Real People.
Real Results.

10k Humans solves market research challenges with a human-first approach.

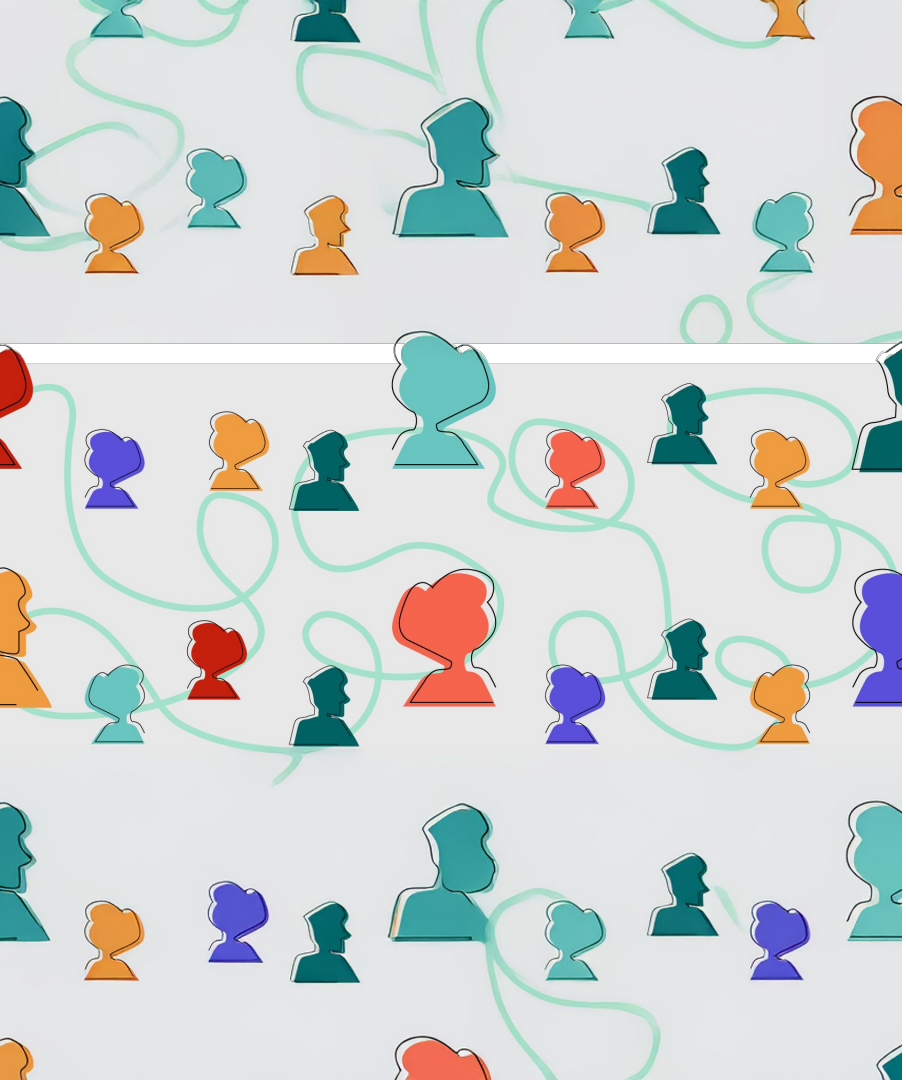
We are committed to bridging the gap between humanity and data. We see beyond numbers to the stories they represent, ensuring that every piece of data, every interview, and every client interaction involves a human-to-human connection.

Whether you need qualitative recruitment, ad-hoc project management, a custom community for always-on insights, or qual at scale; we offer an array of services designed to make your research easier, faster, and more effective.

The Name 10k Humans

The number 10,000 is a symbol of mastery, diversity, and the vast expanse of human potential.

In its entirety, the name “10 Thousand Humans” encapsulates the expertise of our team, the vast scope of challenges we tackle, and the diversity of stories we hear. 10k Humans is not only a name, it is our commitment to excellence, diversity, and the human touch we bring to every aspect of market research.



Services We Offer

This deck walks through the core services we offer; from finding the right people to managing the work from start to finish. Whether you're running a one-off qual study or building a long-term insight community, we can plug in where you need us most.

