

@gendabook

AX Research Cloud Platform **AgendaBook**

- Quicker
- Cheaper
- Smarter

Insight by AI Data platform



2025 Consumer's Choice Best Brand Grand Prize

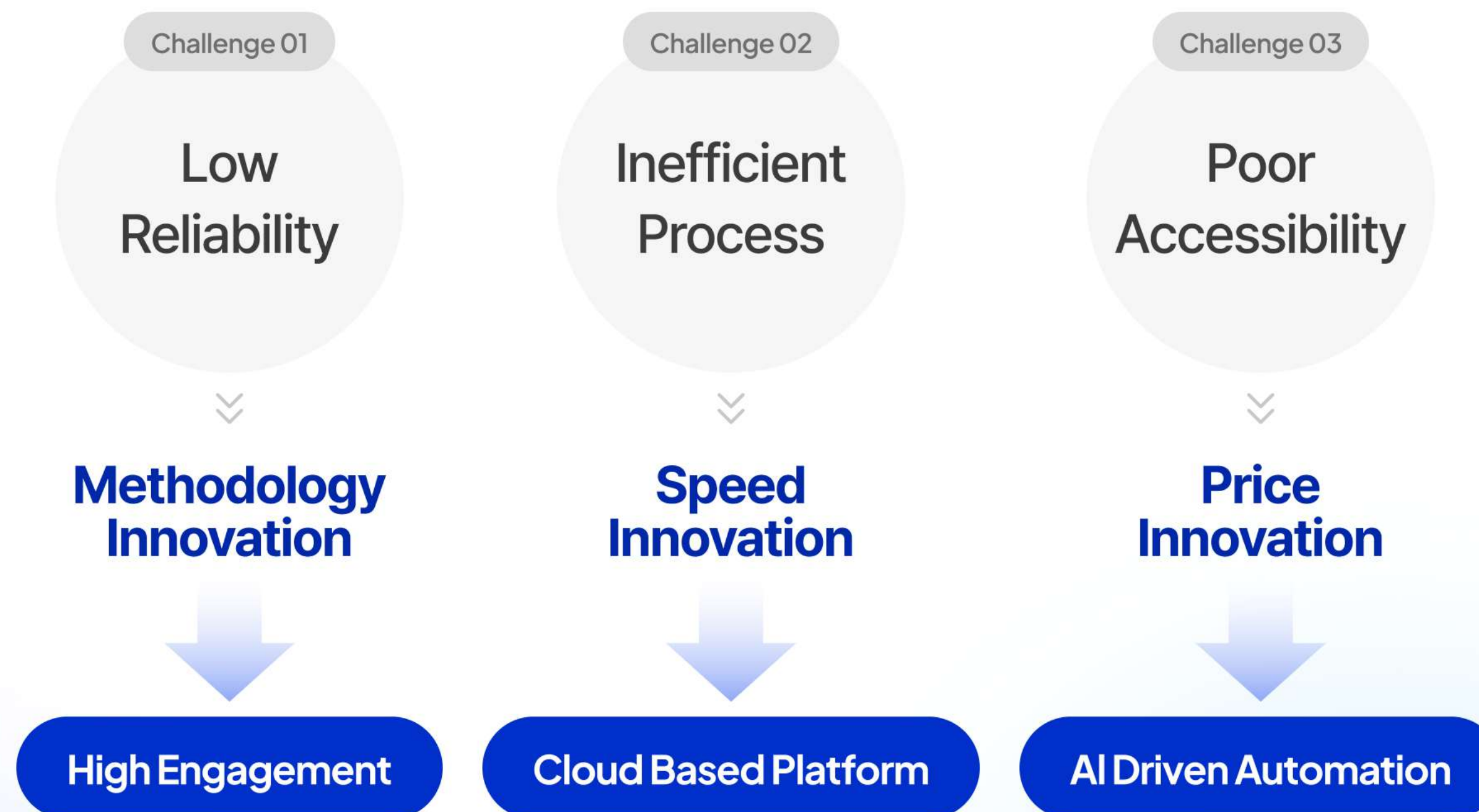
Korea Best Brand Awards



AgendaBook Corp.

