Fast, Simple & Budget-Smart Research

AI-Powered Digital Research Solution

KALO



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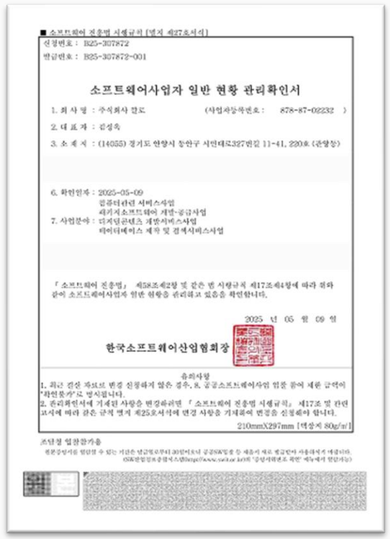


Bringing AI to Research

KALO is both an AI software company and a professional research agency based in **South Korea**.

We provide an AI-powered digital research solution that delivers fast and accurate survey research and analytics.

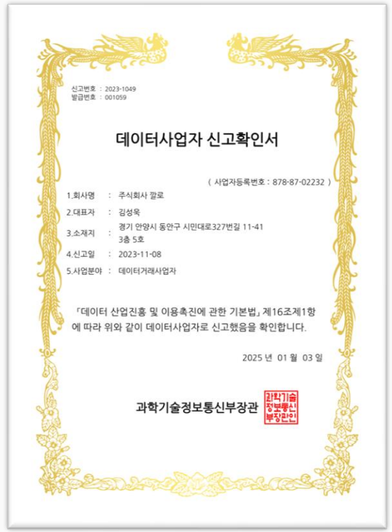
As a certified data & AI solution provider, **KALO** aims to make high-quality, data-driven decision easy and accessible.



소프트웨어사업자 일반 현황 관리확인서

한국소프트웨어산업협회장

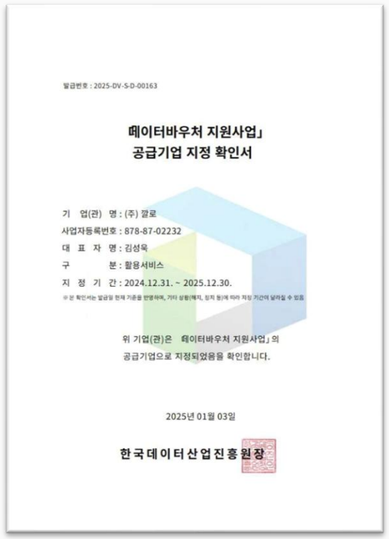
Certified SW Business



데이터사업자 신고확인서

과학기술정보통신부장관

Certified Data Business



데이터바우처 지원사업」
공급기업 지정 확인서

한국데이터산업진흥원장

Data & AI Solution Provider

KALO

Why KALO



1. SPEED

- Automates the entire workflow from research design to reporting.
- Owns curated panelists across key domains, enabling rapid and precise sampling.



2. ACCURACY

- An automated panel management system continuously scores respondent reliability.
- AI algorithms detect and filter out fraudulent or low-quality responses, keeping your data clean.



3. COST EFFICIENCY

- Automation minimizes the need for fieldwork/analytics teams, reducing labor/operational costs.
- A modular process where clients can select only the steps they need, avoiding unnecessary spend.

AI-Powered Digital Research Solution

Step1. Research & Questionnaire Design

We automate the entire research process to increase speed and reduce cost.



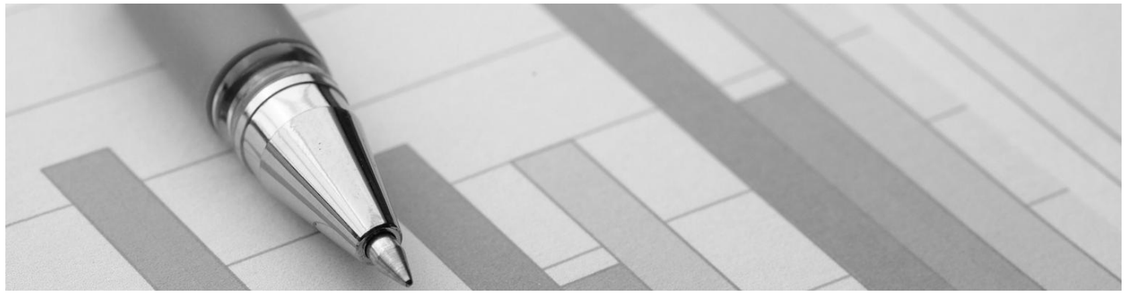
Step2. Sampling & Survey Distribution

An automated panel management system enables accurate, targeted sampling.



