

Real Time
Market
Confidence
Index

FAQ



NORDIC MORNING
GROUP



MY
TELESCOPE™

Questions and Answers

Q: What is the logic behind the index?

A. The “Real Time Market Confidence Index” (RTMCI) is built up of three steps:

1. Collection of existing economic markers (market confidence index’s, PPP, GDP, etc.)
2. Real-time collection of data: (representative polls, search engine data, attitudes in media & social media and political actions).
3. Forecasting and ongoing validation: (validation against economic indicators) The outcome is a real-time index accurately showing the current market as well as a prediction of the future market. This is to help decision makers to more easily take action.

Q: What is the difference between this index and an index from Konjunkturinstitutet or Eurostat?

A: When Konjunkturinstitutet or Eurostat measures market confidence, they do it every two weeks or up to a month. When they do this, they look at economic indicators such as unemployment, GDP and company and consumer attitude towards their future economy and savings. Globalization and digitalization have led to the market fluctuating at an increasing rate. This has been brought to its head by the corona crisis. This means business leaders need to know where the market is today not two weeks ago or even a month. We have created a confidence index built on the same established indicators but, with the help of advancements in technology, we are able to collect data in real-time. By having real-time data, we have the ability to make more accurate forecasts.

Q: Why Nordic Morning and My Telescope?

A: Nordic Morning is a Nordic consulting organization helping organizations with digital transformation and creating growth for companies and brands. In a world which is changing at an increasing pace, Nordic Morning saw the need to be able to gather data and insights in real-time to deliver better service and value to their customers and has therefore chosen to collaborate with My Telescope. My Telescope has a unique model and technology that allows for predictive analysis of large amounts of real-time data, such as the Real Time Confidence Index.

Q: Why should I trust the index?

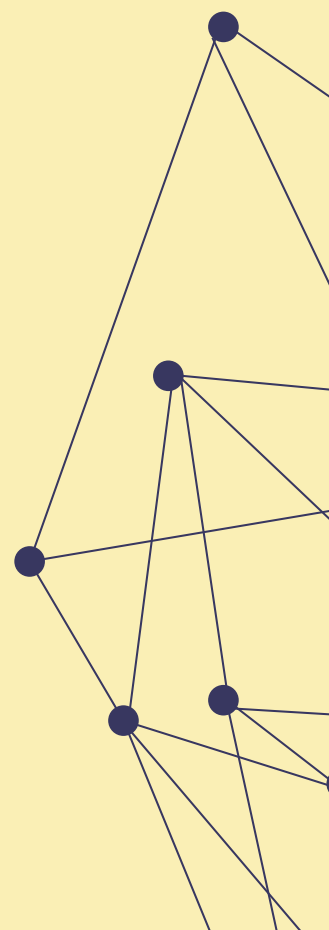
A: The index is developed by My Telescope and analyses data in real-time from over 15,000 data sources. Through My Telescope’s algorithm we have the ability to process large amounts of data from multiple sources. Due to this, My Telescope can conduct real-time collection of data and predictive analysis as well as analysis on the current climate with high levels of accuracy. The large amount of data, from high quality data sources, results in a more complete and objective analysis.

The six main areas of data collection are:

- Unemployment data
- Consumption data
- Macroeconomic data
- Political actions
- Sentiment data (attitudes towards economic development)
- Behavioral data (behavioral economics)

Q: Why do I need the index?

A: In a market changing at an increasing pace, business leaders and organizations need to have real-time information to be able to navigate and act based on the market’s fluctuations. They also need to be able to understand the new markets needs and fears in order to build a future-proof brand.



Q: How does the index work?

A: The index is created by processing and analyzing data from 15,000 sources and more than 200 indicators such as:

- How much have incomes dropped in different industries and markets?
- What does market and consumer liquidity look like?
- How many companies are insolvent?
- What groups are especially affected by the corona crisis? (demographics, regions, employment types)
- Mental health
- Unemployment
- Confidence in authorities

Q: How do you collect real-time data?

A: The real time data is collected through polls, digital behavioral and sentiment data. Digital behavioral data such as interest for unemployment benefits is collected through Google Trends. Sentiment data such as attitude towards the future economy is collected through web scraping and analyzed through My Telescope's natural language processor.

Q: What sources have been used to create the index?

A: The index contains sources from (to list a few): The World Bank, Konjunkturinstitutet, SCB, statistically representative polls, Google Trends, OECD, WHO, Eurostat, media coverage, social media coverage (Facebook, Twitter, blogs, Instagram).

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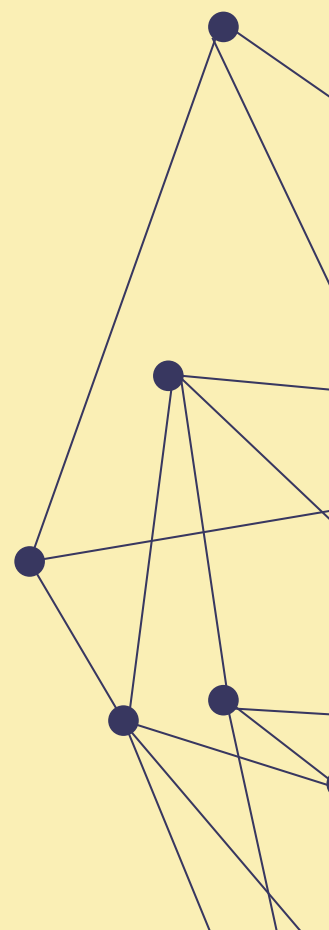
A: The index covers Sweden and Finland. Our ambition is to have the index cover the UK within the coming weeks.

