



## Company and Project Overview

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Presented by Natalia (Head of Production at SE)

# What we do

- **Proprietary Software for Choice Modeling (Discrete Choice Experiments - DCEs):** We implement experiments to analyze decision-making processes, helping clients understand preferences and predict choices.
- **Survey programming and custom development**
- **Data collection and fieldwork management**
- **Research Consulting**
- **Data Quality Assessment**
- **Custom Research Services**



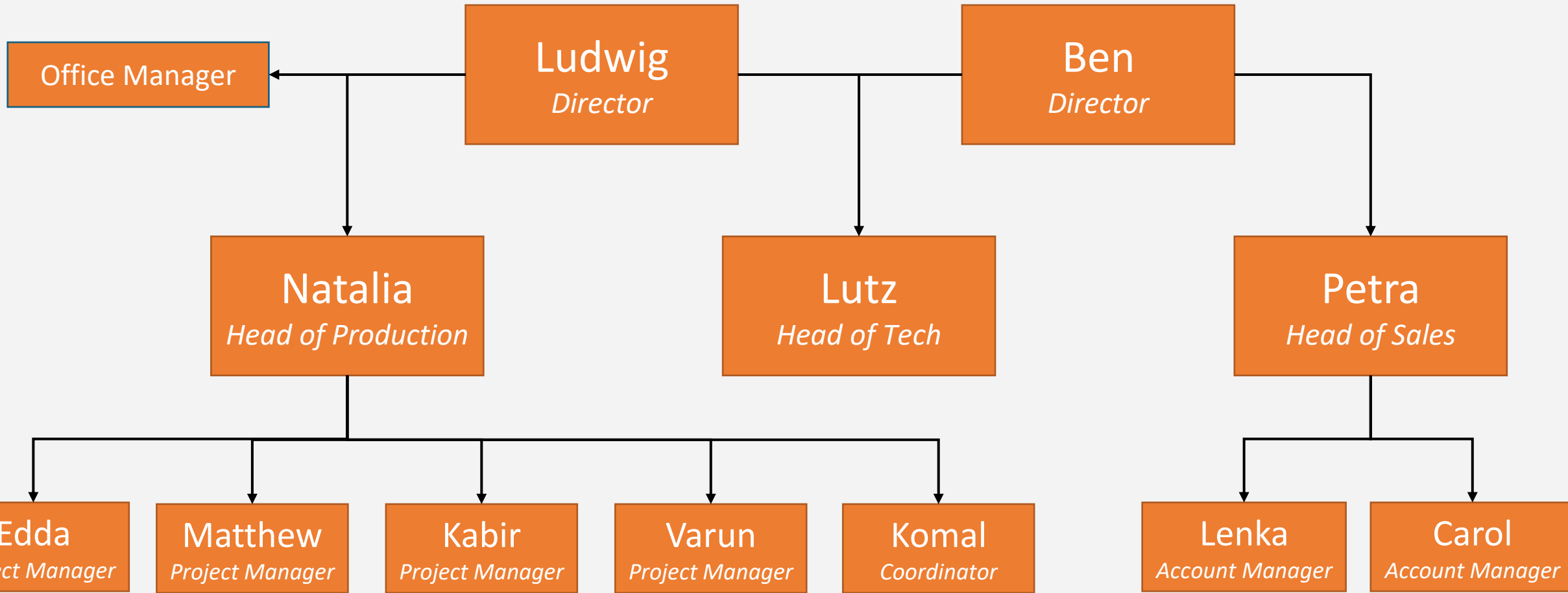
# Who are our clients

- Academic and governmental Institutions: Universities, think tanks, regulatory and policy bodies, etc.
- Healthcare companies: We support patient preference research for pharmaceutical companies and CROs.
- Commercial Enterprises and Market Research firms: Our services extend to businesses seeking insights through choice modeling and advanced survey methodologies.



