

THE GEIST REPORT

**FRESH PERSPECTIVES ON HOW WE
THINK, FEEL AND RELATE TO THE WORLD**

FOUNDING TEAM



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– THIS IS A “FOR THE REST OF MY LIFE” PROJECT.

WE ARE A NONPROFIT ORGANIZATION REGISTERED IN FINLAND IN 2018.
WE ARE AFFILIATED TO TECHSOUP EUROPE AND HAVE THE SUPPORT OF GOOGLE FOR NONPROFITS.

PROUDLY SUPPORTED BY

Google for Nonprofits
techsoup

geist.

WHAT WE DO

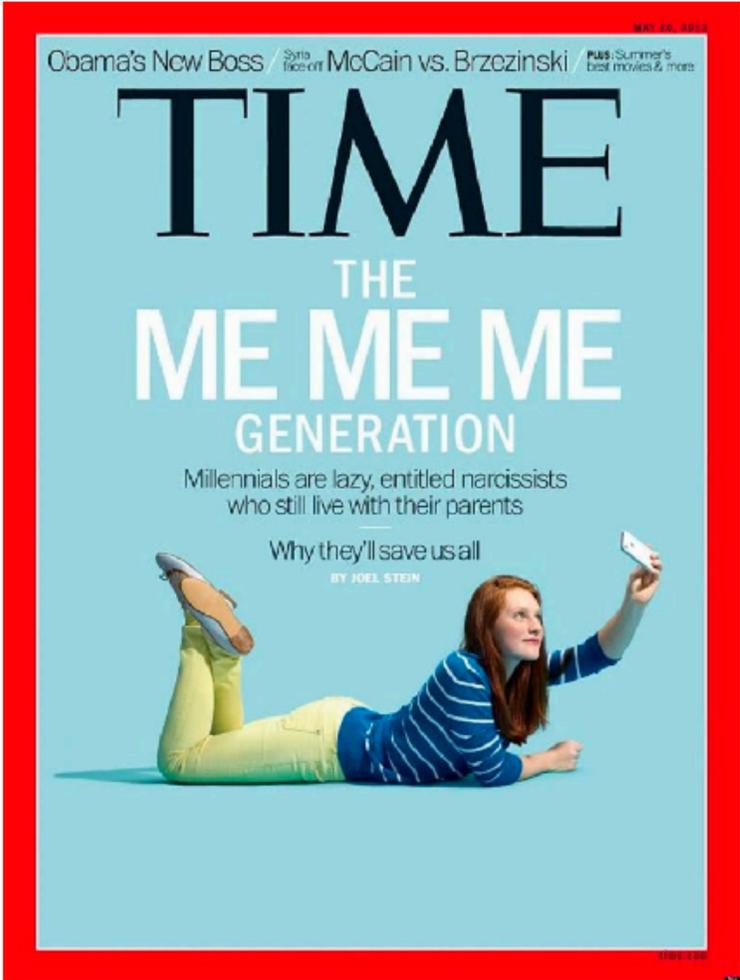
WE RESEARCH CULTURAL VALUES.

**ANYONE WHO WANTS TO CREATE SOCIAL
IMPACT**

**NEEDS TO START BY INVESTIGATING
HOW INDIVIDUALS AND GROUPS
THINK, FEEL AND RELATE TO THE WORLD.**

**THIS IS THE ESSENTIAL KNOWLEDGE WE
PROVIDE.**

MILLENNIALS



GEN Z



GOOGLE IMAGE RESULTS FOR "MILLENNIALS" AND "GEN Z": RISING GENERATIONS: CULTURAL VALUES IN TRANSITION.

OUR METHODS BRING TOGETHER

- 1. DIVERSITY** NEW PERSPECTIVES ON SCIENTIFIC DIVERSITY AND COLLABORATION
- 2. TECHNOLOGY** ANALYTICS AND ALGORITHMS FOR INSIGHTS
- 3. PERSPECTIVES** ON PRESENT AND FUTURE CULTURAL VALUES



CULTURAL VALUES

We research new cultural values trending among the rising generation of a specific region.

