

# INSIGHT CALENDAR

# Insight Calendar 2023

# CON- TENT



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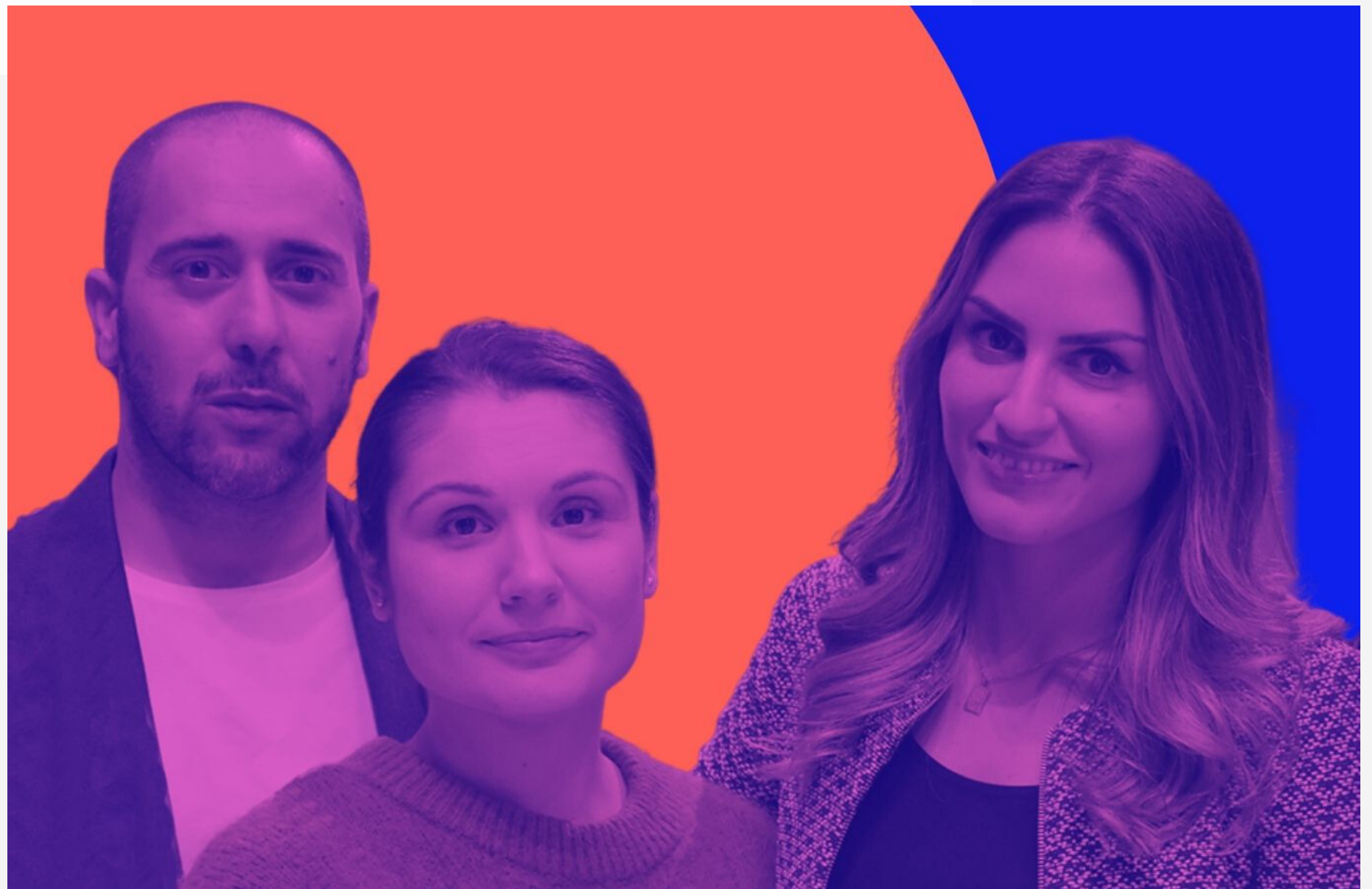
# The Story behind Perspetivo

## About Perspetivo

Perspetivo was founded in 2022 by Suzan Hourieh Lindberg, David Khabbazi, and Zilan Lawan. Together, they bring diverse backgrounds in statistics, communication, anthropology, political science, psychology, leadership development, tech, and business development. Perspetivo originated from The Social Few, a strategic partner for data-driven inclusion.

