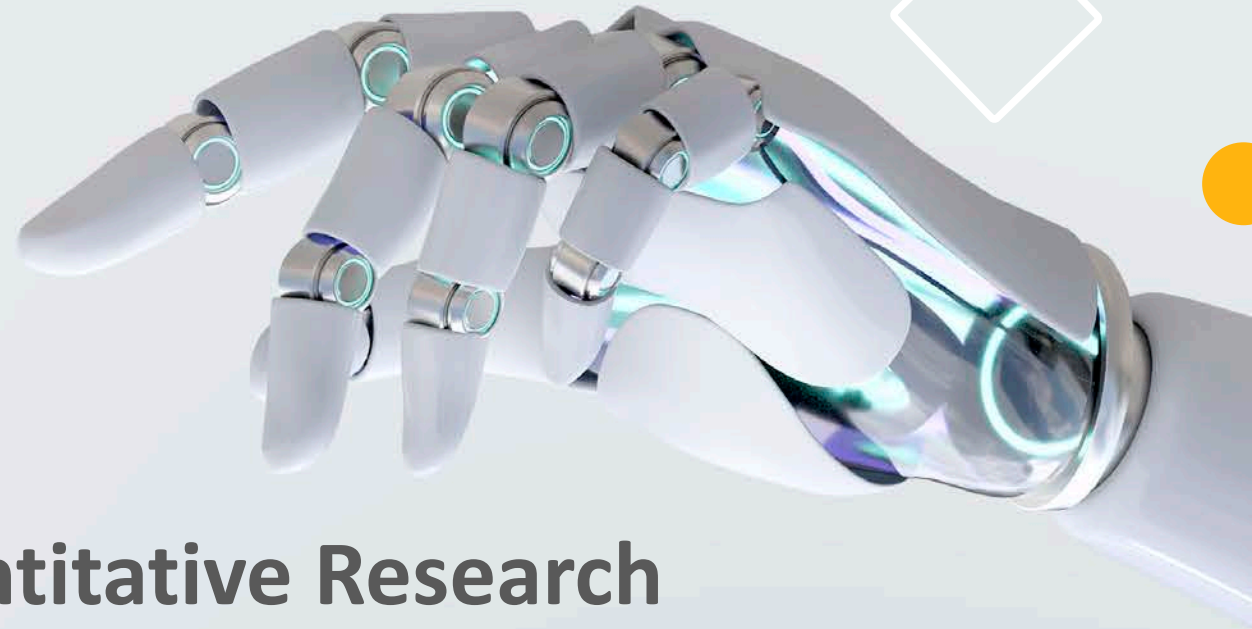




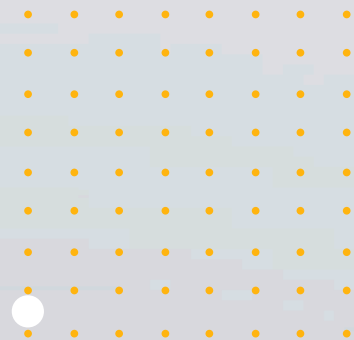
FFIND
BEYOND DATA



Quantitative Research by using Metaverse: M.A.Y.B.E. is real

Ennio Armato, Global CEO

Alessandro Imborgia, Global Client Director



2016

We started using social media to
find impossible respondents

2018



**We conducted our first B2B
quantitative video-interview**

2019

We used Alexa AI to interview respondents at home



2020

We started working with remote callers
just before the lockdown



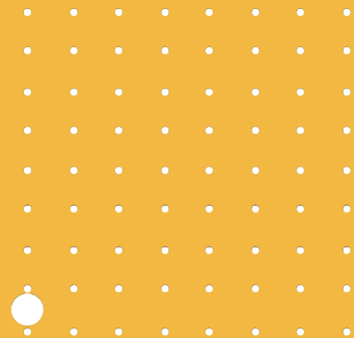
2022

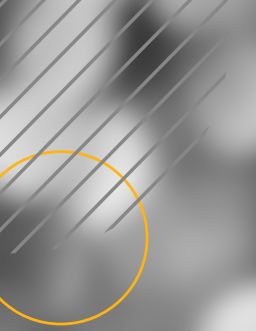
OOPS !!!



We did it

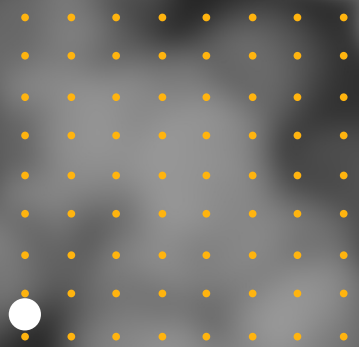
again ...





2022

There is a new world to explore ...



