Boomerang Ideas

BOOMERANG IDEAS · COMPANY PRESENTATION

A complete research institute — built on self-service.

The company behind boomResearch and boomerang.ai



WHO WE ARE

Real respondents without a panel, simulated ones on demand — on one platform

2021
founded in Zurich

24
countries for representative surveys

2
engines: real and simulated respondents

7
people on the team

AI-powered market research institute

Institute member of Swiss Insights, member of the DGOF.

Research

Joint research with the University of Basel and Johns Hopkins, funded by Innosuisse.

Strategic investor

gfs.bern, since 2023.

The only platform that runs both engines itself and measures them against each other, continuously.

WHO IT IS FOR

Three typical questions — and where they go

Institute or agency

«Our questionnaire is ready in our own tool. We need the respondents.»

↓

boomResearch boomresearch.com

Your survey runs in your tool, we recruit through social media.

For Qualtrics, SurveyMonkey and the like

Insights team at a brand

«Does our campaign actually reach Gen Z?»

↓

boomResearch boomresearch.com

Real and simulated respondents on one platform, results by region, age and gender.

Example: Lindt & Sprüngli —
under 15 % Gen Z reach, switch to social

Startup or SME

«Will our idea land? We want to know before we build it.»

↓

boomerang .ai boomerang.ai

A simulation in 10–30 minutes. When the decision gets expensive, real respondents go into the field.

Subgroups by region, age and gender, with a plausibility score

Both brands are self-service, with both engines on the same platform. boomResearch adds onboarding from Pro and a phone hotline with the 12'000-credit pack.

THE PROBLEM

Classic access to respondents is eroding

36 % → 6 %

response rate of telephone surveys, 1997 to 2018 (USA)

Pew Research Center

46 %

of responses in a typical online panel study are unusable

Quirk's

99.8 %

of standard attention checks passed by one purpose-built AI respondent

Westwood, PNAS 2025

Our simulated respondents (Silicon Samples) are the opposite of that AI respondent: declared as simulation, reported separately, never part of a sample of real respondents.

THE MODEL

Two engines, one platform

SIMULATED RESPONDENTS

Silicon Samples

- Simulated respondents built on real survey data
- Results in 10–30 minutes
- Same stratification and weighting

Confidence Guard™

Scores every simulation from 0 to 10 and recommends when real respondents are needed.

REAL RESPONDENTS

Live Social Samples™

- Real respondents, recruited ad hoc on social media
- Fieldwork averages 7–10 days
- Stratified by age, gender, region

LIVE SOCIAL SAMPLES™

Fieldwork where people are: on social media

1

Ad

Ad hoc on social media for each study, no panel

2

Screener

Stratified by age, gender, region

3

Survey

Quality checks during fieldwork

4

Payout

After passed checks, e.g. via Twint

7–10 days

fieldwork on average; 2–3 weeks at n = 800

200–300

recommended for the general population, entry at n = 100

24 countries

for representative surveys

LIVE SOCIAL SAMPLES™

Evidence from fieldwork

REAL RESPONDENTS ONLY — NOT THE SIMULATION

SRF Trendumfragen — gfs.bern uses Boomerang as one part of the sample (quarterly).

UBS Worry Barometer — We recruit 300 respondents for the extended sample of a 20-minute survey.

CASE

US election, Nevada 2024

The sample reached voters other methods missed.