The journey began when the founders of Perspetivo identified a market and societal imperfection: important decisions are often based on unreliable data that does not reflect the entire population. Throughout history, certain segments of the population, considered difficult to reach, have been excluded from traditional surveys, resulting in a limited representation of voices.

At Perspetivo, we recognize the importance of companies and organizations having access to representative data and insights for making decisions that impact not only the company itself but also society at large. Today, Perspetivo stands as the most representative research company in the Nordics, helping organizations enhance their decision-making effectiveness by incorporating a broader range of voices.





## Our Why

**Our work is about enabling a society where all people are welcome, and all voices are heard. We base our research on representative data by inviting as many perspectives as possible. We believe in Asking Everyone. Because representative data is not only democratic, it also leads to accurate and trustworthy insights.**





# Team Perspetivo and Perspective Density

At Perspetivo, we take pride in our diverse team, comprising members from various industries, disciplines, and corners of the globe. Collectively speaking 14 languages (and counting), we highly value Perspective Density\* within our team.

In this Insight Calendar, you will explore topics such as Equality Data, Finance, Marketing, Digital Activation, AI, and Representative Data. The content is shaped by our team's varied perspectives and competencies, which define what Perspetivo stands for.



**David Khabbazi**  
Co-Founder and Product Owner  
of the Perspetivo Platform



**Suzan Hourieh Lindberg**  
Co-Founder and CEO



**Olivia Hansson**  
Head of Communication and Product  
Owner of Perspective and Equality  
Data



**Ameer Abdulal**  
Data Analyst



**Ella Schauman**  
Client- and project lead



**Siarhei Thor**  
Data Scientist



**Did you know that a team with a high perspective density, combined with inclusive leadership, can lead to a x10 increase in innovation? - Perspetivo**

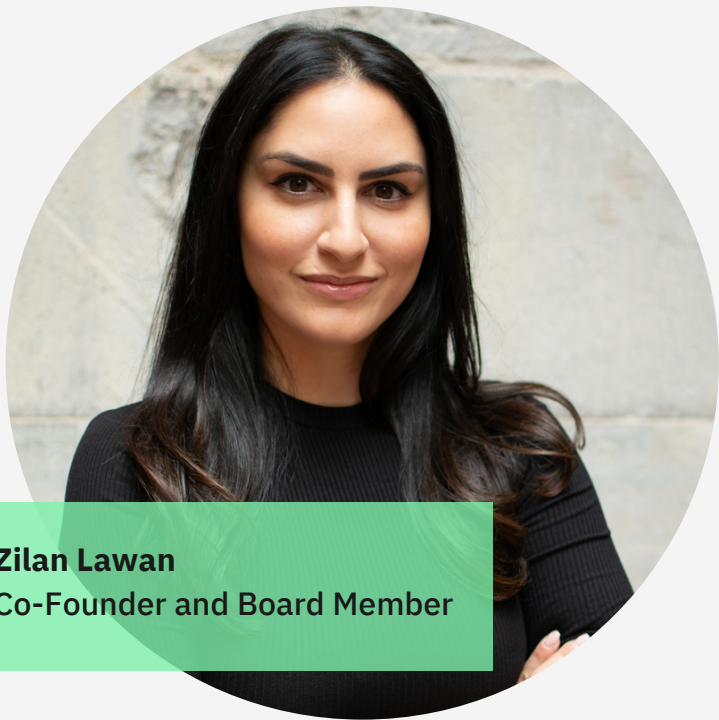
\*Perspective Density<sup>TM</sup> is a metric that quantifies the abundance of perspectives in a specific context. It is a mathematical formula, coined by Perspetivo.





