






ForesightRx™

AN EXCLUSIVE MADDOCK DOUGLAS OFFERING • PATENT APPLICATION IN PROCESS

Move boldly into the future with greater certainty.

Your organization knows that it needs to keep growing and evolving to avoid the threat of disruption — but which bets on the future should you place? The exclusive Maddock Douglas ForesightRx offering helps give your team the data you need to understand how, when and why your customers' needs will change in the future. With a new methodology harnessing prediction markets, your organization will be empowered to make decisions, set priorities and move quicker than your competitors.

-  **Fill your innovation pipeline with future-focused initiatives, backed by data**
-  **Prepare for the risks your organization will face in the future**
-  **Ensure you're catching the right opportunities at the right times**

Quantify your intuition

THE CHALLENGE

Customers have a hard time articulating what they want, especially when it comes to predicting what they'll want next. How will you know which of the trends changing consumer behaviors and mindsets today will actually transform your industry in the future? Can you predict the solution that is most likely to connect with your customers in three, five or 10 years?

THE SOLUTION

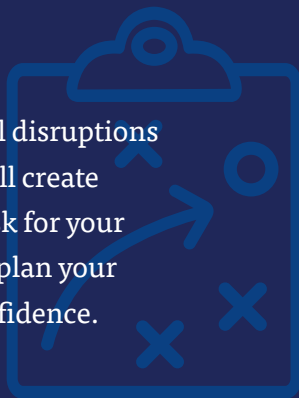
Through our expertise in trend analysis, future-focused strategy and quantitative prediction market research, Maddock Douglas will help you create a plan that makes your customers' changing behaviors and preferences more quantifiable than they've ever been. With these robust predictions, your team will be ready to make your next moves in the market — and successfully navigate disruption.



The groundbreaking ForesightRx process

1 Trend Impact Assessment

Understand potential disruptions to the market that will create opportunities and risk for your business, so you can plan your next moves with confidence.



2 Future Needs Prediction

Gain visibility into the future of emerging unmet needs among your customers, as well as the attitudinal and behavioral context driving them.



Curious about the future?
Let's talk about how we can help!
hello@maddockdouglas.com



3 Create and Test the Next Big Ideas

Co-create solutions that address your customers' predicted future needs, then determine the likelihood and size of these market opportunities.