Step3. Response Collection & QC

AI-driven quality controls ensure that only trustworthy data is collected.



Step4. Results Analysis

Automated analytics turn raw data into high-quality, decision-ready insights.



Step1. Research & Questionnaire Design

- Smart design drives efficient and accurate research.
- Without clear hypotheses and well-structured questionnaires, it’s impossible to collect data that truly answers your questions.

Example Scenario – Market research for a car seat for large dogs

1. Hypothesis Building | Formulating clear, testable hypotheses that define the direction of your research design and analysis strategy.

Consumers in their 20s are expected to show significantly lower willingness to pay than those in their 40s.
Therefore, the initial product design, price point and sales channels should be built around consumers in their 40s.

2. Questionnaire Design | Translating hypotheses into a precise questionnaire that improves response quality that matches your objectives.

For a market study of this kind, the questionnaire must include questions that measure key variables such as *willingness to pay*, *type of vehicle*, *size of the dog* and *pain points when traveling with pets,* without which no actionable insights could be derived.

Step2. Sampling & Survey Distribution

- Who you ask and how well they represent your target population determines the credibility of your results.
- Successful research depends on defining the right population and drawing a representative sample.

Example Scenario – Market research for a car seat for large dogs

3. Defining Target Population | The more precisely you define the population, the clearer your results become.

For a “large dog car seat”, the population should not be “all pet owners.”
It should focus on owners of large dogs who actively travel with their pets, to capture demand and purchasing patterns.

4. Sample Design | A well-structured sampling plan improves both the credibility and precision of your findings.

Key variables such as age, sex, and region that mirror the actual distribution of the target population should be reflected in sampling.
If large-dog owners are concentrated in their 30s and 40s, the sample will reflect that, reducing sampling bias.

5. Respondent Incentives | Appropriate incentives are automatically allocated to respondents, increasing motivation and response quality.

Step3. Response Collection & QC

- Accurate data collection and systematic QC are essential for trustworthy results.
- Data quality depends on how sincerely respondents answer and how effectively anomalies are identified and managed.

Example Scenario – Market research for a car seat for large dogs

6. Respondent Reliability Scoring | Combining past survey history with behavioral data to evaluate each respondent's reliability.

If a respondent reported "high school graduate" in a survey a week ago, but now selects "postgraduate degree,"
this inconsistency flags them as a low-reliability respondent.

7. Fraud and Anomaly Detection | Automatically detecting illogical/contradictory answers, patterned responses and other abnormal responses.

If a respondent consistently chooses option 1 for every multiple-choice question,
the system recognizes this as a patterned response and automatically classifies it as abnormal data.

8. Privacy and Security Management | Data stored separately after anonymization and sensitive and analysis-ready data are also managed in separate DB.

Step4. Results Analysis

- Sophisticated analysis is what ultimately drives better decisions.
- Statistical techniques are applied to test hypotheses, and the results are presented as clear, actionable insights.

Example Scenario – Market research for a car seat for large dogs

9. Data Cleaning & Weighting | Where needed, post-stratification weighting applied so the sample aligns more closely with the true population structure.

If large-dog owners in their 40s are over-represented in the sample, we adjust the weights so the estimates reflect the overall market.
We also calculate an effective sample size and use it as the basis for further statistical analysis.

10. Cross-Segment Analysis | Multi-dimensional cross-tab analysis to support segment-specific strategies.

For consumers in their 40s, safety is the strongest driver of purchase intent,
whereas for those in their 20s, price is the most influential factor.

11. Econometric & Driver Analysis | Using econometric methods to quantify how strongly each factor affects key metrics.

Every additional 100 product reviews are associated with around a 16%p increase in purchase intent.

Research Proposal & Quotation

- Optimal combination of sample design, hypotheses and analysis plan tailored to your research objectives.
- As the entire process is modular, clients can mix and match only the steps needed, fitting the budget and timeline.

