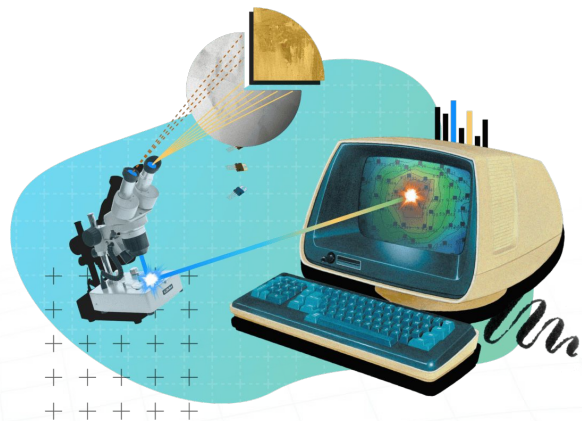




Researchers.
Analysts.
Data Scientists.
Storytellers.

We bring objective clarity to organizations' most ambiguous strategy questions.

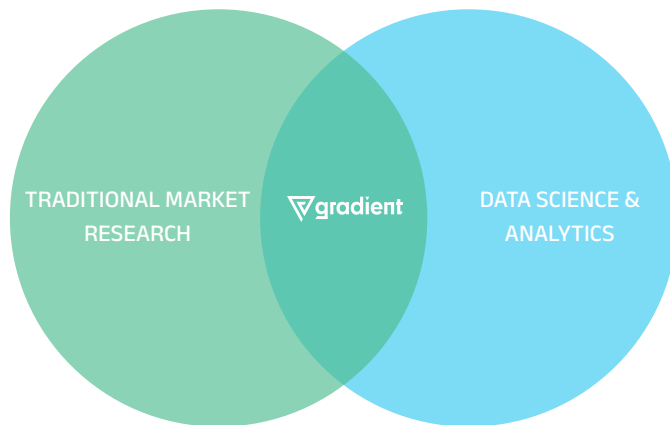


We built the company that we wanted to exist but couldn't find

Who we are

Gradient is a cross-functional team of industry analysts, market researchers, data scientists, technologists, and storytellers.

We help organizations find objective clarity in their most ambiguous strategy challenges.



What makes us unique

We are methodologists at our core.

We believe in sound design, interpretability, and develop research programs to answer specific strategy questions.

We deliver exactly what you need and nothing more.