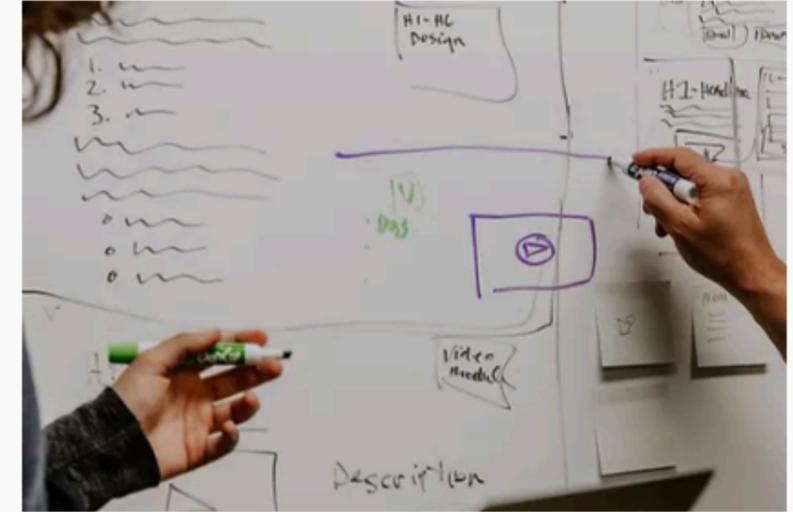
How people eat, who they trust, what is their idea of success or how they forge new relationships — we use six dimensions to investigate cultural values.



SCIENTIFIC DIVERSITY

We have a pool of world-class advisors, theoreticians and practitioners involved in our project. We want to mitigate research bias and foster collective authorship.

Ensuring scientific diversity in each step of the process is key to discover what is hidden in the cultural fabric of a society.



TECHNOLOGY & DESIGN

Algorithms and analytics are used to create groupings and uncover truths not easily seen by the human eye.

Design methods ensure us to see data from entirely new perspectives, and collaborate around it for speculative scenarios. We want to see things in such new ways that even our questions will be novelty.

**OUR COMMITMENT IS TO THE
DEVELOPMENT OF A MORE EMPATHIC,
BALANCED AND INTEGRATED SOCIETY.**

THE STATUS QUO

THE 'JOB TO BE DONE'

Studies of consumers are often imprecise, expensive — and perpetuate biased views that will not contribute to a more integrated society

Before creating services, products or societal action for impact, *changemakers* need to understand the people they are designing for, and their cultural values.

In order to produce real change, Changemakers need need a reliable source telling which groups are out there in their regional market.

Changemakers need to know which are the current cultural values within their market, what are the consumers attitudes towards various contemporary life, and, moreover, how these cultures are likely to coexist, influence and transcend one another.

CULTURAL VALUES CAN BE DEFINED AS COLLECTIVE TENDENCIES TO PREFER A COURSE OF EVENTS OVER ANOTHER, CONSIDERING ONE WAY GOOD AND THE OTHER BAD, ONE CLEAN AND ANOTHER DIRTY, ONE UGLY AND ONE BEAUTIFUL.

HOFSTEDE, 2005

THE 'JOB TO BE DONE'

Studies of consumers are often imprecise, expensive — and perpetuate biased views that will not contribute to a more integrated society

This cultural transcendence is of key interest for marketers, designers and changemakers.

Good insights enable products and service to be more attuned to consumer's values.

Changemakers need relevant insights to create impact and, with that, more cultural tolerance and a more harmonious coexistence within the cultures they operate.

Ultimately, our reports are interesting to marketers, designers, entrepreneurs and also for governmental agencies and society itself.