# Team Perspetivo and Perspective Density

Friends of Perspetivo! We take pride not only in our everyday team but also in the privilege of working closely with our investors, partners, and consultants.



**Zilan Lawan**  
Co-Founder and Board Member



**Maha Bouzeid**  
Investor Perspetivo and Vice President Business Sweden



**Toni Nijm**  
Investor Perspetivo, CEO Righthub, Founder and Investor Yobi Partners



**Anna Schauman**  
Investor Perspetivo and Senior partner Novare Group



**Jan Carl Adelswärd**  
Investor Perspetivo, Founder and Investor Civitus



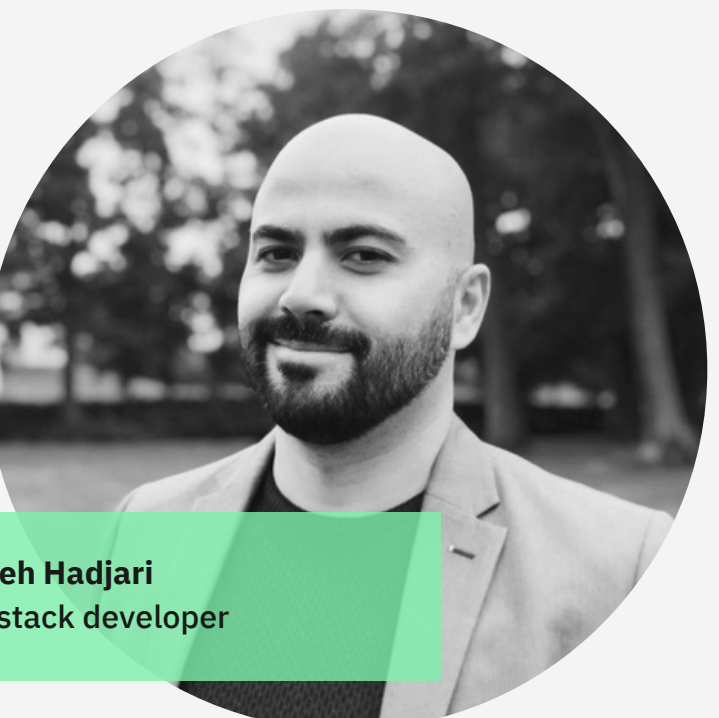
**Cecilia Edström**  
Investor Perspetivo, Entrepreneur and Investor



**Martin Alskog**  
Structural Analyst



**Riste Lazoriski**  
UX/UI, digital accessibility



**Kaveh Hadjari**  
Fullstack developer



**Poonam Thorup**  
Frontend



Companies that are inclusive and have a broad representation of diversity also have a 75% higher likelihood of progressing from idea to implementation. - Korn Ferry





**Introducing Olivia Hansson, Head of Communications at Perspetivo and Product Owner for Perspective and Equality Data. Olivia, besides her background in communications, holds a bachelor's degree in gender and intersectional studies.**

"According to EU non-discrimination law, all workplaces should strive to combat discrimination and promote equal rights and opportunities for their employees. In Sweden, to address inequalities in the labor market, we primarily use data based on gender and gender identity. Equality data adopts a more intersectional approach, providing a deeper understanding of potential inequalities as it covers all seven grounds of discrimination."  
- Olivia Hansson

\*The seven grounds of discrimination include gender identity, gender expression, age, sexual orientation, ethnicity, religion, and disability.

## Tips for collecting Equality Data:

**A Well-Designed Questionnaire**

Crafting questions that yield meaningful insights.

**Actionable Analysis**

Transforming data into strategies for improvement.

**Full Anonymity and GDPR Compliance**

Protecting the privacy of your employees.





# Equality Data

## EU-standards on Equality and CSRD

On January 1st, 2024, the EU's CSRD (Corporate Sustainability Reporting Directive) came into effect. These directives aim to establish uniformity and transparency in the EU’s sustainability reporting. Fundamentally, this elevates the standards for the data your company provides concerning environmental and social impacts.

