

Flashtest

Stop wasting any more resources on an idea that will most likely fail in the market.



Do you want to know..

- if you have a product with a market fit?

- if your potential customers understand your value proposition?

- which product features your potential customers value the most?

- who your potential customers might be?

- what price your potential customers are willing to pay?



**80% of all ideas fail when
they hit the market**

Introducing...
⚡ Flashtest

Most product launches fail due to a lack of market demand. So, instead of you investing large amounts of resources in an idea that the market may not want, let us take over and test this idea for you, in a flash.

We test your idea on your potential customers using a laser-focused market validation process built on top of Google's way of bringing the right ideas to the market.

After some weeks, you will end up with market validated insights on whether your idea is a hit or a miss.

Lean back and enjoy the ride.

Our Flashtest Approach

We obtain customer insights and validate your idea... fast and cheap.



Plan

Together, we identify the main purpose of the test based on your idea's value proposition.



Design

We build the entire online set-up incl. creative SoMe advertising concept, landing page and more.



Execute

We go live in the agreed market and closely monitor the performance of the campaign.



Analyze

You receive a detailed report about customer insights and our recommendations to next steps.



Capturing customer data to help validate your business idea

Social media advertising allows us to measure customer behaviors using metrics that uncover the market's curiosity, interest, and desire for your product.

Market Curiosity



SoMe Ads

To capture customer curiosity, we identify the number of clicks on the ad for your product, which leads them to the landing page of this test.

Market Interest



Landing Page

We capture customer interests when they interact with the Call-To-Action on the landing page that showcases your value proposition.

Market Desire



Personal Details

Once customers click on the Call-To-Action, they will be asked for personal details to determine their 'skin-in-the-game' level.

