

About Client: Client is a well-funded silicon-valley start-up

Client Situation: Client was working on an idea around creating fan clubs and monetizing the same. It was interested in finding out activities that fans of a star would be interested in and would be ready to pay for.

What we did: Our solution had following elements

- Finalization of hypothesis on activities for which fans would like to pay
- Identification of percentage of respondents that would be statistically significant to accept the hypothesis
- Conducting the survey for over 3000 respondents online and telephonically
- Finalization of activities to be offered free and paid on the fan website

Outcome

- Validated idea report made it to the final strategy of the start-up. It was also used to secure funding for the client