Surveychain

The First Market Research Blockchain Platform

Revision 2

April 2018

Surveychain.io

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What is Market Research?

Market research describes the organized effort to gain and analyze information about target markets and customers.

It is one of the main information providers for being able to stay competitive in an always changing market and delivers information to identify and analyze the market need, competition, market size and potential customers.

Market research is an integral part of the business planning process and can help you to provide data to solve problems that may occur in the future.

There are two different types of market research data:

- **Primary Data.** A research you created yourself or hired someone to gather the information for you.
- **Secondary Data.** The research was already done and organized for you. This includes reports and studies by government agencies, businesses or trade associations.

Examples for market-research techniques are customer surveys, group surveys, interviews, ethnography and analysis of secondary data.
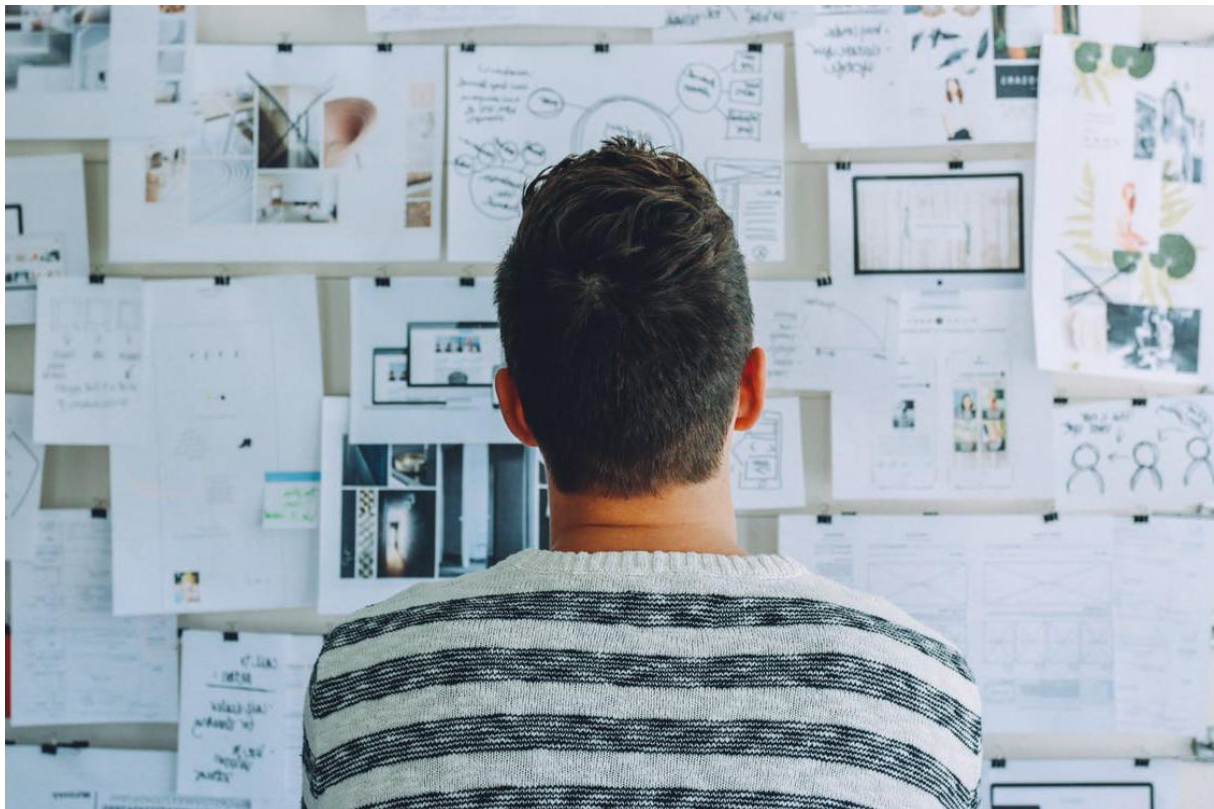
Overview of the Global Market Research Industry

The market research industry has steadily grown over the last decade, with a yearly revenue of 47 billion USD and rising. Although the United States and Europe lead the market, many other countries such as Brazil, Russia, China and India are experiencing an increasing demand for market research related services.