So, how do we measure social impact, you might ask? The answer lies in perspective or equality data. Equality data represents an actionable and measurable activity, which can be evaluated and monitored, thereby facilitating the implementation of appropriate actions moving forward.

CSRD



# Inclusive Marketing

**Introducing Ameer Abdulal, Perspetivo's Data Analyst. Today, Ameer oversees our Data Analysis, but he also brings a solid background in digital and inclusive marketing. This expertise stems from his experience working with minorities as a performance marketer.**

**"Inclusive marketing and communication aren't just slogans or options; they are the default. If you don't have an inclusive marketing strategy, you're wasting both time and money."**

**- Ameer Abdulal**



## **Tips on how to make your Marketing Strategy more Inclusive:**

**Mirror your communications and personas to genuinely understand your audience. Ensure your data is inclusive and representative to avoid biases.**

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**Diversity and inclusion aren't just marketing mottos - they are essential needs and ongoing commitments.**

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**Data should not be used to prove your intuitions. Allow the right data to guide you towards accurate and meaningful conclusions.**

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# Inclusive Marketing

## Did you know that people generally have a higher tendency to answer sensitive or personal survey questions in their first language? Here is why:

### Comfort and Familiarity:

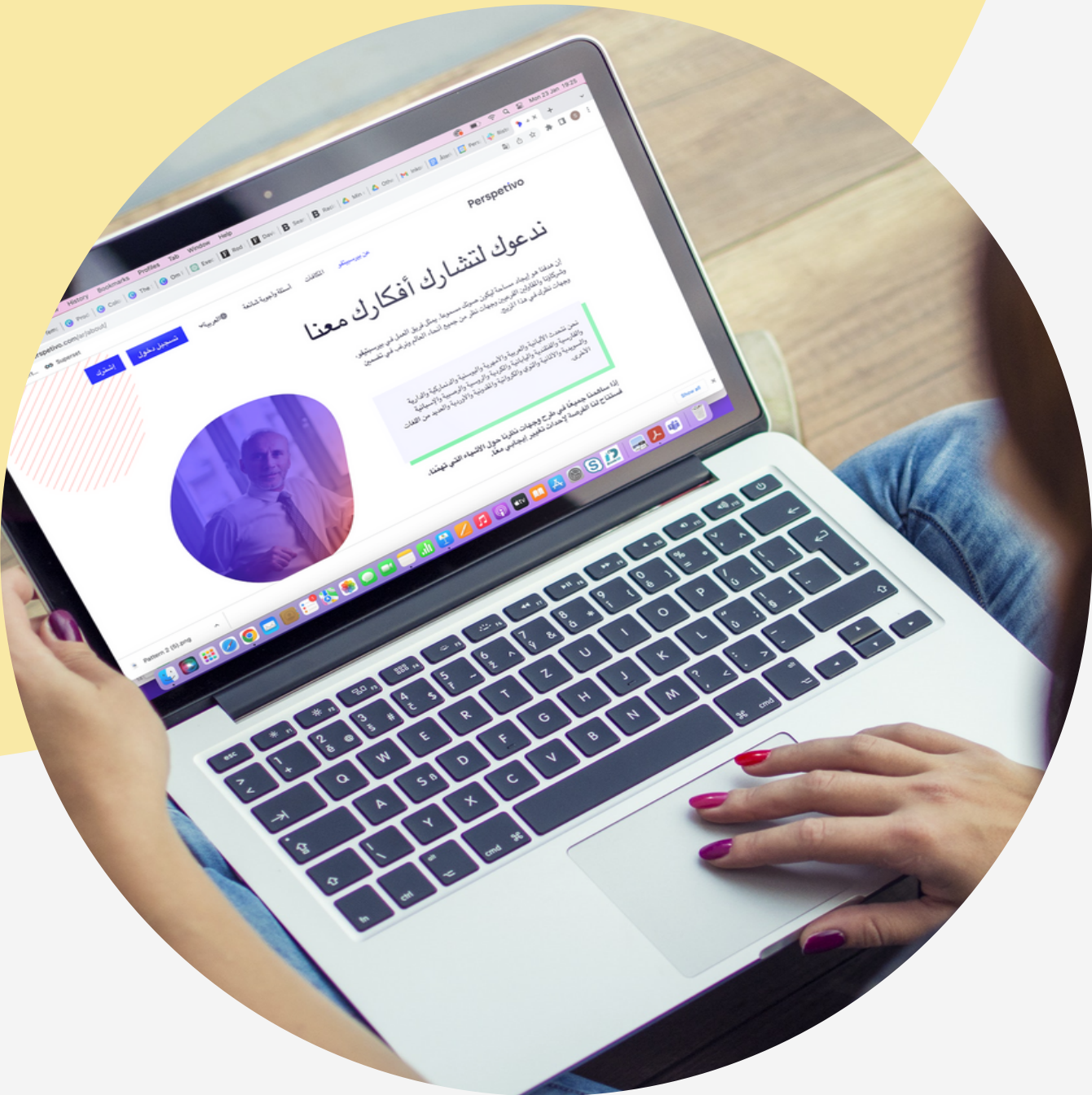
Using your first language provides a sense of comfort and familiarity, making it easier for respondents to express personal and sensitive information. This, in turn, builds trust and openness which is the key.

