

A hand holding a smartphone with a digital network overlay. The background is a dark blue with a grid of white dots and lines, creating a network-like pattern. The hand is holding a smartphone, and the screen shows a similar network pattern. The overall aesthetic is futuristic and technological.

# WorldBrain®

**WORLD BRAIN WAVE®**

*Create and conduct studies, wherever, whenever.*

WORLDBRAINWAVE MAKES RESEARCH TOOLS  
ACCESSIBLE AND AFFORDABLE FOR EVERYONE

'NEW, UNIQUE, AND RELEVANT' - AMAZON (WEB SUMMIT 18)

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# PROBLEM

THERE IS A HIGH DEMAND FOR  
ACCESSIBLE AND AFFORDABLE  
BROWSER-BASED RESEARCH TOOLS  
FOR QUICK SURVEYS & STUDIES ON LOCATION

THEY SHOULD BE USER FRIENDLY  
(NO STATISTICAL KNOWLEDGE REQUIRED)  
AND WITH EASY & FAST ON-BOARDING  
FOR PARTICIPANTS.

THEY SHOULD WORK IN ALL BROWSERS ON ANY  
MOBILE, TABLET OR DESKTOP (NO APP INSTALL)

TILL NOW, THERE WAS NO SUCH PLATFORM AVAILABLE

# SOLUTION

AN EASY-TO-USE DATA ACQUISITION TOOL,  
USABLE FOR EVERYONE, THAT IS NOT EXPENSIVE,  
AND REQUIRES NO COSTLY CONSULTANCY

FOR GENERAL USERS:

FROM SIMPLE QUICK SURVEYS  
TO VALID SCIENTIFIC RESEARCH  
FOR PSYCHOLOGICAL, SOCIOLOGICAL,  
ECONOMICAL, MARKETING OR OTHER PURPOSES

FOR ADVANCED RESEARCHERS:

A SCIENTIFIC RESEARCH & ANALYSIS TOOL  
THAT OFFERS HIGH ACCURACY & STIMULI PRECISION  
ON LOCATION OR IN LAB SETTING

# FOR WHO?

WE OFFER A PLATFORM FOR DATA ACQUISITION,  
DISCOVERY AND RESEARCH COLLABORATION

WHO CAN USE THIS TOOL RIGHT AWAY?

