

GetWhy | PEAKSPAN

# Quirks LA

February 2025



# *The Golden Era of Insights*



## *The Problems*

- **C-Suite Disconnect:** CEOs and executives feel further from their customers than ever
- **ROI is Declining:** Marketing, product & innovation returns are at historic lows
- **“Do More With Less”:** Insights teams are being centralized, squeezed or cut – ultimately moving further from being a true commercial partner



## *The AI Revolution*

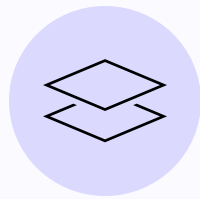
- **Closing the Gap:** Agency-level insights can be affordably delivered at the speed of work, deepening connection to the customer
- **Real Impact:** With advancements in technology, AI-driven solutions are finally ready to deliver real ROI
- **The Opportunity:** Transforming insights from a function to an integrated capability

The transformation

# Building at Three Levels

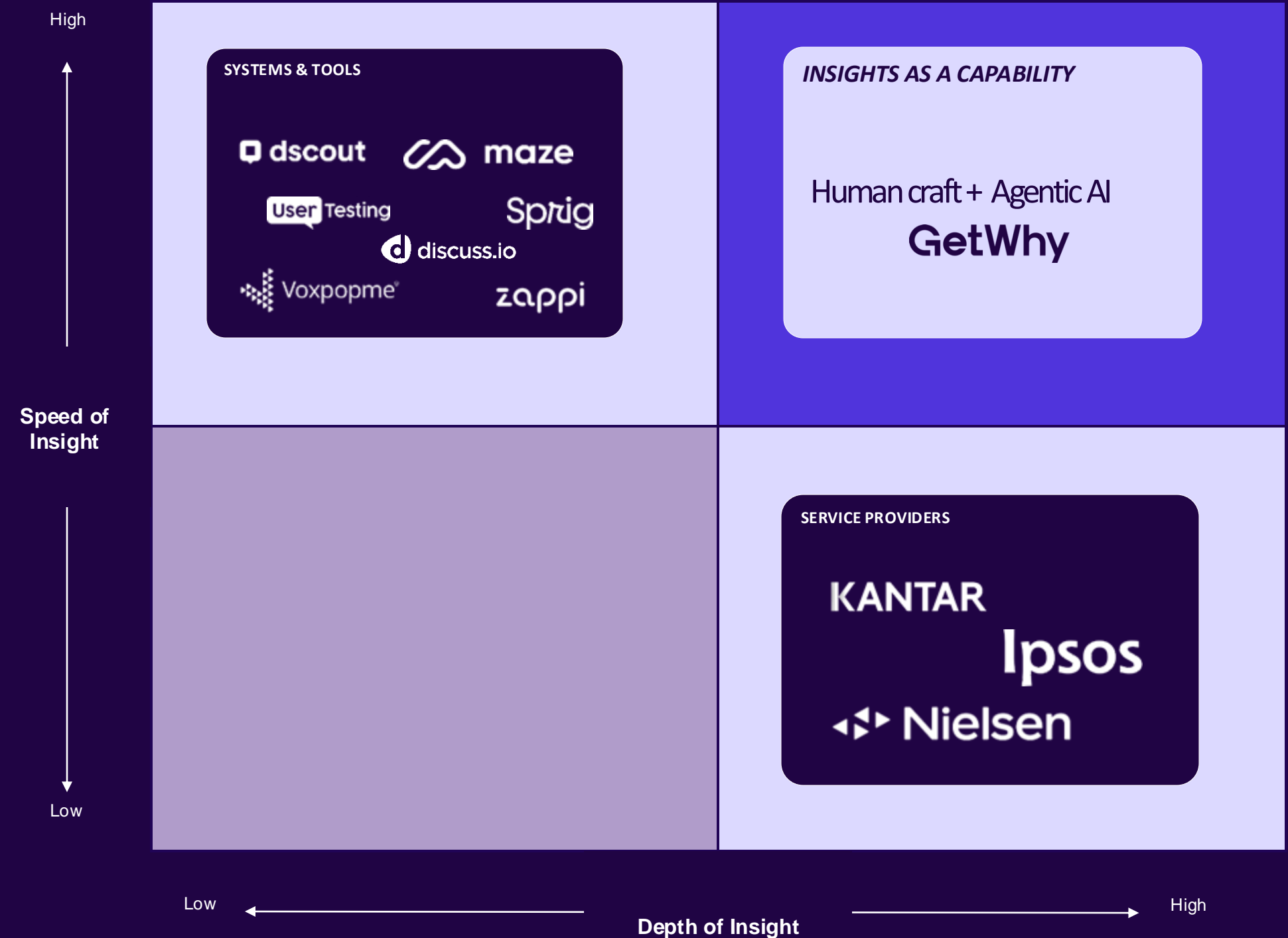
A turning point for the industry





# A Winning Solution Design

- \* **Service Providers:** *High-quality, built for decision making, but too slow to matter*
- \* **Systems & Tools:** *Have the speed to matter but lack the depth and scalability to drive actions*
- \* **IaaC:** *Agency like insights at the speed of business and the scale to drive thousands of outcomes*





# A Reorientation of Insights

## Insights teams

- \* Over-indexed methods
- \* Planning and processes
- \* Stops with the report
- \* Producing “what” data

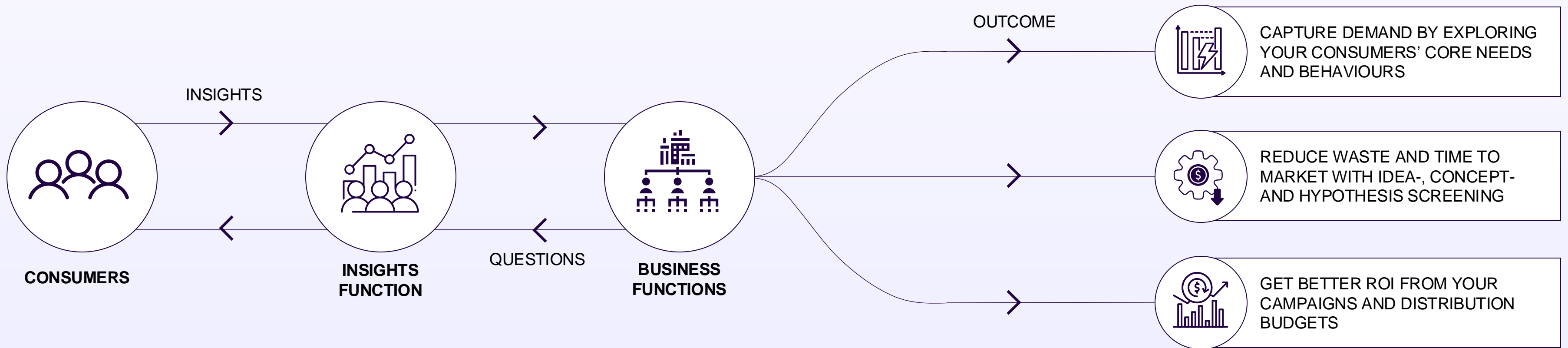
## Users of insights

- \* Simply don't care
- \* Want to be empowered to take action
- \* Only care about outcomes
- \* Requesting answers to the “how”



