



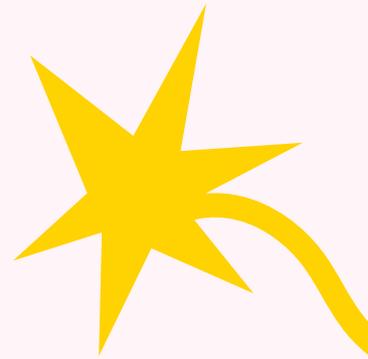
DATASHEET

# THE VIEW FINDER

**This is qualitative research...but bigger, smarter, and faster than anything you've seen before. The View Finder tool allows us to set up live, online, crowdsourced research sessions with your core target market — up to a thousand of them, to be precise.**

**You get instant insight into your customers' values and beliefs around today's hottest issues, be that racial justice, gender equality, the climate crisis, and more. Because the online tool is text-based, your research findings will be free from focus group biases (AKA that one loud guy who won't let anyone else get a word in). Our team of activist researchers involve you in the planning and design stages to make sure you're getting the outputs you need.**

The View Finder represents your ultimate secret weapon against change-resistors. It delivers lightning-fast insights that combine findings at depth and scale. Your customers' voices become a force for immediate and lasting change in your organisation. And you get to observe a large scale, immersive conversation, free from group think. All from the comfort of your home office. And without having to book 100 meeting rooms.



## WHAT'S INCLUDED?

---

- 1**  
In-depth qualitative research at a quantitative scale. We start with a minimum of 50 participants so you can have complete confidence in the data.
- 2**  
Your own team of senior researchers, each with deep experience in social and commercial research. These activists know how to make change happen.
- 3**  
Findings you can action immediately. We'll help you think in terms of lasting legacies as well as short-term business metrics. We'll even help you sell in the results to your organisation.
- 4**  
Projects are fully managed by us, with minimal meetings for you.
- 5**  
Participants who give a damn about your topic.
- 6**  
Ability to work across the EU and US in 8+ languages.
- 7**  
You'll be kept in the loop throughout the process and will have plenty of opportunities to input into the research design and final outputs.
- 8**  
Outputs delivered in whatever format you'd like; podcasts, short videos, a live TED talk, heck — even PowerPoint. We'll make sure these findings get used!
- 9**  
Roadblock obliteration tactics at project kick-off help you make changes faster (and avoid resistance from change-averse individuals!).

---

### INVESTMENT

From project start to finish

**£17,000**

+ VAT (50-person sample)

**£21,000**

+ VAT (100-person sample)