

Xpree - Prediction Markets for the Enterprise



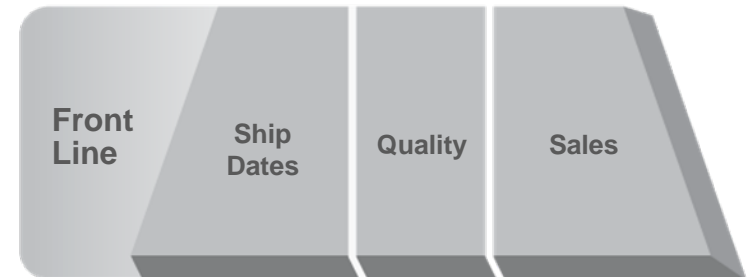
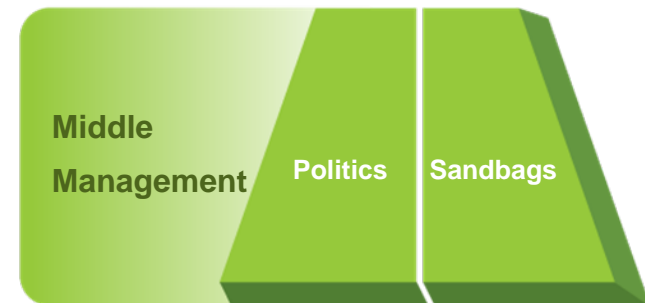
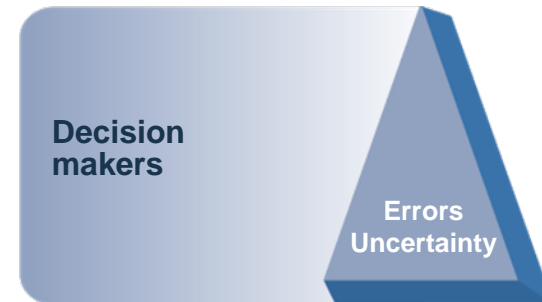
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- **Started July 2007**
- **Mission is to bring the power of collaborative forecasting to the enterprise**
- **Founded by Domain experts in Forecasting and Prediction Markets + top Engineers from Yahoo and Oracle**
- **Team of 10, based in Redwood City**
- **Customers include multiple Fortune 500 Corporations**

The Forecasting Challenge

Slow / Expensive / Accurate?

- Decision makers far from front
- Information filtered at each level
- Biases lead to inaccuracies
 - Sandbagging (Sales)
 - Over-optimism (Development/Marketing)
- Costs of Bad Forecasts
 - Poor decisions
 - Reputations damaged



Xpree Prediction Markets in Corporations

Consistently More Accurate

- **Electronic Arts** - 320 employees, 60 forecasts, forecasting quality, sales and ship dates, 66% less error
- **Major Pharma**— 40 employees forecasting FDA decisions and drug sales, 86% of forecasts more accurate than official forecast
- **Leading Electronics Manufacturer**— 200 employees forecasting market success of new electronic products
- **Large Automotive** – 100 employees forecasting technology trends and new product acceptance and regulatory changes

Average Forecast Error at EA





Ruby Systems Prediction Market

powered by
xpre

Administer: Marketplace - Subjects - Forecasts - Crowd - Reports

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Subject	Forecast		Change*	Actions	
Altix 4700 	Launch date	09/15/2009	-5 days	BET	Cash 10,000 Bets 0 Total \$10,000
	Sales units 2009	8,000 units	-100	BET	
	Average selling price 2009	\$ 15,000 per unit	0	BET	
Inventory Management					
	Feb 09 Inventory	\$ 46 M	0	BET	
	Inventory Reserves end Feb 09	20 %	+0.8	BET	
	Warranty returns Feb 09	\$ 8 M	0	BET	
Competitor Intelligence					
	Memory Price	\$ 3.5 per GB	-0.09	BET	
	SGI Market share in visualization market	25 %	0	BET	

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Lester Center for
Entrepreneurship
& Innovation



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