



Galileo

STARTUP OFFERING

Tailored Methods

Providing startups and early stage companies with greater access to foundational research that will help drive business growth

Galileo has designed a new research framework with the unique needs of startup companies in mind. Our approach condenses the typical processes (in terms of both time and cost) while still delivering insightful and actionable results. This offering will allow startups greater access to foundational research to drive informed business decisions and increase a company's attractiveness to investors and early stage partners.

As a small business ourselves, we are excited by the energy of new ventures and the process behind business growth. We are uniquely poised to tailor research approaches and output to ensure the right questions are being asked and results are immediately applicable.

YOUR BUSINESS NEEDS

PSYCHOLOGICAL INSIGHT RESEARCH

Uncover insights to better understand your core consumer and their motivations, including a rich portrait of their beliefs, attitudes, fears and desires, and how your product or service may fit into their lifestyle. Go beyond the "justifying narratives," i.e. the stories consumers tell themselves and others to justify their decisions, and explore the deeper, underlying beliefs (the "subconscious drivers") that truly guide behavior.

IDEA VALIDATION RESEARCH

Prove to potential investors that your idea has traction and fulfils a unique unmet need among

consumers. Use market research to maximize your company's valuation by demonstrating appeal and purchase intent as well as your own "due diligence" and risk management efforts.

POSITIONING RESEARCH

Develop a brand positioning that authentically speaks to your customers. Ensure that you are clearly communicating the spirit and essence of your offering and explore how to enhance and evolve your brand positioning to better meet your consumers' needs and expectations.

PROTOTYPE AND PRICING EVALUATION

Answer lingering questions you may have about a prototype, design direction or optimal price point. Mitigate risk by getting feedback from your customers at an early stage while there is time to make meaningful optimizations.

STRATEGIC CONSULTING

Infuse your brand with expert strategic thinking by using consulting sessions to help your organization

align on key objectives and goals, to optimize your brand's platform and messaging, and to help you put recommended next-steps in action.

TIMING

Most projects can be completed in a 7-10 day window from kick-off to analysis (assuming a high incidence rate for recruiting).

OUR OFFERINGS & METHODOLOGIES

This new startup initiative condenses typical research methods to create a streamlined process. We have devised methodologies that work well individually or can be combined as a more in-depth approach.

VIRTUAL CONSUMER EXPOSÉ

Gain an unmediated look into your consumer's lifestyle through user-friendly mobile technologies that allow participants to record video content conveniently. Videos enable us to capture real-time experiences (both emotional and rational) with an immediacy and intimacy that often cannot be captured in focus groups. This video content can be a persuasive idea-validation tool when pitching to investors and early-stage partners.

PSYCHIMMERSION FOCUS GROUPS

Qualitative focus groups allow us to delve into the psychological complexity of consumer decision-making. We do not take consumers' rationales at face value but rather create tailored discussion flows

designed to unpack the tensions between individuals' underlying beliefs and the cultural alibis they generate. Focus groups also serve as a useful tool to test prototypes or business ideas and identify unmet needs or whitespace within your targeted category.

FRIENDSHIP SALONS

Identify a target customer and invite them and five of their closest friends who share a similar demographic profile to spend an evening talking about your brand or category. This methodology takes advantage of the candor and honesty shared during a night out amongst friends and also cuts costs associated with traditional focus group facilities. These conversations are fun and playful, but also unfiltered and insightful.

FULL DISCLOSURE ETHNOGRAPHIES

Explore your consumer's world firsthand by speaking with them at home or wherever your business idea might intersect with their lives. The output will be an authentic and psychologically rich portrait of

consumers' lifestyles, habits, attitudes and values, including their deeper emotional truths within a real world, organic context.

SPECIALIST SEARCHLIGHT INTERVIEWS

Gather insights from experts who have experience with your customer or within your category as well as those outside your business's core focus to expand the knowledge base feeding your insights. This methodology allows us to channel insights derived from a broad consumer base via a single interview.

QUANTITATIVE EXPLORATION

Quant studies can be conducted to explore consumer attitudes and behaviors, test the appeal of an idea, or product options, and measure key data such as spending habits. These studies can be conducted on a smaller scale for a quick directional read or on a larger scale that allows for a more intensive, in-depth questioning.

ON-CALL CONSUMER PANEL

Galileo can create a panel of your target consumers that would allow you to tap into the same group of consumers over time at different stages of idea development or implementation. This allows for multiple touch points throughout the year with a very quick turn-around time. Note: Due to the high cost of incentivizing consumers to stay active on a panel, this methodology usually starts around \$50,000.

BRAND BLUEPRINT WORKSHOP

A strategy and planning session moderated by Galileo that is designed to harness the experience and brainpower of key company stakeholders to explore the brand's current positioning and unmet needs of the consumer in order to identify distinct

whitespace for the brand's evolution. Galileo will synthesize the workshop's output and, if necessary, develop positioning statements for testing and further refinement in qualitative research.

STRATEGIC CONSULTING

Infuse your process with strategic firepower at any stage. We can immerse ourselves in your brand, including a re-analysis of any existing data, to help you arrive at fresh thinking and creative problem solving. Sessions are designed to harness the collective knowledge of the group and to then catapult your thinking beyond the obvious to focused, actionable and strategic recommendations.

ACTIVATION WORKSHOP

These sessions take research results to the next level, ensuring that research findings lead to actionable, meaningful implementation across your organization. We can identify both short and long-term goals based on the strategic direction and needs that research uncovers.

MYSTERY SHOP-ALONGS

We'll take consumers on a mystery shopping exercise that focuses on competitive brands to understand how shoppers perceive the options available to them, the shopping experience, and how your brand might fit within that context.

ONLINE TOOLBOX

Many of the methodologies above can be implemented online with our toolbox of web-based techniques including real-time online focus groups, multi-day bulletin boards, web content evaluation, mobile app tools, or social media engagement (via sites like Facebook or Pinterest).



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