- **Qualitative Recruitment / Active Recruitment**
- **Ad-Hoc Project Management**
- **Online Communities & Panel Management**
- **Live Intercepts at Events and Conferences**
- **Qual at Scale (AI Moderated Interviews / AIMI)**

Qualitative Recruitment

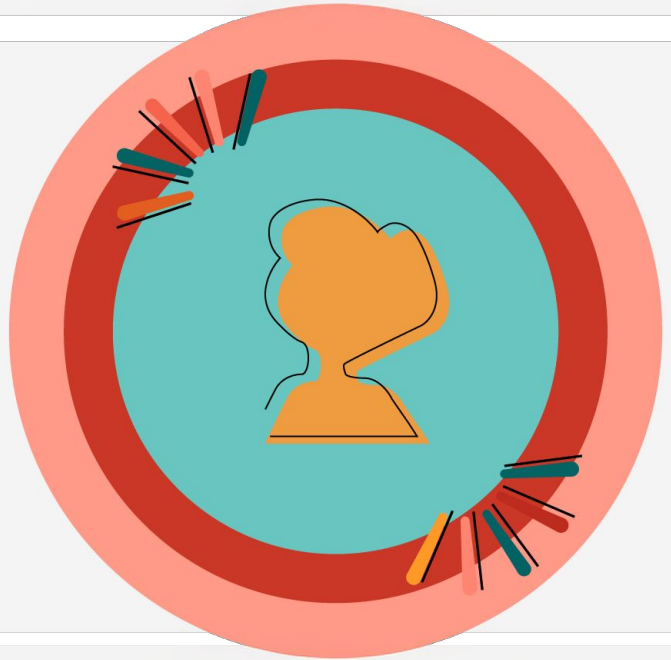
Qualitative Recruitment

High-quality qualitative research starts with the right people.

Our qualitative recruitment is built on active sourcing, not passive databases. We recruit participants specifically for each study, using the approach that best fits your audience and objectives.

Our recruitment approaches include:

- Targeted social and digital outreach
- Community and network-based recruitment
- Referral and snowball recruitment
- Custom audience sourcing
- Industry, role, or experience-based recruitment



Qualitative Recruitment (continued...)

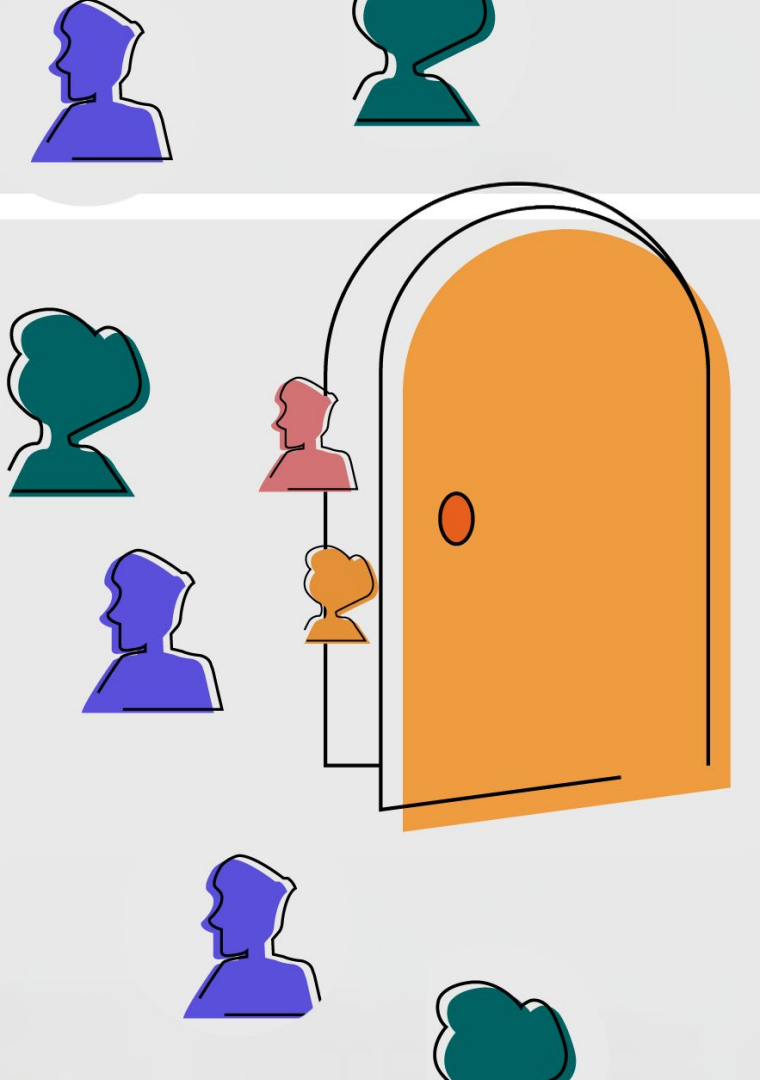
Every participant is carefully screened and verified before taking part.