### Avoidance of Misunderstandings:

Respondents might fear misunderstandings or misinterpretations when discussing sensitive matters. Using your first language reduces the risk of miscommunication and ensures that their responses are accurately conveyed, reducing the likelihood of being misunderstood or having their answers misconstrued.

### Cultural Nuances:

Different languages and cultures may have specific nuances and expressions that are better suited for discussing sensitive topics. Respondents may find it easier to articulate their feelings and experiences using the linguistic and cultural nuances of their first language, making it more conducive for addressing vulnerable survey questions.







# Finance and Representative Data



**Introducing Ella Schauman, Client and Project Lead at Perspetivo. Ella, currently responsible for our clients, holds a bachelor's degree in national economics. She understands, more than anyone, the significance of representative data in financial decision-making.**

**"In the financial sector, understanding the broader economic forces that drive the markets is crucial. Representative data offers a realistic view of economic conditions and consumer behaviors, which is essential for making informed investment decisions."**  
- Ella Schauman

## Tips for making Financial Decisions:

### Transparency in Reporting

Look for transparency in how the data is presented. The report should clearly outline its methodology, data sources, and any assumptions made during the analysis. This transparency enhances the report's credibility.

### Understand Sampling Methods


If the report involves sampling, understand the sampling methods employed. Assess whether the sample is representative of the broader population or market you are interested in.

### Be Aware of Weighting

Weighting is a method often used when a data set lacks representation. Essentially, it involves assigning greater importance to the opinions of specific groups that are underrepresented. Consequently, a smaller sample can disproportionately influence outcomes for a larger demographic.



# Finance and Representative Data



Profit  
Zone

## Why is representative data relevant to the finance industry?

In a world where financial markets can be rapidly influenced by macroeconomic changes, it is important to have a thorough understanding of the overall economy. Representative data provides financial analysts and investors with the ability to:

### **Predict Market Trends:**

By understanding economic indicators and consumer behaviours, the finance industry can better anticipate and respond to market trends.

### **Assess Risk:**

Representative data helps identify potential economic risks and opportunities, which is crucial in investment strategies.

**Develop Robust Strategies:** In-depth knowledge of economic conditions enables the development of more effective and sustainable financial strategies.





# AI and Representative Data

**Introducing Siarhei Thor, Data Scientist at Perspetivo. Siarhei speaks both Belarusian, English, Dutch, and Swedish and has a background in architecture and urban development. Today, he serves as a data scientist and leads the AI integration at Perspetivo.**

"Accurate data acts as a safeguard against bias. When the inputs are precise and representative, models generate results that truly reflect the landscape of your business."  
- Siarhei Thor



## Usable Fact Checks when using AI:

**Is the Data Biassed?**

If the data used to train an AI system is biased, the AI may produce biased or inaccurate results.

