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Presentation and Discussion
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Fountains of Truth (Part I): The Trouble with Creating Knowledge

Do Corporate Leaders Really Want the Truth? Some do, yes, but many others will embrace decision markets slowly, meaning that decision market players must be capitalized for the long-haul and build their brands one convert at a time.

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Decision markets¹ have the power to create valuable information for corporate decision-makers, ranging from operations to strategy to policy. Yet this information can challenge traditional power structures and relationships, which are very slow to change and thus directly affect the adoption and diffusion of decision markets. In this discussion we will (a) explore the nature of this reluctance; (2) examine several recurring themes, including A, B and C, from Numeria's experience during the past three years; and (3) propose several possible solutions, including X, Y and Z. For the purpose of context, we will start with a brief overview of Numeria and its value proposition.

¹ I use the term decision market, rather than prediction or information market, deliberately. While "prediction market" has a certain sex appeal, it suggests a level of certainty that may be misunderstood by many and thus be problematic in the long run. Information market, meanwhile, though perhaps the most inclusive term, may be too vague. Instead, if using a market to generate information on which corporate decisions are made, then the term "decision market" is most appropriate because it is clear about what it is and what it does.