Depending on your needs, verification can include:

- Identity and contact verification
- Written and/or video articulation
- Role, employment, or industry confirmation
- Experience or behavior-based verification
- Fraud and duplicate checks
- Tech checks

We pair this rigor with a strong participant experience. Clear communication, realistic expectations, and respectful incentives ensure participants are engaged, prepared, and comfortable sharing their perspectives.

The result is richer conversations, stronger participation, and qualitative insights you can trust.



Qualitative Recruitment (continued...)

And speaking of trust...

- **We're Anti-Fraud by Design.** We know research fraud is rampant- duplicate identities, fake responses, bots. That's why we bake fraud prevention into our system. Our biometric ID verification process ensures that every recruit is a real, unique person. Stripe ID handles the sensitive data, so we don't have to. Seamless, secure, and compliant.
- **Hands-on Communication** Once we're in the field, you're never in the dark. We'll share ongoing updates, including a live Google Sheet with participant info, timelines, and video clips so you know exactly who's walking into your research, before they do.

No matter the method, we find the right people.

From in-person ethnos to virtual IDIs to qual at scale, we recruit real humans who bring depth - not just check boxes. Every recruit is custom, every audience strategy intentional. Hard-to-reach, high-volume, or hyper-specific - we tailor every recruit to your goals. No filler, no guesswork. Just the right people, ready to show up.

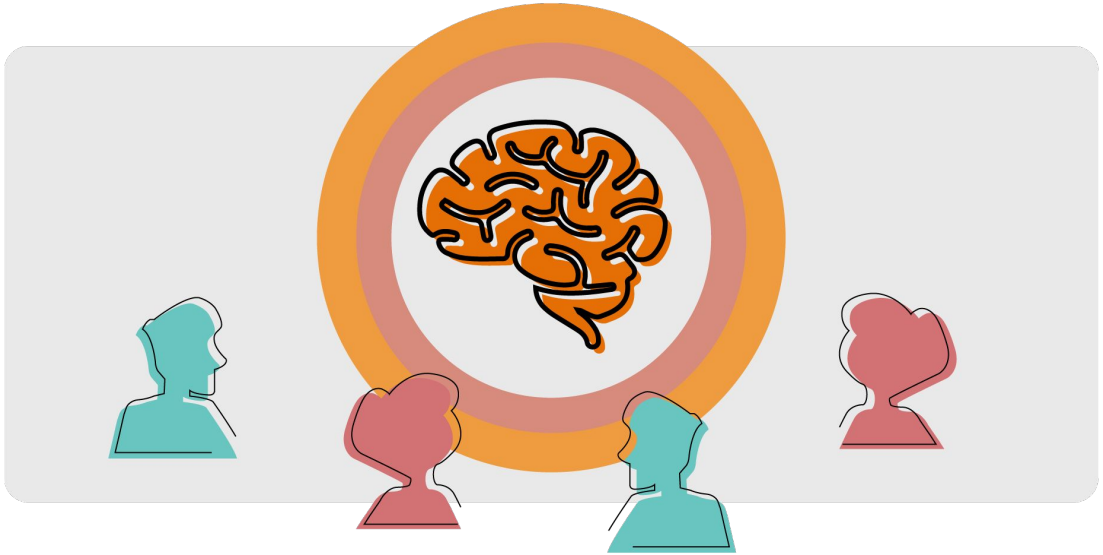
Ad-Hoc Project Management

Most tools weren't built to run themselves. Most research doesn't run itself either. That's where we come in.

