



# MARKET RESEARCH SUMMARY RESULTS

Between the 26th of February 2024 and the 14th March 2024, the International Trade Council embarked on a comprehensive market survey, targeting a broad spectrum of companies to assess the anticipated value and applicability of the forthcoming ADAMftd tool. The primary objective of this survey was to understand the relevance, potential for uptake, and applicability of ADAMftd's major features across different sectors.

## Key Highlights:



### HIGH PARTICIPATION RATE

- Out of 2,000 companies invited to participate, 756 responded, indicating strong engagement and interest.



### JOB TITLE OF RESPONDENTS:

- 86% were CEOs or COOs, showing high-level engagement.
- Demonstrates strong platform value recognition by decision-makers.



### INDUSTRY OF RESPONDENTS:

- Wide industry participation from trade to IT and service sectors.
- Highlights ADAMftd's universal relevance and potential to fill market gaps.



### MARKET PRICE AND DEMAND INSIGHT

- 83% rated it above median importance.
- 68% considered it essential.



### FUTURE MARKET PREDICTIONS

- 85% valued it above median.
- 71% labeled it as essential.



### IN-DEPTH COMPANY ANALYSIS

- 91% found it above median in usefulness.
- 76% deemed it essential.



### SUPPLY CHAIN MAPPING

- 83% rated above median.
- 65% considered it essential.



### INSTANT COMPLIANCE CHECKS

- 89% appreciated it above median.
- 71% found it essential.



### AUTOMATED COST CALCULATIONS

- 87% rated above median.
- 71% saw it as essential.



### GLOBAL MEDIA MONITORING

- 87% valued it above median.
- 62% considered it essential.



### RISK ANALYSIS

- 91% rated it above median importance.
- 74% deemed it essential.



### GDPR-COMPLIANT CONTACTS

- 91% rated this feature above median.
- 80% declared it essential.

Investors may contact James York for the more granular market research survey results.  
Email: [james.york@icttm.org](mailto:james.york@icttm.org).

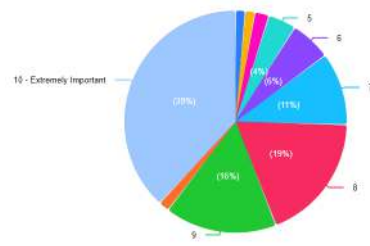




Above: Respondents by Job Title

### ACCEPTANCE BY DECISION-MAKERS

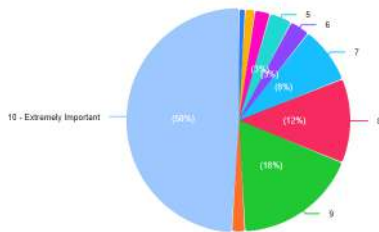
The high percentage of senior leadership participation demonstrates a keen awareness and recognition of the platform's value, underlining a direct need for ADAMftd's solutions among those who have the authority to make strategic decisions.



Above: Respondents by Industry

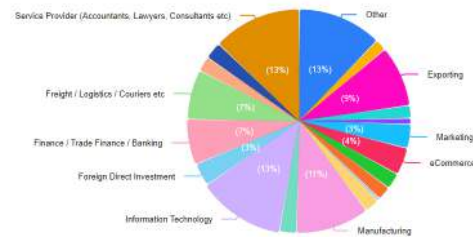
### DIVERSE INDUSTRY APPEAL

The wide-ranging industry response underscores the universal appeal of ADAMftd, reinforcing the presence of a market gap it is poised to fill, with strong potential across various sectors.



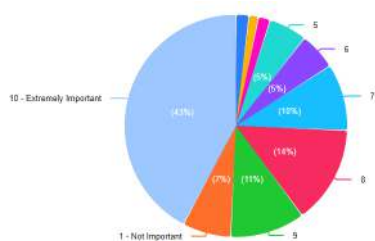
### DEMAND TO KNOW MARKET PRICE & DEMAND OF PRODUCTS

The results show a substantial interest in determining the import price and demand of products globally. This underscores a significant market demand for detailed trade data to inform business strategies, positioning the feature as critical for navigating international trade complexities. This feature is unique to ADAMftd.



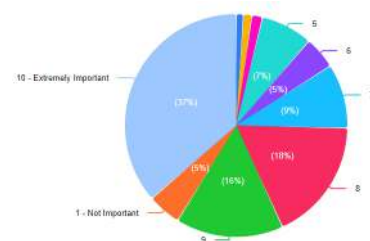
### PREDICTING FUTURE MARKET PRICE & DEMAND OF PRODUCTS

The above results demonstrate a high demand for a tool that could provide strategic insights into future market trends, enabling businesses to adjust strategies proactively and maintain a competitive edge. The ADAMftd platform's unique forecasting capability distinguishes it as a critical resource for strategic planning in global trade.