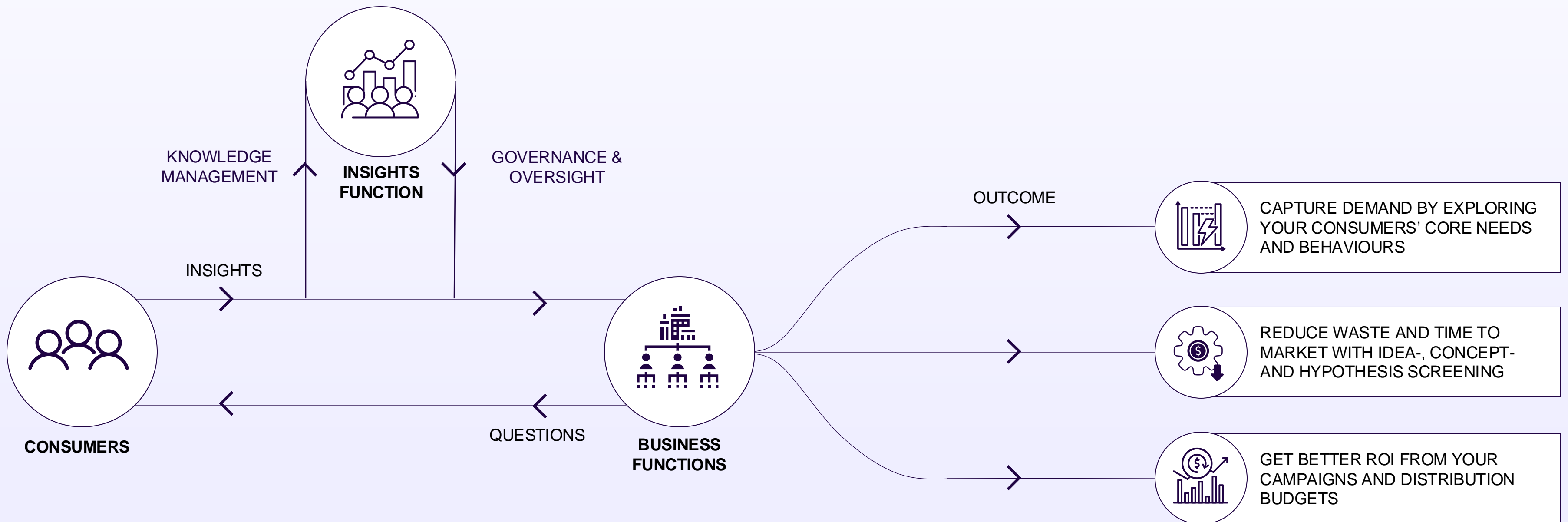


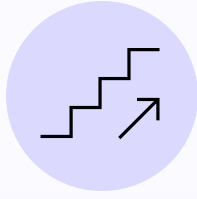
# A Reorientation of Insights Cont'd





# A Reorientation of Insights Cont'd





# Rebuilding Insights Bottom-Up

The four main challenges

## THE CHALLENGE OF **Speed**

Business Moves Fast.  
Insights Must Move Faster.

## THE CHALLENGE OF **Quality Control**

Bad Data Leads to Bad  
Decisions.

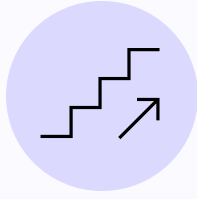
## THE CHALLENGE OF **Empathy**

Numbers Alone Can't Tell the  
Full Human Story.

## THE CHALLENGE OF **Scale**

Insights Must Power the Entire  
Enterprise.





*“An insight that arrives too late isn’t an insight - it’s just noise”*

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**Speed**

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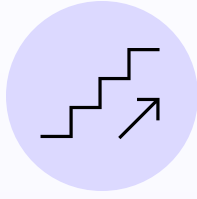
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“50% of traditional research data is unreliable.”

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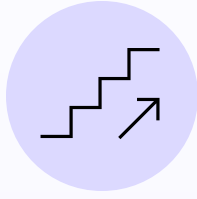
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“Data doesn’t spark creativity -human stories do.”

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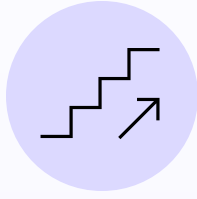
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*“Insights is boxed as a function with poor distribution”*

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# And Then I Met Someone Else Thinking About These Challenges (A Lot)



