



Your Emotionally intelligent, AI-powered brand persona

We use behavioral science to uncover new, smart, actionable insights that drive brand growth and your organizational impact

Our Business:

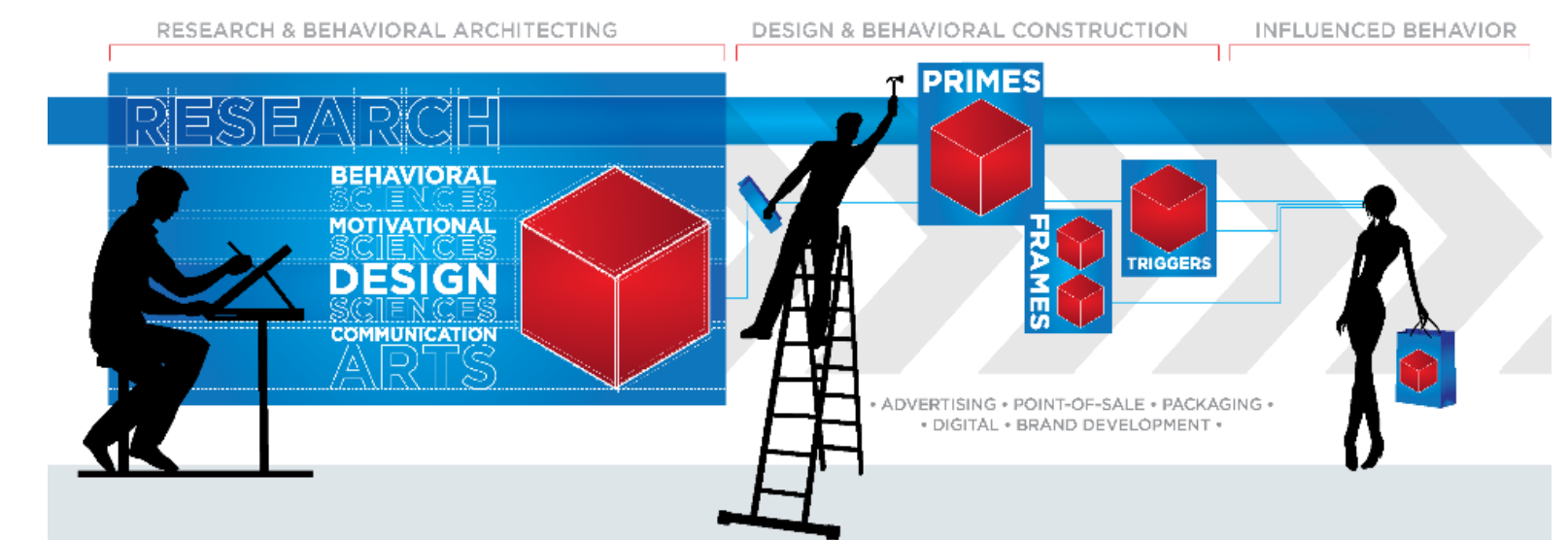
We are a **behavioral science-based market research firm** specializing in uncovering and activating the subconscious mindstates driving consumer decisions, making our insights highly actionable for increasing your sales and organizational impact.

Our Expertise:

We utilize behavioral science-based research methods to gain a deep understanding of consumer decision-making. More importantly, we use these behavioral insights to create customized, emotionally intelligent (EQ) brand personas that serve as your always-on, in-house voice of the consumer, enabling you to make better business decisions.