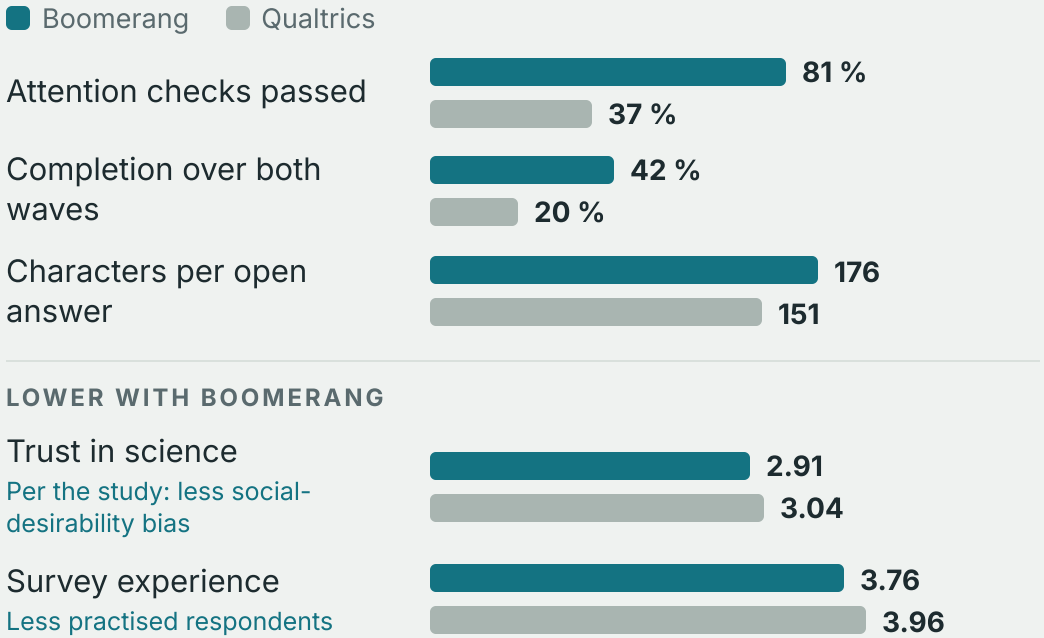
0.25 pts
off the presidential result

~3.6 pts
industry average

Internal analysis, one race, real respondents only.

UZH study II: Boomerang vs. a Qualtrics panel

USA, 1'000 respondents each, same questionnaire, two waves



University of Zurich, «Experience Sampling with Boomerang Ideas», 2023/24.

Six questions a buyer should ask

1

Where do respondents come from?

Recruited fresh for each study through social media ads. No panel.

2

How do you check they are real?

Among others: attention checks, speeder, duplicate and IP checks, reCAPTCHA.

3

What happens with fraud?

Checks run during fieldwork. Anyone who fails them is not paid.

4

How do you avoid professional respondents?

We recruit fresh for every study, not from a panel. Nobody can answer the same study twice.

5

How long are open answers?

176 characters on average, 151 in the Qualtrics panel (UZH study II).

6

Can I see the raw data?

Yes, with the report. Your content and the rights to it remain yours.

