



FUSING INNOVATION AND FACT-BASED DIRECTION

CORE COMPETENCIES PREPARED FOR: SMALL BUSINESS ADMINISTRATION DEPARTMENT OF ADVOCACY

AllPoints Research, Inc. offers extensive experience in communicating with and exploring the challenges facing small businesses.

DEVELOPING STRATEGIES

AllPoints Research bases all strategic recommendations on a thorough, comprehensive collection and evaluation of data.

PRIMARY RESEARCH

AllPoints Research, Inc. is a nationally known industry expert in gathering stakeholder opinions and behavioral data relative to:

- Impact of public policy on small business
- Attitudes, perceptions and drivers of business owners
- Impact of economy on hiring and growth

AllPoints data collection methods include:

- Population/patient health tracking (including diary studies)
- On-line/web-based research, focus groups, one-on-one interviews
- The fusion of quantitative and qualitative method

DATA INTEGRATION, DATA MINING & ANALYSIS

Multiple database integration and database mining pulls information from a variety of sources together in a succinct manner enabling the development of actionable conclusions.

In addition to database support, AllPoints Research is your expert source for compiling and analyzing a variety of sources such as current writings, internet chatter, etc.

COMMUNICATION TACTICS

AllPoints Research brings proven proficiency in developing and evaluating communication materials suitable for a variety of populations.

- Communication strategies
- Report writing
- Slideshow preparation
- Collateral material execution
- Training and Workshops

PAST PERFORMANCE

AllPoints Research, Inc. manages over 50 projects per year. Since 2004, AllPoints Research has completed over 400 projects worth over \$12 million relative to small business channels. Our current client base is comprised of large, publically-traded corporations.

WEB-ASSISTED DISCOVERY 2.0—BRINGING INNOVATION TO YOU!

Web Assisted DiscoverySM 2.0 brings the traditional in-person focus group to the Internet. AllPoints utilizes the Internet to conduct face-to-face discussions with research participants allowing clients to see research participants' reactions without having to travel to a focus group facility.

- There is no need to recruit respondents to a central location. Respondents can attend the focus group or personal interview from the comfort of their home or office. This methodology is ideal for low incidence populations or populations for whom traveling to a central location is a barrier to their participation.
- Up to 4 group participants plus a moderator can view each other on their computer screen. In addition, the moderator can display to participants slide shows, video clips or other stimuli.
- Meanwhile, in the virtual backroom, observers can view the participants as they are engaged in the discussion.
- Observers have access to a private chat space where they can interface with the moderator without participants' knowledge.

WHY ALLPOINTS?

BOUNDLESS DISCOVERYSM + FACT-BASED DIRECTION!

360° DISCOVERY PROCESS[®]

INFUSING INTELLIGENCE INTO THE STRATEGIC DEVELOPMENT PROCESS

To provide you with sound, forward-thinking direction, AllPoints Research has developed the AllPoints 360° Discovery Process[®] which permeates our team approach to each project.

Your AllPoints Research project team comes together a minimum of eight times throughout the project specifically to discuss *your objectives, new discoveries* and the *best strategies* for addressing *your questions*. While a Sr. Analyst is your and the project's torchbearer, our process fosters accountability among each project team member for enhancing the *intelligence* of the project. In addition, the 360° Discovery Process[®] closes the loop, capturing acumen to be employed in your next AllPoints Research experience.



GSA Contract: #GS-07F-0403U
Primary NAICS: #541910
D & b: #78-670-0063
Fed ID: #56-1643002

CCR Code: #4FB37
Small Business
Woman-Owned Business
HUBZONE: Application in Process