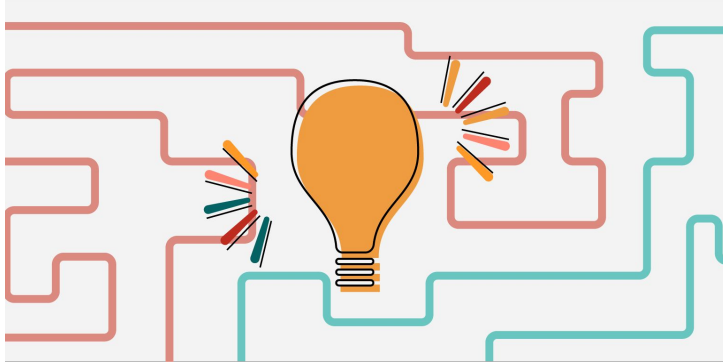
Wherever your participants come from, we make the research run smoothly.

Our ad hoc project management services support your study from start to finish - handling logistics, coordination, and participant communication so you can focus on the insights.

Think of us as an extension of your team: organized, proactive, and deeply experienced in keeping projects on track.



We support hybrid models (human + AI) and aren’t precious about it. Whatever works best, we do that.



Our ad hoc project management supports qualitative, quantitative, and mixed-method research, whether we’re managing recruitment only or coordinating the entire participant workflow. We handle the logistics that can slow teams down — so your project stays on track.

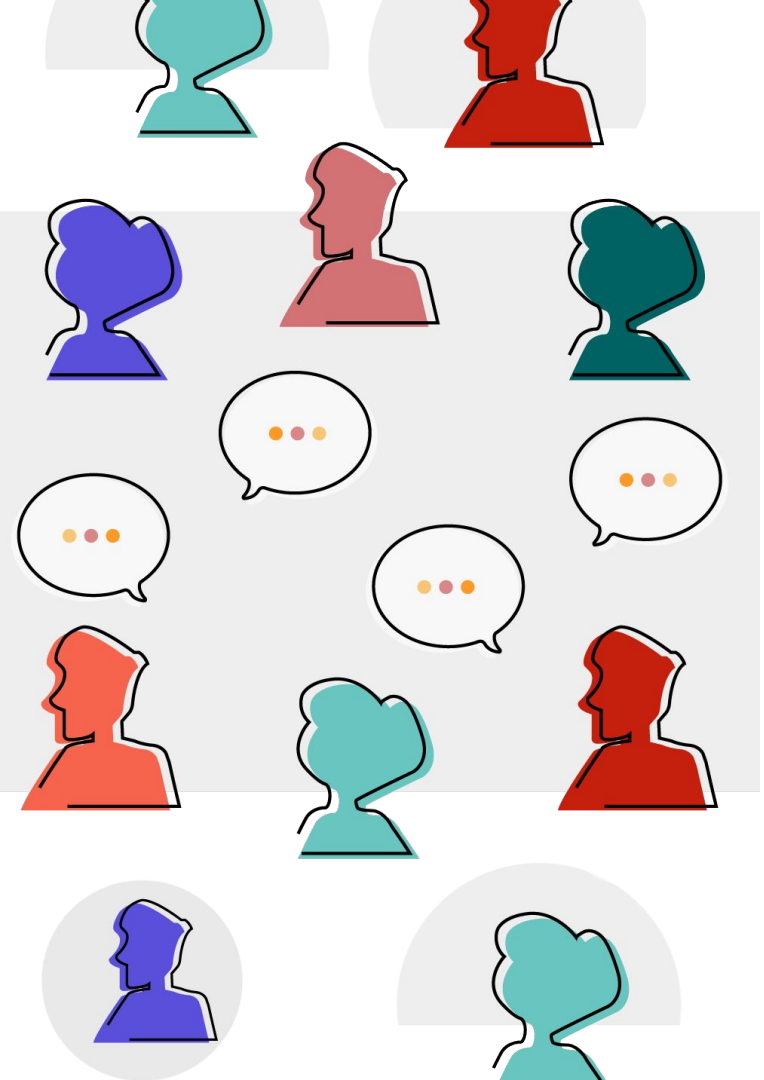
Our support can include:

- Participant scheduling and coordination
- Communication and reminders
- Incentive management and fulfillment
- Recruitment tracking and quota management
- Liaison with moderators, platforms, or internal teams

We also provide live visibility throughout the project. With shared documentation, real-time updates, and clear status tracking, you always know where things stand — what’s complete, what’s in progress, and what’s coming next.