Our quotation engine calculates an optimized project cost based on your selections:

- Research period
- Sample size & criteria (age / sex / region / etc)
- No. of hypotheses or key questions to test
- No. and type of questions (MCQ / SAQ / Grid / Screeners)
- Expected response time
- Personal data requirements
- Incentive policy (unit cost / type / etc)
- Scope of analysis and reporting
- Final deliverables

옵션	표본/지역	응답시간	최소검출가능 (MDE)
탐색	서울·경기 n=300	10분	~16%p
저비용	서울·경기 n=600	10분	~12%p
일반	서울·경기 n=800	12분	~10%p
정밀	서울·경기 n=1,000	15분	~8%p
	서울·경기 n=800		

(1) 주요 가설

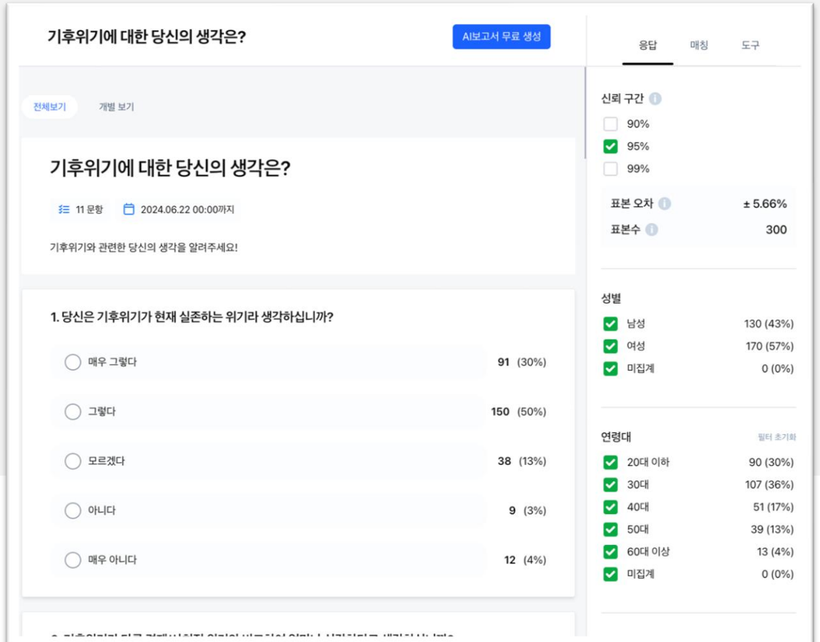
번호	가설 내용	연결 블록
1	알레르기 보유 가구가 비보유 가구보다 구독 의향 및 전환이 높다.	A
2	고양이 가구가 강아지 가구보다 '모래 및 살균 디바이스' 패키지의 효용을 더 높게 평가하고, Standard/Premium 선호 및 전환이 높다.	A, F
3	소득 상위일수록 Premium의 가격 수용 범위가 넓고, 매출 극대화 가격이 더 높게 형성된다.	A, E, F
4	Far-UVC 살균 기술 기반 제품과 정기 방문 케어에 대한 신뢰 및 가치 인식이 높을수록 가격 조건부 구매 의향 및 선택 확률이 높다.	A, C, E
5	동물병원/보험/무료체험 제휴 혜택이 제시되면 전환 의향이 유의하게 증가한다.	A, G, H
6	각 패키지별 가격-수요 곡선이 존재하며, 매출 극대점 가격이 현재 기준가 주변에서 도출된다.	A, E, F
7	수도권에서 고양이와 강아지 중 전환지수(의향×SAM 적합×가격수요폭)가 더 높은 종이 초기 진입군이다.	A, E, F
8	위생 및 알레르기 관련 불편함을 심하게 느낄수록 구독 의향이 높다.	A, B
9	실내 위생 기기 보유(공청기/UV/로봇) 또는 아파트 비중이 높을수록 설치 수용 및 의향이 높다.	A
10	정기구독 경험자는 비경험자 대비 구독 의향 및 충성도가 높다.	A