Currently 80% of all research revenue is earned by the top six countries (USA, UK, Germany, France, Japan and China) and the top ten research agencies account for 50% of all research billings.

Global market research revenue in billion USD

Especially the retailer (B2C) e-commerce industry has an increasing demand in market research to create new innovative products, improve existing ones and reach new markets. The yearly revenue of this market alone is currently around 2200 billion USD.

With an increasing interest in online shopping this market trend is expected to increase in the coming years.

The process of automation and standardization is gaining traction and will re-shape many aspects of research and extend the range of business situations where research is used.

Currently around 50% of the global spending is used for surveys, however those numbers are declining. The number of non-static survey research is growing, for example: behavior-based techniques, eye-tracking, implicit association testing and the quantification of data.

Present Problems & Difficulties

One of the main problems in the current market is companies not wanting to spend too much money developing a new product that research indicates will be unsuccessful, this lead to high costs for marketing research and will produce results of questionable value.

Another factors is poor survey design, when there are errors in the survey design or data itself, the whole survey might become useless.

Despite the rising popularity and demand for research there are still some uncertainties regarding the quality of survey research and the ability to connect it with representative samples.

One more problem is the nonresponsiveness of the target population, surveys might include questions not every customer wants to respond to, this might lead to the assumption that surveys take too much effort or the incentive for participation is not appealing to the respondents.

But the biggest challenge for many corporations is the management, storage and analysis of the gathered data. Many report that it's very difficult to find a good balance between being time-efficient and managing costs. It is also very difficult to integrate multiple data sources from different research methods to fully combine the depth of qualitative data with quantitative data. With the increasing global market and new researching-techniques there will be more and more data gathered, which has to be analyzed and integrated. Those challenges are always related to time, cost and the role of big data combined with technology.

Further Flaws & Problems:

- Market research and marketing are still kept apart
- New market research-techniques and tools are slowly being adapted
- Response rates are too low and surveys aren't taken seriously
- Privacy and security issues
- Handling big data & mobile technologies
- Lack of critical thinking, experience and expertise
- Survey manipulation and data-altering

The Surveychain Platform as Solution

With the aid of trusted and secure transactions the need for research screeners becomes obsolete, the provided data by the respondent will be qualified by the blockchain-authenticated data.
This will lead to more qualitative and quantitative profiles for research, where you will be able to re-target the participant for further studies without having to re-screen them. Records on the blockchain are immutable and responses will be verified by a smart contract.

Making Data more Accessible, Organized and Genuine

With Surveychain you will be able to import already existing and future research data and reports into one blockchain, this will help you speed up analysis and reduce costs by having more qualitative data.
This will be handled by a multi-signature contract (oracle) which will be able to verify the provided data with real-word occurrences and forward the data with the help of a smart contract. You can also choose if you want to encrypt your data and reports or make them publically available. (This can be individually changed)

Our Focus on Blockchain Market Research

Another top priority of Surveychain is the specialization in market research focusing on blockchain technology. The blockchain and its nature of decentralized, transparent data is already providing amazing research data, which needs to be analyzed and structured to extract market relevant data from it. This will help us create extensive reports on those emerging markets and will allow other companies to use the gathered data in their own market research created with Surveychain. The adoption and acceptance of cryptocurrencies as payment option for services and goods is increasing and will also lead to a higher demand for blockchain and cryptocurrency related market research.

Decentralized and Fraud-Resistant

Research and survey results can't be altered once they are on the blockchain. This will eliminate data-altering, research fudging and result falsifying, it will also help in nullifying false evaluation of research data. As research participant you will also have the ability to track your data, so you always know where, when and how it was used.

Value and Usage of the Token

The Surveychain Token (SVC) will have many different use cases, such as:

- Buying market research reports with it
- Exchanging the token for other cryptocurrencies and tokens (The value of the token will be secured by a yearly buy back of tokens on exchanges at a fixed rate depending on the Surveychain yearly revenue)
- Funding new market researches on the Surveychain platform
- Verifying research data

The Surveychain Reward System

Research participants will be automatically payed reward tokens issued by a smart contract for their participation in a study, this will lead to a higher incentive to provide data and keeping it up to date.

