

UserVision

Executive Summary

Contact Details

Website: www.user.vision/
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Country: Turkey

Financial information

Company Stage: Pre-seed

Capital Seeking: USD
125,000

Use of Funds

The funds obtained shall be used for the next version of development of UserVision's platform, operational expenses, and sales and marketing expenses.

Team

UserVision is led by Batukhan Taluy and Kagan Bozkurt. Batukhan has been an entrepreneur for the past eight years and is primarily responsible for UserVision's operations. Kagan has developed UserVision's platform and several years of experience working in the technology sector. UserVision has one advisor: Don Peppers, the founder of Peppers and Rogers, a leading consultancy.

Problem/Opportunity

In the market research industry, there are two sets of participants who currently face problems: brands and user researchers (researchers). Brands commission research exercises (projects) for the purposes of product and service optimization, innovation, marketing, advertising and strategy while researchers execute the project based on the brands' requirements. Brands and researchers often find it hard and expensive to source the right research participants to conduct market research. Furthermore, analyzing qualitative data involves looking at data from multiple facets and hence it takes a lot of time. Finally, brands often find it hard to iteratively reuse the qualitative data gathered from a research project.

Solution/Product

UserVision is the process of developing a platform with the following functionalities:

- Brands and user researchers can source research participants for niche projects using UserVision's advertisement and partner networks.
- The platform will also host and transcribe all communications (video calls) with the research participants and analyze the same using Natural Language Processing (NLP) and other biometric data captured through the platform.
- User researchers would be able to handle all administrative tasks related to research participants like their incentives using an administrative module included in the platform.
- Brands would have access to an insight library whereby they could search for data and insights that were generated previously using auto-generated search tags.

Business Model

UserVision plans to charge brands a fee per project (the fee would vary depending on the size and complexity of the project). However, this fee would not include access to the insights and the data generated post the completion of the project. For access to them, brands would need to pay a subscription fee. The fee would vary depending on the amount of data generated as part of the project. User researchers would need to pay a subscription fee to use the platform for hosting, transcribing and analyzing all communications with the

Competitors

UserVision has a few competitors across the globe. While these competitors address a few specific problems, none of them in entirety address all the problems mentioned above. Some of UserVision's competitors include Discuss.io (USA), Medallia Living Lens (UK) and Big Sofa technologies (UK).

Market

The global market for market research, data analysis and insights is worth approximately USD 80 bn (*Source: ESOMAR Global Market Research 2019*). Qualitative research (UserVision's core offering) comprises of approximately 15% of the overall market. Hence, UserVision's serviceable obtainable market is USD 12 bn of which 50% has been captured by the top 10 market research firms. This reduces the size of UserVision's serviceable obtainable market to USD 3bn (*Source: ESOMAR Global Market Research 2019*).

Customers

UserVision currently operates a DIY platform whereby consumer brands commission research projects. Till date UserVision has worked on 50+ projects with various brands including Domino's, Nike, Turk Telekom,