**Is the Data Incomplete?**

If the AI doesn't have access to a comprehensive dataset, it might generate inaccurate or incomplete results.

**Does it Lack of Context or Understanding?**

AI lacks true understanding and consciousness. It can generate responses or predictions based on patterns it has learned, but it doesn't comprehend the context or have intentions.





# AI and Representative Data

The saying "garbage in, garbage out" applies when using ChatGPT – if the prompt is generic or ambiguous the AI's output will likely be generic or ambiguous.

## Here are 3 tips to get better results with chat GPT:

**Provide Detailed Background and Context:**  
Clearly outline the specifics of your problem, offering as much background information as possible. Encourage ChatGPT to recap your problem in a step-by-step manner to ensure it has correctly understood the task.

**Encourage ChatGPT to Ask for Clarifications:**  
Prompt ChatGPT to ask questions for further clarification. This practice can help in gathering additional context and nuances about your problem, leading to more accurate and tailored responses.

**Frame Your Prompts Precisely and Cite Reliable Sources:**  
When posing your questions, try to use language that mirrors the style or content of authoritative sources, such as research papers. Explicitly request that ChatGPT bases its responses on verified information sources. Remember, involving a human in the decision-making loop is crucial to prevent critical errors in your business.







# Urban Development and Representative Data



Perspetivo enhances decision-making in real estate and urban development by providing data from all societal groups. Our unique approach drives sustainability, safety, and inclusivity. By aligning operations with our insights, organisations secure long-term profitability and contribute to a better quality of life for all.

**Why Representative Data Matters for Urban Development:**

**Democratizing Urban Development:**

Representative data elevates community voices, turning urban development into a collaborative venture. Representative data ensures everyone's input is heard, creating cities that truly belong to their inhabitants.

**Decisions Grounded in Data:**

With representative data, we make decisions based on solid facts, ensuring our cities evolve with purpose. Representative data allows us to customize development strategies, acknowledging the unique needs of each community.





# Digital Activation and Anthropology



**Introducing David Khabbazi, Co-Founder and Product Owner for the Perspetivo platform. David has a background in anthropology, political science, and communication. His expertise in digital dialogue, activation, and inclusive growth is invaluable to Perspetivo and our panelists.**

**"Building strong online growth requires both strategy and curiosity. The realm of digital activation goes beyond engagement; it's about understanding, connecting, and fostering meaningful relationships in the digital landscape through a holistic, insight-driven approach."**  
**- David Khabbazi**

## Tips for improving your digital activation:

### Listen Before Speaking

Prioritise understanding your digital community's conversations, concerns, and values before crafting your messages. This builds trust and establishes a foundation for meaningful dialogue.

### Understanding Diverse Perspectives

An anthropological approach when collecting data ensures we're attuned to diverse perspectives, capturing a more accurate portrayal of communities.

### Building Trust

Anthropologists excel in building trust. Applying this skill to digital activation fosters stronger connections with communities, encouraging open participation and reducing barriers to inclusive insights.



# Digital Activation and Anthropology



## Did you know that Swedes born outside the Nordic region spend more time online?

We often receive questions about internet usage among minority groups, such as foreign-born Swedes. There is a perception that foreign-born Swedes are less digitally engaged and not easily accessible through digital means, but that is not true...

**Only 3% among Swedes born outside the Nordic region do not use the internet daily.**

Among the people born in other Nordic countries, there are significantly more (18%) who do not use the internet at all or do not use it daily compared to Swedish-born (10%).







# Representative Data



**Introducing Suzan Hourieh Lindberg, Co-Founder and CEO of Perspetivo. Suzan's background spans statistics, business development, communication, and technology. As the CEO of Perspetivo, she describes the company in the following way:**

"At Perspetivo, we're pioneering a new approach at the intersection of strategic business development and social sustainability. As a research company, we're revolutionizing the Nordic research industry by proving that it's entirely feasible to provide fully representative and therefore trustworthy data. Our focus includes reaching all segments of society, especially target audiences that are traditionally hard to reach, who are notably underrepresented and underserved in our society."  
- Suzan Hourieh Lindberg

## Why Representative Data Matters

### Geographical Representation

Geographical representation in data collection can uncover hidden trends and insights. By collecting data from various locations, we can understand regional differences and similarities, leading to more effective strategies.