Gradient by the numbers

80+

Customers served

150+

Reports delivered

10M+

Lines of code written

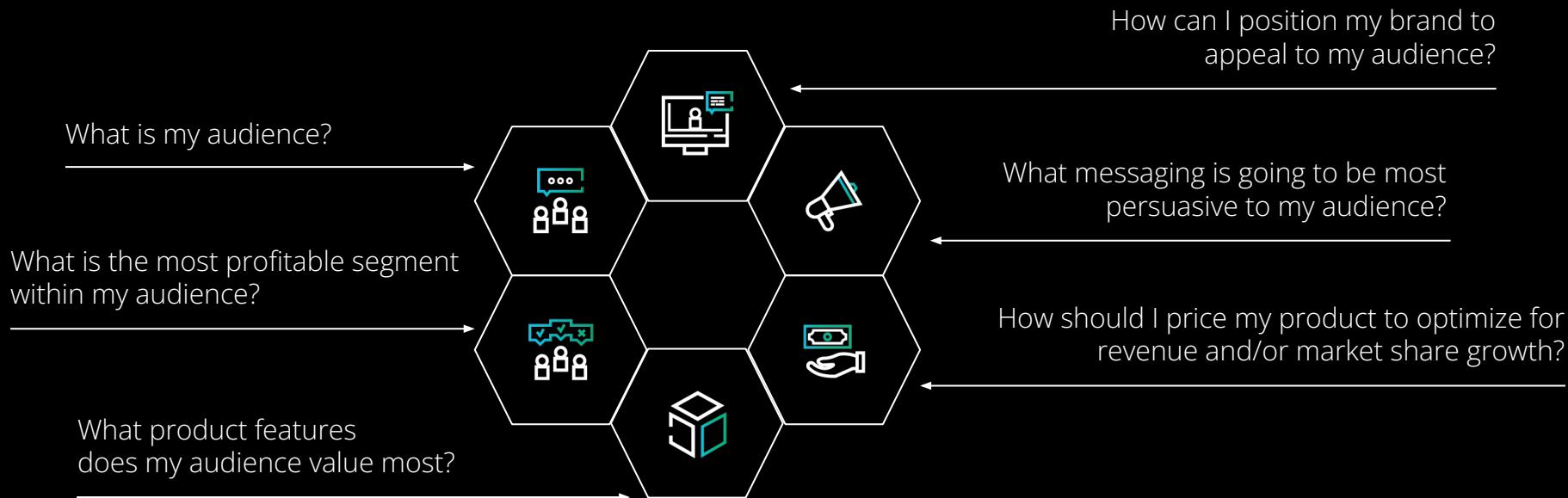
500+

Surveys fielded

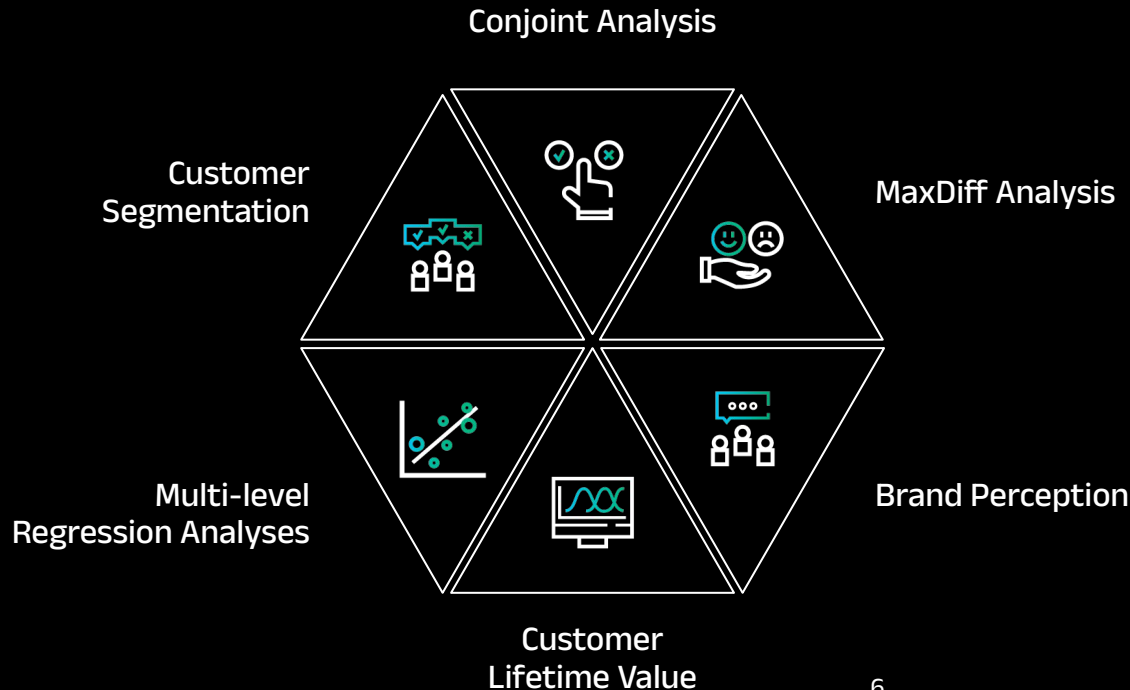
7+

Years running

We bring objective truth to business strategy questions



We draw upon a suite of tailored statistical methodologies



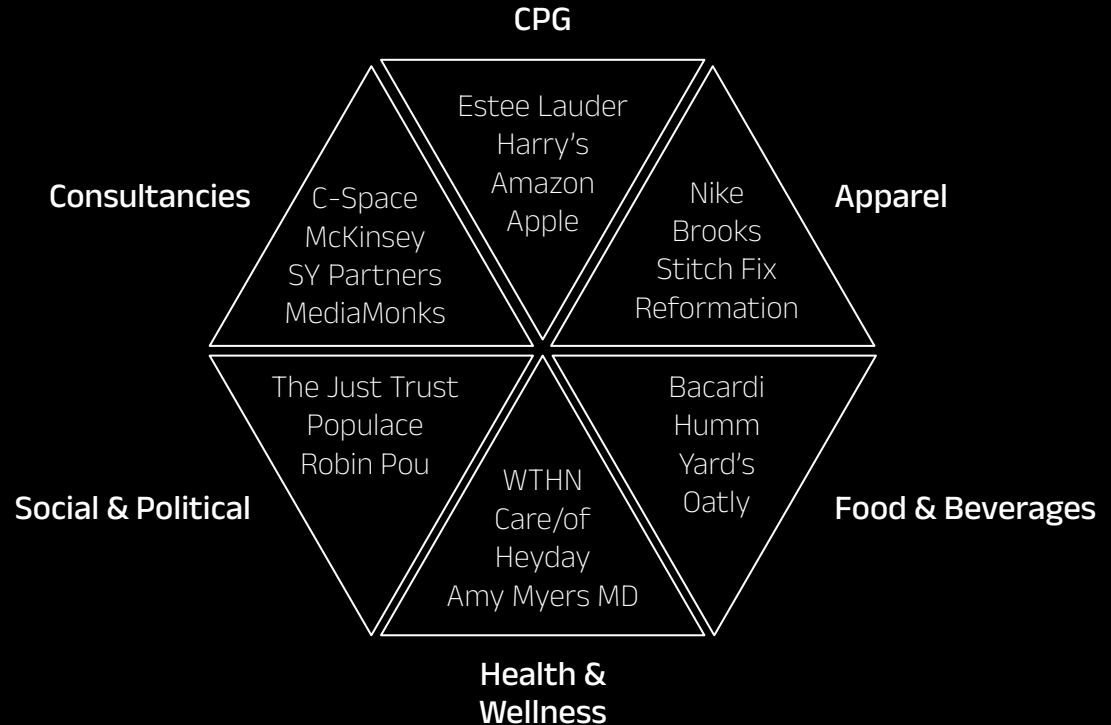
We're fluent in these approaches

- ✓ Pricing Analysis
- ✓ Opinion Polling
- ✓ Qualitative Research
- ✓ Clustering Analysis
- ✓ Classification Analysis
- ✓ Structural Equation Modeling
- ✓ Advanced Statistical Modeling
- ✓ Bayesian Modeling
- ✓ ...

Our expertise is methodological and statistical, and can be applied to any industry.

We embed ourselves into your organization to form testable hypotheses and use statistical models to bring objective clarity to your strategy questions.

We have extensive experience in multiple commercial and social sectors.



Our trusted partners

The world's most forward
looking organizations trust
Gradient



Populace

AWAY

ACLU



BACARDI LIMITED

FRAMEBRIDGE



ESTÉE
LAUDER
COMPANIES

McKinsey
& Company

THE JUST TRUST

HARRY'S

Reformation

The logistics

How we work

We operate as your partner to get you the specific answers you need with exacting statistical confidence.

We rely on custom-sourced survey data to be able to answer the specific question our clients need. There is no need to “fill in the blanks”.



Our process

We begin with a needs assessment to understand the strategy decision you are facing and then propose the ideal methodological design and data acquisition plan.



Timing

A typical project lasts at least a few weeks, and the bulk of our projects take somewhere between 4 and 12 weeks. *Just like the best software teams in the world, we work in weekly sprints.* This means we can move (really) fast, and we aim never to let a week go by without delivering something of value to the client.

Pricing

Our pricing starts at \$50,000, but we can discuss more cost-effective arrangements for straightforward projects with long-term clients. Determinants of pricing include;

- Design & modeling complexity
- Accessibility of audience & target population
- Rounds of revisions required, and
- Project duration.

The people behind the numbers



Tom Vladeck

Managing Director

