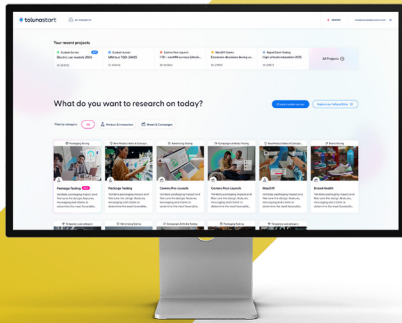


# Discover Toluna Start



## A powerful insights platform developed for consulting businesses

Toluna Start is an end-to-end data intelligence platform, developed specifically for consulting organizations. Combining the quality and robustness of traditional market research practices with the speed, agility, and flexibility of a SaaS platform, Toluna Start is the all-in-one research tool that provides everything you need.

Whether you offer Due Diligence, Advisory or Market Assessment services, Toluna Start delivers valuable primary insights that will enhance the proposition to your clients.

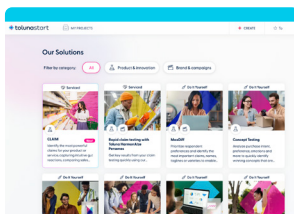
Toluna Start's subscription model allows you to pay as you go, so you only pay for what you use.



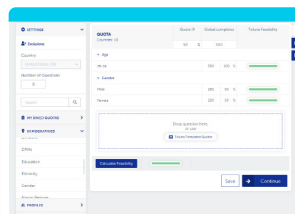
## Conduct quantitative and qualitative research



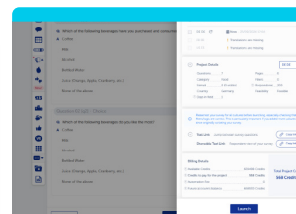
Either through self-service solutions or custom research programs built with the help of research experts.



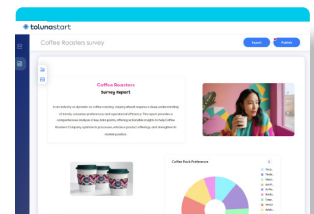
**Create your survey**  
Easily build surveys with advanced scripting or choose from customizable templates. Your research, your way.



**Target your audience with precision**  
Select from 400 demographic options or use your own contacts to reach your precise audience.



**Launch your survey instantly**  
Invite respondents via email, social media, or our vast influencer panel. Launch your survey and obtain results with speed.



**Simplify data analysis**  
Effortlessly segment, filter, and export your data. Use advanced visualization and analysis tools for deeper insights.



Perform thorough market analysis in just hours to guide investment decisions.



Advise on market/brand strategies, M&A opportunities, pricing and competitive positioning.



Assess new marketing initiatives, consumer demand, emerging technologies, and market trends to corroborate go-to-market (GTM) strategies



Assess new sector opportunities.



Gather data and insights quickly to support strategic advisory services.



Explore new geographical markets, identify niche industries, and evaluate market dynamics.



### Global reach and extensive database:

Tap into a vast network of over 80 million consumers and business professionals.

Ensure comprehensive and reliable research tailored for Investment Managers, private equity firms, Venture Capitalists, and management consulting firms.



### Quality assurance

Benefit from rigorous quality measures and AI-driven platforms.

Ensure data reliability through sophisticated algorithms and comprehensive validation checks.

Be confident in the recommendations you are giving to your clients.



### Speedy data collection

Gather 1000+ responses in 24 hours.

Ideal for market due diligence and strategic client projects.

Use quick turnaround insights for client proposals to create winning pitches.



### Customizable solutions

Tailor research to meet your unique business needs.

Evaluate market potential, conduct thorough due diligence, and provide strategic advice.



### Real-time insights

Access real-time data collection and reporting.

Make informed decisions quickly in the fast-paced world of private equity and consulting.



### Cost effective

Flexible license-based pricing means you only pay for what you use.



### Easy to use

Create and launch a survey in minutes.

## Speak to your colleagues. As a global organization, you are probably already using Toluna Start somewhere in the world!



*"Toluna's real-time insights were crucial in our decision-making process for a major investment. Their comprehensive data collection and validation ensured we had the most reliable information."*



*"Toluna QuickSurveys proved to be a great capability for us to quickly validate hypothesis with a wide range of markets/customers, so highly likely we'll resort to using it in more projects."-*  
Insight Manager, HSBC

## Don't have the in-house resources to conduct surveys yourself?

Not a problem. Let us run them for you.

Contact us to explore solutions for all your research challenges. Get a **FREE** trial today and unlock the full power of Toluna ID.

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