



Quick Start Guide

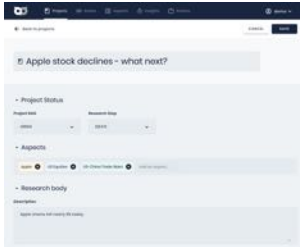
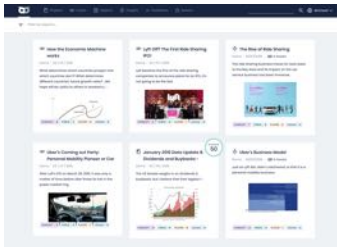
FIVE SIMPLE FEATURES TO MASTER

Coegil **reduces the time** to produce actionable research & **quickly places** it in the hands of decision-makers.



Real-time feed of updates from your research team & from sellers.

STREAM



LIST ALL

Present, filter, & search your research inventory.

View, create, & edit your research.

VIEW / CREATE



ASSOCIATE

Link related research to provide a richer understanding.

Improve the quality of your research by working with your virtual research team.

COLLABORATE

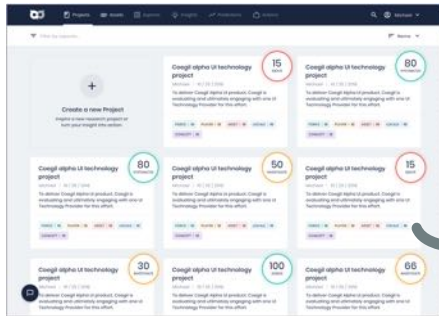


NAVIGATION

Coegil uses a **consistent & intuitive** pattern to find your research.



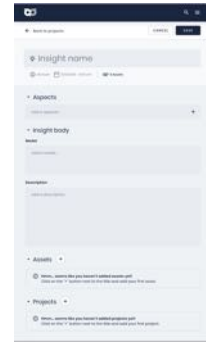
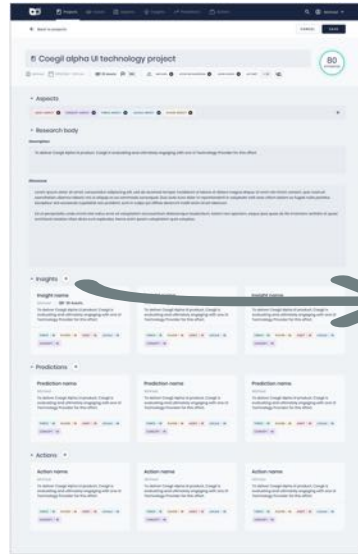
LIST ALL



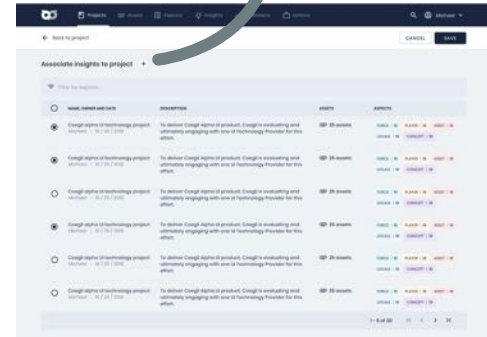
COEGIL STREAM



VIEW / CREATE



ADD



ASSOCIATE

GROUPS

Coegil uses a **familiar & intuitive** pattern to store, secure, & grant access to your valuable research.

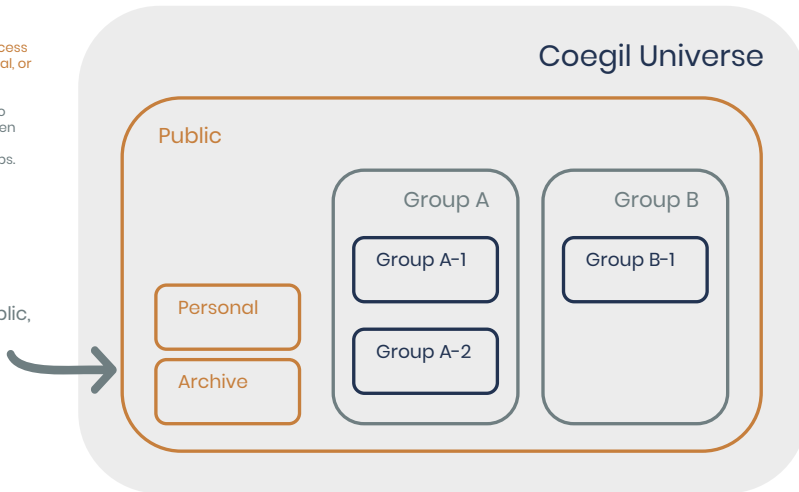
1a. Professional Edition+ able to create additional Groups & Sub-Groups.

1b. Granting access to a Sub-Group grants access to its parent Groups.

You cannot grant access to your Public, Personal, or Archive groups.

Others gain access to your Public group when you grant access to another of your groups.