Tom was inspired to start Gradient by the cutting-edge market research performed by his advisors at Wharton, where he received his MBA in marketing and statistics. Prior to Wharton, Tom received a master's degree from the London School of Economics and studied math at Pomona College. In a prior life, Tom produced quantitative models for global climate policy reports.



Kyle Block

Head of Research

Kyle is a global market researcher who studies behavior using a wide range of methodologies. He has designed hundreds of population and consumer studies in more than three dozen international markets, and his work has influenced global ad campaigns in emerging markets. An aficionado of maps and spatial data, Kyle holds a master's in Spatial Analytics from the University of Pennsylvania



Stefan Musch

Head of Product

Stefan holds a master's degree in Marketing and Management from Tilburg University. After Tilburg, Stefan went into industry where he applied state-of-the-art marketing science methods to business challenges. Stefan partners with client teams to translate advanced analyses to easy-to-implement recommendations, guiding managers along the way.

What our clients say

"Gradient lives at the bleeding edge of market research, data science, and technology. They are not afraid to push the envelope of data collection and analysis methods. It's a thrill to see the Gradient team roll up their sleeves to craft a sharp analysis for a rapidly approaching press deadline. If you need a no nonsense research partner, Gradient is exactly that."

Nate Lubin

Former director of the Office of Digital Strategy,
Obama Administration

"Joining a project in progress can be a challenge, but we learned quickly that we could trust and rely on the Gradient team. That's a testament to their patience and professionalism."

Ali Noorani

President & Chief Executive Officer at **National Immigration Forum**

"Gradient is a great firm to work with. We collaborate with them for all of our analytic work, and even use them to re-run analyses that other firms have done for us because they have earned our complete trust."

We think of the Gradient team as an extension of our own —they are knowledgeable, thoughtful, flexible, honest, and an overall pleasure to work with."

Parisa Rouhani

Co-Founder & Sr. Vice President at **Populace**



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