RESEARCH  
& DEV

SCIENTIFIC  
RESEARCH TOOL  
FOR STUDENTS,  
RESEARCHERS,  
PRODUCT  
DEVELOPERS,  
DESIGNERS

BUSINESS  
& ORG

LOCATION-BASED  
CONSUMER INSIGHTS  
TOOL FOR  
MARKETEERS,  
CONSULTANTS,  
BUSINESSES,  
ORGANIZATIONS

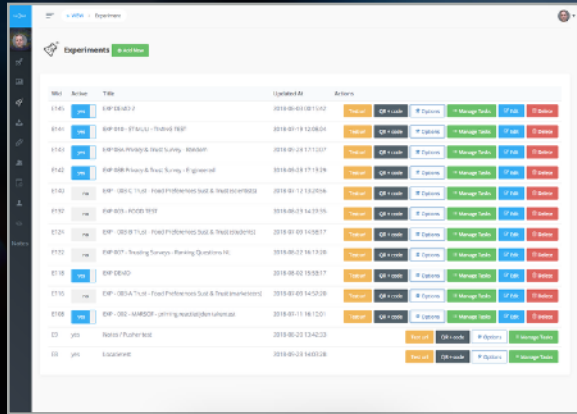
EDUCATION  
& GOV

STUDY TOOL  
FOR SCHOOLS,  
GROUPS, CLUBS,  
COMMUNITIES,  
UNIVERSITIES,  
GOVERNMENTS,  
NGOs

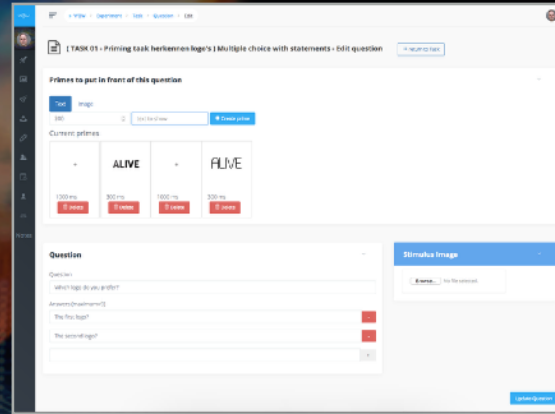
# ALL YOUR STUDIES & ANALYSIS IN ONE SIMPLE WORK FLOW

RESEARCHER

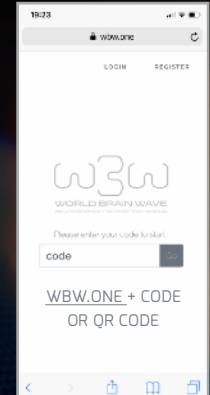
PARTICIPANT



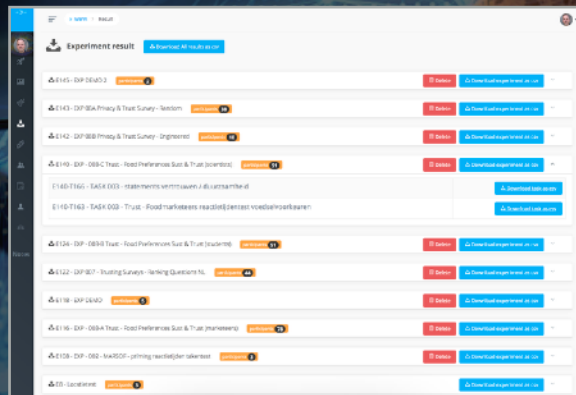
BUILD EXPERIMENTS



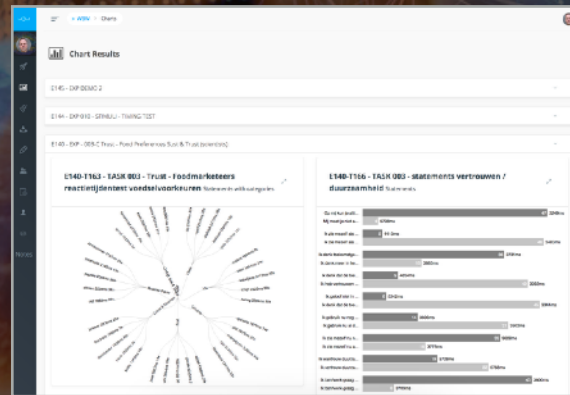
CREATE TASKS & STIMULI



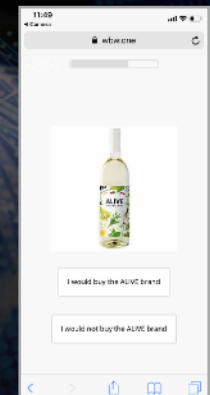
ON-BOARDING



DOWNLOAD DATASETS  
FURTHER ANALYSIS IN WBW



REAL-TIME DASHBOARD  
PRESENTS RESULTS IN WBW

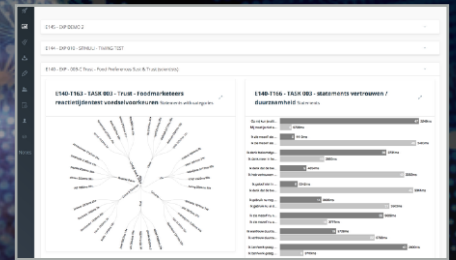
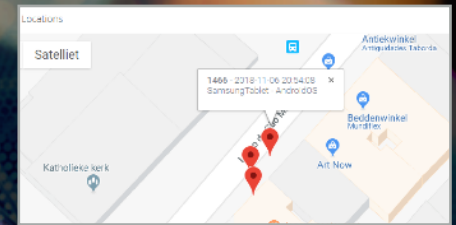