THE PROBLEM

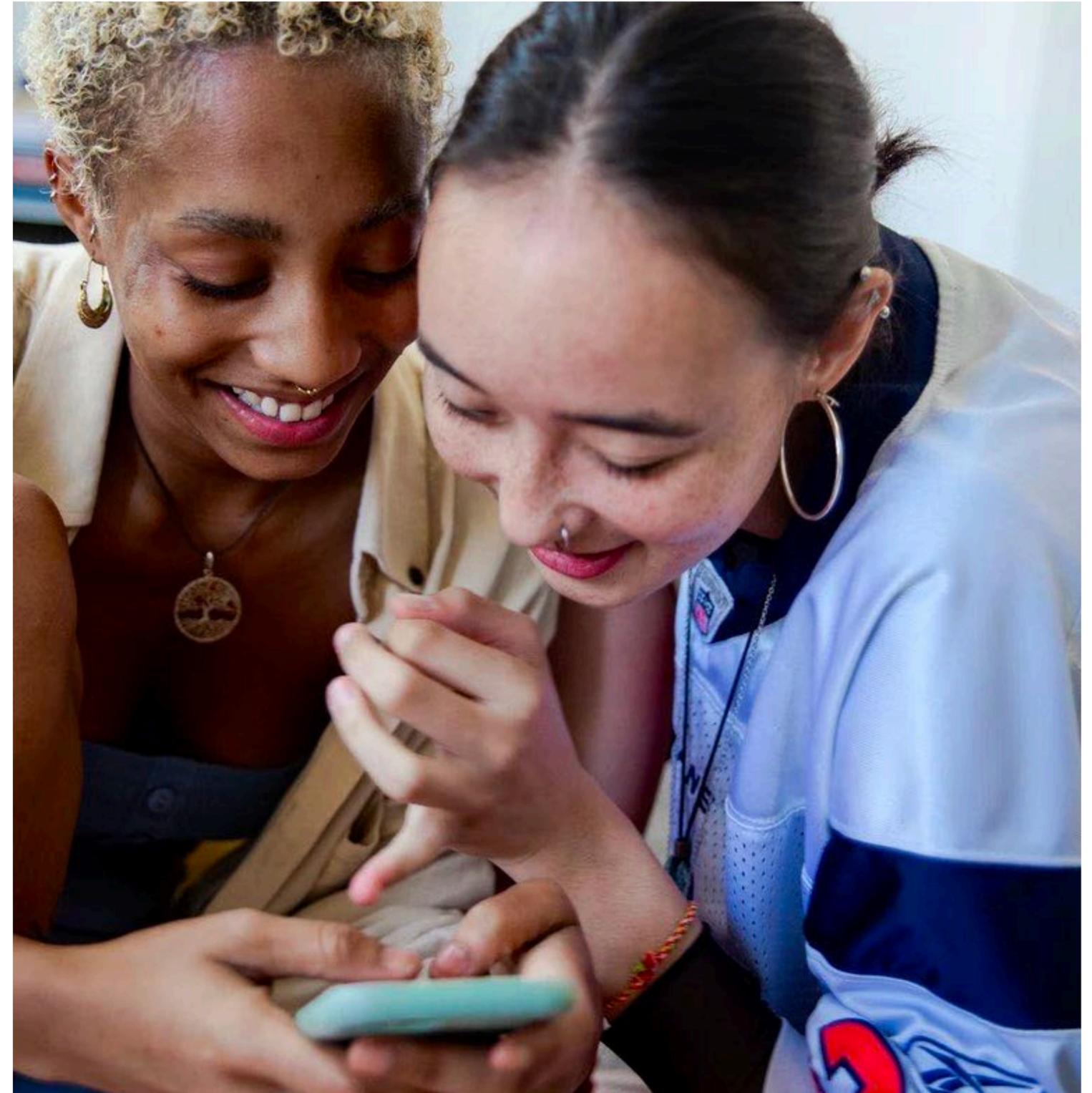
Studies of consumers are often imprecise, expensive — and perpetuate biased views that will not contribute to a more integrated society

Resources are scarce for market professionals and researchers. This phase of discovery tends to be overlooked or gets based on faulty methodologies, such as monolithic approaches to phenomena.

Cultural trends are diffuse, and biased towards big centers of influence, losing relevance when it comes to local cultures. Even with resources, good research is a challenge: to know *what* to ask, *how* to get to people, *where* to start — and how to eliminate bias.

On a societal level, the lack of cultural awareness is a major factor for disintegration, outcast groups, criminality, hatred, prejudice and all sorts of social problems.

How to apply knowledge is also a challenge, as the gap between theory and practice often overwhelms these agents of change.



THE PROBLEM

Studies of consumers are often imprecise, expensive — and perpetuate biased views that will not contribute to a more integrated society

Reports are often inaccurate, and perpetuate biased views. Rarely a one-size-fits-all solution works. And rarely a brief research/discovery phase in a project yield the necessary results — for lack of time, money or expertise.

Research is often ethnocentric, built from the perspective of the researcher and their ethnographic slice. The result is an ethnocentric way of collecting, processing and analyzing collected data. Ultimately, the impact these changemakers want to create end up being ethnocentric, non-diverse and perpetuating a broken model that lacks perspectives and plurality.

THE CHANGE WE PROPOSE

**REPORTS ON CULTURAL VALUES, DIVERSE BY DEFAULT,
UNCOVERING NEW INSIGHTS WITH ALGORITHMS, AND WITH
FREE OUTCOMES.**

THE VALUE PROPOSITION

Geist reports give a head start to changemakers into their path to societal impact.

We offer the essential insights on regional cultural trends, focusing on the present-future generation of consumers and citizens.

Our content is a reliable base for anyone on their journey to create positive impact with new services, products or social action.

Focus on present-future. We research individuals from multiple backgrounds within the Generation Z cohort.