Simply put... **We make your insights sharper and your job easier.**

Our Structure:



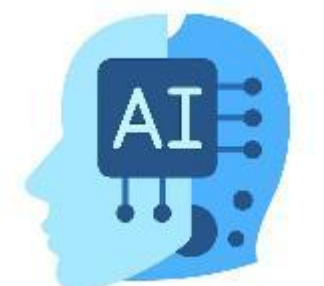
Our Services:



BEHAVIORAL
SCIENCE-BASED
MARKET RESEARCH



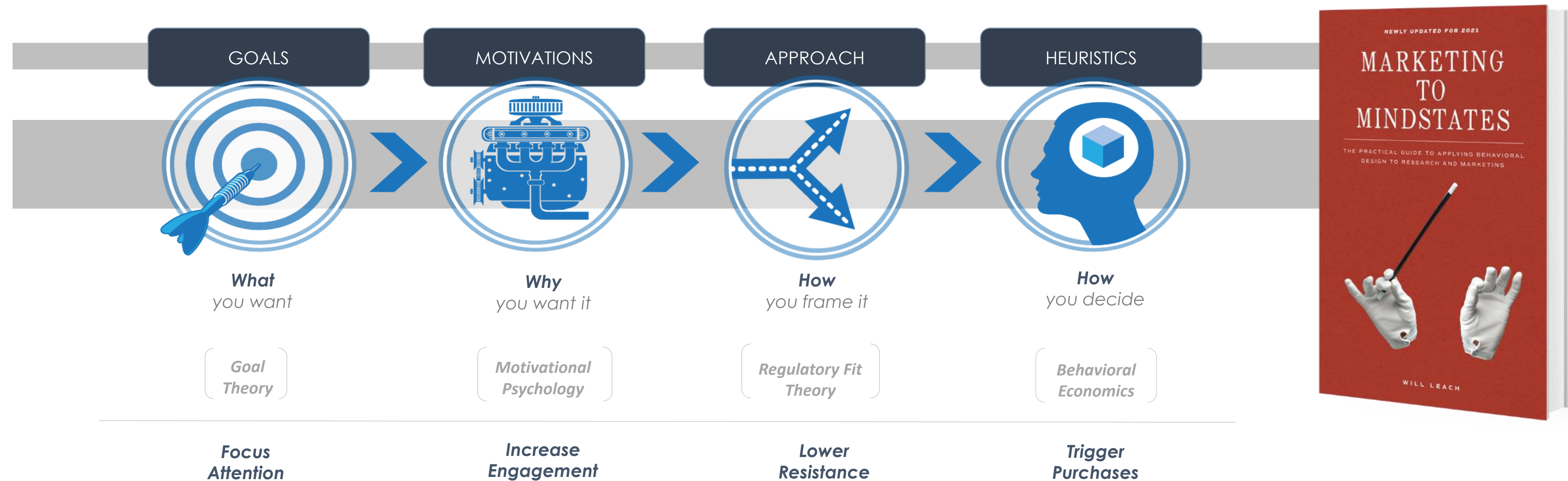
BEHAVIORAL
SCIENCE-BASED
BRAND CONSULTING



BEHAVIORAL
SCIENCE-BASED
AI BRAND PERSONAS

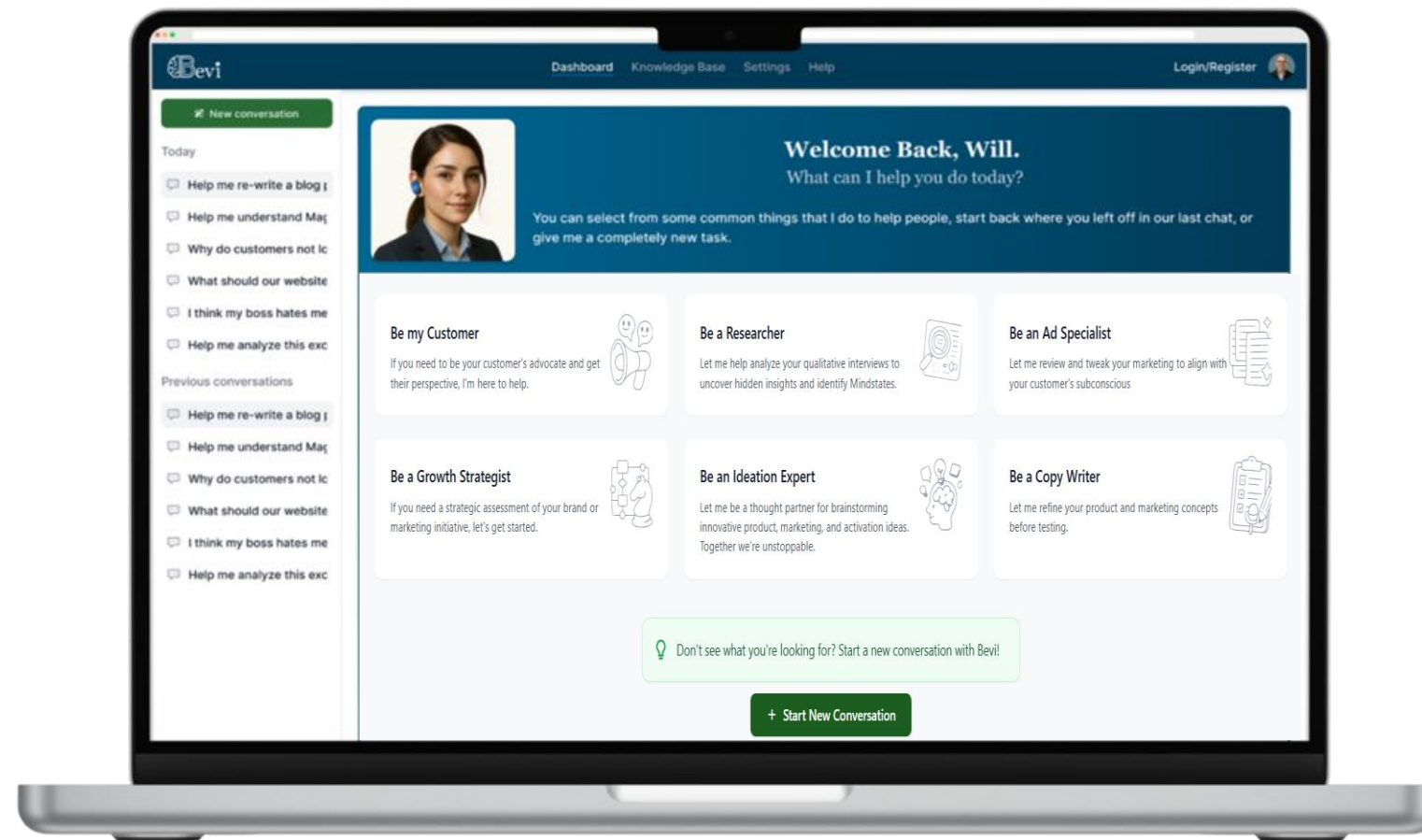
The Mindstate Behavioral Model

Consumer behaviors can be broken down into four psychological factors that can be leveraged to increase the effectiveness of your brand strategy, innovations, and marketing.



Emotional Intelligence (EQ) Personas™ – Turn your Static Research into an Interactive, Brand Persona that Thinks and Reflects like your Real Customers

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What it is:

(EQ) Brand Personas™— AI-powered, Emotionally Intelligent Customer Personas that think, feel, and respond like real customers.

These always-on personas integrate your brand strategy, consumer research, and behavioral science to deliver emotionally intelligent feedback in real time, enabling teams to make faster, smarter, and more consumer-centric decisions that drive the bottom line.

How it Works:

- 1. Build the Consumer Foundation:** We work with you to identify subconscious, emotional decision drivers with your existing or new consumer data to build your avatar's emotional empathy
- 2. Lay the Brand Foundation:** Next, we will lay a brand foundation for your avatar to become an expert on your category and brand strategy via Brand Discovery sessions
- 3. Behavioral Engine:** We infuse your avatar with proprietary mindstate insight - built on decades of behavioral science research.
- 4. EQ Persona Delivery:** After testing, your custom EQ Brand Persona goes live in a secure portal for you to work with —always on, always learning from every interaction.

