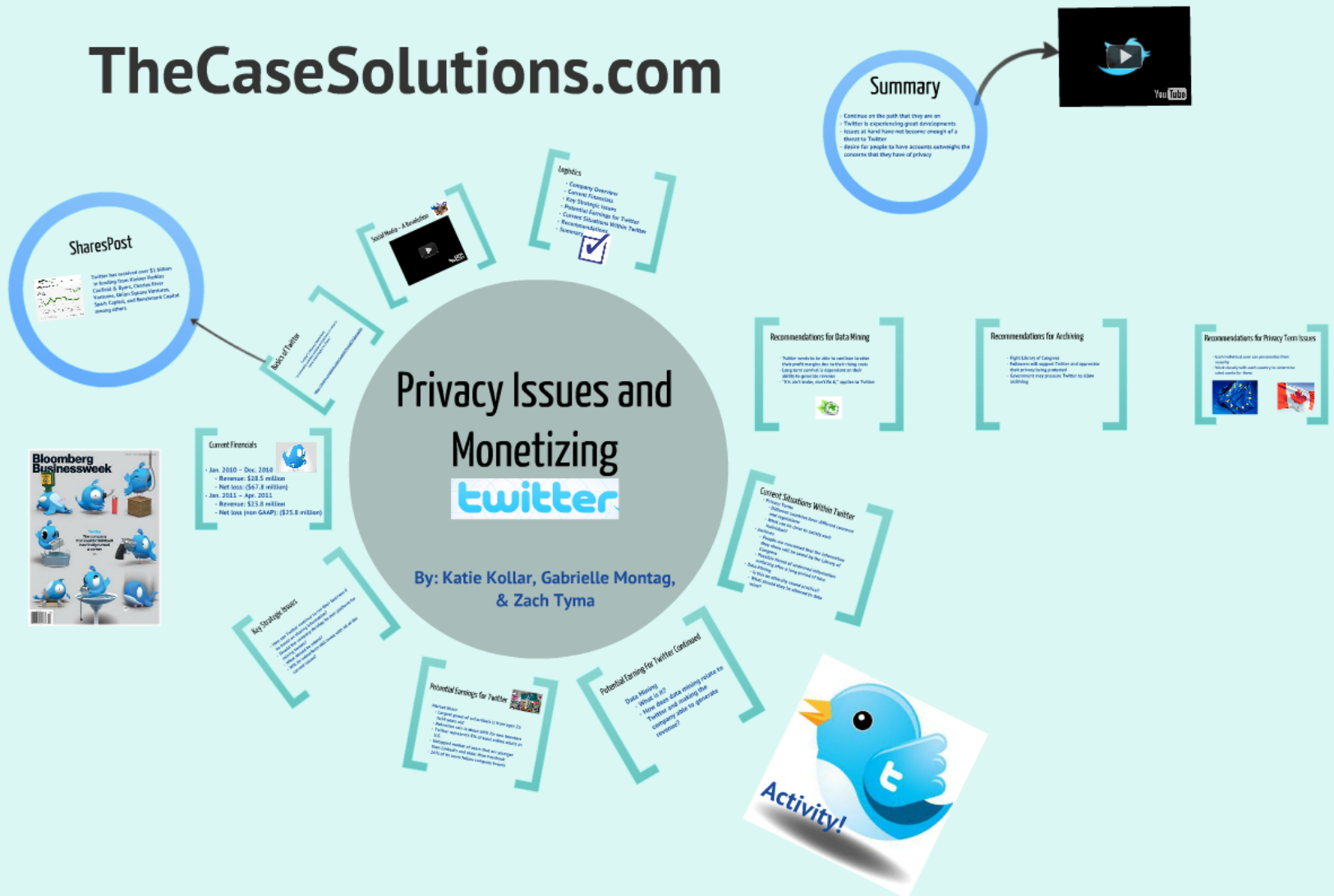


TheCaseSolutions.com



Privacy Issues and Monetizing



By: Katie Kollar, Gabrielle Montag,
& Zach Tyma

Recommendations

- Twitter's recommendations
- Long-term viability
- "If it ain't broke, don't fix it"

Current Situation

- Privacy Terms
- Different countries and regulations
- What can be done for the individual?
- Archives
- People are concerned about what they share will be used
- Congress
- Possible threat of user data surfacing after a long time
- Data Mining
 - Is this an ethically sound way to mine?
 - What should they be allowed to mine?

Social Media - A Review



Recommendations Within Twitter



basics of Twitter

Twitter's Mission Statement
"to instantly connect people everywhere to what is most meaningful to them."

<http://www.youtube.com/watch?v=dM09j8lma0o>



million
(million)

million
): (\$25.8 million)

Issues

run their business if
platform for

The Twitter logo is displayed in its characteristic blue, lowercase font. It is set against a white rectangular background that features a faint, light blue grid pattern. The logo is positioned at the top center of the slide.

**By: Katie Kollar, Gabrielle Montag,
& Zach Tyma**

Potential Earnings for Twitter

Market Share



Potential Earning For Twitter Continued

Data Mining

• What is it?