Algorithmic technology for a whole new level of qualitative insights. We use open-source algorithms to identify cultural values and their affinity groups. This goes beyond demographics and psychographics: our tools allow organic groups to rise, based on what their values are.

Diversity by default. A diverse-at-the-core methodology is not found in other agencies producing knowledge, and comes from a fine balance between academics, designers, business consultants and technologists weighing in their know-how.

Specialists are paired with other perspectives, such as diverse societal segments taking part in the research responses and interpretation. The result are better services, and a better culture.

Geist reports are **free** as PDFs and affordable as print volumes.

OUR PILOT PROJECT: FINLAND

geist

REPORT OF CULTURAL TRENDS—VALUES—SPECULATION—INSPIRATION



2025—2030

HOW THE RISING GENERATION SHAPES

FINLAND

AND IS SHAPED
BY CULTURE



OUR FIRST STUDY TAKES A DEEP DIVE INTO FINNISH SOCIETY.

CONNECTION STARTS WITH SHARED VALUES.

Our research is valuable for local designers, entrepreneurs and businesses who want to understand the essential of these influential consumers.

It is also a great resource for international entities interested in Finnish society. Investors, international companies or venture capitalists interested in the Finnish market will benefit from the information.

It is also valuable for communities, government agencies, municipalities and nonprofits who want to understand these citizens and engage them and others in social initiatives.

For services, products or social action, our commitment is to the development of a more empathic, balanced and integrated society.

Our proposition is a volume in six chapters: Life, Love, Drive, Belief, Play and Habitat. Those dimensions sum up a lot of our daily lives.

The format of our research is collaborative, and the outcomes are free. Hard data, qualitative insights, interview recordings, speculative scenarios and more, in order to provide answers — but also to spark curiosity, creativity and more questions.

WE WILL EXPLORE SIX DIMENSIONS OF HUMAN EXPERIENCE THAT COMPOSE THE MOST OF OUR DAILY LIVES.

WHAT ARE THE UNDERLYING VALUES WE LIVE BY WHEN WE LIVE, LOVE, TRUST, WORK OR PLAY?



LIFE

BODY, PHYSICAL, NOURISHMENT

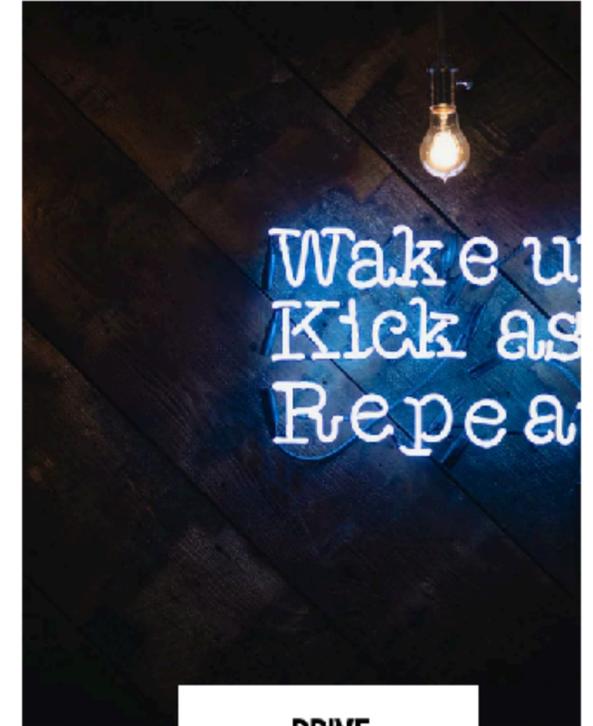
How we are changing our habits of nutrition, health, wellness, our relation to our bodies and our vitality are addressed in this section.



LOVE

LOVING THINGS, LOVING OTHERS, LOVING SELF

What we understand as affection towards objects, animals, friends, significant others, pair bonding and ourselves.