### IN-DEPTH ANALYSIS (MARKET PRICE, CUSTOMERS, SUPPLY CHAINS & POSITIONING) OF ANY COMPANY

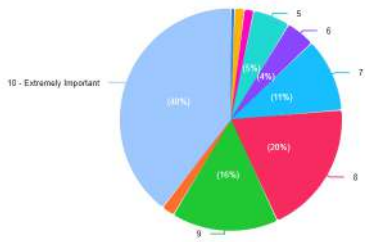
The above indicates a significant demand for comprehensive insights into market prices, customer behavior, supply chains, and strategic positioning across industries. ADAMftd's ability to provide such detailed analysis makes it a vital tool for businesses looking to enhance their competitive edge and navigate international trade more effectively.



### SIGNIFICANT NEED FOR SUPPLY CHAIN MAPPING

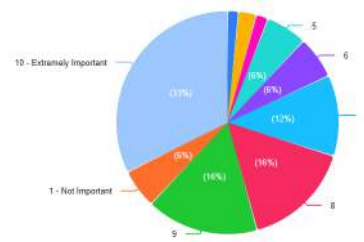
The above results underscore the urgent need for affordable and accessible solutions to meet global supply chain transparency laws affecting over 300 million companies. ADAMftd's ability to provide unprecedented visibility into the supply chains of competitors, customers, and partners represents a significant market opportunity, offering strategic insights for optimization, risk management, and competitive differentiation.





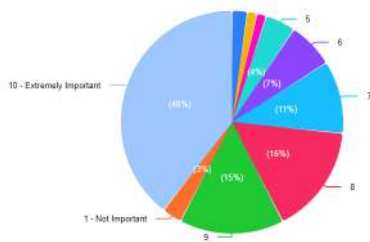
### REVOLUTIONIZING TRADE COMPLIANCE

Survey results reveal strong demand for ADAMftd’s instant compliance check feature. This emphasizes a significant gap in the current market for an integrated tool that simplifies compliance while providing actionable trade insights, positioning ADAMftd as a critical solution for businesses navigating global regulations.



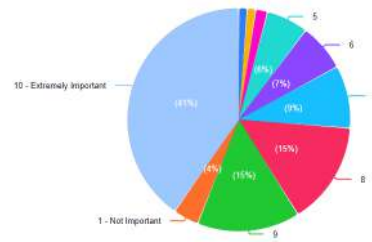
### SIMPLIFYING GLOBAL TRADE COSTS WITH AUTOMATION

Strong support for ADAMftd’s automated cost calculation feature, reflecting a significant demand a tool that demystify the complexities of international trade. ADAMftd’s innovation enables businesses, especially SMEs, to navigate tariffs, taxes and other costs with greater ease and accuracy, promising a competitive advantage in the global market.



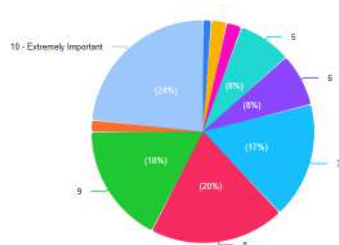
### ELEVATING RISK ASSESSMENT WITH GLOBAL MEDIA MONITORING

Responses indicate a substantial demand for real-time media insights. ADAMftd’s innovative approach to integrating media analysis into trade intelligence stands out, promising unparalleled insights into the relational dynamics and reputational factors that influence global trade outcomes.



### STRATEGIC RISK ANALYSIS: ESSENTIAL FOR GLOBAL TRADE

Results show a high demand for ADAMftd’s risk analysis feature, with 74% considering it essential for understanding financial, geopolitical, and environmental risks across any market, region, or company. This overwhelming endorsement highlights the critical need for comprehensive risk insights, enabling businesses to proactively manage potential threats and capitalize on opportunities in international trade.



### GDPR-COMPLIANT CONTACTS: A GAME CHANGER FOR GLOBAL TRADE

The overwhelming positive feedback for ADAMftd’s provision of verified, GDPR-compliant contact information, with 91% of survey participants rating it above the median and 80% declaring it essential, highlights its critical importance in international trade. This feature’s distinct capability to provide accurate contacts, sourced from official records and ensuring GDPR compliance, sets ADAMftd apart, offering businesses a strategic advantage in establishing direct, effective connections across the global marketplace.

