$3bn in yearly sample spend but only 10% goes to respondents
Every year we talk about:

decreasing participation in research
professional survey takers
lack of transparency
long, poorly-formatted surveys
What if we changed the basic economics of sampling?
A blockchain-powered marketplace for human-generated data.
This is a giant coordination problem.
TODAY

Panel margin

$4.60

$5 total via panels

FUTURE

$5 total via Measure

Respondent margin

$3 total via Measure

$5.00

$3.00

$0.40
We rewrite the rules of conduct:

- transparency
- privacy
- reputation
- access
Without changing the workflow of researchers or respondents.

same sampling controls
same interview tools
A zero-margin business?

tokenization allows new biz models

token value rises with network usage

we ensure this with BME