

Ex Elypsis Luciano Cohan founds new consulting firm in Argentina

The economist and former macrismo official founded a new consulting firm in Buenos Aires that will be focused on macroeconomic research, data science and real-time price monitoring, as well as surveys.

Jorgelina do Rosario



Luciano Cohan Photo: Cedoc

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The Argentine economist and former director of the consultancy **Elypsis** , **Luciano Cohan** , founded a new consultancy based in Buenos Aires that will be focused on **macroeconomic research, data science and real-time price monitoring, as well as surveys** .

Cohan, who is a partner of the Seido company with **Gabriel Zelpo** , said in a telephone interview that they plan a regional expansion of price measurement technology in other countries, so they have already started to look for regional and global partners.

The consultancy begins to operate with eight people - all former members of Elypsis - and will continue to conduct political surveys for local and international clients. Cohan says that after the results of the primary elections in Argentina, he will review the method of measuring variables as intention to vote.

[How much will inflation reach this month?](#)

What happened on **Sunday, August 11** left exposed “methodologies that had worked well in 2015 and that, for some reason, went wrong in this election,” Cohan said in a telephone interview.

The opposition candidate **Alberto Fernández won by 15 percentage points** over President **Mauricio Macri** in the primary elections, in an unexpected defeat that no consultant could foresee. Local polls had estimated a closed race between the two candidates.

After a collapse of the weight of almost 30% after the elections, Seido already has high frequency data that indicates **a core inflation of 3.8% per week** . The pass through of the exchange rate at prices will be one of the key variables to be monitored in the election year.

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