Think of us as an extension of your team: proactive, organized, and transparent at every stage of the research process.

Communities and Panel Management



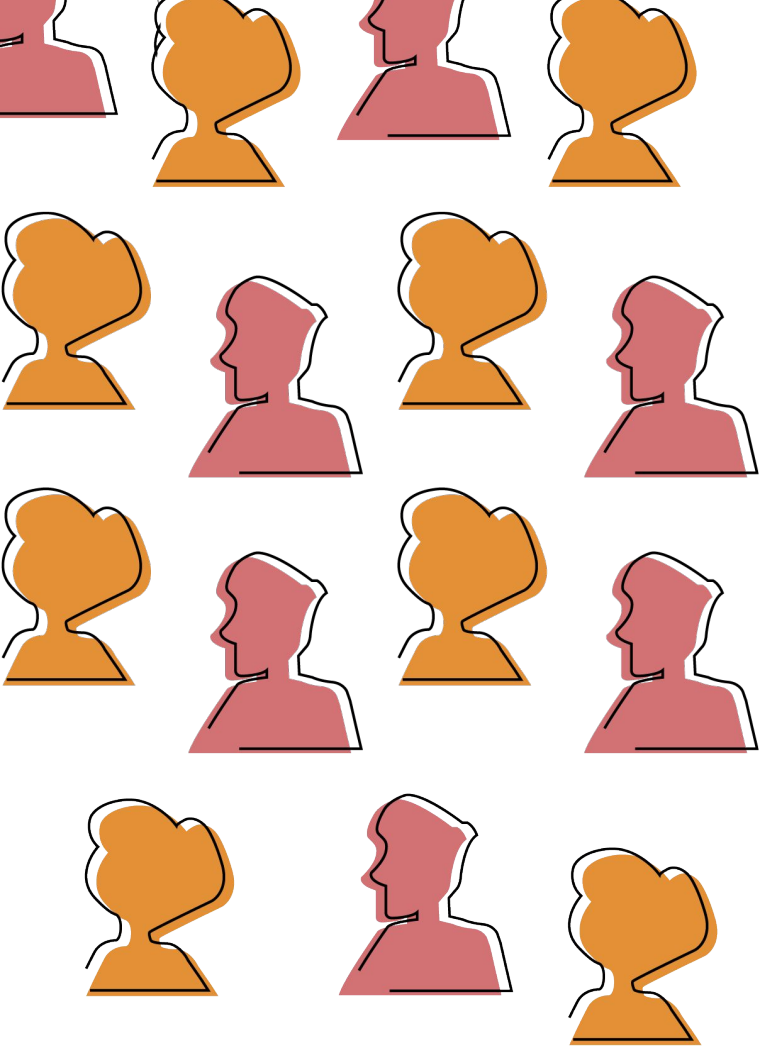
Communities & Panel Management

At 10k Humans, we specialize in building and managing online panels and communities. Our expertise lies in creating environments that foster meaningful interactions and gather actionable insights tailored to your research needs.

Understanding Panels and Communities

Online Panels: Ideal for quantitative research, our pre-screened panels provide swift access to participants. Ranging from 100 to 1,000+ members, these panels deliver fast and reliable data for surveys.

Online Communities: Perfect for qualitative insights, our dynamic platform hosts rich, organic conversations. Smaller, intimate groups allow deep exploration of ideas and preferences beyond mere numbers.



Leverage our Community Expertise

At 10k Humans, we design and manage online research communities that deliver ongoing, high-quality insight.

We ensure your communities and panels are built to support long-term, flexible research, giving you reliable access to real people over time - not just for a single project.

Our services span the full community lifecycle, and can be tailored to your specific needs:

- **Community design and setup**
- **Custom recruitment and onboarding**
- **Participant verification and profiling**
- **Ongoing engagement and moderation**
- **Activity programming (qualitative and hybrid)**
- **Fieldwork management and incentive fulfillment**
- **Quality monitoring and participant refresh**

We manage the operational detail so your community stays active, relevant, and easy to work with - whether you're running regular studies, ad hoc activities, or larger research programs.