**Phil Dur**

Co-Founder & Managing Partner

**Sector Coverage**

Customer Experience Management

Human Capital Management

Next-Gen Commerce

25+

Years Investing in Growth-Stage B2B Software & Technology

6

Successful Customer Experience Management Exits

40+

Board Directorships

3

Active Customer Experience Management Investments

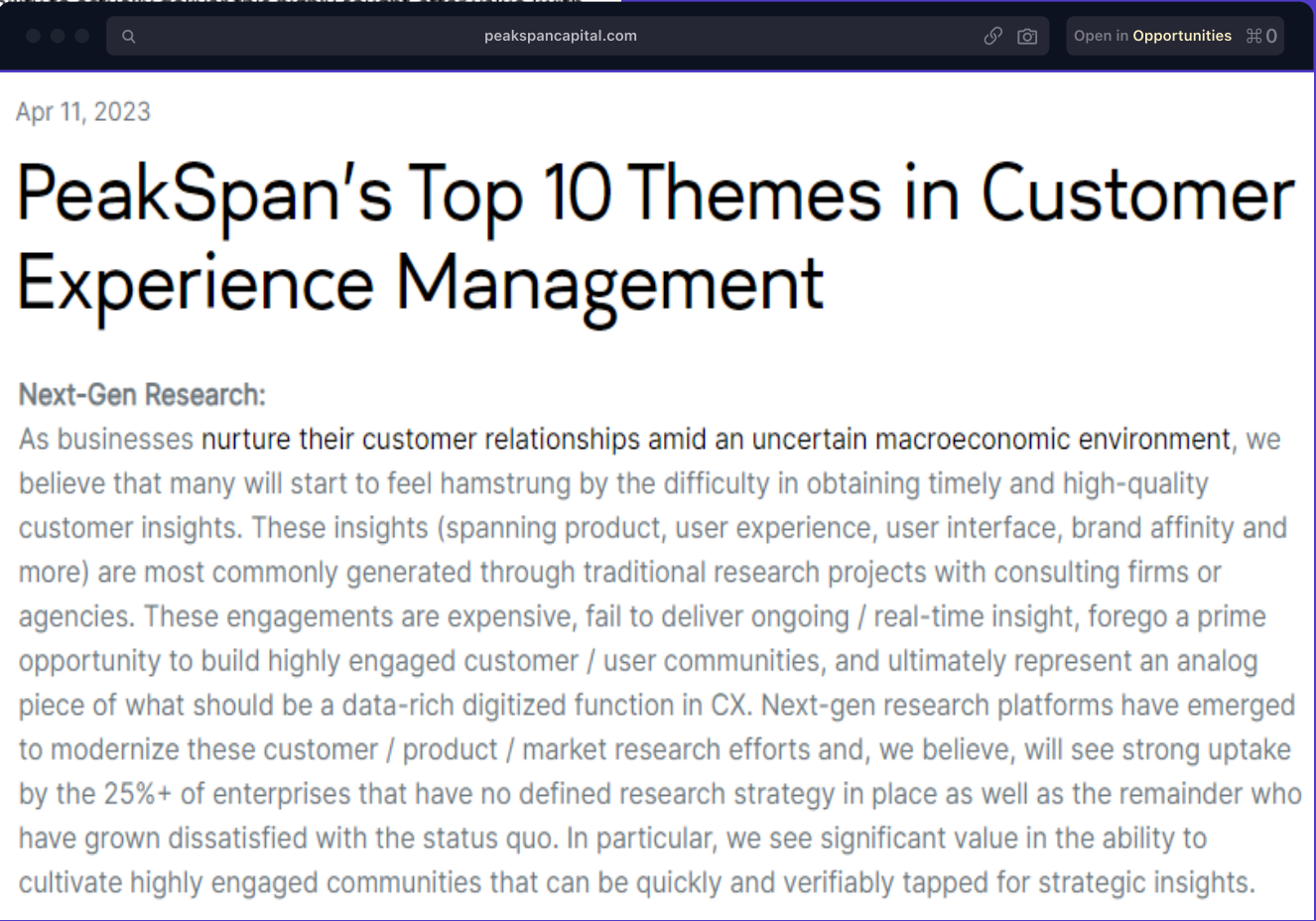
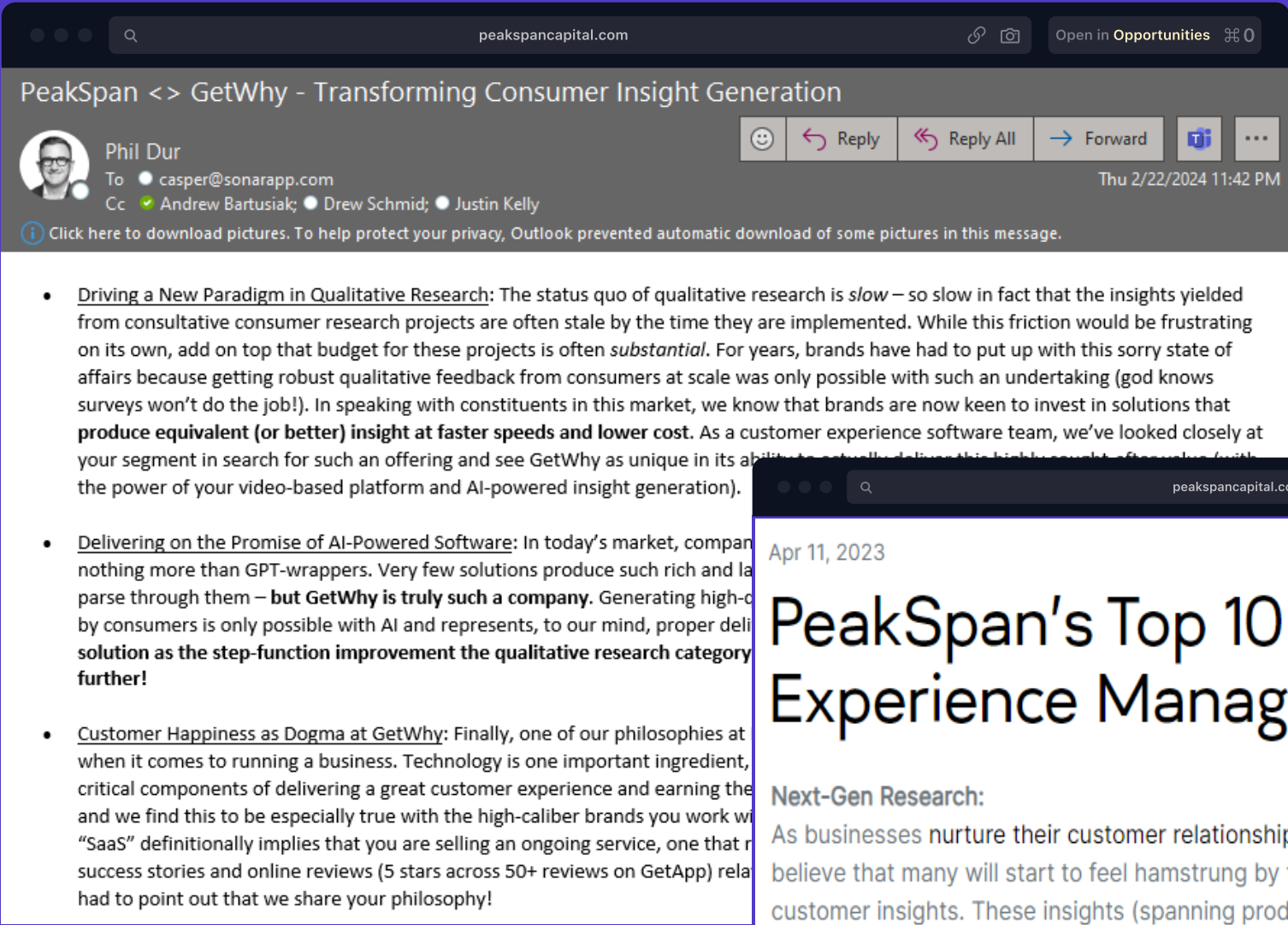
**Professional Background**