Click the business area applicable to you

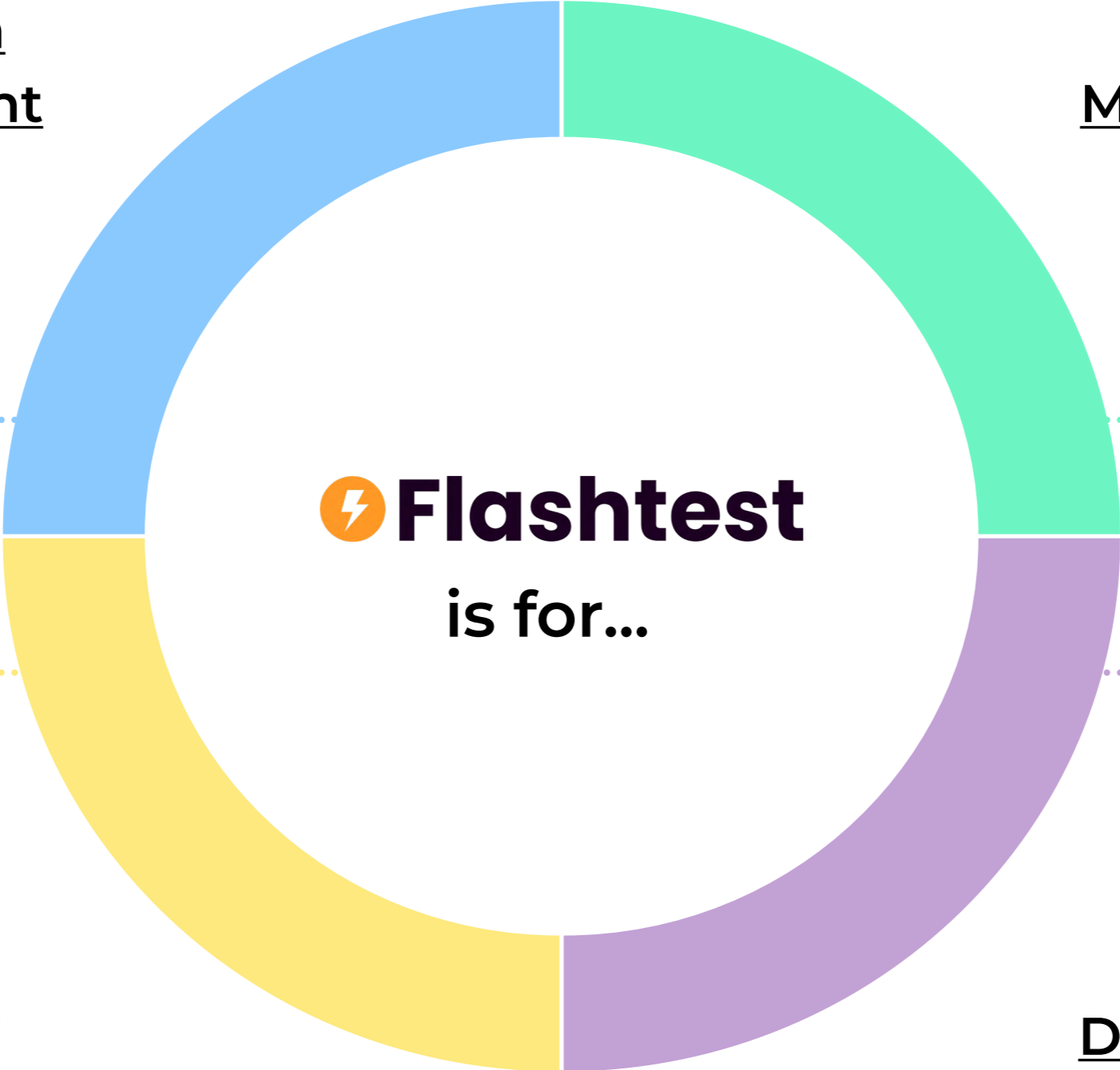
Innovation
Management

Product
Management

 **Flashtest**
is for...

Marketing

Business
Development



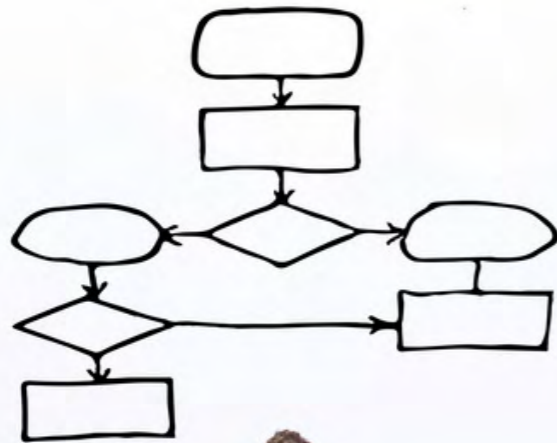
Flashtest for Innovation Management



Kåre Carlsen, Head of Innovation



“Flashtest provided invaluable knowledge of what works and which darlings should be dropped. Be prepared to be wise. One moment, you are part of a creative whirlwind, the next, a spectator to a team that knows their homeground really well.”



Building an effective process to validate ideas

Developing a product based on customer needs is never easy. If a market doesn't have enough demand, there's really no reason to go into production.

Small experiments will help you determine if you have the right product before investing resources in building it.

What you can expect by the end of a Flashtest

Market Validation

You'll obtain insights on how the market responds to your product or service, and determine if it has a market demand.



Customer Feedback

You'll discover how the audience interact with your value proposition and obtain personal feedback from the interested customers.



Unbiased Data

You'll get all the raw data collected during the test but presented in an analyzed and easy-to-understand format.



Start validating your ideas now!



Reach out to Tim

tim@pree.to

Pree.to Europe

Ragnagade 7, 2100 Copenhagen, Denmark

Pree.to Asia

18A Jalan Labu Manis, 538014 Singapore

 [in/preeto](https://www.linkedin.com/company/pree-to)

 [@preetoaps](https://www.facebook.com/preetoaps)

 pree.to

**Read more on how Flashtest can
benefit your company**

[Product Management](#)

[Business Development](#)

[Marketing](#)

[Back to Flashtest page](#)

Flashtest for Product Management



Henry Brorson, Head of Corporate Garage

krifa

“We literally did not have to move a finger. The beauty of Flashtest is the fact that you as a company can go from idea to market validation fast and with no distractions.”



Is your product market-ready?

A company that is moving forward and in line with its customers' needs will be able to generate a steady stream of revenue. It's important to find out what the market is interested in before building something for them. Otherwise, what's the point?

So how can you truly uncover what your target market needs?

What you can expect by the end of a Flashtest

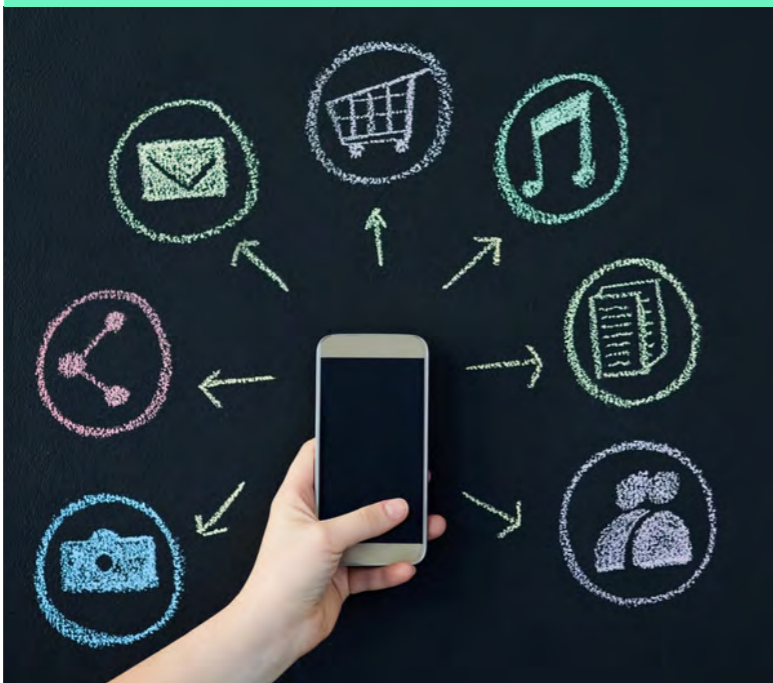
Feature Relevance

Get a comparison on how the flashtested features performed in the market and which of the features your target market values the most.