2022

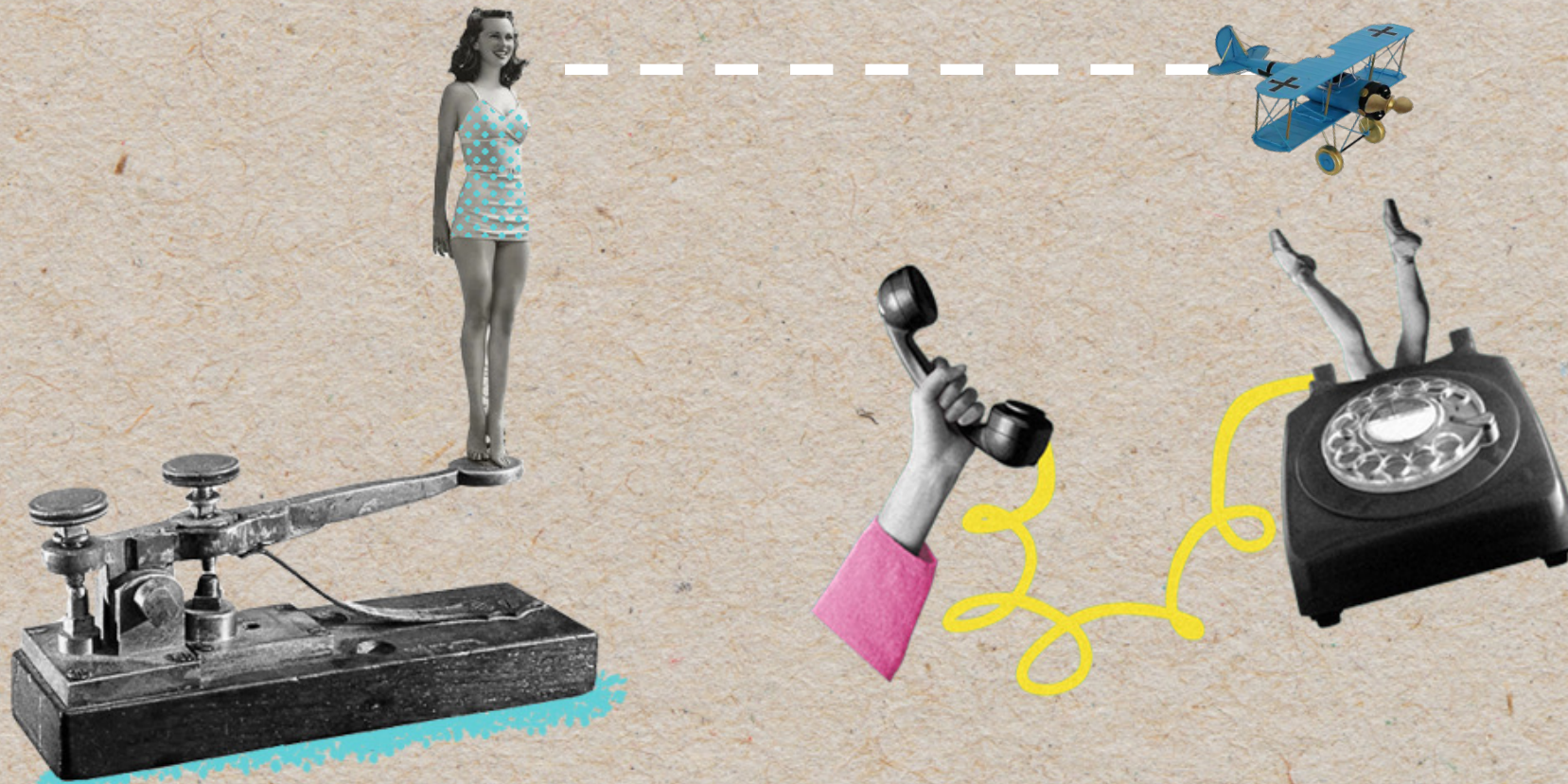
... new respondents to interview ...



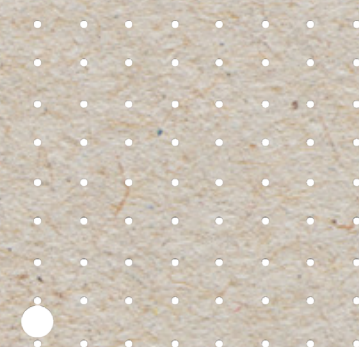
2022

... in the Metaverse



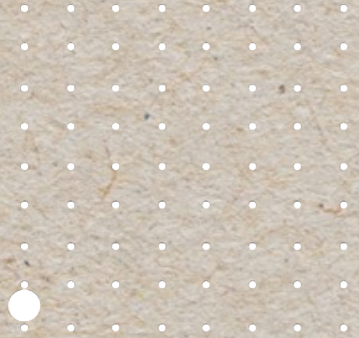


Just as the telegraph
replaced the telephone ...



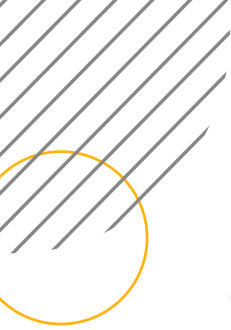


will the metaverse
replace the web?

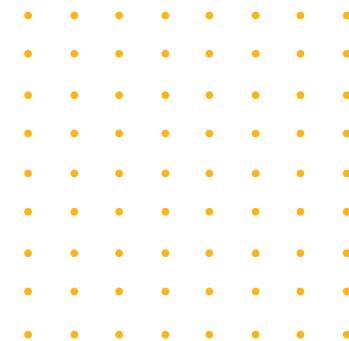


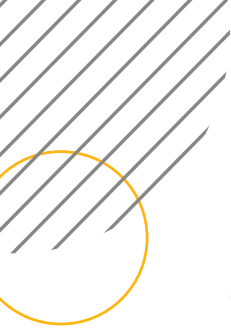
What is exactly the metaverse?

- **Online virtual 3D space**
- **There is more than one metaverse**
- **Desktop / VR**
- **Everyone is represented by an avatar**
- **Interactions among avatars**



The digital ecosystem in which we live today represents already the **humus** of the new digital reality