Q: What other brands work with My Telescope's predictive real-time analysis?

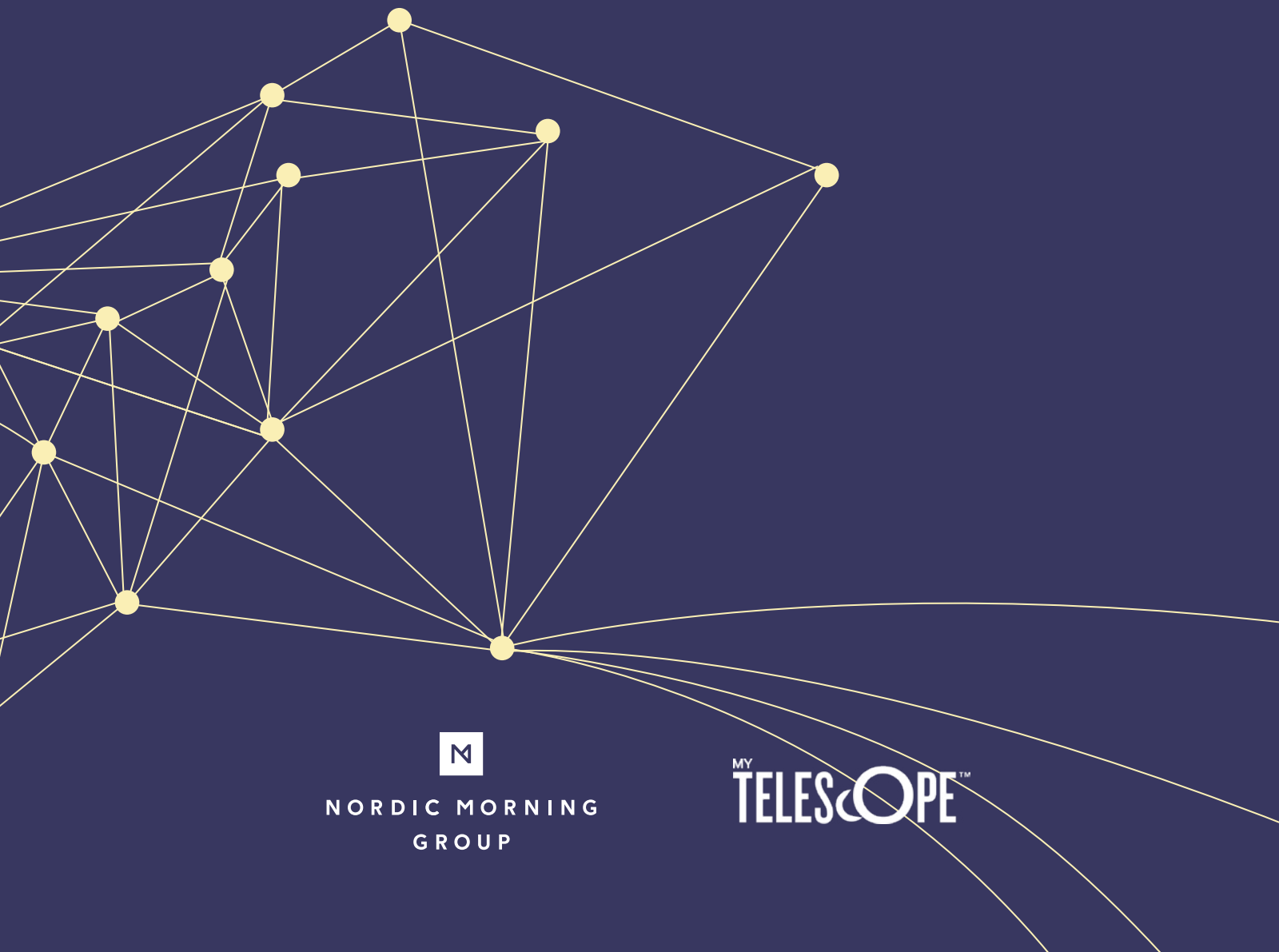
A: My Telescope has more than 20 customers in different segments, such as construction (Skanska), retail (Reitan Group with 7-Eleven, Pressbyrå), real estate (Svenska Bostäder, Amasten), appliances (Electrolux), telecom and insurance.

Q: Can you give some examples of other customer cases?

A: Bygma: Market positioning and key messages based on predictive analysis.
Telecom company: Prediction analysis of development of market share 9 months ahead.
Svensk Fastighetsförmedling: Trendspotting and prediction of where the market is heading.
Corona index: My Telescopes Corona index has predicted what regions have the biggest risk for Corona spread. My Telescope predicted risk zones among others: Spain (11th March), Switzerland (10th March), New York (16th March).



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