ACQUISITION

PARTICIPANT  
OUTCOME / REWARD

# MAIN ADVANTAGES PLATFORM

- ONLINE 'MOBILE FIRST' RESEARCH PLATFORM
- WORKS IN ALL BROWSERS ON MOBILE DEVICES
- EXPERIMENTS AND SURVEYS ON LOCATION
- EASY ACCESS BY QR OR SHORT URL+ CODE
- PROVIDE RESULT / REWARD AT END STUDY
- VIEW STUDY LOCATIONS ON THE MAP
- INSTANT DATA GRAPH VISUALISATION
- VIEW PARTICIPATION IN TIME LINE
- INTUITIVE INTERFACE / WORKFLOW
- EASY TO USE - SET UP STUDIES IN MINUTES
- COLLABORATIVE - WORK IN TEAMS
- OPEN & MULTIPLE CHOICE QUESTIONS
- COGNITIVE & BEHAVIORAL TASKS
- ASSOCIATION / PREFERENCE MAPPING
- REACTION TIME IN ALL TASKS
- PRIVACY FIRST, GDPR COMPLIANT
- CONTROL OVER OWN DATA



**wbw.one + znydtpk2** or

SCAN QR / SKIP LOGIN  
[WBW.ONE/EXP/ZNYDTPK2](https://wbw.one/exp/znydtpk2)

# FUNCTIONALITY WBW PLATFORM

EASY ACCESSIBLE, USER-FRIENDLY, RELIABLE & AFFORDABLE

MOBILE FIRST - CROSS-PLATFORM - BROWSER BASED - HIGH ACCURACY RESEARCH TOOLS (NO APP INSTALL REQUIRED). USING THE POTENTIAL OF CONNECTING 2 BILLION SMARTPHONE USERS WITH OVER 200 MILLION (STUDENT) RESEARCHERS. ON THE PLATFORM, USERS CAN CREATE, CONDUCT AND COLLABORATE ON EXPERIMENTS AND IMMEDIATELY SHARE RESULTS.

## RESEARCH ON LOCATION

DESIGNED FOR COGNITIVE AND BEHAVIORAL RESEARCH ON THE SPOT

## QUICK ON-BOARDING PARTICIPANTS

WBW.ONE + CODE OR SCAN QR CODE

## SCIENTIFIC RESEARCH TOOLS

EASY-TO-USE AND AFFORDABLE TOOLS WITH HIGH ACCURACY & STIMULI PRECISION ON MOBILE DEVICES

## BENEFITS WBW PLATFORM

YOUR RESEARCH IN ONE WORK FLOW

USER FRIENDLY INTERFACE (WYSIWYG)

EASY TEST RUNS

REUSE, IMPORT & EXPORT TESTS

## REAL-TIME DASHBOARD

DATA VISUALIZATION WHILE RUNNING YOUR STUDIES

## DATA EXPORT

EXPORT DATA PER EXPERIMENT OR SINGLE TASK (EASY CLEANUP)

## INSIGHTS

ACQUIRE IMPLICIT & EXPLICIT PREFERENCES OF CONSUMERS, USERS, OR OTHER STAKEHOLDERS

## REAL-LIFE TESTING ON LOCATION

MEASURING KNOWLEDGE AND EXPERIENCE IN LIFELIKE SITUATIONS

## GAMIFICATION

QUICK RESPONSES IN LIFE ACTION ON LOCATION

## INSTANT FEEDBACK

VIEW & SHARE OUTCOMES IN REAL-TIME

## EXPERIMENT BUILDER

IMPLICIT & EXPLICIT CHOICES & QUESTIONS IN (VISUAL) PRIMING & REACTION TIME TASKS

## CREATE SURVEYS

QUESTIONNAIRES, OPEN QUESTIONS, MULTIPLE CHOICE, EMOJI, AND MORE.

WORK IN TEAMS OR COLLABORATE WITH OTHER RESEARCHERS

## DATA SHARING

BOTH RESEARCHERS AND PARTICIPANTS CAN SHARE DATA WITH OTHER PARTIES

DISCUSS PROGRESS AND IDEAS IN COLLABORATIVE NOTES

## DATA DISCOVERY

LINK DATASETS AND DISCOVER HIDDEN PATTERNS IN YOUR DATA (AI, ML, DL)



# TEAM



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COGNITIVE NEUROSCIENCE



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SYSTEM ENGINEERING



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