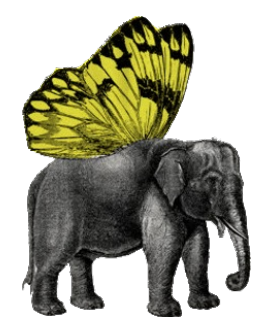




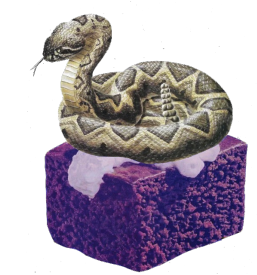
V Volatility



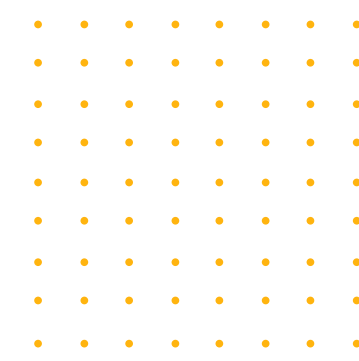
U Uncertainty

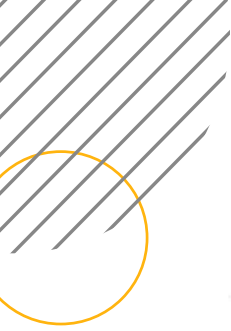


C Complexity



A Ambiguity





V

Vision



U

Understanding



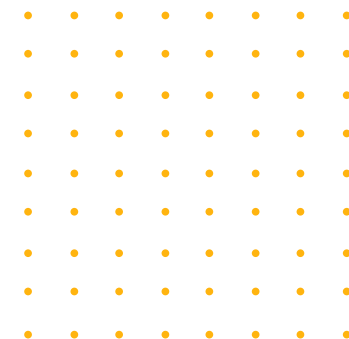
C

Courage



A

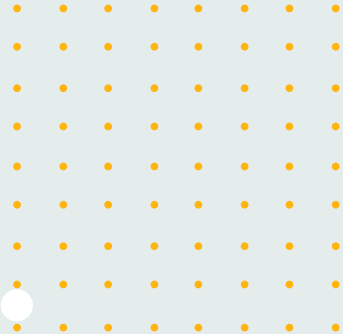
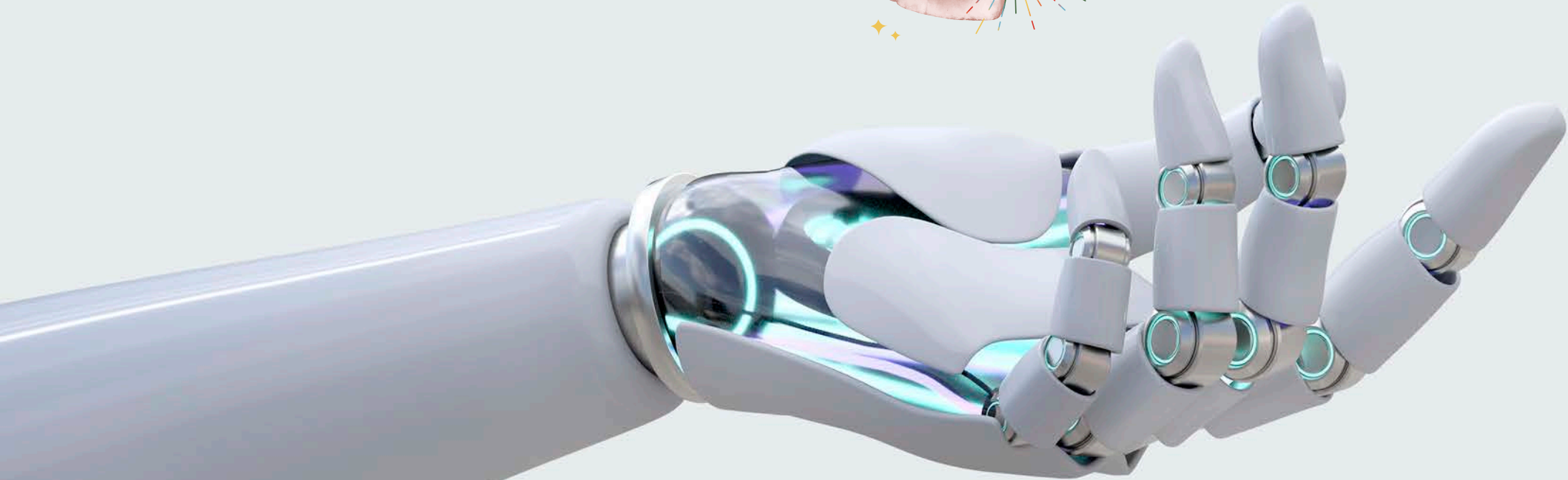
Adaptability



Our answer is

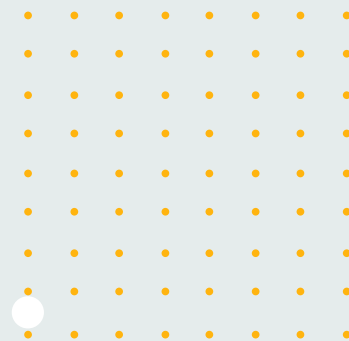
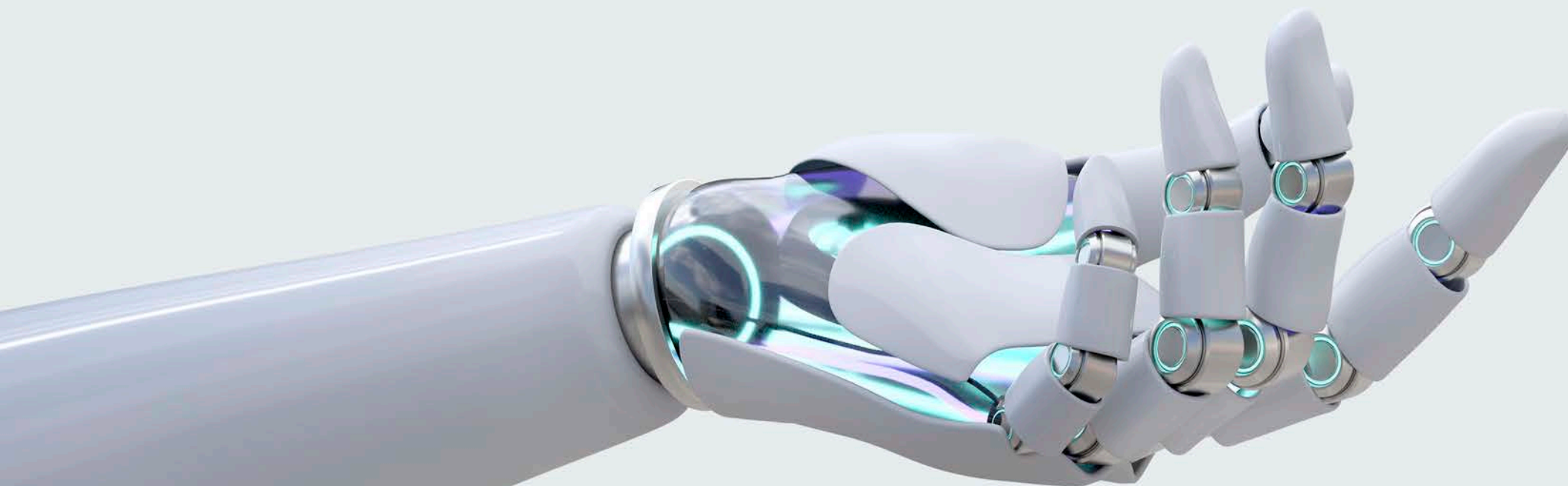