Companies who choose to use the reward system will also be able to implement & combine their already existing reward system with our token reward system. By using our system they can reduce shipping and payment costs significantly.

## Basic Visualization of the Reward Process:
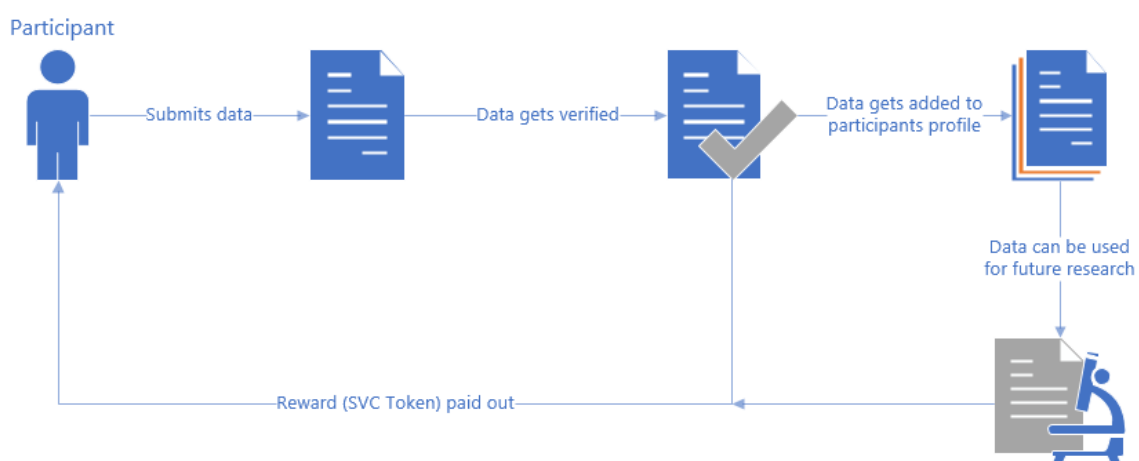
Token Generation & Supply

The generation & implementation of the tokens will be handled through a Smart Contract which is going to generate tokens according to Pre-ICO and ICO orders at the rates specified below.

There is a hard cap of 100 MILLION SVC tokens.

Distribution

- Team & Development: 5%
- Pre-ICO: 25%
- ICO: 45%
- Reward System: 15%
- Research: 10%
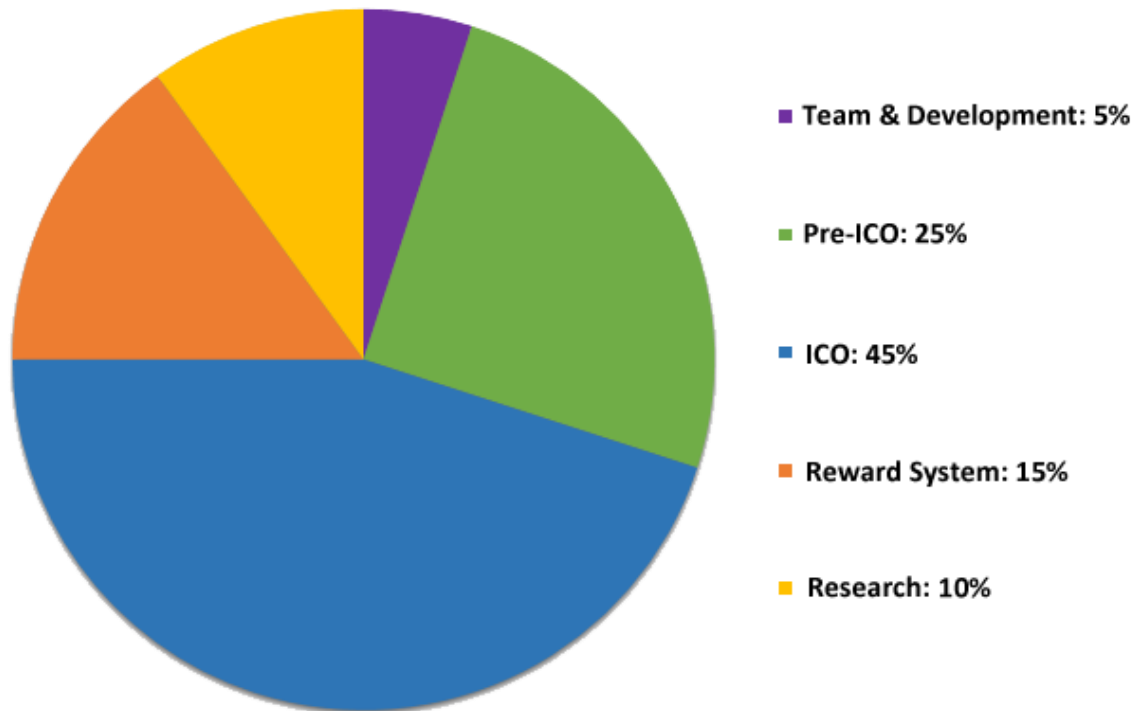
45,000,000 SVC for ICO
25,000,000 SVC for Pre-ICO
15,000,000 SVC for Surveychain Reward System
10,000,000 SVC for Future Researches
5,000,000 SVC for Team & Development