Investor Growth Capital (2004 - 2014)



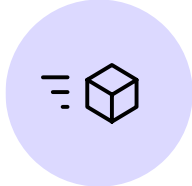
Morgan Stanley

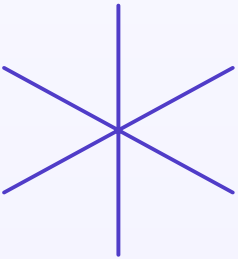
Morgan Stanley Venture Partners (1995 – 2004)



# The Status Quo in Qualitative Research

Important market, owned by incumbents, with an outmoded delivery model

<div></div> <div><h3>Important Market</h3><hr/></div> <div><ul style="list-style-type: none"><li>• \$120B annual spend on consumer + market research</li><li>• \$19B annual spend on qual</li><li>• Crucial component of informed decision-making – beyond survey data</li></ul></div>	<div></div> <div><h3>Owned by Incumbents</h3><hr/></div> <div><ul style="list-style-type: none"><li>• Legacy agencies capture 90%+ of spend on qual</li><li>• But we saw them applying a business model unfit for customer needs</li></ul></div>	<div></div> <div><h3>Outmoded Delivery</h3><hr/></div> <div><ul style="list-style-type: none"><li>• Expensive (\$50K+ / study)</li><li>• Time-Intensive (6+ weeks)</li><li>• Static (impossible to anticipate all relevant questions)</li></ul></div>
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UPSHOT:

How can world-leading brands depend on this paradigm to drive product strategy, user experience, innovation, and more?

