

Spigit Prediction Market Use Cases

Company	Market Type	Target Community	Purpose
Top 10 Pharmaceutical Company	Restricted Betting Market	A community of biochemists, managers, and IT professionals	Predict effectiveness of candidate compounds for treatment, likelihood and timing of FDA drug approval, completion date of internal development projects
Major European bank	Continuous Double Auction Idea Market	All bank employees including managers, IT, customer-facing agents	Determine likelihood of an idea succeeding as a financial product or service
Fortune 500 Telecommunication Company	Idea Market with Market Maker Trading	Started with managers and senior technologists; soon to expand to all rank-and-file employees	Decision aid in selecting ideas for immediate “angel” investment
Major Insurance Company	Prediction Market with Market Maker Trading	Invitation only community of thought leaders	Predict business and consumer trends affecting success of ideas proposed in the idea management portal.
Fortune 500 Retail	Restricted Betting Market	Multiple user groups including employees, vendors, customers depending on the usage.	Applied mainly in the product marketing area to gauge product demand, packaging preferences, etc.
Fortune 500 Tech	Prediction Market with Market Maker Trading	International community of employees, partners, vendors, and customers.	Used in conjunction with ideation event to assess potential of selected ideas in terms of commercialization, partner adoption, etc.