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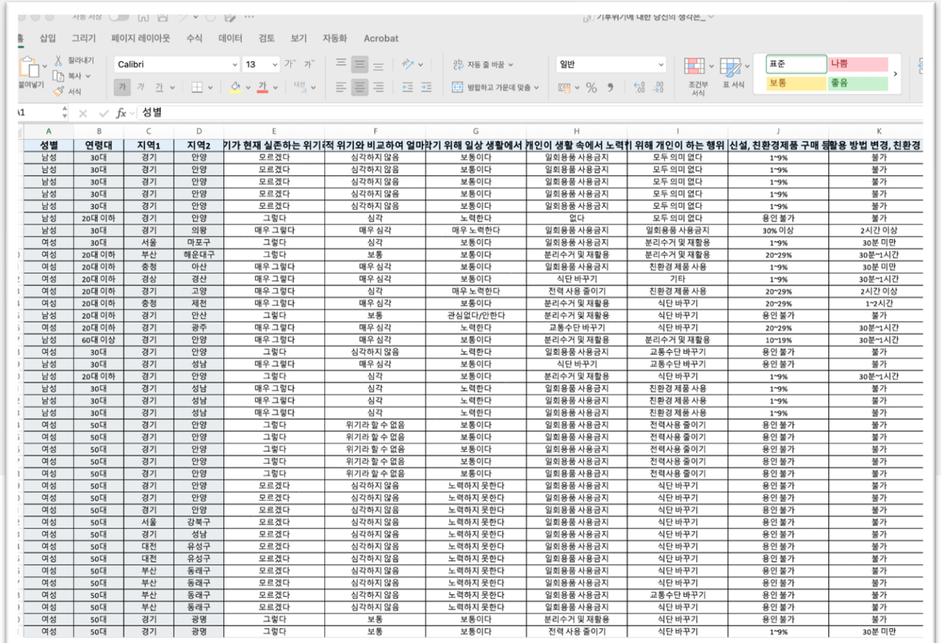
Interactive Dashboard

- Track survey progress and key metrics instantly with real-time response data.
- From filtering and raw-data downloads to changing survey settings, you can configure every aspect of your research.

Filter key variables such as age, sex, region and answer choices with a single click to compare and analyze responses.



Download all response-level raw data instantly as Excel files and grant or revoke dashboard access rights for your team.



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Insight Report

- Providing a full view of the entire research process, the data collected, and the results of cross-tab and statistical analyses.
- Efficient decision-making with clear explanations on sample quality, statistical significance and recommended actions.

Rather than just listing numbers,

we surface the key insights hidden in the data.

- Decision-driven structure
- Verified data quality
- Representativeness and precision
- Statistically sound methods
- Metrics linking real-world behavior
- Correlations and causal relationships
- Integration with the Dashboard
- Statement of risks and limitations
- Recommendations for follow-ups



변수	계수(β)	표준오차
절편	-12.482	3.852
남성 (기준=여성)	-0.561	0.468
연령: 30대 (기준=20대)	0.959	0.581
지역: 경기 (기준=서울)	0.30	
이용경험 (1~5)	-0.47	
전반인식 (1~5)	1.21	
브랜드 이미지: 이해 (1~5)	1.48	
브랜드 이미지: 신뢰 (1~5)	-1.05	
브랜드 이미지: 관련성 (1~5)	0.78	
중요도: 청결/위생 (1~5)	0.46	
중요도: 프라이버시 (1~5)	0.69	
중요도: 안전감 (1~5)	1.55	
중요도: 가성비 (1~5)	-1.48	
중요도: 소음/침구/향 (1~5)	-0.85	
중요도: 객실완성도 (1~5)	1.24	
중요도: 브랜드신뢰 (1~5)	-0.51	

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3. 핵심요인

캠페인 진행 시, 브랜딩 및 마케팅 효과 극대화를 위하여 어떠한 핵심요인을 강조해야 하는지 식별합니다.

[그리드형Q]

● 1 전혀 중요하지 않음 ~ 5 매우 중요함

R7. 브랜드 신뢰

R8. 접근성

28

Panel Management System(PMS)

- AI-driven PMS evaluating profile, history and behavioral signals to select, verify and score respondents.
- Real-time consistency checks and automated sampling to ensure both representativeness and reliability of data.

Key Features

- **Multi-Signal Scoring** : Combines profile attributes, response history and behavioral data to evaluate each respondent's credibility.
- **Consistency Checks** : Monitors response speed, repeated choices and logical conflicts between questions to assess how reliable the answers are.
- **Automated Sampling** : Uses evaluation scores, target criteria and additional conditions to automatically draw the optimal sample for each study.