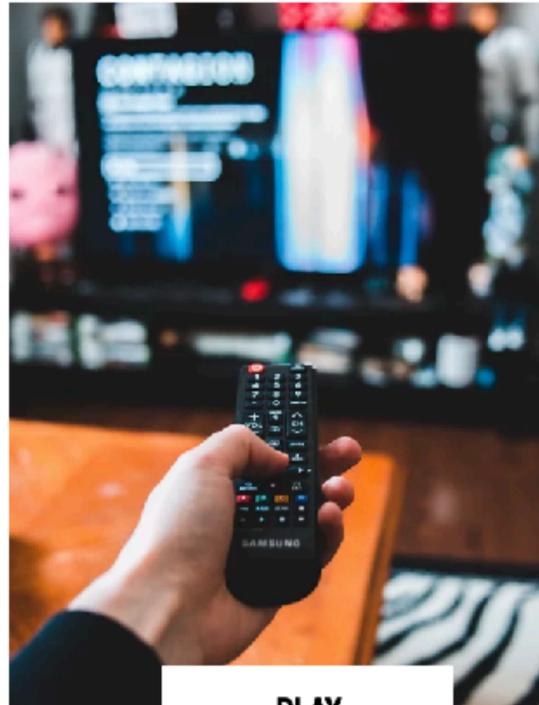
DRIVE

WORK, MONEY, FAME OR PURPOSE?

The sense of ambition, drive, aspirations at work, career, personal achievement, purpose and meaning are addressed in this section.

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PLAY

WATCH IT, GAME IT, STREAM IT AND CHILL

Play here is a word with both the meaning of gameplay and *push play*: the way we entertain ourselves today with films, series, games other fictional worlds.



BELIEF

WHO IS TO BE TRUSTED?

We have seen serious fractures in our systems of belief. The news, science, religious leaders, the World Health Organization and what we read on Facebook: how does truth gain adherence among us today?



HABITAT

CITIES, HOMES, LIVING AND NATURE

The Covid-19 pandemic has lead us to question the way we live, commute, commune and explore town and country. The shifting meaning of spaces is the object of discussion in this section.

REASONING

WHY NOW?

Markets operating in a world in turmoil can benefit a lot from clarity of insight for their next moves

Cultural transformation has been acute in the past few years, with the rise of unforeseen political turmoil, polarization and cultural intolerance.

The attack on the United States Capitol, on January 2021 and the invasion of Ukraine by Russia are clear signals that understanding the multiplicity of cultures within a society is on high demand.

This need is acute for government and societal agencies who want to promote change, but also for market agents, such as consumer corporations who want to reach consumers' hearts and minds.

Being aware of cultural values within a society paves a path to transculturalism, tolerance, awareness — and more effective societal action towards people.



WHY NOW?

Markets operating in a world in turmoil can benefit a lot from clarity of insight for their next moves

Awareness of culture values enables, similarly, the launch of more relevant (and thus, more successful) products to the studied market.

More quality of insight means that venture capital may invest in more promising endeavors.

Similarly, foreign capital can more securely approach such market, with valuable initial information about consumers.

In times of political or economical turmoil (such as we are now, or about to enter), a low-cost initiative that mitigates uncertainty towards investors and professionals in the market is likely to be met with enthusiasm and adherence, because of the clear value it brings to the stakeholders involved.



MARKET PROFILE AND SIZE

Is there a large Total Addressable Market (TAM) today or in the future?

**OUR BUSINESS IS INCREMENTAL, MODULAR
AND SCALABLE.**

**EACH REGIONAL REPORT FULFILLS DEMANDS
FROM LOCAL AND INTERNATIONAL AGENTS
LOOKING FOR INSIGHTS.**

**WE HAVE THREE POTENTIAL REVENUE
STREAMS: REPORTS, TRAINING AND
WORKSHOPS.**

MARKET PROFILE AND SIZE

Is there a large Total Addressable Market (TAM) today or in the future?

Our structure focuses on one country at a time. The interest on the content of the report, however, is inbound: any company considering investing in Finland will be interested in understanding the essential insights we provide.

The model is highly modular. Our next country is Sweden, then Norway, then Denmark, then Iceland. A volume of The Nordics is thus released with additional patterns identified.

The structure is highly scalable. PDFs are offered for free in the first moment, as we build momentum and a user base of loyal readers. As our reach progresses, our reports may be available for a small fee.

Heuristics

While a report of the kind may cost hundreds or thousands of euros, our can charge a small fee – 10€ for the digital version, 20€ for the print version, and both granting access to the community. Paid courses are available, certified trainings and workshops.

COMPETITION

A fragmented landscape, very traditional and homogenous in its constitution

Sparks and Honey

YPulse (US)

McKinsey's The Gap newsletter

The competitive landscape is fragmented.

Players act in different levels of regional reach (most focused on the US market), genre, medium and channels.

Most researchers are concerned with the most influential segments of Z Generation cohort, warping the numbers to more economically viable segments (rich, white and other status quo markers).

Blind spots on competition

There is **no defined player** tending to cultural values and cultural exchange of such values.

Very **few players are taking algorithmic technology** into their pool of methods.

