



FPG Think Tank™, a brand extension of Focus Pointe Global, houses platforms that bring people together to share ideas and opinions, to invite thoughtful discussion, and to generate actionable insights. Essentially, FPG Think Tank™ serves as an “Idea Incubator,” utilizing our 1.5 million opt-in member panel.



#### FPG Communities™

Our Community platform is versatile, user-friendly, and can be customized for your needs. Whether it is a “live” Town Hall session or an ongoing Community of consumers, patients, or users of a particular product, you have quick access to your target audience.

- Upload a concept
- Pop up a quick survey
- Open a forum



#### FPG Polling™

Whether it is a simple, quick-turn “flash” poll or a more in-depth online survey, our panel will provide the insights you need. Current events, public opinion, buying habits ... whatever you want to know is right there.

- The right people for your research
- Representative of the US population
- Quick access/fast insights



#### The Gauge Mobile App

Gauge is a new lifestyle mobile swipe app that provides an instant “either/or” answer in response to given stimuli. It’s perfect to get a quick “gauge” on a product, concept, or social issue.

- Lifestyle Response App
- Fast data collection
- Swipe left, swipe right - it’s that easy!



#### STARS Product Use Research Experience™

Place your product into the hands of consumers who test the product and then write and submit an objective evaluation to a chosen list of sites. Participants are chosen based on your target audience.

- Honest evaluation based on using the product
- STARS manages every step of the project

