Future Force
Prediction Market Research

Separate the merely good from the truly great.

Introducing Future Force… Seed's new gamified prediction market efficiently taps the wisdom of the crowd to clearly show which ideas will truly move consumers.

WHY IT WORKS

Survey Off, Game On
Engaged participants bet tokens and earn badges as they predict outcomes and the success or failure of ideas… even earning higher incentives if their bets are accurate!

Marked-Fueled, Crowd-Powered
Tokens measure confidence. "Where the money goes" represents a collective judgment that reliably pushes ideas apart for decision-making guidance.

Efficiently Confident
Market sizes of 350+ participants and a simple interface produce consistent measures in as few as 2-3 days, with topline results available within hours of market close.

Intuitive for Them—Usable For You
For participants, projective questions speak a more natural language than traditional metric surveys.

For our teams, traditional metrics come to life as probability measures, finding winners with greater separation from top to bottom AND enabling cross-question/cross-study comparisons.

Vetted to Perform
Along with extensive academic examples, our own side-by-side studies show Future Force delivers on critical upstream stimuli-prioritization objectives.

FUTURE FORCE GUIDES DECISION MAKING FOR ALL MANNER OF STIMULI:

- Category and Demographic Trends
- Innovation Platforms
- Product Concepts and Components

- Product Features and Claims
- Names, Logos, Pack Designs, Product Forms
- Advertising and more

Seed Strategy
Where clarity grows. ®