AX based Research & Data Analysis

As markets rapidly embrace DX and AX transformation, AI and generative AI are revolutionizing the research landscape. This shift presents both challenges to traditional research markets and opportunities for innovation.



AGENDABOOK represents a paradigm shift in research systems

AX Research Cloud Platform

End to end & One stop service

Integrated solution combining data collection app and analysis web for unified research processes

Real Time

Real-time data collection and analysis results

Direct Research

Anyone can easily use our AI-powered automated intelligent platform

Speed & Cost Economy

Reduce labor costs and time investment to maximize economic benefits for users and customers

AgendaBook's Three Core Values

Why Quicker?

- AI-powered questionnaire design in 30 seconds
- Real-time analysis and 1-minute report generation

Why Cheaper?

- Automated service requiring no specialized staff
- Built-in Small Data enables diverse analysis with fewer questions

*Basic demographics + 300 analysis variables included

Why Smarter?

- Proprietary algorithms for optimal respondent selection
- AI-powered design with directional insights

AgendaBook is a research support tool for decision-making.



Social Opinion &
Media Content Research



Product Development
(NPD) Research



Corporate & Brand
Research



Special & Urgent
Issue Research



Issue Tracking Research



Academic &
Organization Research



Metrics Research
(CS, NPS, Rankings)



Advertising &
PR Research



AgendaBook Research Cloud

Cloud-based research platform enabling customers to directly conduct all research processes [End to end]

AI Research Design



Web

Insight Maker™

Insight Maker™

Intelligent structured research auto design

Response Data Collection



App

AgendaBook

Fast and honest response environment application

Data Evaluation

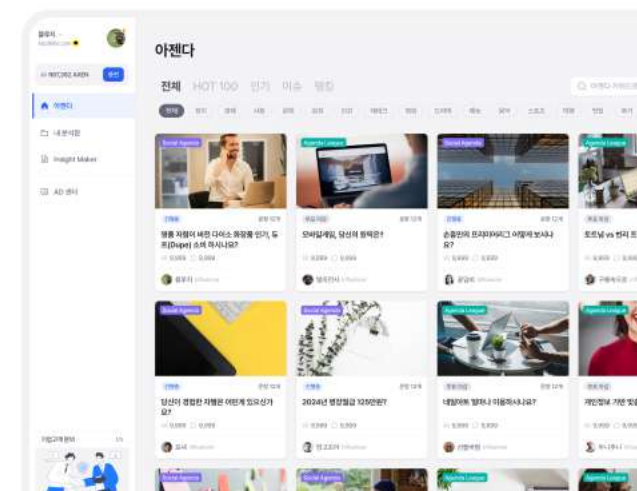


Data Evaluation Algorithm

Consistency evaluation system through panel response tracking

Analysis Cloud

agenda bank cloud



AgendaBank

Research data cloud statistical analysis platform

Gen AI Report



Gen AI Report

Fact-based one-click intelligent analysis report generation

AI Research Design



Virtual Panel & Research Prediction Simulation

04 AgendaBook App + Web Integration System

Global AX Research Platform @gendabook

Anonymous-based secure and comfortable research-only application

@gendabook



Android



iOS

- Natural SNS-style methodology innovation research application
- Anonymous service with no personal information storage
- Consistency evaluation and guidance system for reliable responses
- Natural SNS-based insight guidance
- Various reward compensation systems for loyalty
- Diverse reward product shopping
- Game-like level-up system
- Interactive communication through direct panel research requests
- Agenda sharing and reward system

AgendaBook Panel (Users)



