written notice before end of trial term (setup fees may apply) otherwise 12 months contract automatic kick in

~Enquire for more unti



Thank you!

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