What it does:

- 1 Be my Customer**
If you need to be your customer's advocate and get their perspective, I'm here to help. 
- 2 Be a Researcher**
Let me help analyze your qualitative interviews to uncover hidden insights and identify Mindstates. 
- 3 Be an Ad Specialist**
Let me review and tweak your marketing to align with your customer's subconscious 
- 4 Be a Growth Strategist**
If you need a strategic assessment of your brand or marketing initiative, let's get started. 
- 5 Be an Ideation Expert**
Let me be a thought partner for brainstorming innovative product, marketing, and activation ideas. Together we're unstoppable. 
- 6 Be a Copywriter**
Let me refine your product and marketing concepts before testing. 

Our Commitment - We Don't Just Launch You—We Walk With You

From onboarding to ongoing support, we provide the tools and training you need to confidently deliver emotionally compelling insights and voice-of-the-customer solutions.

Our Support:

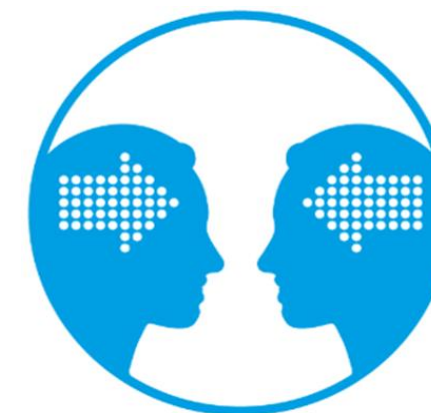
- **1:1 Onboarding & Ongoing Guidance:** Personalized setup and continuous support as you build your behavioral research practice.
- **Mindstate Research Masterclass:** 12 hours of expert-led video training, plus downloadable learning materials.
- **Continuous Learning:** The EQ Persona evolves and grows as you do, allowing you to integrate new research and strategic insights over time. Every new piece of research makes EQ Personas smarter and the marketing it designs better.
- **Secure, Private Portal:** SOC 2-compliant environment that keeps data isolated and protected.
- **Weekly Office Hours:** Live group sessions for you and your brand to ask questions and receive feedback in real-time.
- **Monthly Training Webinars:** Continued education to sharpen your skills and stay ahead

Our Promise:



DEEP RESEARCH EXPERTISE

- Academic & Industry •
- Client and Supplier •



MASSIVE COLLABORATION

- Seamless Integration •
- Continuous Support •



DEPENDABLE PARTNER

- 12+ years in business •
- Servant leadership •

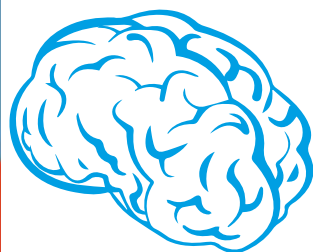


MINDSTATE®

Contact me to see if this is a good fit for your firm.

will.leach@mindstategroup.com





Merging Behavioral Market Research and AI to Decode Consumer Behavior

Decision Landscape Studies empower market researchers to uncover emotional needs and subconscious motivations driving category, brand, and product decisions. By merging advanced methodologies with our proprietary Behavioral Intelligence Agent, “Bevi,” these studies deliver unparalleled insights into consumer decision-making and actionable recommendations to make your insights sharper and your work easier.

WHAT'S INCLUDED?

Behavioral Market Research: Our award-winning Decision Landscape studies combine qualitative projective techniques with quantitative max/diff to unlock the real needs and motivations that drive customer purchases. Our multi-agent analyses provide incredible depth into the psychology driving brand and product choices in your category.

In-Depth Reporting: Get insights beyond the basics. Our reports reveal your customers' functional, emotional, and aspirational goals and core motivations. Each study includes a Psychological Profile and Mindstate Activation Blueprint, equipping you to embody the authentic "customer voice" in strategic discussions.

Custom “Behavioral Intelligence Agent:” Access your customized Behavioral Intelligence Agent “Bevi” specifically trained on your customer, category, brand, and behavioral psychology so that you have 'on-demand' insights and activation strategies whenever you need them, taking work off your mind and your plate.