Verification

- **Profile** : Sex / Age / Region / Education / Income / Occupation / Political Orientation
- **History** : Past survey responses and behavioral data recorded on KALO app
- **Behavioral** : Response time, answer patterns and logical consistency across questions

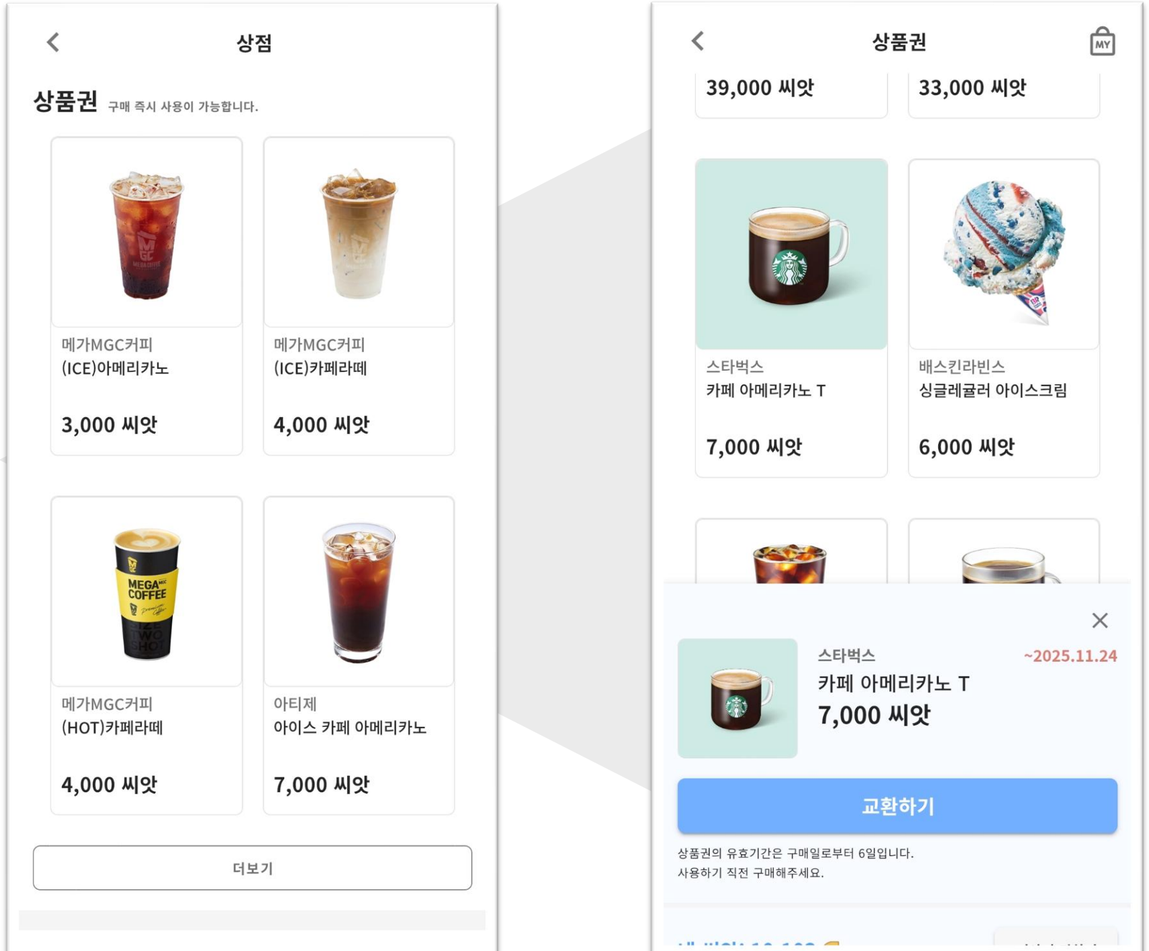

(1) 패널관리시스템의 정합성검사 결과

구분	응답자 수(명)	비율 (%)	설명
양호	393	78.29	응답 내용이 정합성 기준을 충족하며 신뢰 가능한 수준
주의	37	7.37	응답 내용에서 불일치·오류 가능성이 있음

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Panel Incentives

- Surveys are shown only to panelists who meet the criteria, minimizing unnecessary invitations and improving quality.
- Reward points, which can be redeemed for digital gift cards, are credited for panelists who complete the survey.



Fair rewards for the right targets

lead to fast, high-quality responses!