Max. Total Supply: **100,000,000 SVC**

Pre-ICO & Main ICO

The token sale will be divided into 2 phases: Pre-ICO and main ICO.
The public Pre-ICO will help us to quantify the attention acquired by our project and will help in funding the ICO. The start date of the Pre-ICO is April 20th lasting 21 days to allow potential investors to read about the project and determine if they want to participate. Tokens not sold in the Pre-ICO will be brought over to the main ICO.

Once the Pre-ICO phase is over, the main ICO with a 40% price increase from the previous phase will start, it will last 28 days or until it is sold out starting at May 11th.

In case the ICO process doesn't reach the hard cap of 70M SVC, the remaining tokens will be burned giving a higher value to already obtained SVC tokens during the Pre-ICO and main ICO.

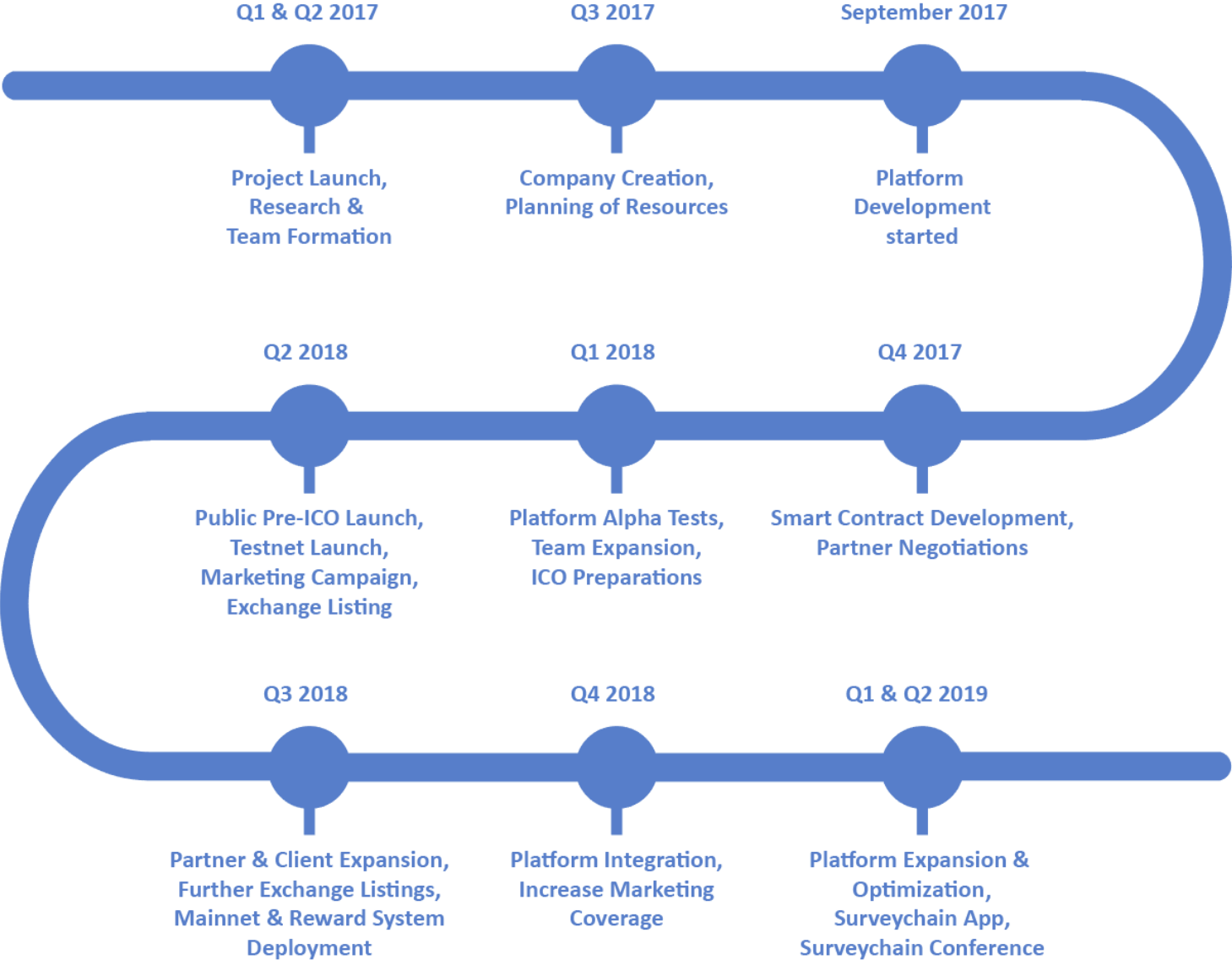## Conversion rates for the ICO phases
Pre-ICO: 1 ETH = 5000 SVC
Main ICO: 1 ETH = 3000 SVC