Comfortable Response

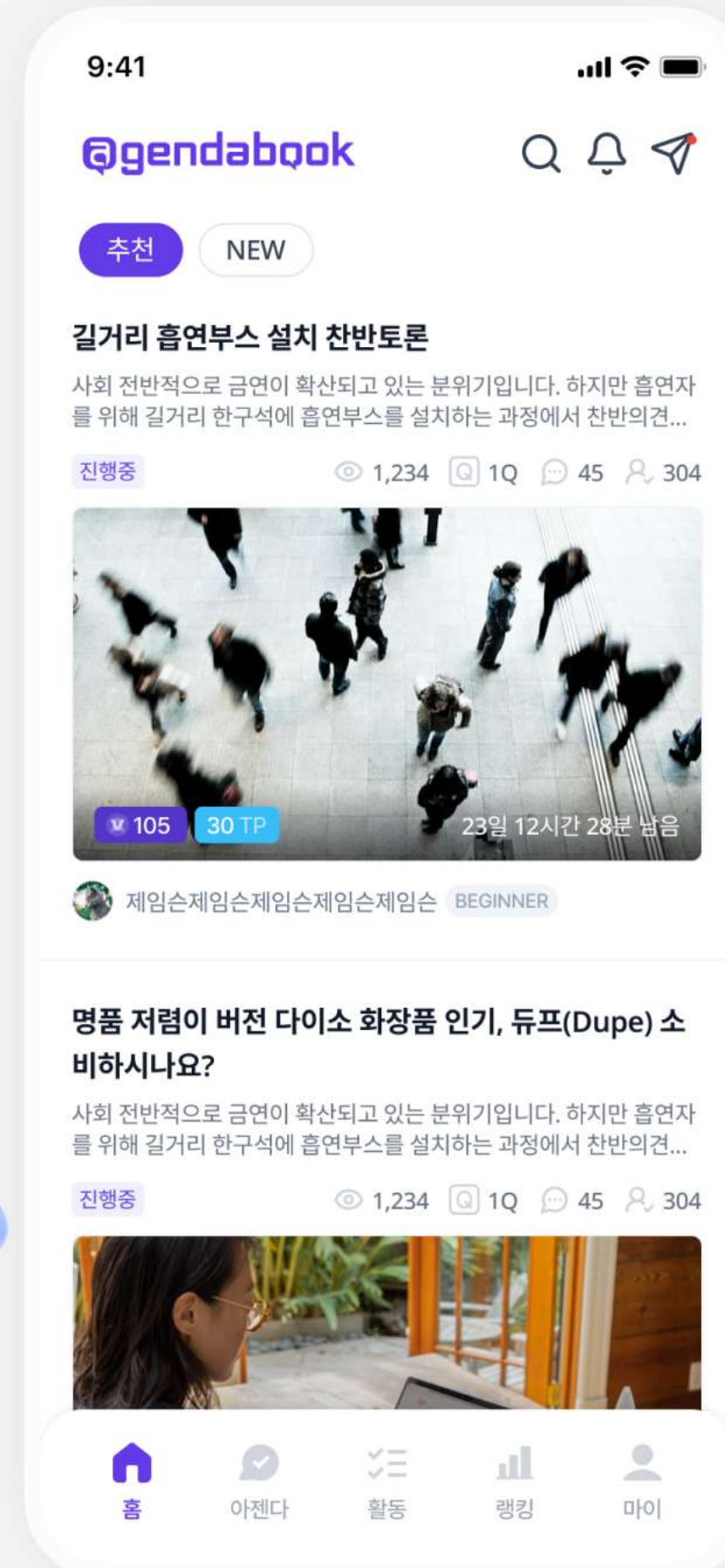
Reward Compensation

Receive reward points as compensation
Self-manage rewards and purchase products

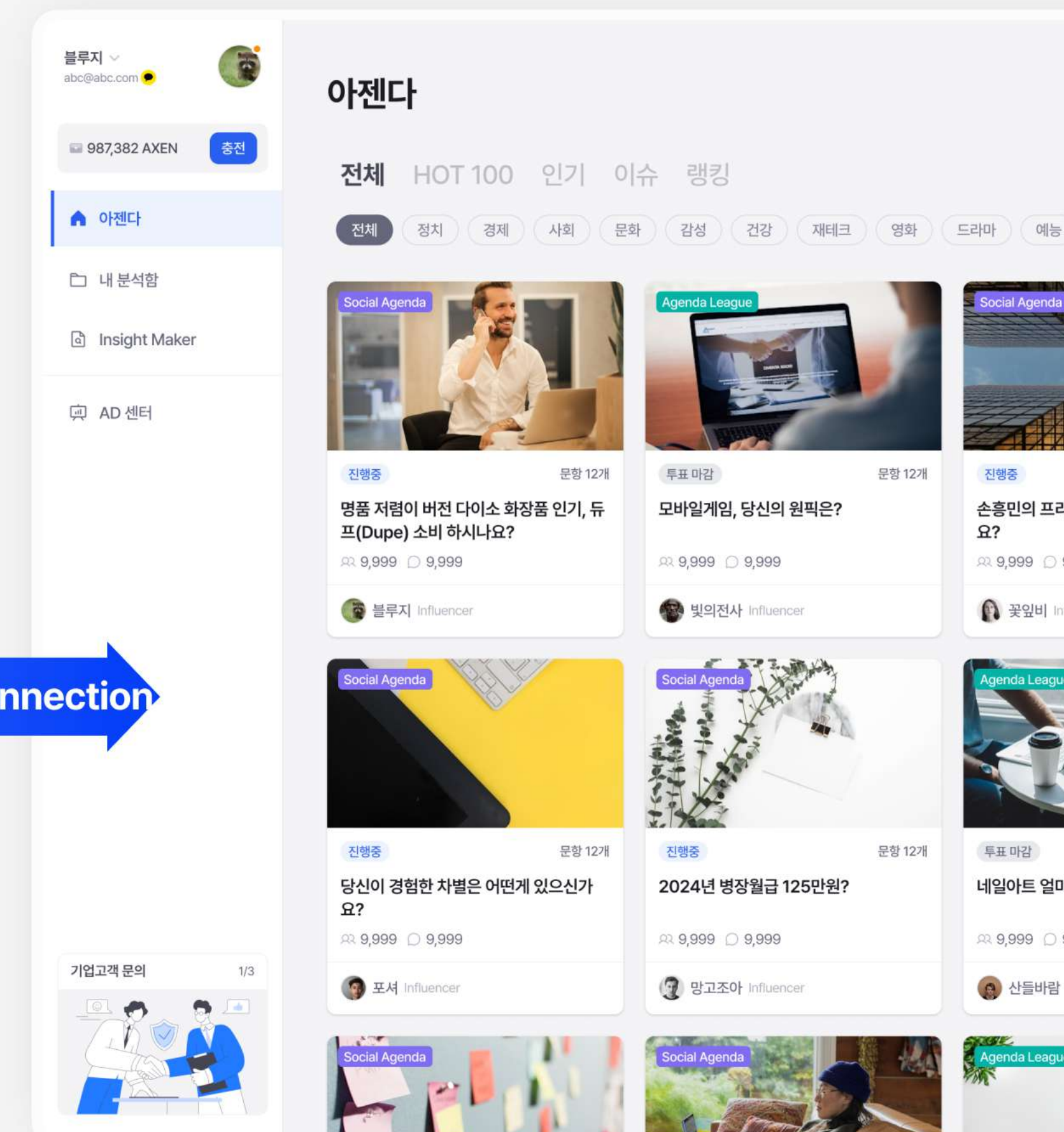
Reward Mall



AgendaBook APP



AgendaBank WEB



Real-time Connection

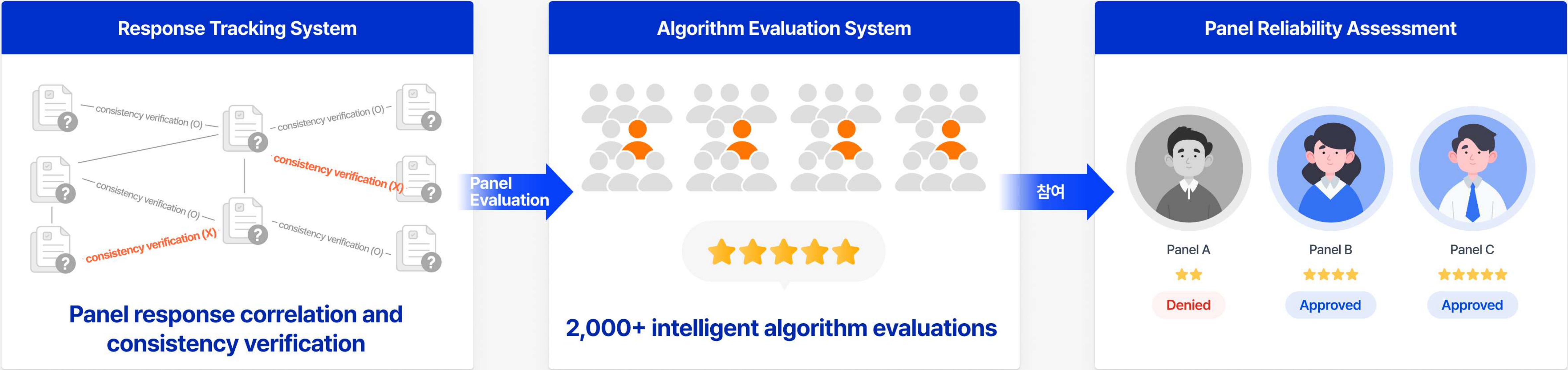
World's First,
Response Consistency System

“Enhanced data reliability through panel response consistency evaluation.”

- 2,200+ tracking algorithms for panel evaluation
- Automatic consistency verification through response tracking
- Cost reduction and improved result reliability
- Transparent panel reliability data disclosure
- Only high-reliability panels participate
- Reduced response fatigue by eliminating duplicate questions



Application No. 10-2025-0028732: Respondent Consistency Index Management System