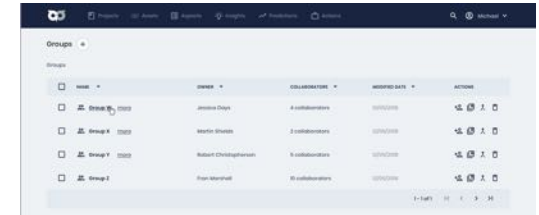
1c. Each user get 3 dedicated groups: Public, Personal, & Archive.



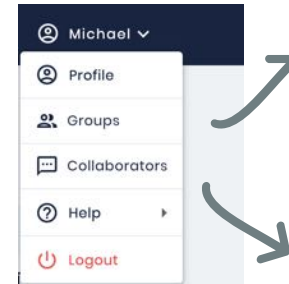
Groups are like rooms in a building. Giving someone a key to an interior room grants them access to building & any intermediate room. This makes security simple & intuitive.

Group Trees - Granting access to Group B-1, grants access to Group B and your Public Group, not Group A. Granting access to Group A-2, grants access to Group A & your Public Group, not Group B or Group A-1.

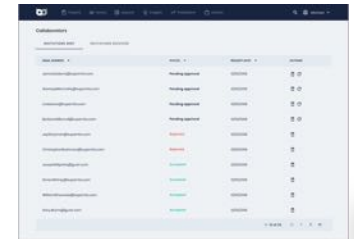
2. Store your research in Groups.



MANAGE GROUPS



MANAGE COLLABORATORS

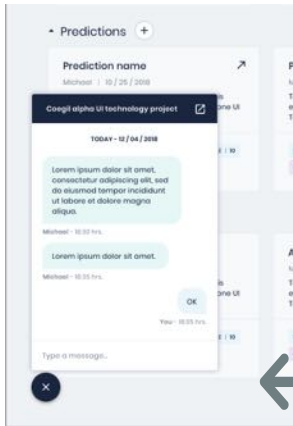


3. Manage access to your Groups.

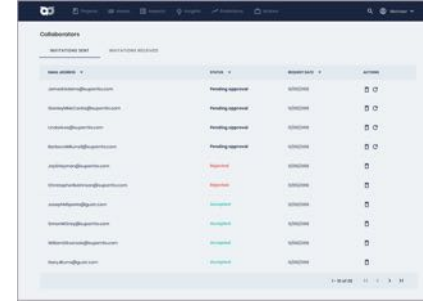
COLLABORATION

Coegil uses a **familiar & intuitive** pattern to collaborate with trusted users on your research.

SECURE CHAT



MANAGE COLLABORATORS



ASSOCIATE COLLABORATORS



YOUR DAY STARTS WITH A QUESTION...WILL YOU MAKE A GREAT DECISION?

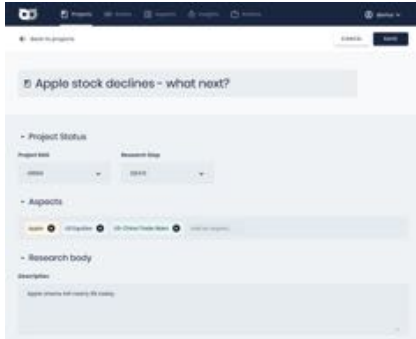
DECISION MAKER

ANALYST

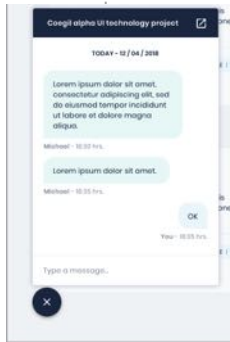


1. Capture your **Project** idea & use **Aspects** to help find relevant research **Assets**.

PROJECT

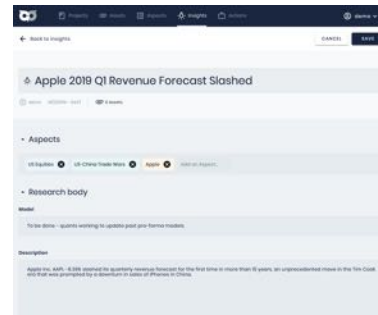


2. Ask your analyst to **collaborate** on your project.



CHAT

5. Ask your Decision Maker to provide **feedback**.



INSIGHT

3. Find needed research **Assets** using **Aspects**.



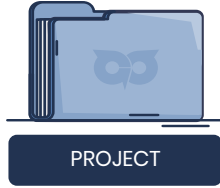
ASSET

4. Build **Insights** to quickly synthesize your research.



A NEW WAY TO MAKE RESEARCH-DRIVEN DECISIONS

Decision-Makers quickly extract the value from Research **PROJECT**s when **INSIGHT**s, **PREDICTION**s, & **ACTION**s are clearly called out.



Inspire a new Research Project to turn your Insight into Action.



INSIGHT

Insights are Observations, Ideas, or Models.



PREDICTION

Cast your Insights into the future by adding a Prediction.



ASSET

Enrich your insights by adding a research report, article, chart, or dataset.



ACTION

Make a great decision by driving forward to a new Action.

ASPECTS – A NEW WAY TO ORGANIZE YOUR RESEARCH

Aspects, or structured tags, are vital to **organizing** and **building** upon your past research & decisions.



ASPECT