# Company structure

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# The Head of Production

- Ensures the quality of delivery.
- Advises and trains PMs and other team members.
- Manages escalations and contract renegotiations.
- Sign-offs scope changes.



# The Project Manager

- Guides the project to good port
  - Task assignment and team coordination
  - Budget and timeline monitoring
  - Risk and change management
  - Client and team Communication
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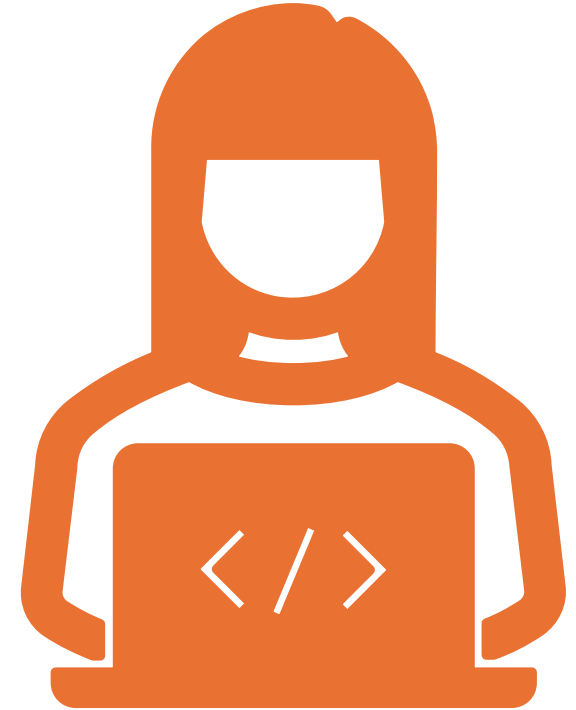
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# The Coder

- Responsible for all technical aspects
- Survey implementation
- Quality control
- Revisions and translations implementation
- Fieldwork set up
- Data delivery and reporting

# The Fieldwork Manager

- Planning fieldwork
- Define routes requirements and brief coder
- Communicate with vendors and sample providers
- Fieldwork progress assessment and reporting
- Onboarding and coordinating fieldwork assistants





