



## THE STRATEGISTS' CHALLENGE

Today's consumers demand continuous innovation and personalization. And while there are plenty of valid Futurist opinions and Big Data analytics flooding today's intelligence market, most don't tell you the important answers you need to make decisions.

Knowing something will happen isn't enough anymore. You **need to predict the speed and size** of trends, market forces, and customer needs to prioritize where you place your bets.

## TRADITIONAL METHODS

Current foresight approaches leave several gaps in insight and lack validation. Typically, they are also cost and time prohibitive:

- Based largely on what happened in the past
- Primarily rely on noisy social buzz
- Limited to opinions of "experts" without customer input
- Stop short of timing and sizing
- Don't tell you reasons why

## THE HUUNU APPROACH

CRG Predictive Intelligence's team and its prediction platform, HUUNU®, produce unique **forward-looking insights** that improve accuracy when projecting trends into the future. HUUNU arms your most important audience with today's context and topical knowledge, so they can make their best collective prediction of **where the future is headed and why**.

## JOBS & CONSUMER NEEDS

Breakthrough innovations often address a specific job to be done that is not being met by current options, and they do it in a consumer context that is often implicit, or behavior based. HUUNU's jobs-based approach helps size the job opportunity areas and estimate their staying power from a consumer perspective. It also helps assess the risk if a competitor beats you to market or which brand will benefit the most if they take the lead.

## BRANDS TO WATCH

New start-ups and emerging technologies are disrupting categories and industries every day, but which ones will re-shape their competitive landscapes? You can't chase them all, data is limited, and the majority will not pay back. HUUNU can help predict how fast emerging brands or companies will grow, how likely they will be to survive long-term, and which competitors will feel the most impact.

# OUR METRICS

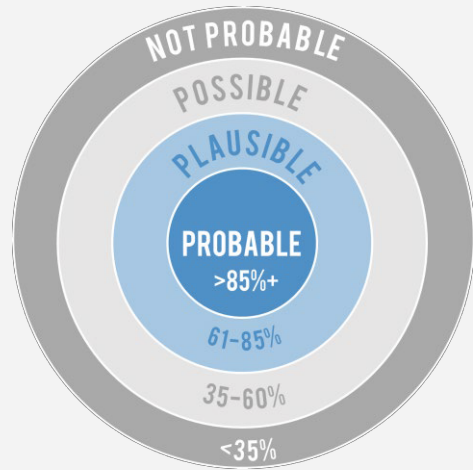
**GROWTH LIKELIHOOD**  
Will it grow? How fast? How big?

**SEGMENT & BRAND**  
Who will lead?

**TIMING**  
When will it happen?

**WHY**  
Reasons it will happen?

# FUTURES MAPPING



## WHAT YOU GET

	<b>HHLDS</b> Current %	<b>TIMING</b> Years to Majority	<b>FUTURE HHS</b> 3 Year % Growth	
TREND A	14%	7 years	29%	107%
TREND B	25%	5 years	38%	52%
TREND C	33%	4 years	40%	21%

### THE WHY

**WHY 5 Years Majority** “

**WHY 38% 5Y HHS** “

By the time millennials are head of households more than 50% will because they are shifting the way we think about it.

More people are going to seek new sources as health and environmental concerns increase. These sources are better for environment and message is catching on.

## THE BENEFITS

**BREAKTHROUGH SPEED**

**CUSTOM DESIGN**

**GLOBAL & MOBILE**

**SIZING & GROWTH METRICS**

**QUALI-QUANT**

**90% VALIDATED ACCURACY**

## FUTURES EXPERIENCE

HUUNU Futures foresight has supported a wide range of industries and functions

### INDUSTRY

FMCG & Retail  
Restaurant  
Tech/Telecom  
Media/Entertainment  
Energy & Utilities  
Financial Services

### FUNCTIONS

Innovation  
Strategic Planning  
Insights  
Design  
Venture & Private Equity  
Mergers & Acquisitions



# HUUNU FUTURES