How does data mining relate to making the data more usable to generate insights?

SharesPost

Twitter has received over \$1 billion in funding from Kleiner Perkins Caufield & Byers, Charles River Ventures, Union Square Ventures, Spark Capital, and Benchmark Capital among others





TWITTER

SECTOR:
WEB

TWITTER INDEX VALUE

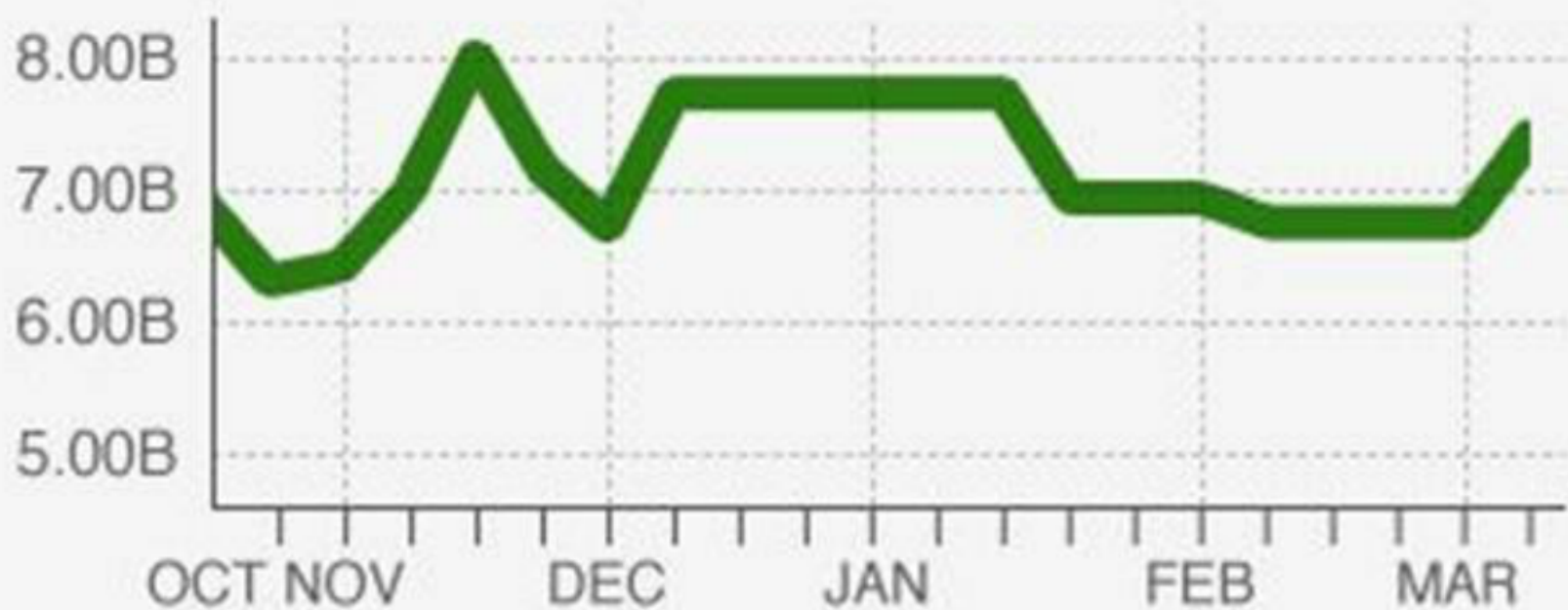
[Learn more](#)

INDEX VALUE

\$7.5B

WEEK TO WEEK CHANGE

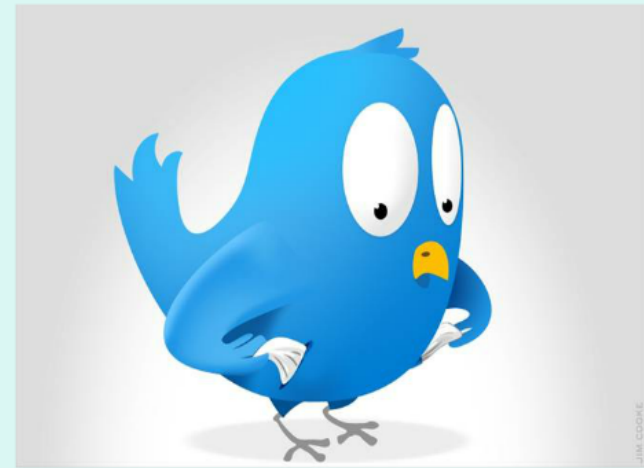
▲ 9.27%



SHARESPOST

[Learn more about the index](#)

Current Financials



- **Jan. 2010 – Dec. 2010**
 - **Revenue: \$28.5 million**
 - **Net loss: (\$67.8 million)**
- **Jan. 2011 – Apr. 2011**
 - **Revenue: \$23.8 million**
 - **Net loss (non GAAP): (\$25.8 million)**

Bloomberg Businessweek



- Ja
- Ja



Activity!

Potential Earning For Twitter Continued

Data Mining

- What is it?
- How does data mining relate to Twitter and making the company able to generate revenue?