Good Judgment

Superforecaster® Analytics

Get early insight on mission-critical questions from the best forecasters on the planet.

Organizations make decisions every day based on how they think the future will unfold. *What kind of return could we expect from this investment opportunity? Will this emerging consumer trend persist, accelerate, or decelerate in the next 24 months? How can we convert political uncertainty into quantified and manageable risk?*

Tough questions like these require well-informed, actionable answers. However, organizations often find themselves relying on long-form reports with vague descriptions of what "might" happen, or on untested internal assumptions about what "will" happen—leaving executives to make important decisions without a clear, empirical picture of what lies ahead.

Good Judgment's Superforecaster Analytics provides a better alternative: proven, professional Superforecasters that distill information from multiple sources into precise probabilities, delivering the most accurate forecasts as early as possible. When strategic questions are answered in this way, the pay-offs are substantial: organizations are able to minimize risk, capitalize on opportunities much earlier and with greater confidence, and gain an edge over competitors.

Who Uses Superforecaster Analytics?

A wide variety of innovative organizations rely on Good Judgment to get early insight on pivotal questions about the future.

Financial Services

Investment firms' success hinges on making smart bets informed by forecasts about consumer trends, changes in market dynamics, and shifts in the regulatory environment. Relevant questions for our financial services customers range from "Will the Federal Reserve hike interest rates in September?" to "How will cord-cutting impact the market capitalizations of cable companies?"

Energy

As participants in an industry heavily affected by geopolitical events, our clients in the energy sector are forced to consider a vast, complex set of interdependent variables when making long-term decisions. Relevant questions for the energy sector range from "How will U.S. sanctions on Iran impact the price of oil?" to "Will Saudi Arabia increase production in the next 6 months?"

Government

Policymakers, intelligence analysts, and military leaders need to anticipate events of global consequence to make informed decisions. Relevant questions for our public-sector clients range from "How would China react to stricter trade sanctions by the U.S.?" to "When will North Korea conduct its next nuclear test?"

NGOs & Nonprofits

NGOs and nonprofits are no less dependent on forecasting than their government and for-profit counterparts. Relevant questions for our NGO and nonprofit partners range from "Will there be an episode of mass killing in South Sudan in 2018?" to "How many refugees will land on the shores of Europe in the next three months?"

Good Judgment's Superforecasters
RANKED IN THE TOP 2% FOR FORECAST ACCURACY
compared to a control group, and outperformed U.S. intelligence analysts by a margin of 30%.

Why Superforecaster Analytics?

Early insight.

Good Judgment's global network of certified Superforecasters identifies the most likely outcomes with amazing speed. Third-party research validates their ability to anticipate the future hundreds of days before other forecasters can achieve similar accuracy.

Concise analysis.

Our reports summarize key components of the Superforecasters' analysis, making it easy to discern the factors driving changes in the likelihood of a given outcome. Moreover, the reports provide insight into how Superforecasters arrived at their probabilities, painting a more complete picture of forecasted risks than prediction markets typically provide. Finally, clients retain the option to pose follow-up questions to dig deeper into the reasoning behind the forecasts.

Flexible capacity.

Superforecaster Analytics is like having a diverse, seasoned team of in-house analysts that produces earlier, more actionable insight, while operating at a fraction of the cost and without any of the overhead. This service offers a frictionless way to scale your forecasting capacity so that it suits the needs of your decision-makers now, without having to anticipate the scale of their needs tomorrow.

How Do Superforecaster Analytics Work?

Refine your question.

Once you've identified the topics you want to explore, Good Judgment consultants work with you to frame your questions in a way that will deliver the most accurate and actionable answers.

Put the Superforecasters to work.

Your questions are released to Good Judgment's professional Superforecasters, who collaborate on our proprietary internal forecasting platform to generate informative and surprisingly accurate answers within *days*.

Receive an aggregated forecast.

Good Judgment's proprietary algorithm generates aggregated forecasts that are updated daily and made available to you through an online dashboard. Good Judgment periodically provides overview reports summarizing the commentary and extensive research compiled by Superforecasters for each of your questions.

Who are the Superforecasters?

The term "Superforecasting" was originally coined by The Good Judgment Project, Good Judgment's academic precursor and the undisputed winner of the largest government-funded forecasting competition in history. The term was popularized with the publication of *The New York Times* bestseller, *Superforecasting: The Art and Science of Prediction*, by Good Judgment cofounder, Philip Tetlock.

"Superforecasters" are individuals whose accuracy ranks in the top 2% of our talent pool when measured across thousands of individual forecasts. Good Judgment maintains a global network of elite Superforecasters who work in teams to tackle our clients' forecasting questions with incredible accuracy. As professional analysts, Superforecasters have maintained their unparalleled track record of forecasting accuracy, beating every challenger they've faced since the conclusion of government research in 2015.

Ready to hire the best forecasters on the planet?

More information about Superforecaster Analytics and Good Judgment's other solutions is available at **www.goodjudgment.com**.

To speak with a Good Judgment representative, email **info@goodjudgment.com**.

Good Judgment

Other Good Judgment Solutions

Superforecaster Analytics subscription services

Not all organizations need forecasting questions tailor-made to their unique circumstances. Many can benefit from receiving early insights based on questions shared by other organizations. To accommodate this need, Good Judgment offers monthly subscriptions to forecasts that address popular questions.

Email info@goodjudgment.com to learn which questions are currently available on a monthly subscription basis.

Public & private workshops

These one-day events impart best practices for improving your team's approach to forecasting. Public workshops are held frequently in select cities around the world.

Visit goodjudgment.com/workshops for our public workshops schedule.

Looking for a more tailored introduction to Superforecasting? Good Judgment offers customized private workshops built around the topics and specific forecasting questions that are top-of-mind for your business.

Email info@goodjudgment.com for more information.

Staffcasting™

Staffcasting combines ongoing training and feedback on your organization's forecasting performance, along with expert assistance in framing forecasting questions and access to Good Judgment's collaborative forecasting platform. The platform is designed to facilitate team-based forecasting in a way that allows individual staff members to practice and improve their skills over time, while helping decision-makers to harness the latent crowd wisdom within their organizations.

Ready to hire the best forecasters on the planet?

More information about Superforecaster Analytics and Good Judgment's other solutions is available at www.goodjudgment.com.

To speak with a Good Judgment representative, email info@goodjudgment.com.