a new paradigm





M. A. Y. B. E.

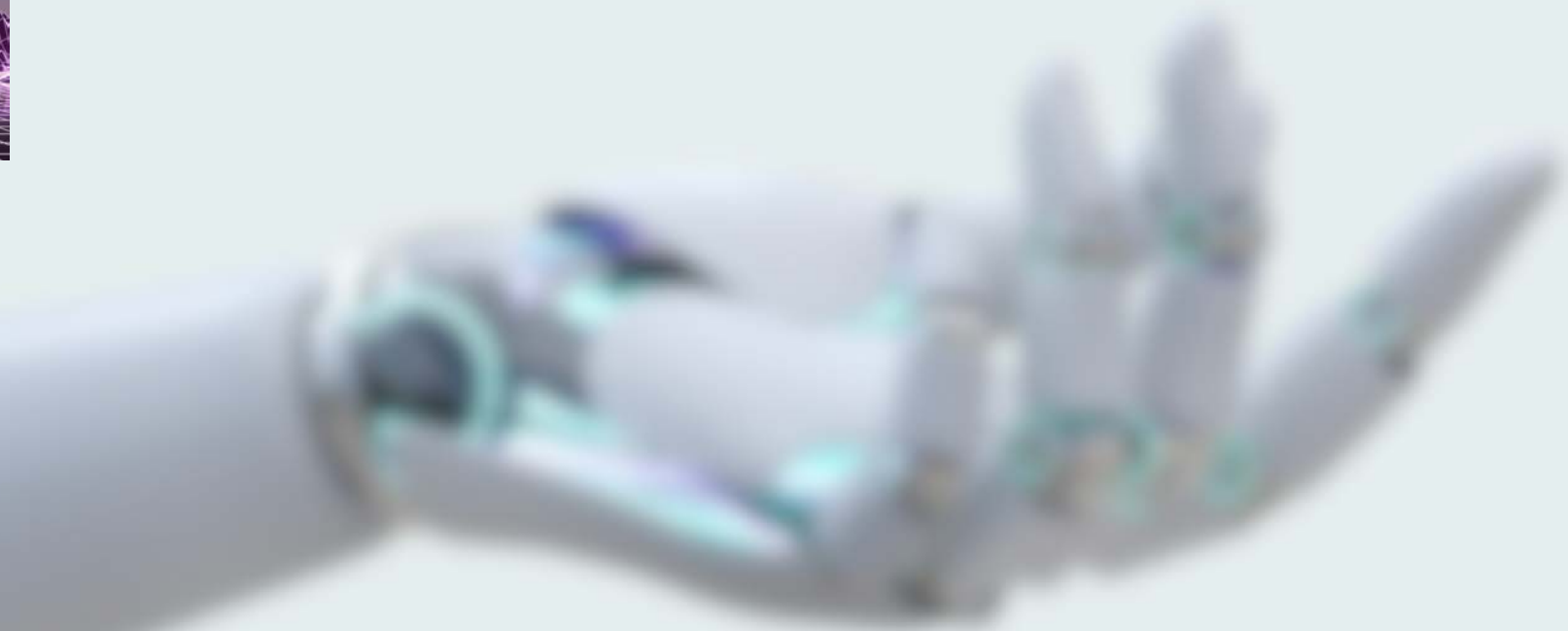


M. A. Y. B. E.



Metaverse

- Online 3D space
- Users interact through avatars
- Immersive experience



M. A. Y. B. E.



Metaverse

- Online 3D space
- Users interact through avatars
- Immersive experience

AR & VR

- Extended reality
- New interfaces to Metaverse
- Hybridisation among technologies



M. A. Y. B. E.



Metaverse

- Online 3D space
- Users interact through avatars
- Immersive experience

AR & VR

- Extended reality
- Point of access for Metaverse
- Hybridisation among technologies

Y-Z-Alpha Gen

- Three generations involved
- Digital lifestyle is the rule
- Social network oriented culture

M. A. Y. B. E.



Metaverse

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Blockchain

- Distributed database
- Data is immutable and safe
- Centric for cryptocurrencies and crypto-tokens

M. A. Y. B. E.



Metaverse

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Blockchain

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- Data is immutable and safe
- Centric for cryptocurrencies and crypto-tokens