Roadmap

Q1 & Q2 2017

Project Launch,
Research &
Team Formation

Q3 2017

Company Creation,
Planning of Resources

September 2017

Platform
Development
started

Q2 2018

Public Pre-ICO Launch,
Testnet Launch,
Marketing Campaign,
Exchange Listing

Q1 2018

Platform Alpha Tests,
Team Expansion,
ICO Preparations

Q4 2017

Smart Contract Development,
Partner Negotiations

Q3 2018

Partner & Client Expansion,
Further Exchange Listings,
Mainnet & Reward System
Deployment

Q4 2018

Platform Integration,
Increase Marketing
Coverage

Q1 & Q2 2019

Platform Expansion &
Optimization,
Surveychain App,
Surveychain Conference

Team

Johannes Wagner
CEO & Founder

Tetsuya Hirano
Blockchain Expert & Advisor

Sabrina Berg
Marketing Manager

Petr Kučera
Blockchain & C++ Developer

Marco Satori
Market Researcher & Project Consultant

Alvin Chang
Social Media Manager

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Any person or entity seeking to make an investment in the business should not rely on the information set forth in the document as complete.

A SVC token does not represent ownership or equity at Surveychain, it represents a tokenized license for interaction with our Surveychain platform. In addition, the analysis contained herein do not claim to be appraisals of the assets, or the valuation of any entity. We make no guarantees regarding any benefits received from investment, nor the legal, tax or accounting effects of any transaction; and this document does not constitute an offer to sell, or a solicitation of an offer to buy securities.

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Because of the recent approved laws within the United States & China, residents from these countries are not allowed to participate in any way in our ICO. This is done to protect the interest of Surveychain.

By participating in the Pre- or main ICO you acknowledge that you have read the legal disclaimer of this publication and fully agree to it. You also acknowledge that you are not a resident of the United States or China.

FORWARD-LOOKING STATEMENTS

This document contains certain forward-looking statements concerning future operations, including such things as business strategy and measures to implement that strategy, competitive strengths and goals, growth and operations, and references to possible future success. These statements are based on certain assumptions and analyses based on experience and perception of historical trends, current conditions, and expected future developments. Such forward-looking statements are subject to risks, uncertainties, and other factors, which could cause actual results to differ materially from future results expressed or implied by such forward-looking statements.

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References

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