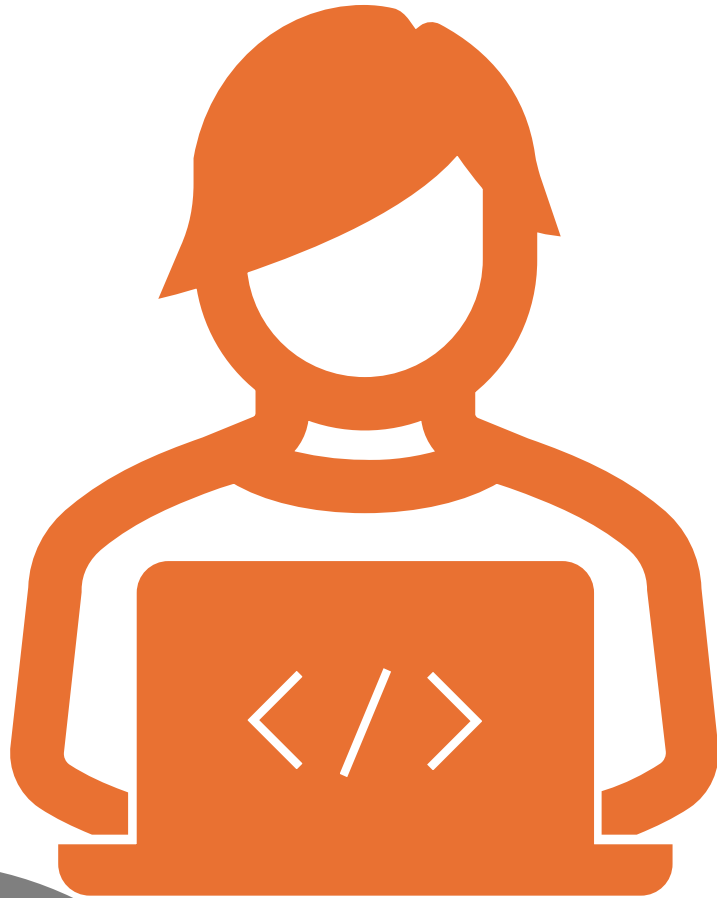


## Our Projects

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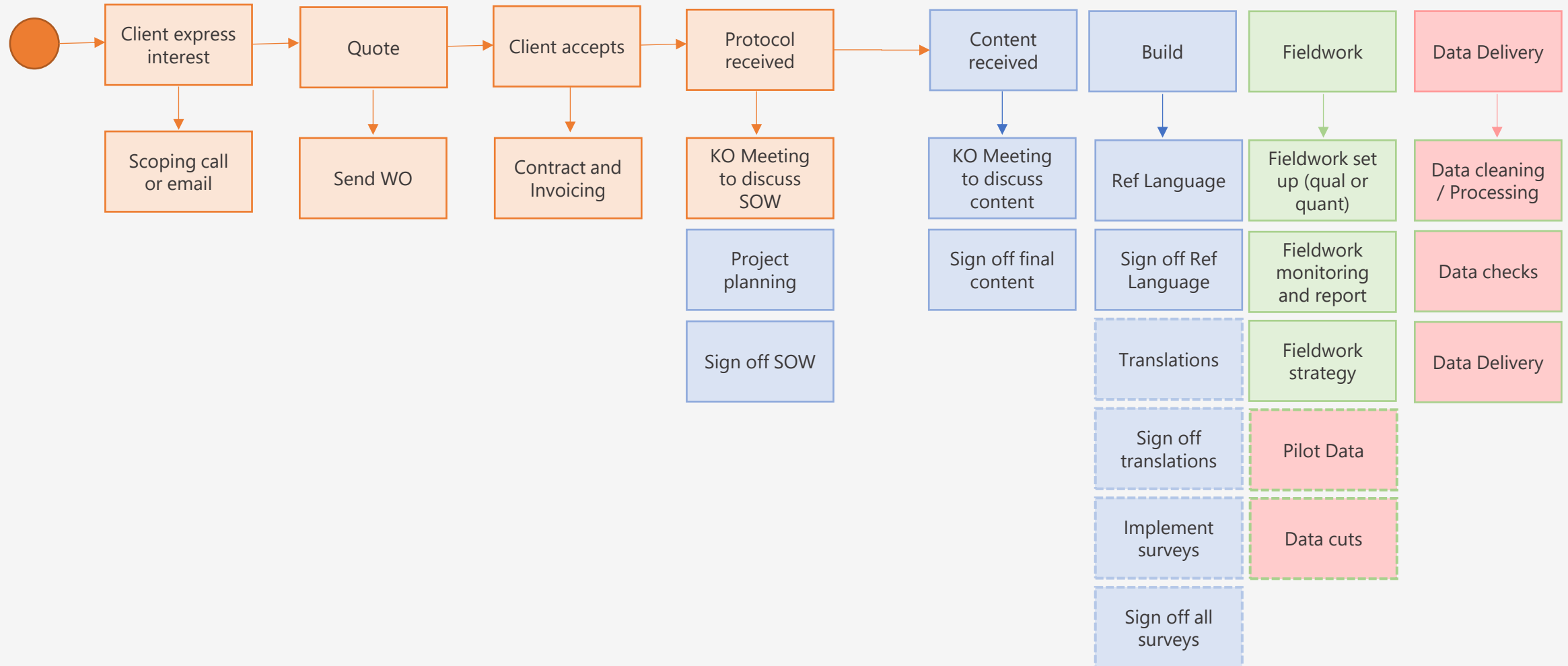