Live Intercepts

We Go Where the People Are.

Not everything happens behind a screen. Sometimes the best way to reach your audience is to physically show up where they already are; on the floor at CES, walking out of a product keynote, tailgating at a football game, or standing in line for a drink at a music festival like Coachella.

That's where our intercept team comes in.

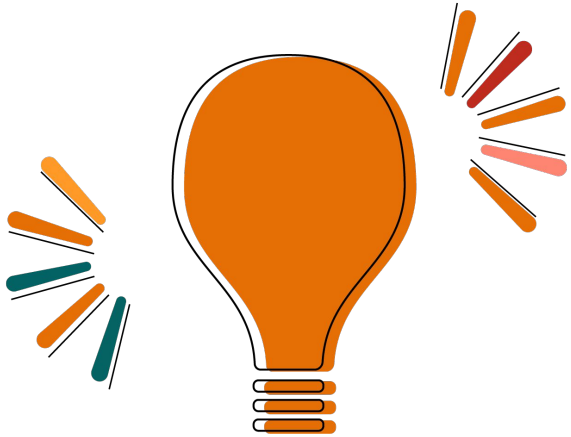
We deploy real humans- trained, personable, and grounded in research goals - to engage people in the moment. We can recruit on-site for custom communities, capture feedback on the spot via surveys, or enroll people for follow-up research later, like in-depth interviews, focus groups, or AIMI (AI-Moderated Interviews). If the audience is there, we know how to reach them.

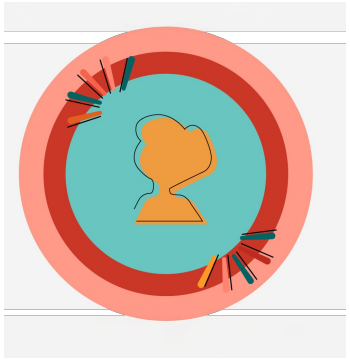
This Model Works Across All Kinds of Spaces!

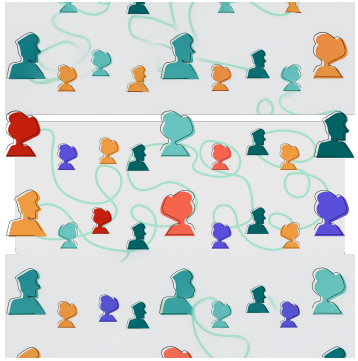
This model works anywhere people are already gathering - from industry conferences and trade shows to sporting events, concerts, festivals, pop-up retail, and university campuses. Whether the audience is niche or high-volume, we meet them where they are. We've used this approach to build custom panels, spark new communities, collect rapid qual feedback, and reach voices that aren't sitting in a database or clicking on ads.

Like everything we do, live intercepts aren't one-size-fits-all. Each strategy is built around your goals, your timeline, and what you actually want to walk away with. If you're looking for a fresh, creative way to engage real people in real time, we're ready. We show up. We listen. We bring in the ones who matter.

Qualitative at Scale







Qual at Scale. What is it?

This is what happens when qualitative goes big.

AI-Moderated Interviews (AIMI) give you the depth of one-on-one interviews with the reach of a quant study.

AIMIs use conversational AI to lead participants through dynamic, 10–15 minute interviews. Think of it like a chatbot that actually probes, listens, and adapts; using natural language processing (NLP) and large language models (LLMs) to ask smart follow-ups and capture real nuance.

The result? Rich, theme-heavy responses that surface faster, scale wider, and hold up under scrutiny.

How it Works and What You Get

AI-moderated qualitative tools are powerful, but without the right services, they're hard to run well. Teams often struggle with recruitment, onboarding, completion rates, quality control, and turning open-ended responses into usable outputs.

Qual at Scale is a modular services offering that makes AI-moderated qualitative research practical, credible, and repeatable.

We're not selling a platform - we're enabling AIMI to succeed.

