

## Executive Summary



### COMPANY PROFILE:

Website: [www.survature.com](http://www.survature.com)  
Industry: Online Survey  
Employees: 7  
Founded: January 1, 2013

### CONTACT:

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865-300-6079 [Email:  
jian@survature.com](mailto:jian@survature.com)

### FINANCIAL INFORMATION:

Funding Stage: Seed  
Previous Capital: \$135,000  
Capital Seeking: \$500,000

### TEAM:

CEO: Jian Huang, Ph.D.  
Team Members:  
Finance: Lynn Youngs  
Products: Steven Chin UX +  
Design: Kurt Zinser  
Architect: Jamey Pearce  
Engineering: James Osborne  
Strategy: Brian Mohny

### ADVISOR:

Prof. Sarah Lowe,  
Univ. of Tenn., Graphic Design  
Prof. Garriy Shteynberg,  
Univ. of Tenn., Psychology

**BUSINESS SUMMARY:** Survature is a Software as a Service (SaaS) company that provides an online survey tool which not only collects and analyzes survey takers' responses, but also examines *how* survey takers responded. By understanding how they respond, Survature provides insightful reports to our clients regarding the answers' priority, importance, uncertainty, and reliability. "It's not what you said, it's how you said it". Survature's technology is patent pending.

**TEAM:** Professor Jian Huang (University of Tennessee, Computer Science) is the chief executive officer and founded the company based on his passion for big data analysis and visualization. Survature has six team members who focus on different key areas: Lynn Youngs (Finance), Steven Chin (Products), Kurt Zinser (Design), Jamey Pearce (Architect), James Osborne (Engineering) and Brian Mohny (Strategy)

**CUSTOMER PROBLEM:** Extracting useful information from online surveys is difficult because survey takers often dislike taking surveys or frequently lose interest during the survey process. Survey administrators distrust the results because they cannot effectively measure whether the survey taker was engaged, gave honest answers, or paid attention to each question.

**PRODUCT/SERVICES:** Survature solves both problems of lost engagement and ambiguously useful results by providing (1) a unique interactive survey interface and (2) reports with insights into how the survey taker responded. Survature provides clients with the dissemination of survey campaigns, data collection, analysis (behavioral and statistical), and reporting.

**MARKET OPPORTUNITY:** Total revenue for the online survey industry in 2012 was \$2.2 billion with an attractive \$1.3 billion in profits.\* The online survey market is projected to grow 8.8% on an annualized basis for the next five years and will reach \$3.3 billion in total annual revenue for 2017.

**CUSTOMERS:** The ideal customers are businesses and organizations who are already conducting research using competitors' online surveys but are frustrated that they cannot get more useful and actionable results. These businesses and organizations seek to understand the attitudes and opinions of their customers and the public towards their brands, products, and services.

**MARKETING STRATEGY:** Survature is focusing on building a customer base through local face-to-face networking and sales opportunities in Southeastern United States. Through these strategic relationships, product and services improvement will occur via rapid product iteration. After winning the trust of successful companies based in the Southeast United States, we will deploy across the country.

**BUSINESS MODEL:** Tiered subscription-based pricing with SaaS and consulting services. **COMPETITIVE ADVANTAGE:** Patent pending technology and simplicity of design.

Projected Financials	Yr-1	Yr-2	Yr-3
Revenues	100,627	966,790	5,069,756
Exenditures	411,305	626,308	2,025,165
Net	(310,678)	340,482	3,044,591

\*IBISWorld

