

Blueshift Research's Briefing Binders are More Important than Surveys, Spider-Web Searches, Expert Networks or Any Other Alternative Research

Blueshift Research's proprietary research process has the following advantages:

- It captures the entire story from multiple points of view and looks for answers from various independent data sources
- Its wide approach combines information from all available alternative research resources including expert networks, surveys, published studies/documentation, as well as a variety of other primary and secondary sources
- The process of mining data sources for patterns increases the opportunity for accurate analysis and correct conclusions

The briefing binder is created using a four-step process:

Step 1: Define the research question as specifically as possible

In order to get the right answer, it is important to ask the right question. Blueshift Research works closely with clients to establish a research question broad enough to gather a reasonable amount of on-topic information, but specific enough to be able to draw worthy conclusions that can lead to an investment.

Step 2: Create a dossier of primary and secondary independent sources

Blueshift Research dossiers are comprised of primary and secondary sources. Within each dossier are 7-10 "silos" that attempt to gather unique information on the subject from a variety of different independent angles, the theory being the research yields a stronger positive/negative confirmation when all the sources are autonomous. These independent silos can either be groups of primary sources such as potential customers, industry experts, competitors and current customers, or secondary sources such as published research reports, online blogs and community forums. Before proceeding with the research, Blueshift solicits approval of the dossier which allows clients to sign off on the scope of the research. Data collection is also done by more than one person to facilitate speed and discourage bias.

Step 3: Collect the data from various sources and analyze it for patterns

A successful and confident answer to the research question develops through observing patterns – whether commonalities or differences – among the various data points and independent sources.

Step 4: Present findings to the client

Blueshift Research delivers a briefing binder, comprised of the following:

- A summary of overall findings and a ranking on a scale of 1-5; 1 indicating an answer that does not positively correlate to the research question, and 5 indicating a finding that does positively correlate
- A summary of key findings from each independent data set
- Written details and quotes from each source within each independent data set
- A summary page detailing next steps and recommendations, if any

Blueshift Research's briefing binder presents data in a way that allows our partners to expertly identify and review its findings. Blueshift also provides industry analysis on the four areas covered by our research team: retail/fashion, consumer technology, green technology and cardiac healthcare.