Pre-collected Small Data for
Cost Reduction, Response Fatigue Decrease, Cross Analysis

- Time & cost savings
- Diverse cross-analysis capabilities
- Reduced response fatigue through fewer questions

“Reduce cost, time, and response stress for rich insights with minimal data collection using Small Data.”

Question 1	Gender	Residential Area	Occupation
	Age	Residential Environment	Detailed Occupation
Question 2	Occupation	Residential Type	Income
	Detailed Occupation	Family Members	Household Income
Question 3	Job Change Status	Children's Age	Loans



Eliminate Duplicate Questions



Reduce Fatigue



Save Costs

Lifestyle

Bucket List

Travel

Finance

Preferences

Basic Info

Hobbies

Food

Automotive

Shopping

Health

Beauty

297 Behavioral Data Categories

| AgendaBook History

- 23.05 Korea Startup Development Agency TIPS Selection
- 24.06 NAMU EnR Carbon Research Cooperation MOU
- 24.07 AI Future Forum, Research Provision & Policy Data Support
- 24.08 Japan IMPRESS Group Business Expansion MOU
- 24.08 Microsoft AI & GPT Launcher Partner Selection
- 25.01 Forbes Selection, Korea '25 Brand Grand Prize
- 25.01 Investment from Global Semiconductor ADATA
- 25.03 RealMeter Platform Cooperation

| Major Clients & Partners



AgendaBook strives to develop **B2B, B2C** target customers.

Universities &
Graduate Research
Institutions

SME Startups &
Corporate Marketing
Departments

Small Manufacturing
& Sales Companies

Healthcare & Medical
Public Health

News & Media
Information
Companies

Research Companies
Marketing &
PR Agencies

R&D Research
Institutes

Foundations ·
Associations · Other
Profit & Non-profit
Organizations

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