Environment

- Environmental impact
- Ecosustainability: Global challenge



Metaverse

AR & VR

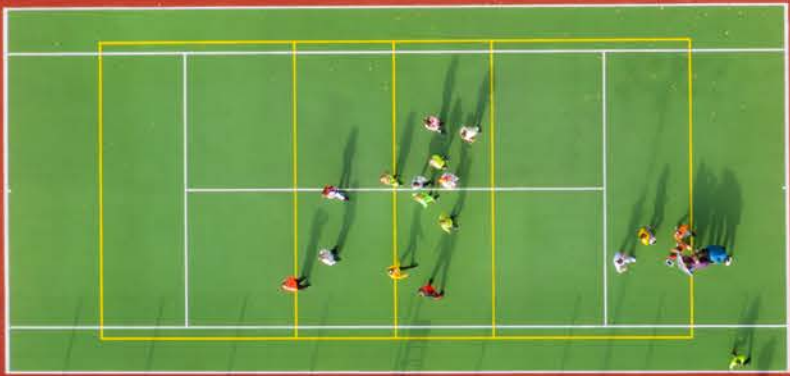
Environment

M.A.Y.B.E.
IS REAL

Blockchain

Y-Z-Alpha Gen

Market researchers were used to play
on a normal playing field





Now we need to learn how to play on these new fields

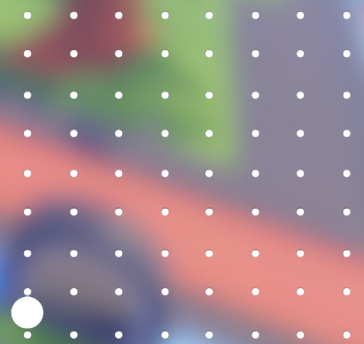


Now we need to learn how to play on these new fields

Recruiting

Methodology

Reward



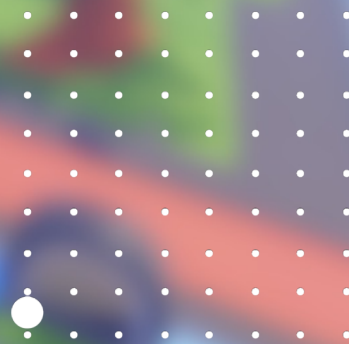


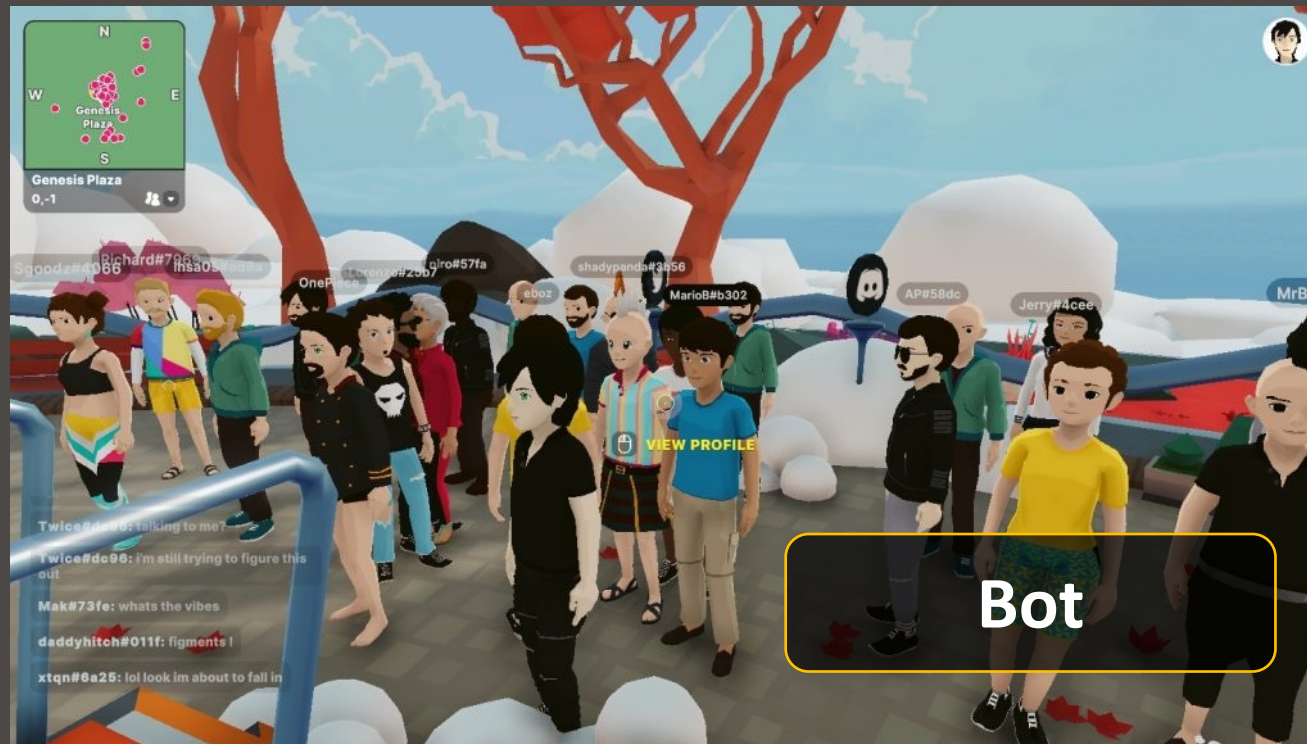
Now we need to learn how to play on these new fields

Recruiting

Methodology

Reward





Recruiting – Automation

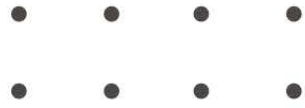


Recruiting – Automation

Advertising



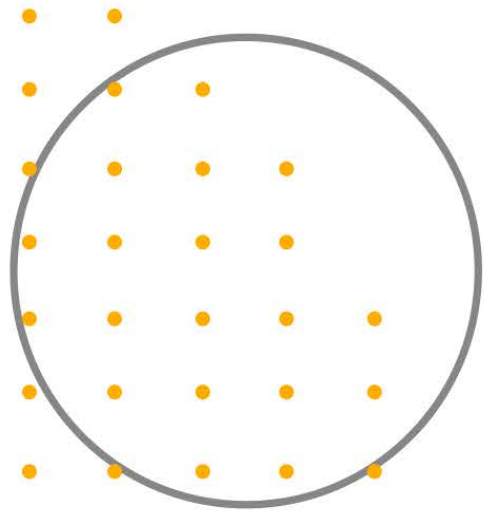
Recruiting – Automation



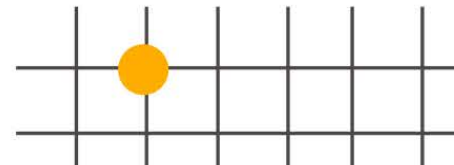
FFIND
BEYOND DATA



Temple



Recruiting – Attraction





Recruiting – Attraction



Recruiting – Interaction

Gamification



Recruiting – Interaction



Training

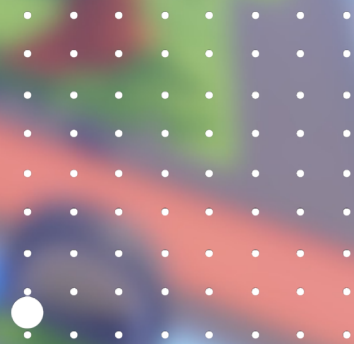
Recruiting – Interaction

Market Research has a new (real) landscape

Recruiting

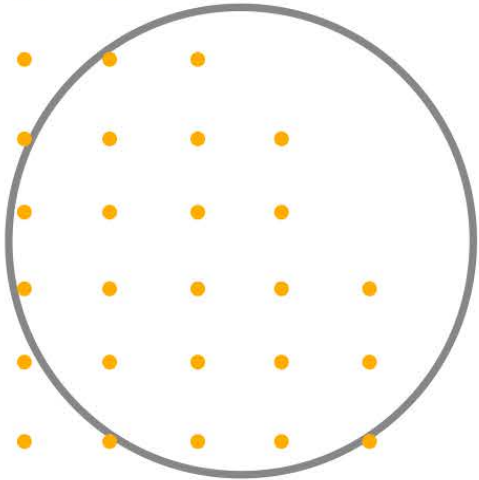
Methodology

Reward

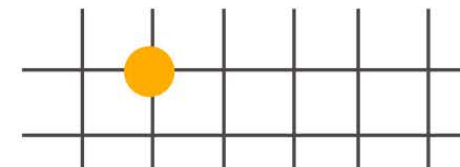


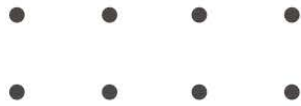


FFIND
BEYOND DATA



Methodology – **CATI**





FFIND
BEYOND DATA



M
↓
M

An interviewer in the metaverse calls a respondent in the metaverse

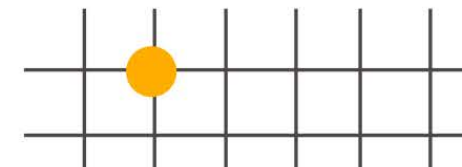
T
↓
M

An interviewer in the real world calls a respondent who answers from the metaverse