- **Targeted Invitations**
  Panelists only see surveys that match their profile,
  reducing overload and survey fatigue.
- **Instant Rewards**
  Once a valid response is submitted,
  points are automatically added to the panelist's account.
- **Easy Redemption**
  Points can be quickly exchanged for digital gift cards
  for coffee, burgers, pizza and more

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SMEs and Startups

Market Research

Reducing uncertainty
with fast, accurate consumer insights

From validating ideas and hypotheses,
to segmenting targets, setting price strategies,
and measuring marketing performance.

We deliver the research that companies need
quickly and accurately.

Consumer perceptions and demand
for personalized cosmetics

Campaign research for day-use room products
at accommodation facilities

Satisfaction and demand
for premium mother-of-pearl office supplies

Consumer demand for
premium plant-based meat products

Experience with and acceptance of
promotional in-app push notifications

*Projects conducted in 2025

KALO

Universities/Research Institutes

Academic Research

Enhancing the accuracy and reproducibility
of academic research with real-world data

From undergraduate and graduate theses
to specialized projects at research institutes.

We conduct studies
that demand high levels of rigor and credibility
quickly and accurately.

Study on public perceptions of
changes in working conditions in South Korea

Study on how startup CEOs' image affects
corporate trust and performance

Assessment of the current status
and competitiveness of national immunology research

Research on political interest and participation patterns
among younger and older generations

Study on how leaders' behavioral traits
influence their team members

*Projects conducted in 2025

Public Sector

Public Policy

Turning citizens’ voices into data,
and data into policy

From local governments and elected officials
to the central government and public agencies.

We support the full cycle from on-the-ground diagnostics
to policy design and impact evaluation
in order to deliver objective, actionable results.

Study on citizens’ perceptions of political campaign banners displayed during national holidays

Citizen satisfaction survey for Sejong City’s smart-mobility living lab

Study to support rural spatial restructuring and regeneration planning in Gumi City

Study to support the development of a smart-city master plan for Donghae City

Satisfaction survey on job-support programs for young women preparing for independent living

*Projects conducted in 2025

KALO

Client & Partner Network

- We support data-driven, timely decision making across public, academic, corporate and media sectors.
- Beyond one-off projects, we pursue long-term research and data partnerships to create better outcomes together.

단국대학교
아주대학교
YTN
제주대학교 JEJU NATIONAL UNIVERSITY
대한민국국회
ON1
SOHA COMPANY
KORA 사단법인 한국조사협회 Korea Research Association
인트리
대림대학교
동해시 DONGHAE CITY
한국경제TV
YLC YOUNG LEADERS' CLUB
의왕시
사단법인 다사랑공동체
구미시
Fontys
경기일보
Roadmap
complay lab
UNISTAR
희망친구 기아대책
광주창조경제혁신센터
안양시
KSA 한국표준협회 KOREAN STANDARDS ASSOCIATION
ANYANG VOLUNTEER CENTER 안양시자원봉사센터
홍익대학교

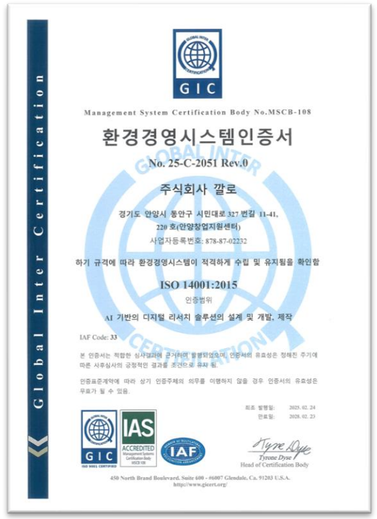
A Proven Digital Research Specialist

- Providing consistent quality and differentiated services, backed by patents, intellectual property, and certifications.
- Recognized through government awards and startup demo-day achievements, demonstrating real-world impact.









Patents

Multiple patents related to
AI-based research solutions

Venture Certification

Recognized for service innovation
and technological excellence

ISO 9001

For meeting international quality standards
for service development and operations

ISO 14001

For meeting international quality
standards for sustainability

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Fast, Simple and Budget-Smart Research!

KALO's 『**AI-Powered Digital Research Solution**』
automates the entire research workflow,
from survey design and sample selection
to data collection & cleaning, analysis and report generation.

AI-driven research innovation,
the fastest and most efficient path is KALO.

KALO is your partner at every step of data-driven decision making!

AI-Powered Digital Research Solution

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