There are **no players taking diversity as an integral part of their methodology.**

COMPETITIVE ADVANTAGE



An engaging and affordable first step for the audience

It cuts costs of local research for anyone interested in launching a new idea. We offer the solid first step, ensuring the basic inclusive set of knowledge for changemakers to get started.



Scientific diversity, collaborative work

Diverse points of view are a constituent part of our method. This diversity is reflected in the panel of collaborators who *interpret* the data. This is radically different from most trend researchers, who may investigate diverse perspectives but, in the end, filter all of them through their own. We place efforts in mitigating bias.



Technological methodologies

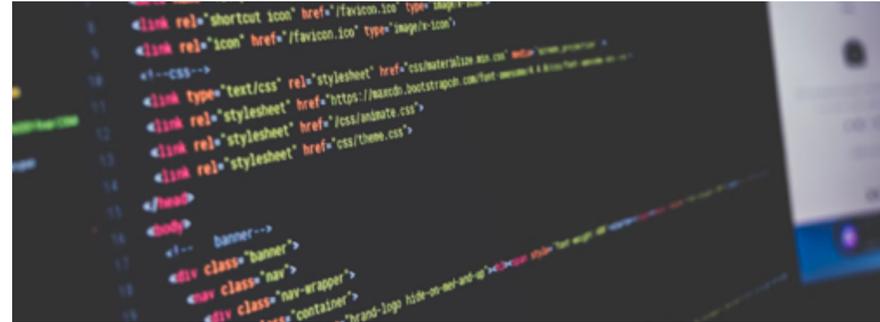
Diversity of methods is also our way of working. We use academic knowledge, peer-reviewed discussions, management consulting market perspectives, co-creation and problem-solving with design methods. Furthermore, we use open source, algorithmic technology to derive insights and cultural groups.

COMPETITIVE ADVANTAGE



Lifespan

While most culture reports end at the launch, our project caters to the entire lifespan of the new knowledge with a comprehensive cross-pollination plan. Seminars, workshops and trainings, both in Universities and the corporate market, are an important extension of what we do.



Open media

The original data should also be shared, given requirements, as open source for further works to be generated.

Interviews, audio recordings, video recordings are made available for multiple opportunities of further interpretation.



Spreadability

Our information is designed to be more absorbable and spreadable than academic research or market reports. With bold visual storytelling, shared media and multiple formats, we offer a new way of collecting, processing and thinking cultural trends.

GROWTH PATH



Publishing/Community

As a non-profit, Geist produces relevant knowledge for practitioners committed to societal impact. To enable that, our focus is in recruiting technology social researchers, design researchers and design practitioners.



Geist Academy

After each publication, Geist operates as an agency for the contributors, facilitating the exchange of knowledge-sharing opportunities. This ensures the reports will be *used* in University courses, corporate workshops and other encounters. This is the first step towards Geist becoming a hub of knowledge sharing: Geist Academy.