M
↓
T

An interviewer in the metaverse calls a respondent in the real world

Methodology – CATI



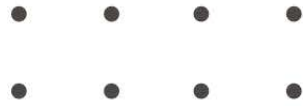


CAWI 2D

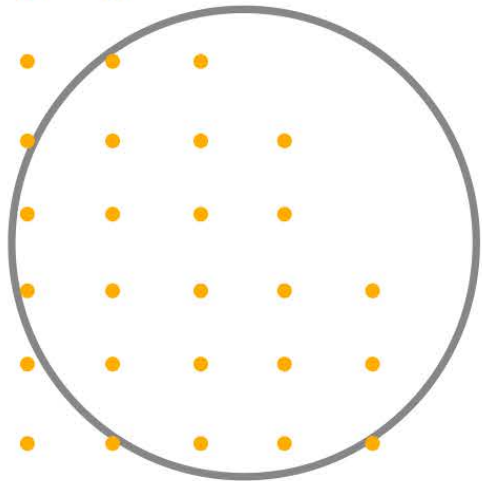


CAWI 3D

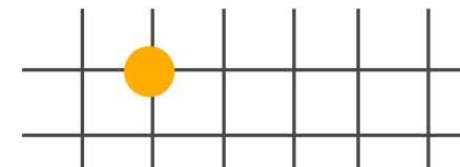
Methodology – CAWI



FFIND
BEYOND DATA



Methodology – F2F



The first interview in the metaverse

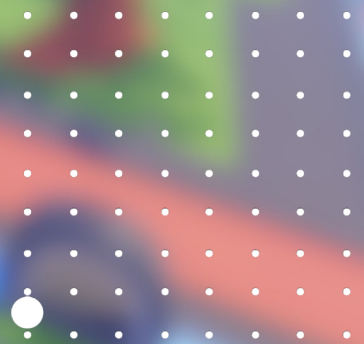


Market Research has a new (real) landscape

Recruiting

Methodology

Reward





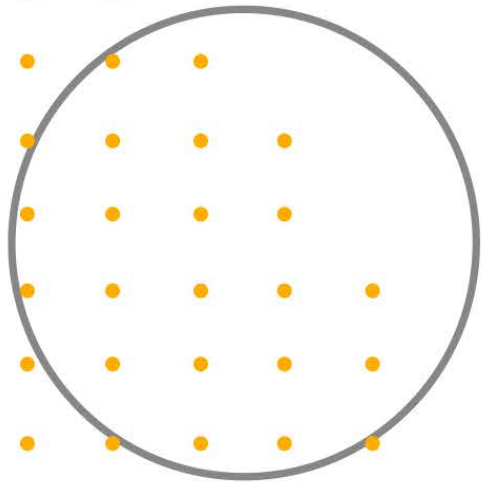
FFIND
BEYOND DATA



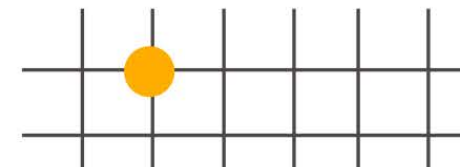
Classic reward



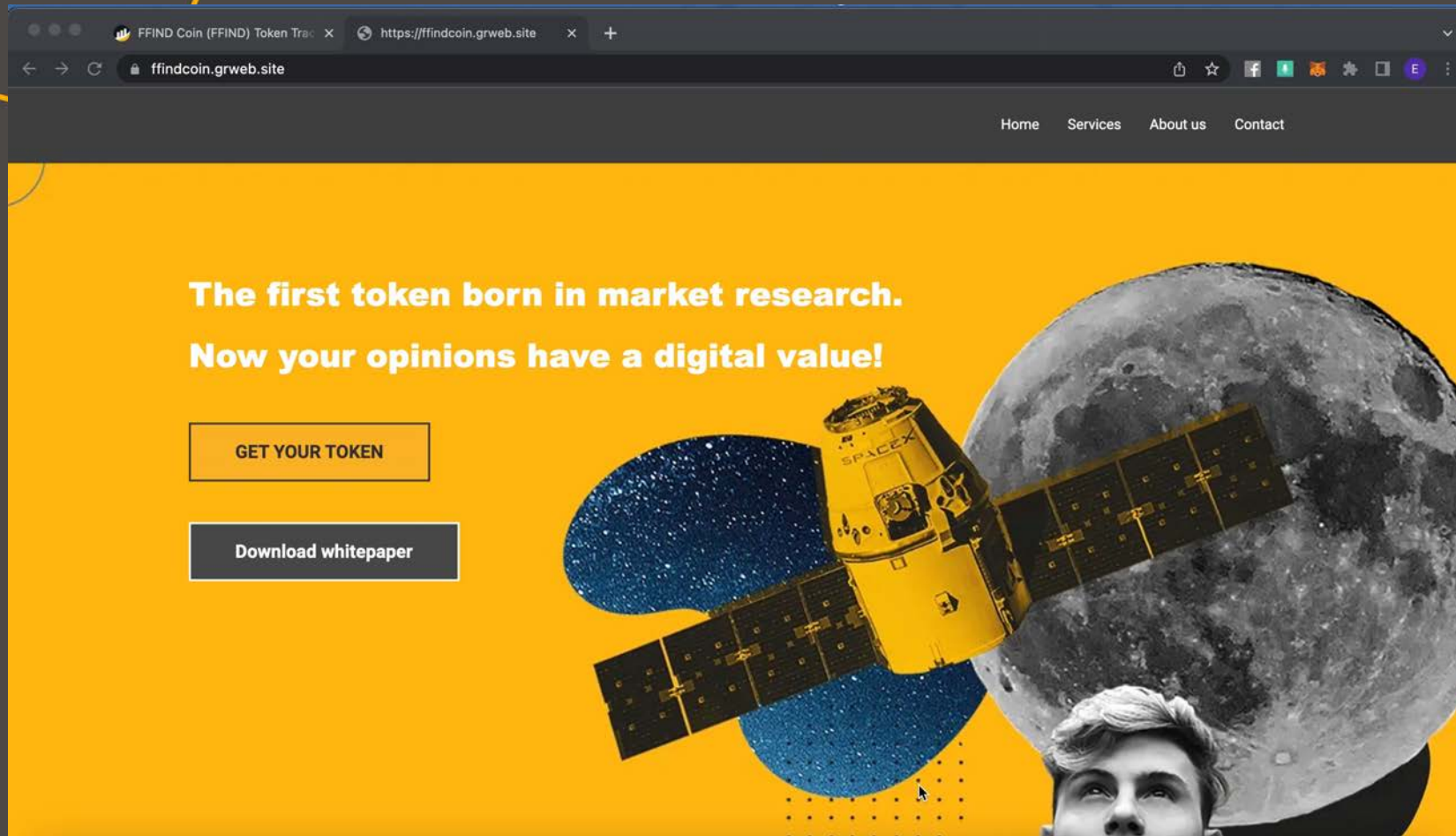
Crypto Token



Reward



The reward – FFIND COIN



The screenshot shows a web browser window with the following elements:

