



# A Glimpse Into the Moment

Instant Open-Ended Opinions, At Scale

## Financial Services Case Study:

### Background

One of the most prominent VC firms in the United States has expertise and a large portfolio of investments relating to cryptocurrency and blockchain.

They wanted to get better at spotting emerging investment opportunities and evaluating them effectively .

But there's a problem: nobody really knows what every relevant segment of the crypto/blockchain community is actually thinking. It's hard to understand if crypto start-ups will ever achieve product/market fit.

It's easy to scour crypto social media and scan Reddit, but this represents a tiny segment of the 15% of Americans who've invested in various cryptocurrencies.

Or... you could create a large survey, but that takes forever, relies on third parties to source audiences, and mostly contains multiple choice questions.

### The Challenge

The VC wanted to discover new insights about what audiences felt about blockchain, crypto, including risks and opportunities. They wanted to hear from a rep sample of audiences – in their own words. They had no time or budget to code the responses to accelerate paths to insights.

### Glimpse Solution

So – they turned to **Glimpse** to find different crypto audiences, launched a short series of Glimpse studies, and analyzed the resulting insights. They got: emotion, sentiment, categories – in just hours. And they were able to do this work on their own, with a single analyst.

**The bottom-line:** Answers led to an insight that their competitors don't have access to – and ultimately to a smarter investment strategy that is much more likely to generate outsized returns.

Now the firm provides access to Glimpse for its portfolio companies, encouraging customer-centric discipline necessary for growth.

## The Glimpse Financial Services Advantage

**Glimpse** is currently helping VCs, private equity firms, and financial services firms make better decisions, more rapidly than the competition.

They are...

- **Understanding** evolving market conditions with unique, proprietary, customer-centric data
- **Seizing** emerging opportunities
- **Crafting** actionable insights about categories, markets, or organizations
- **Conducting** due diligence
- **Empowering** portfolio companies to become more customer-centric, easily and inexpensively

Ultimately it's the purchasing behavior of customers that drives the success of companies and the movements of markets. Glimpse helps investors evaluate opportunities from the outside-in, through the actual language, emotion, and sentiment of those customers.

Here's how...

### Meet Glimpse

Glimpse is a self-service platform allowing users to garner quick, conversational open-ended (and closed-ended!) feedback.

- Ask **ANY** Question.
- To **ANY** Audience.
- Using **WORDS** to Understand **EMOTIONS**.

We deliver global reach and flexible access to a multitude of audiences, configured to meet your needs. It's cost-effective, any employee can do it, and it's extraordinarily simple.

We offer the power of qualitative research with the scale of quantitative research.



Glimpse

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