Geist Consulting

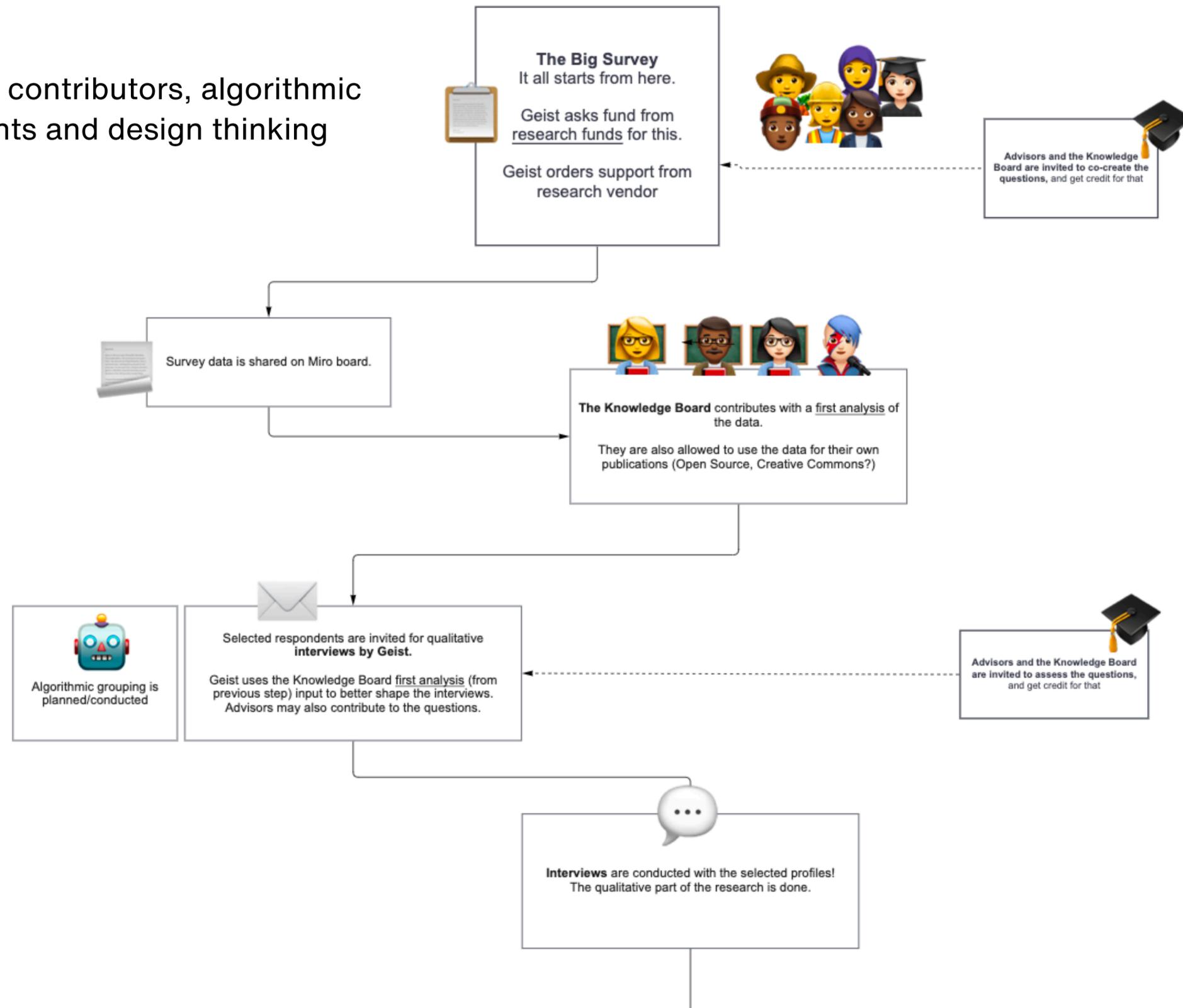
With new knowledge exchanged by Geist Academy between market and academia, we are able to document best practices and successful outcomes. Which sharing practices evolve into new published articles in academia? Which sharing practices evolve to sustainable innovation? And so forth. This allows us to mentor scholars and companies into setting KPIs and ways of working on what works best for successful outcomes.

LEAN BUSINESS MODEL

<p>Key partners</p> <p>Consumer Products corporations Governmental Agencies Design companies Universities</p>	<p>Key activities</p> <p>Research Insight production in gatherings and online co-creation sessions Workshops & Courses</p>	<p>Value proposition</p> <p>Geist reports are designed to give a head start to changemakers into their path to societal impact.</p> <p>We offer the essential insights on regional cultural values, based on diversity of thought and algorithmic research methods.</p> <p>Our reports are free, and subsequent workshops and courses ensure knowledge is put into practice.</p>	<p>Customer relationships</p> <p>Reliable insights for new services and products Communities of practice and knowledge Consulting services</p>	<p>Customer segments</p> <p>Our target is the <i>changemaker</i> — professionals committed to create impact on society, in need of understanding how a new generation of citizens/consumers think and feel about contemporary life.</p> <p>B2C entrepreneurs, service designers, marketers, brand managers, government agencies focus on impact, societal agents focused on change.</p>
<p>Cost structure</p> <p>CAPEX Survey service, graphic design services, printing services, print distribution.</p> <p>OPEX Research operations, community management, social media marketing.</p>		<p>Revenue streams</p> <p>Print edition report sales Pocket reports in print Workshops for corporate customers Courses for professional groups Courses for corporate customers Consulting for new research targets, using proprietary methodology Subscription to community and access</p>		