- Browser Tabs:** FFIND Coin (FFIND) Token Trac x, https://ffindcoin.grweb.site x +
- Address Bar:** ffindcoin.grweb.site
- Navigation Menu:** Home, Services, About us, Contact
- Main Banner:** A yellow background featuring a satellite in orbit around a large moon. The satellite has "SPACEX" written on it. A person's face is visible at the bottom right of the banner, looking up.
- Text on Banner:**
 - The first token born in market research.**
 - Now your opinions have a digital value!**
- Buttons:**
 - GET YOUR TOKEN** (yellow button)
 - Download whitepaper** (dark grey button)

**This is a FFIND coin
the first crypto for market research**





Jump into the FFIND coin if you are a...

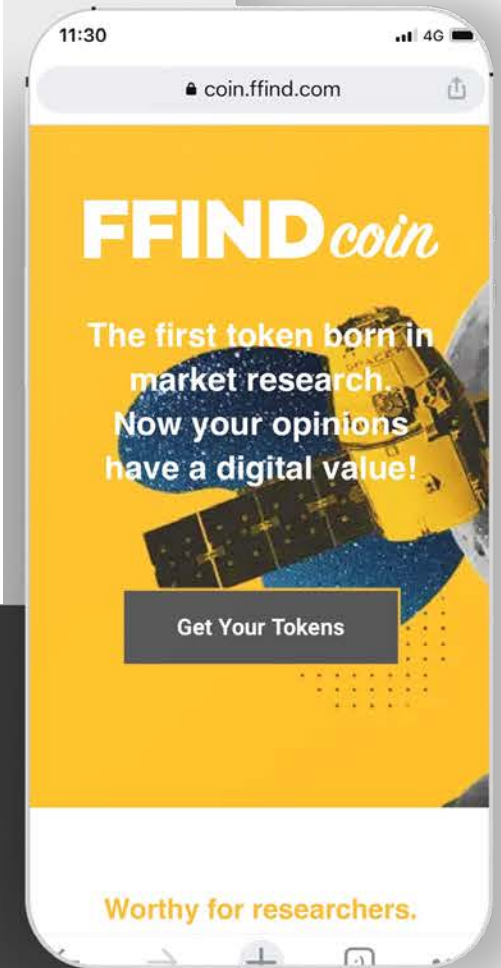
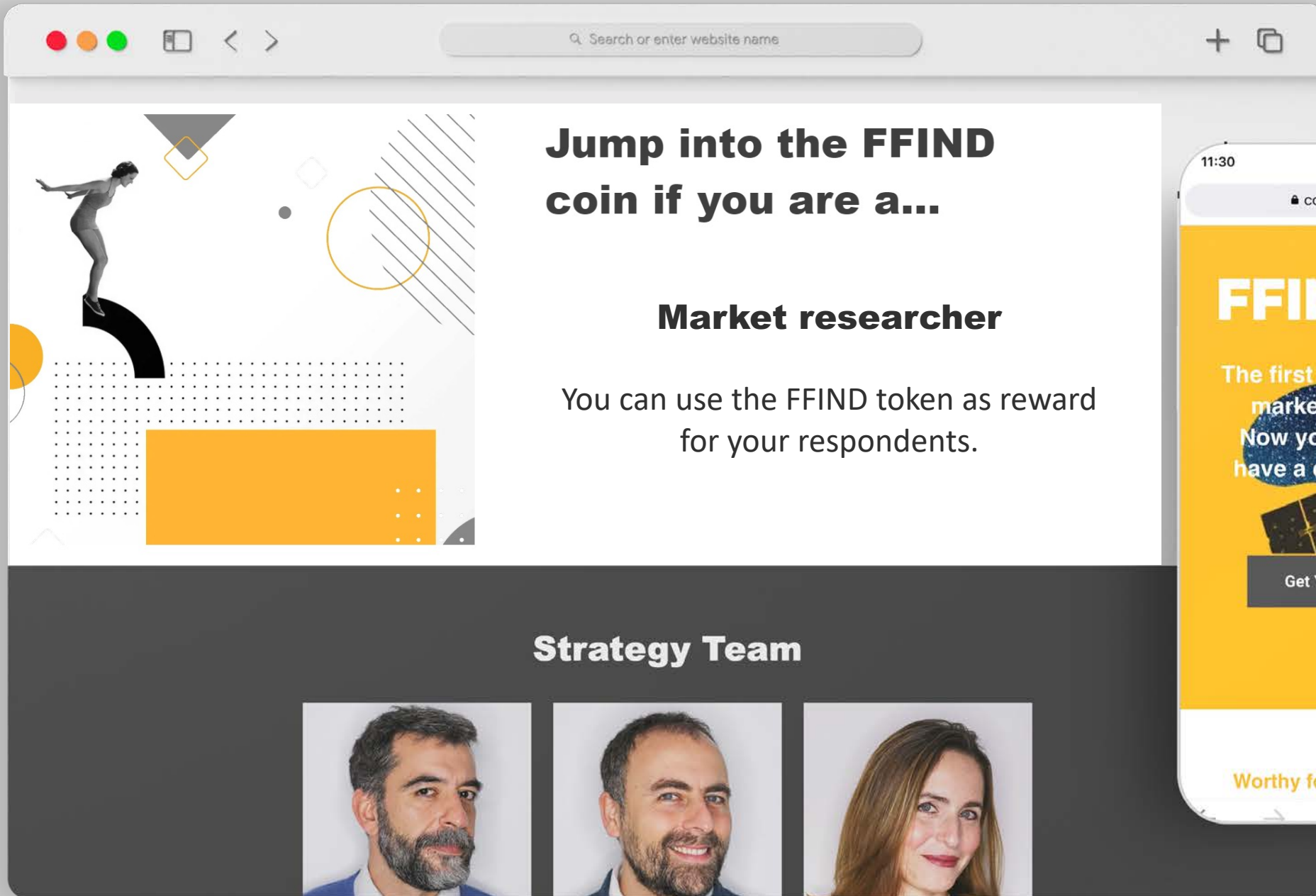
Respondent