# Types of Projects

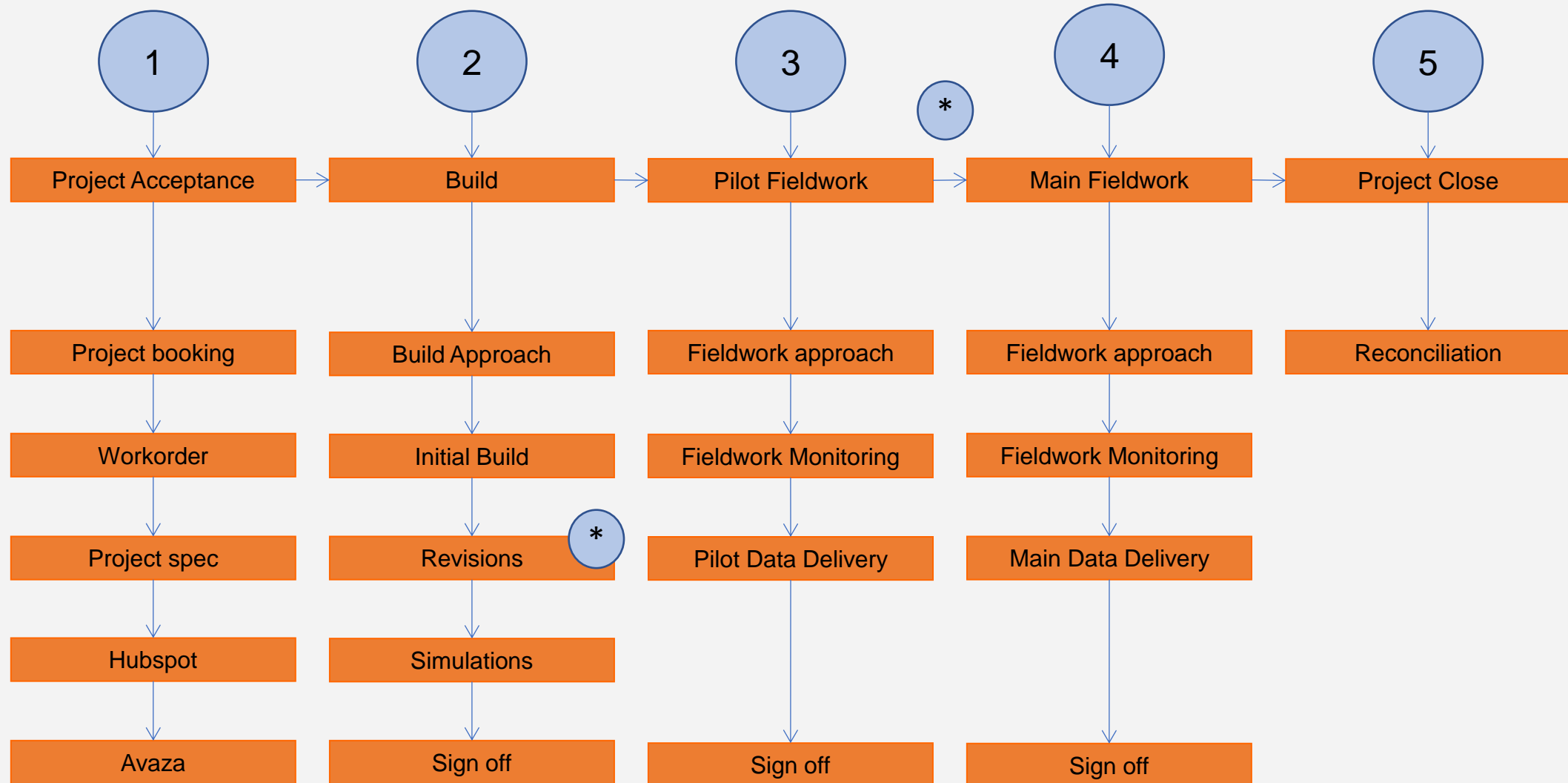


- **Full Build:** Comprehensive project management from survey design to data analysis, tailored to client needs.
- **Software as a Service (SaaS):** Providing clients with access to our platform to design and manage their surveys independently.
- **General Population:** Surveys targeting a broad audience to gather widespread insights.
- **Specific Target Groups:** Focused studies on niche populations, such as individuals with rare health conditions, to obtain specialized data.
- **Small Budget:** Efficient solutions designed to meet objectives within limited resources.
- **Large Budget:** Comprehensive projects with extensive scope and depth, utilizing advanced methodologies.

