

Boost your consulting revenue by delivering amazing value

Use 1000minds for consulting to help your clients understand people's preferences and make good decisions.

Deloitte.

WSP

thinkstep
anz

ICS

INZIER



1000minds is a powerful addition to your consulting toolkit

1000minds is the only software in the world that combines the power of both decision-making and conjoint analysis, augmented by AI, in one beautiful package.

Benefits for your clients:

- ✓ Good decisions that can be trusted because they are: transparent, consistent, fair, valid and reliable, stress tested
- ✓ Efficiency gains (time and money) from faster decision-making
- ✓ AI assistant for generating ideas and getting started quickly
- ✓ Stakeholder buy-in from consensus-based collaborative decisions
- ✓ Value for money when allocating budgets and other scarce resources

Benefits for consultants:

- ✓ Create extra (billable) value for clients
- ✓ Reduce your cost of delivery
- ✓ Mitigate risk by using defensible methods
- ✓ Report results more easily
- ✓ Connect with stakeholders to understand their needs
- ✓ Leverage 1000minds' expertise

Applications:

VALUE FOR MONEY

Choose the best investments or capital projects representing good value for money.

GROUP DECISION-MAKING

Include diverse groups and experts when making decisions or creating decision-making tools.

MARKET RESEARCH

Use conjoint analysis for insights into product designs, and for estimating willingness to pay.

PRIORITIZATION

Prioritize anything: projects, people, strategic goals, access to services or funding, and more.

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Superb tool! Quantitative insight into the thoughts of our clients!

**– Tim Byrne,
AbacusBio**

Focus on what matters

Use 1000minds to get to the heart of your decision-making problems and choose the best options.

Find solutions faster

Get up and running quickly and easily share access with colleagues so you can work together.

User-friendly

Intuitive, beautiful interface, and advice from 1000minds if you need it.

Valid and reliable

Trustworthy results from the PAPRIKA decision-making and conjoint analysis method.





CASE STUDY

Preferences research into flood risk management

1000minds.com/government/flood-risk-management



373 km²

wetlands threatened

13

objectives prioritized

7

local authorities represented

About Broadland Futures Initiative

The Broadland Futures Initiative (BFI) is a partnership bringing together local communities and stakeholders to plan for managing coastal and inland flood risk in the Broads, a low-lying coastal area in the United Kingdom. Created by flooding during medieval times, the Broads is at high risk from rising sea levels now and in the future.

THE CHALLENGE

The Environment Agency, which leads the BFI, engaged consulting firm Jacobs to help understand which objectives are most important to stakeholders when managing flood risks in the Broads. Critically, the method used needed to be transparent and objective, and meet standards required by UK government regulations. Jacobs used 1000minds with local elected representatives to prioritize these objectives.

THE SOLUTION

Fulfilling UK government-regulation requirements, 1000minds' award-winning and patented PAPRIKA method asks a series of pairwise comparison questions, each involving a trade-off.

THE RESULTS

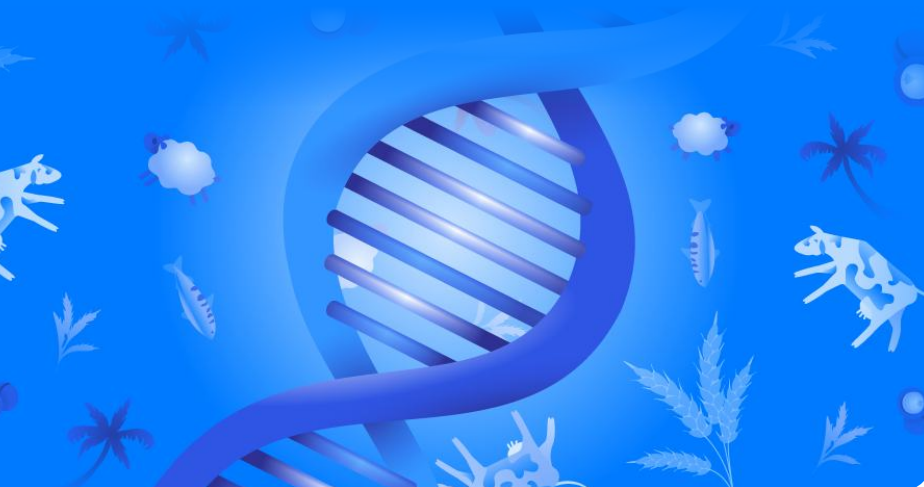
The results of the 1000minds surveys enabled Jacobs to advise the BFI regarding which objectives local representatives found most important, both in the near future and in the long term.



CASE STUDY

Plant and animal breeding for AbacusBio

1000minds.com/business/plant-animal-breeding-traits



20+

plant and animal breeds

20+

countries

20+

peer-reviewed publications

About AbacusBio

AbacusBio, an agribusiness consulting world leader, uses 1000minds to work with experts from around the world to identify desirable traits to be targeted when plants and animals are being bred for the agriculture industry.

THE CHALLENGE

Defining a breeding objective in terms of identifying the most desirable traits for breeding can be challenging. The experts who are consulted, including agricultural advisors and farmers, tend to have different preferences. Also, traditional methods for defining breeding preferences have many weaknesses that AbacusBio was looking to overcome with 1000minds.

THE SOLUTION

AbacusBio uses 1000minds to survey breeding experts about the relative importance of target traits in the definition of breeding objectives for cultivated and farmed plants and animals. A major strength of 1000minds is that the information generated about preferred traits is for each individual expert (instead of just for the group overall, as for other methods).

THE RESULTS

The information about desirable plant and animal traits provided to farmers and breeders by AbacusBio from using 1000minds supports the success of farming systems that are sustainable, humane and profitable.