## But What If You Could Turn This Usage Paradigm on Its Head



### Imagine Qualitative Research Results...

- \* Delivered in hours
- \* At a 1/20<sup>th</sup> the cost
- \* With infinite, ad hoc, and real-time querying of the underlying data (auditable to ground truth)



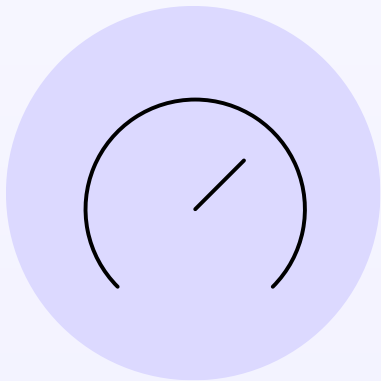
### With Such a Solution, Qual Consumption Might Completely Change

- \* Episodic to Agile & Frequent
- \* Leveraged to Define Micro-Improvements
- \* Seen as Having Predictive Power

Meet **GetWhy**

# How We Approached Our Partnership with GetWhy

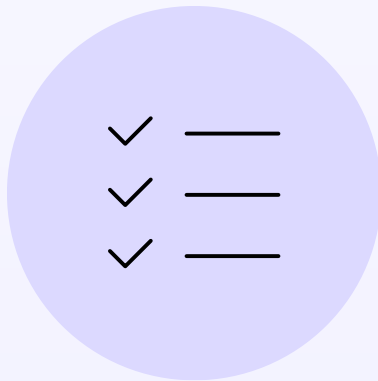
The PeakSpan Philosophy: Resilient Value Creation Through Deliberate Pursuit of Data-Informed, Sensible Scaling



“High-Calorie”  
Growth



Risk Mitigated  
Development &  
Maturation



Preservation of  
Alignment &  
Optionality

Value Created to Date is First Protected & then Expanded  
Through Iterative Improvement & Evolution