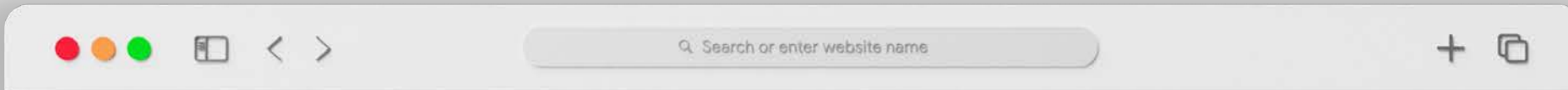
You can earn crypto tokens by participating in surveys.

Strategy Team



Worthy for researchers.



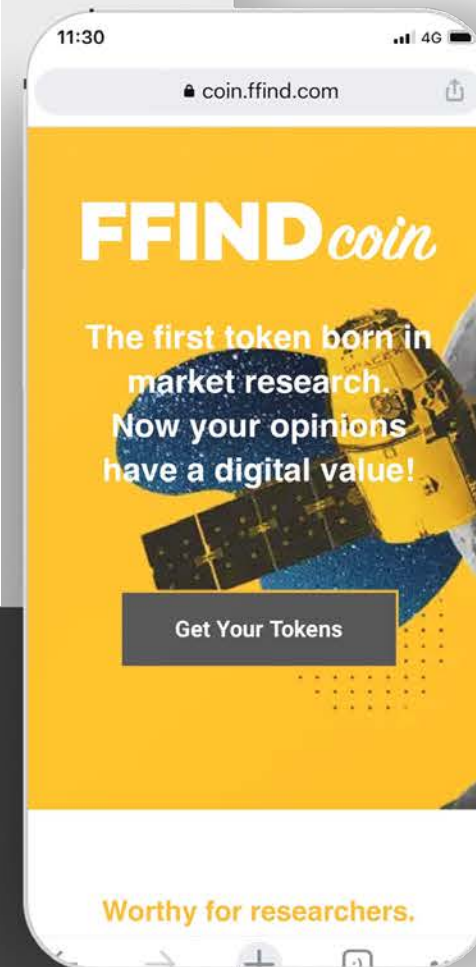


Jump into the FFIND coin if you are a...

Crypto-investor

You can invest in FFIND tokens to see the value of your wallet grow.

Strategy Team



Worthy for researchers.

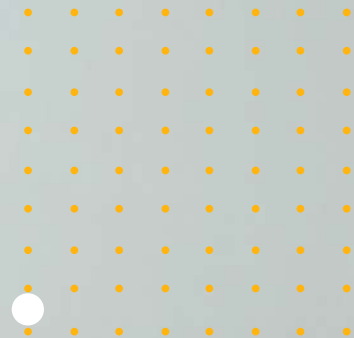
Why market research needs a token?

It innovates the reward system that increases the response rate

It gives digital value to people's opinions

It stores data into the blockchain for ever and immutably

Its value grows as soon as more interviews are completed



Circulating Supply

1,000,000,000,000,000

TOKENOMICS



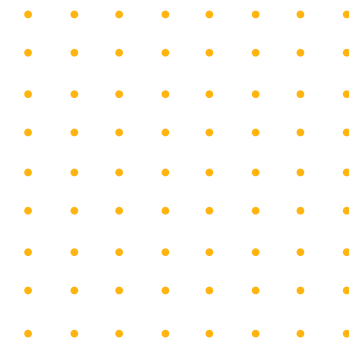
5%

of each transaction added to liquidity pool



5%

of each transaction redistributed to holders

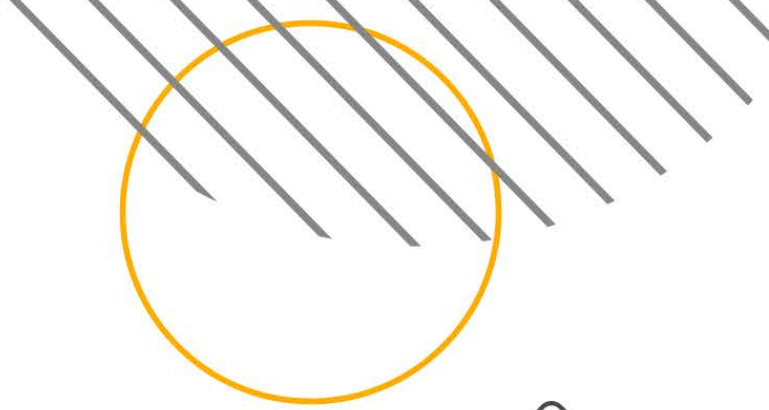




Are you ready to embrace the change
and to engage in the metaverse?



FFIND
BEYOND DATA



Thank you and...



... enjoy your FFIND coin

ASK US YOUR MILLION FFIND COIN IF YOU HAVEN'T RECEIVED IT YET