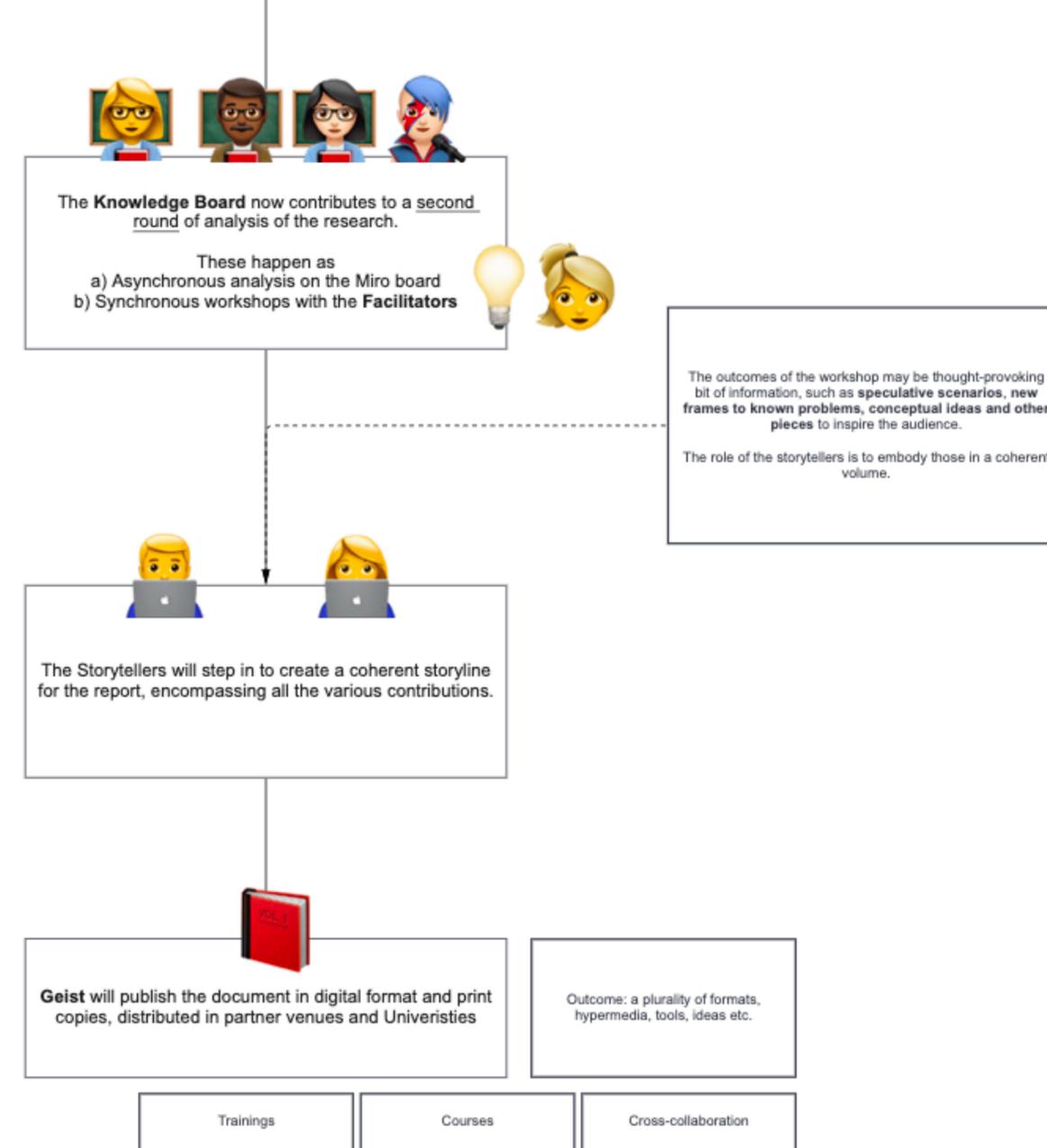
COLLABORATION STRUCTURE AND WAYS OF WORKING

A diversely balanced pool of contributors, algorithmic grouping of qualitative insights and design thinking problem-solving tools



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GO-TO-MARKET: WHAT HAPPENS ON THE LONG RUN?

How launching, landing and expanding works for Geist

Testing / Setup (2022)

Peer testing with specialists

Website and landing page (lead generation)

Invitations for board

Invitations for contribution

Testing Value Proposition online with ads

First round of funding

Metrics for success (achieved in 2022)

Acceptance rate of Advisory board 

Acceptance rate of contributors 

Spontaneous requests for contributions 

Subscription conversion rate 

Launch Vol.1 (2023)

Regional survey (FI)

Insight rounds

Algorithmic
grouping

Interviews

Insights

Writing

Layout

Launch

Expanding Vol.1 (2023)

Social media weekly

Weekly PR

Podcast participations

Partner University courses

Partner corporate training

Launch Vol.2 (2023)

Regional survey (SE)

Insight rounds

Algorithmic grouping

Interviews

Insights

Writing

Layout

Launch

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FAR.**