SILICON SAMPLES

Simulated respondents — from primary data, not the web

1

Survey data

Proprietary and anonymised: gfs.bern and further sources

2

Language model

Fine-tuned on our own survey data

3

Sample

Stratified by age, gender, region, weighted to official statistics

4

Result

Arrives continuously, not all at the end

10–30 min

to results

18–65+

age cohorts of the simulated respondents

up to 1'000

simulated respondents for sub-groups; 300–500 for overall results

SILICON SAMPLES

Evidence from simulation

SIMULATION ONLY — NOT FIELDWORK

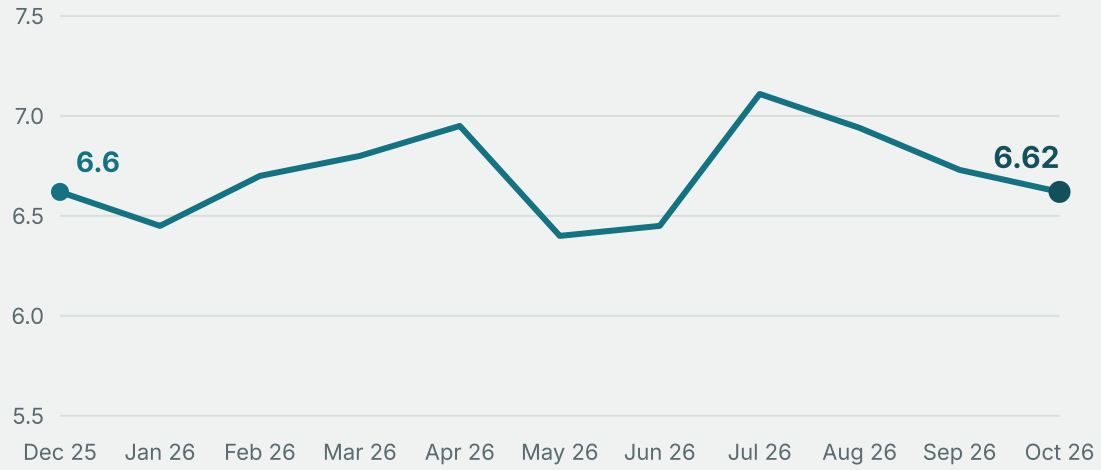
BENCHMARK: CLOSENESS TO REAL ANSWERS

82.6 %

average overlap with real answer distributions (topline), across five Swiss surveys held out of training.

Leading AI models without fine-tuning: below 52 % on the same test.

PLAUSIBILITY IN EVERYDAY USE

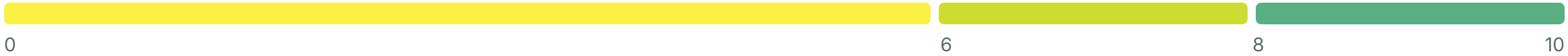


Monthly average over hundreds of real user simulations. The axis shows only a section of the 0–10 scale.

CONFIDENCE GUARD™

Every simulation tells you how far to trust it

An independent judge model scores every simulation from 0 to 10.



below 6.0

Go to real people

The recommendation sits right next to the result.

6.0–7.9

Direction, not decimals

Trust the ranking, not the individual percentage.

8.0–10

High plausibility

For decisions with budget behind them, anchor with real respondents too.

Status: in beta but live. Automatic escalation to real respondents is research with the University of Basel and Johns Hopkins.

HOW WE WORK

How a project runs with us

1

Briefing & questionnaire

You set up the study in self-service; boomResearch Pro adds onboarding.

2

Simulation first

Silicon Samples show the direction in 10–30 minutes.

3

Field with real people

Live Social Samples™ in 7–10 days on average, same questionnaire.

4

Report & raw data

Breakdowns by region, age and gender, plus the raw data.

Start
questionnaire ready

10–30 min
simulation

~24 h
first real answers

7–10 days
fieldwork on average

TEAM

The people behind it



Raphael Ueberwasser
Founder & CEO



Fritz Seidel
Co-Founder



Mark Korondi
CTO



David Furrer
Head of AI



Myrto Zehnder
Head Incentives & Ext. Surveys



Jakub Motyčka
Full Stack Developer

Board: Raphael Ueberwasser (Chairman) · Jean-Marc Hensch (Vice Chairman) · Lukas Golder (gfs.bern) · Nina Schacht

CLIENTS & PARTNERS

Who works with us

CLIENTS (SELECTION)

die Mobiliar

AXA

SBB CFF FFS

SRG SSR

Lindt
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

Cembra

ewz

PostFinance

RESEARCH

Universität Basel

Johns Hopkins University

Universität Zürich[UZH]

INVESTOR

gfs.bern

MEMBERSHIPS & PARTNERS

SWISS INSIGHTS
Institute Member

DGOF

swisscom
Business Platin Partner

SWITZERLAND GLOBAL ENTERPRISE
enabling new business

DATA PROTECTION & SECURITY

Data protection at a glance

Your results

Your content and the rights to it remain yours.

Anonymous respondents

Data minimisation and full anonymisation.

Hosted in Europe

In European data centres.

GDPR and Swiss FADP

Processing conforms to both.

Data processing agreement: boomerangideas.com/docs/dpa.pdf

Boomerang Ideas

Let’s talk about your next study.

In a live demo we simulate your question, and you judge the result yourself.

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