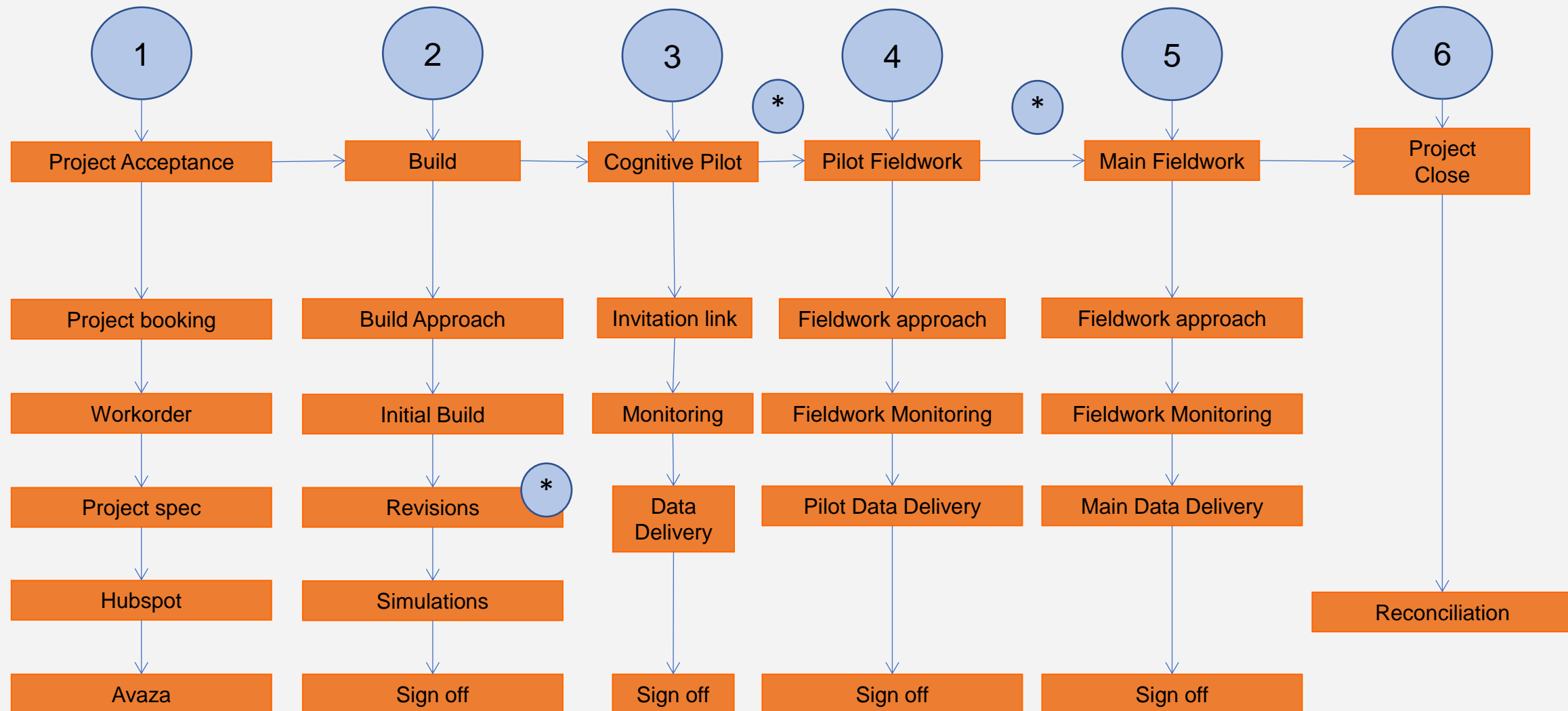
# Example of a Large Project Workflow



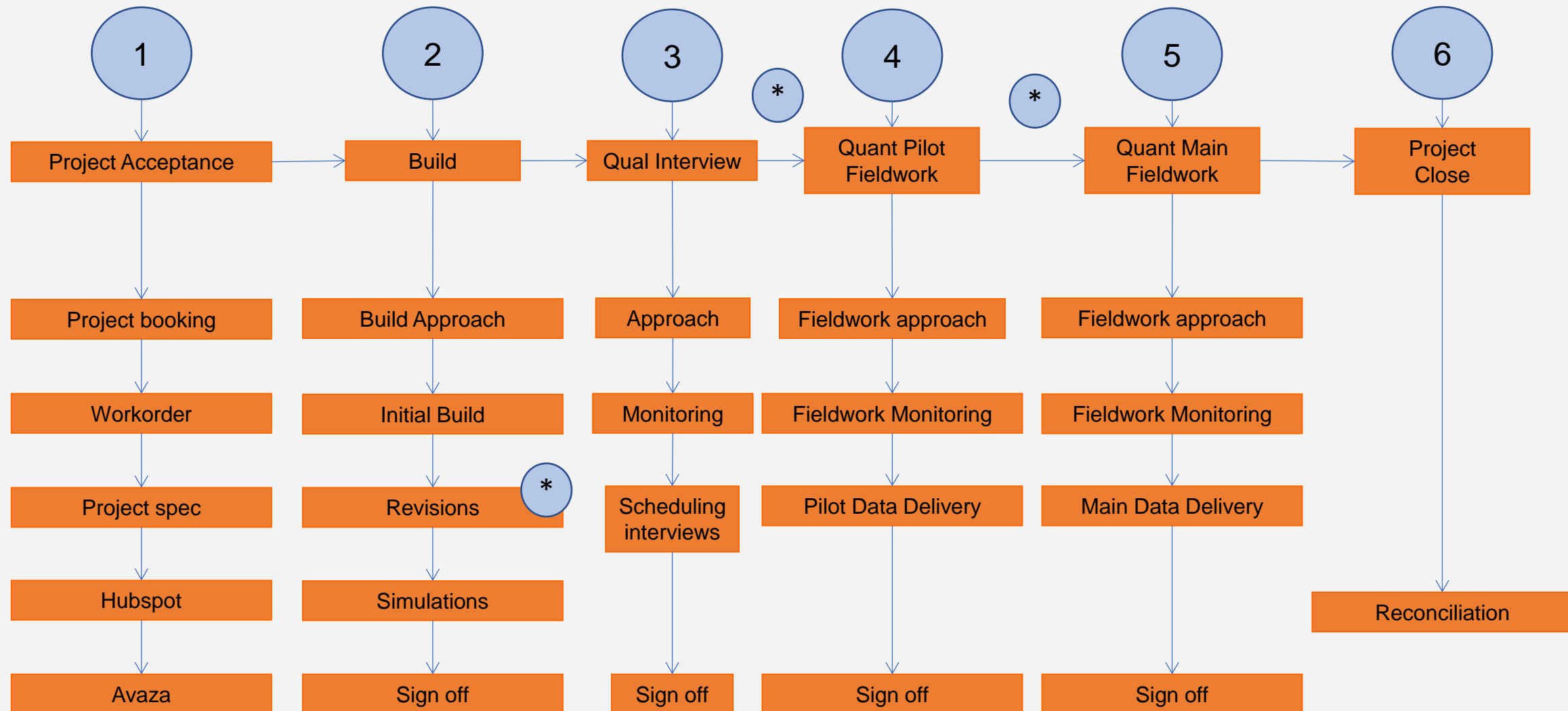
# Basic Project Structure



# Multiphase studies (with cognitive pilot)



# Multiphase studies (with qual interviews)



# Questions?