Customer Needs

Uncover feedback directly from your target market and understand their needs to end up with a clearer vision of your product roadmap.



Price Points

Determine the price points that are most attractive to your target market or how to best communicate about this area.



Get a clearer view of your product roadmap now!



Reach out to Tim

tim@pree.to

Pree.to Europe

Ragnagade 7, 2100 Copenhagen, Denmark

Pree.to Asia

18A Jalan Labu Manis, 538014 Singapore

 [in/pree.to](https://www.linkedin.com/company/pree-to)

 [@pree.toaps](https://www.facebook.com/pree.to)

 pree.to

Read more on how Flashtest can benefit your company

[Innovation Management](#)

[Business Development](#)

[Marketing](#)

[Back to Flashtest page](#)

Flashtest for Business Development



Brian Andersen, E-Commerce Director

matas

“ We have successfully strengthened our digital presence over the past years with Flashtest helping us mitigate risks in the early stages. We now look forward to experimenting more going forward. ”



Enter the market with reliable customer data

With the right product, positioning is just as important. We have come to learn that most businesses enter the market with a strategy based on generic market data and loads of assumptions.

So how do you obtain your own unique data that determines who your customer segments are and how to target them?

What you can expect by the end of a Flashtest

Market Segments

Discover potential market segments based on audience demographics data where potential customers were curious about your product or service.



Pricing Models

Find out how the audience interact with your value proposition and the price models that is suitable based on their needs.



Real Customer Insights

Obtain valuable feedback from customers that are more than just curious about your new offering.



Strengthen your go-to-market strategy now!



Reach out to Tim

tim@pree.to

Pree.to Europe

Ragnagade 7, 2100 Copenhagen, Denmark

Pree.to Asia

18A Jalan Labu Manis, 538014 Singapore

 [in/preeto](https://www.linkedin.com/company/pree-to)

 [@preetoaps](https://www.facebook.com/preetoaps)

 pree.to

**Read more on how Flashtest can
benefit your company**

[Innovation Management](#)

[Product Management](#)

[Marketing](#)

[Back to Flashtest page](#)

Flashtest for Marketing



Nicolai Karger, Head of Demand Management



“ With Flashtest, we obtained invaluable insights in our customers’ sincere intention - and not just the usual “I would probably buy the product if it was available” kind of feedback. ”



Communicate the right value proposition to the right market

If your customers can't understand your product, then it doesn't matter how good it is. Knowing how to communicate your value proposition is crucial in reaching your target market. Trends are great, but data beats it every single time.

What you can expect by the end of a Flashtest

Persona Demographics

Discover the audience demographics that interacted with your brand and create insightful customer personas and journeys.



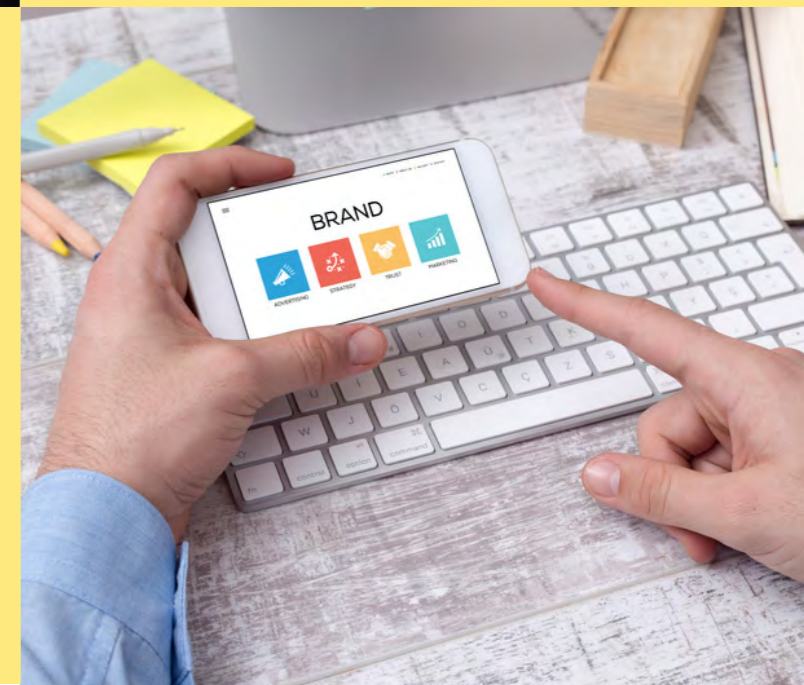
Communication Approach

Find out how the audience is interacting with the different brand concepts and communication approach.



Customer Insights

Obtain invaluable customer feedback and behavioural data.



Understand your target market now!



Reach out to Tim

tim@pree.to

Pree.to Europe


Ragnagade 7, 2100 Copenhagen, Denmark

Pree.to Asia

18A Jalan Labu Manis, 538014 Singapore

 [in/preeto](https://www.linkedin.com/company/pree-to)

 [@preetoaps](https://www.facebook.com/preetoaps)

 pree.to

Read more on how Flashtest can benefit your company

[Innovation Management](#)

[Product Management](#)

[Business Development](#)

[Back to Flashtest page](#)