### Age Representation

Age representation in data collection is crucial for obtaining a complete understanding of market trends and societal shifts. Insights from diverse age groups enable predictions of future market trends and societal changes.

### Socio-Economic Representation

Incorporating socio-economic diversity in data collection is essential for gaining a realistic understanding of society and market dynamics. Inclusive Decision Making: Ensuring that data from all socio-economic segments is considered guarantees that decisions are inclusive and take into account the needs of various groups.



# Representative Data

## **Consequences of Non-Representative Data:**

### **Making Decisions on Flawed Assumptions:**

Non-representative data can lead to decision-making based on incorrect or incomplete information.

### **Misguided Investments and Inaccurate Reporting:**

Relying on skewed data can result in inefficient resource allocation and faulty analysis.

### **Perpetuating Incorrect Stereotypes:**

Non-representative data often reinforces false narratives, contributing to biased perceptions.

### **Eroding Trust:**

When data doesn't accurately reflect the diversity of society, it undermines the credibility of institutions and erodes public trust.

**These consequences can culminate in a society marked by increased polarisation, voter discontent, and potentially lower election participation rates.**



# 2023 Wrap-Up

## 2023 Wrap-Up: A Letter from Our CEO

As I look back on the past year, one thing stands clearer than ever: my deepest pride rests in my team. The year 2023 has been the inaugural year for Perspetivo – a year of growth and success. But it's the people behind our progress who truly make a difference. Each member of our team, with their unique skills and perspectives, has helped shape the company we are today. Our collective success is a direct reflection of their commitment, passion, and expertise. The team, now stronger and more cohesive than ever, spans areas like communication, statistics, social analysis, anthropology, digital marketing, data analysis, data science, technology, urban development, sales, and finance. This diversity of knowledge and perspectives is not just our strength, but the core of our business.

Perspetivo has been around for a year and a half, of which one year has been active. We've exceeded our sales targets and are now looking forward to tripling this success in the coming year. Our growth is not just an economic achievement, it's proof of the value and trust that our clients and partners place in our products – something we do not take for granted.

### Our Customer Relationships

I'd like to take this opportunity to extend a warm thank you to all our clients. Their trust is what fuels the development of our platform. This year, we've welcomed clients from various industries and sectors, such as banking, media, real estate, fashion, music, as well as municipalities and government agencies. This broad client base reflects our ability to provide reliable insights across a wide spectrum of society, thanks to our continuously evolving technology.

Perspetivo has been around for a year and a half, of which one year has been active. We've exceeded our sales targets and are now looking forward to tripling this success in the coming year. Our growth is not just an economic achievement, it's proof of the value and trust that our clients and partners place in our products – something we do not take for granted.

### Impact on Society

Our efforts have had a significant impact. Just in quarters 3 and 4, we reached 2.6 million Swedes with our surveys, including 25% of all foreign-born Swedes in Sweden. These numbers are not just a confirmation of our reach, but also of our commitment to reflecting the diversity and richness of perspectives in society. We strive to ensure that all voices are heard and included in decision-making, both now and in the future.

### The Future – 2024

Looking forward, we plan to continue our product development with a focus on growth, user-friendliness, and AI. Our users, whether they are clients or panelists, should experience an even more intuitive platform.

Personally, I am most proud of being able to talk about the positive impact Perspetivo has on society. To be able to say that we actively contribute to a society for everyone is not just a professional success, it's a life success. Together with our clients, we're creating a future where every voice counts, and that's a vision for the future I'm proud to lead.

The year 2023 has been a period of development, learning, and success. Now, we look forward with anticipation to 2024 where we continue to shape a society that reflects us all. A big thank you to everyone who has been part of this journey – we look forward to continuing to share it with you.

- CEO, Suzan Hourieh Lindberg Perspetivo





# Perspetivo

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