1.9%

Capital Loss Ratio  
VC Average: 35.4%

80+

Growth-Stage  
B2B Partnerships





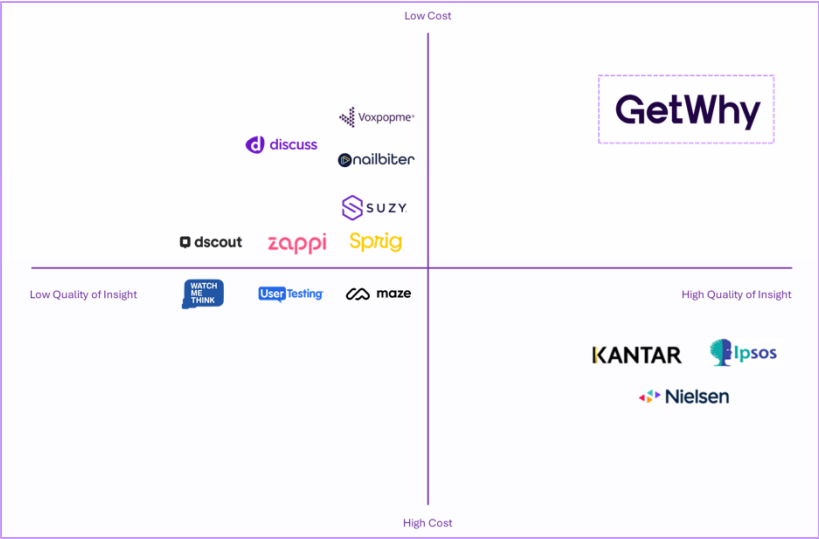
Our North Star

100%

Portfolio Partner Referenceability



# And Conviction in All Pillars of a Sound Growth Equity Thesis

<div>001</div> <div></div> <div>Domain Expertise in Large Market</div> <div><ul style="list-style-type: none"><li>Casper and Jonas had worked in qual for nearly a decade before creating the technology that underlies GetWhy</li><li>They deeply understood the problems faced by leading brands in harnessing the power of qual at scale</li><li>\$19B of opportunity to improve ROI</li></ul></div>	<div>002</div> <div></div> <div>Strategic (“Sticky”) Solution that Delivers Real ROI</div> <div><ul style="list-style-type: none"><li>“A night and day transformation for my team”</li><li>“Cannot praise the support and success team enough – their level of responsiveness and understanding of my business is unparalleled”</li><li>“This Company has a chance to disrupt the entire industry”</li></ul></div>	<div>003</div> <div></div> <div>Differentiated Solution with Robust Moats &amp; Walls</div> <div><ul style="list-style-type: none"><li>Combination of time to insight, low cost, and high quality / depth of insight</li><li>Flexibility of platform to work as self-service research tool or to come with a highly specialized, white-glove-service experience</li><li>Proprietary AI model stack throughout the entire qualitative research process</li></ul></div>	<div>004</div> <div></div> <div>Rational Competitive Density</div> <div></div>
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Oh and one more thing...