Our support spans the full research lifecycle, including:

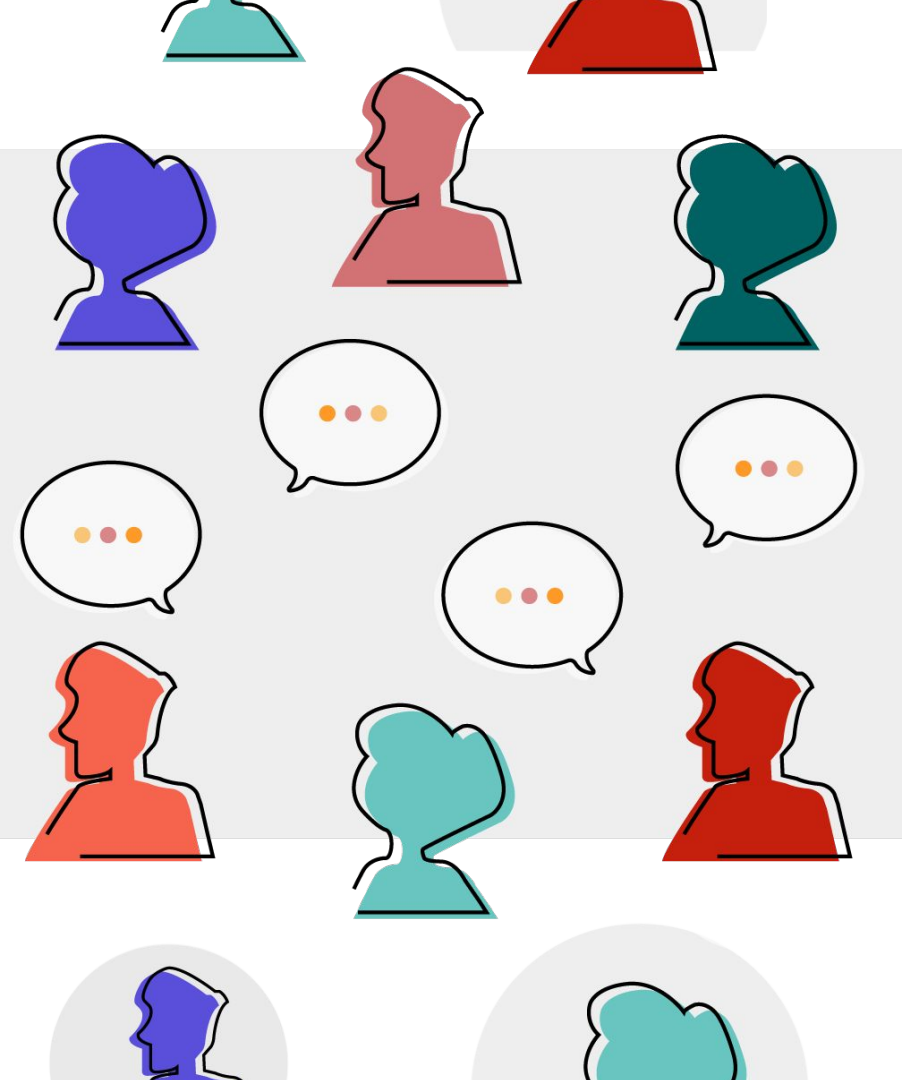
- Evaluating and managing AIMI technology
- Recruiting and preparing the right participants
- Programming, onboarding, and expectation-setting
- Monitoring fieldwork to ensure strong completion rates
- Using human-moderated interviews where calibration or validation is needed
- Structuring large volumes of open-ended data for analysis

In short, we provide the services layer AIMI is missing - so brands and agencies can scale qualitative research without taking on operational complexity.
This isn't another AI platform or hype-driven solution.

It's execution-focused research infrastructure that makes qualitative insight scalable, comparable, and dependable.

Need a partner that can flex with you?

That's us.



Built to Support You, However You Work.

We hope this gave you a clear picture of how we can support your work - whether it's finding the right participants, building a reliable on-demand insight community, or managing the messy middle of complex research projects.

At 10k Humans, our services are built to flex. We actively recruit, carefully verify, and thoughtfully manage participants across qualitative and hybrid research. From niche audiences to global panels, pop-up ethnos to long-term communities, we make sure you're hearing from the right people - and that your project runs smoothly from start to finish.

If you're planning a study or just want to explore what's possible, we'd love to connect. We're always up for solving tricky problems, filling in operational gaps, or building something custom that actually works in the wild.

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