# An Incredible Team 😊





# Now With Capital as a Strategic Asset



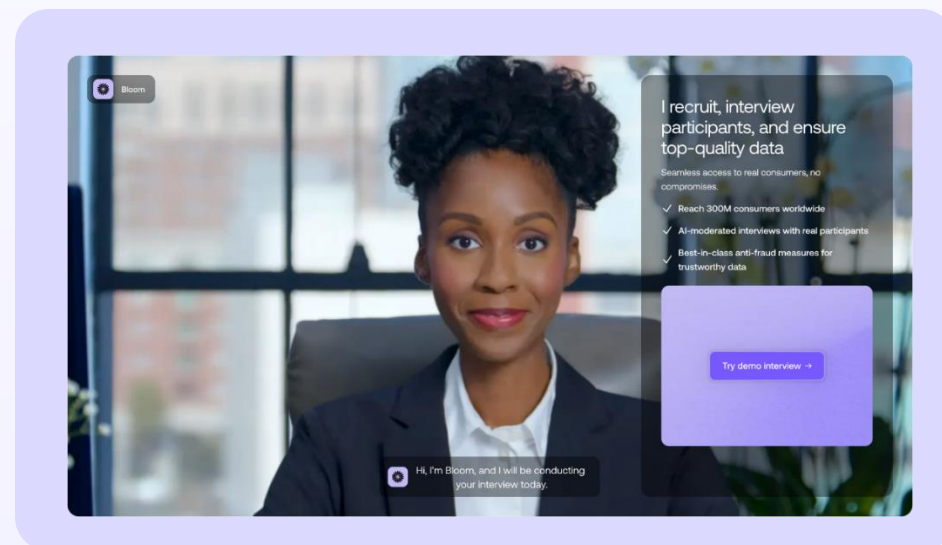
AI

**GetWhy, a market research AI platform that extracts insights from video interviews, raises \$34.5M**

Paul Sawers — 5:07 AM PDT · June 4, 2024

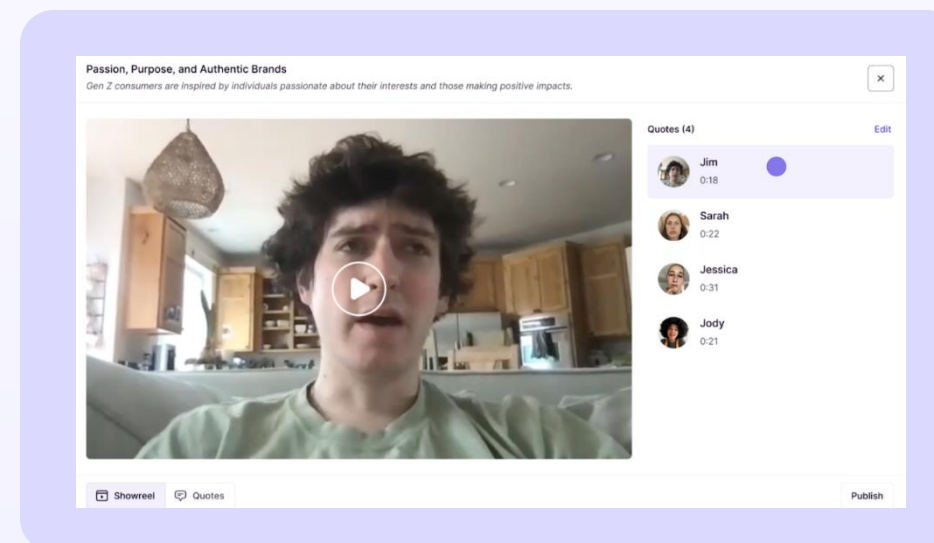


# Turning AI Into a Competitive Edge



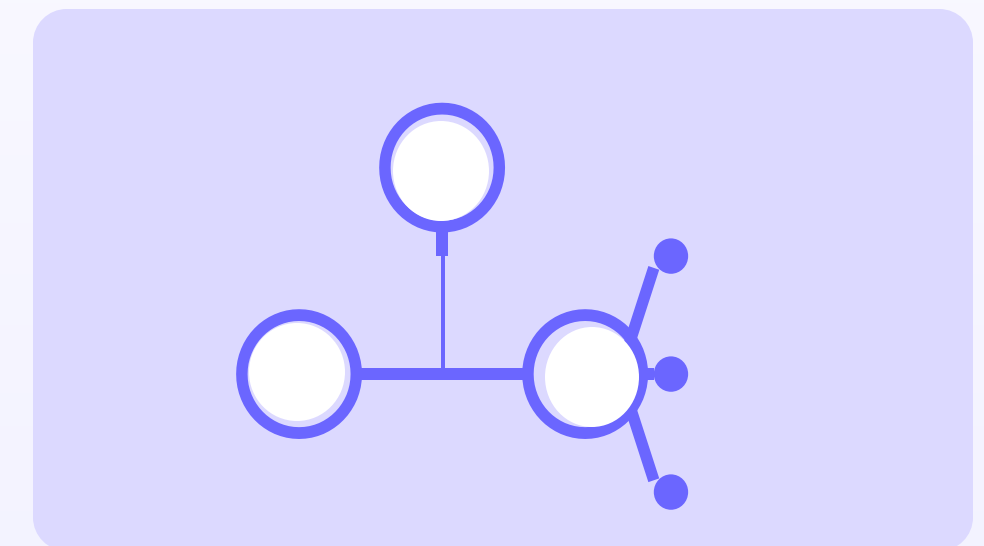
## Agentic AI: Insights as an integrated capability + human expertise

Runs 30-40 consumer video interviews a day globally and produce best-in-class consumer insights.



## Injecting 1-2 agency level insights – a day!

Deploying highly bespoke consumer insights and quality recommendations to core business units every single day.



## Integrated into 6 different workflows across product, innovation and marketing

For campaign development, concept validation, value propositions and more to improve outcomes.






## Turning AI Into a competitive Advantage



**Thomas Walker,**  
VP OF INSIGHTS

A wide-angle shot of two men sitting in a modern lounge. The man on the left is Black, bald, and wearing a black turtleneck and blue jeans. He is gesturing with his hands while speaking. The man on the right is white, with short brown hair, wearing a dark green button-down shirt and dark pants. He is listening attentively. They are seated in light-colored wooden armchairs with beige cushions. Between them is a small, round, light-colored wooden side table with two glasses of water on it. The background features large windows with white frames and a light-colored wall. The floor is a light-colored wood or laminate. The overall atmosphere is professional and relaxed.

Ultimately, our job is to deliver  
insights that create competitive advantage.



# So, What Do We See for the Future of GetWhy?

Well, they remind us of a few  
different groups...





# We Backed GetWhy to Revolutionize & Disrupt Consumer / Market Research



Turn Qual into An Essential Tool for the B2C Brand Obsessed with Innovation & CX

We're Already Working with Many of Them



And Pursue that Opportunity with Dedication – Because a Disruptor in Research Can Get Really Big

Medallia

qualtrics

\$7B

Peak Valuation

\$28B

Peak Valuation

And We're Just Getting Started...



# Thank you!

Questions?

**GetWhy** | PEAKSPAN