

TheCaseSolutions.com

SharesPost

Twitter has received over \$1 billion in funding from Silicon Valley's Cardano, 8, Ryan, Charles River Ventures, Matrix Capital Partners, Open Capital, and Benchmark Capital among others.

TheCaseSolutions.com

Bloomberg Businessweek

TheCaseSolutions.com

Current Financials

- Jan. 2010 - Dec. 2010
 - Revenue: \$18.5 million
 - Net Loss: (\$67.8 million)
- Jan. 2011 - Apr. 2011
 - Revenue: \$23.8 million
 - Net Loss (non GAAP): (\$25.8 million)

Key Storage Issues

- How much data is being stored?
- How long is the data being stored for?
- How is the data being stored?
- How is the data being accessed?
- How is the data being secured?

Potential Earnings for Twitter

Market Size
 - Current market value: \$1.5 billion
 - 10% market share: \$150 million
 - 20% market share: \$300 million
 - 30% market share: \$450 million
 - 40% market share: \$600 million
 - 50% market share: \$750 million
 - 60% market share: \$900 million
 - 70% market share: \$1.05 billion
 - 80% market share: \$1.2 billion
 - 90% market share: \$1.35 billion
 - 100% market share: \$1.5 billion

Potential Earnings for Twitter (continued)

Data Mining
 - How does data mining relate to Twitter?
 - How can data mining be used to generate revenue?

Activity!

TheCaseSolutions.com

Negotiating with the Cuban Sugar Industry (A): No Way Out?

TheCaseSolutions.com

By: Katie Kollar, Gabrielle Montag, & Zach Tyma

Logistics

- Company Overview
- Current Financials
- Key Strategic Issues
- Potential Earnings for Twitter
- Current Situations Within Twitter
- Recommendations
- Summary

Recommendations for Data Mining

- Twitter needs to be able to use their data to make their products better and to improve their ability to generate revenue.
- The government should be able to use Twitter.

Recommendations for Archiving

- Right to be forgotten
- Followers will support Twitter and appreciate their privacy being protected.
- Government may pressure Twitter to slow archiving.

Recommendations for Privacy Term Issues

- Twitter should be able to provide their users with more control over their data.
- Government may pressure Twitter to slow archiving.

Summary

Continue on the path that they are on
 - Twitter is experiencing great developments in its growth and has not become energy of a threat to Twitter
 - desire for people to have accounts outweighs the concerns that they have of privacy



TheCaseSolutions.com

Negotiating with the Cuban Sugar Industry (A): No Way Out?

twitter

TheCaseSolutions.com



TheCaseSolutions.com

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



TheCaseSolutions.com



TWITTER

SECTOR:
WEB

TWITTER INDEX VALUE

[Learn more](#)

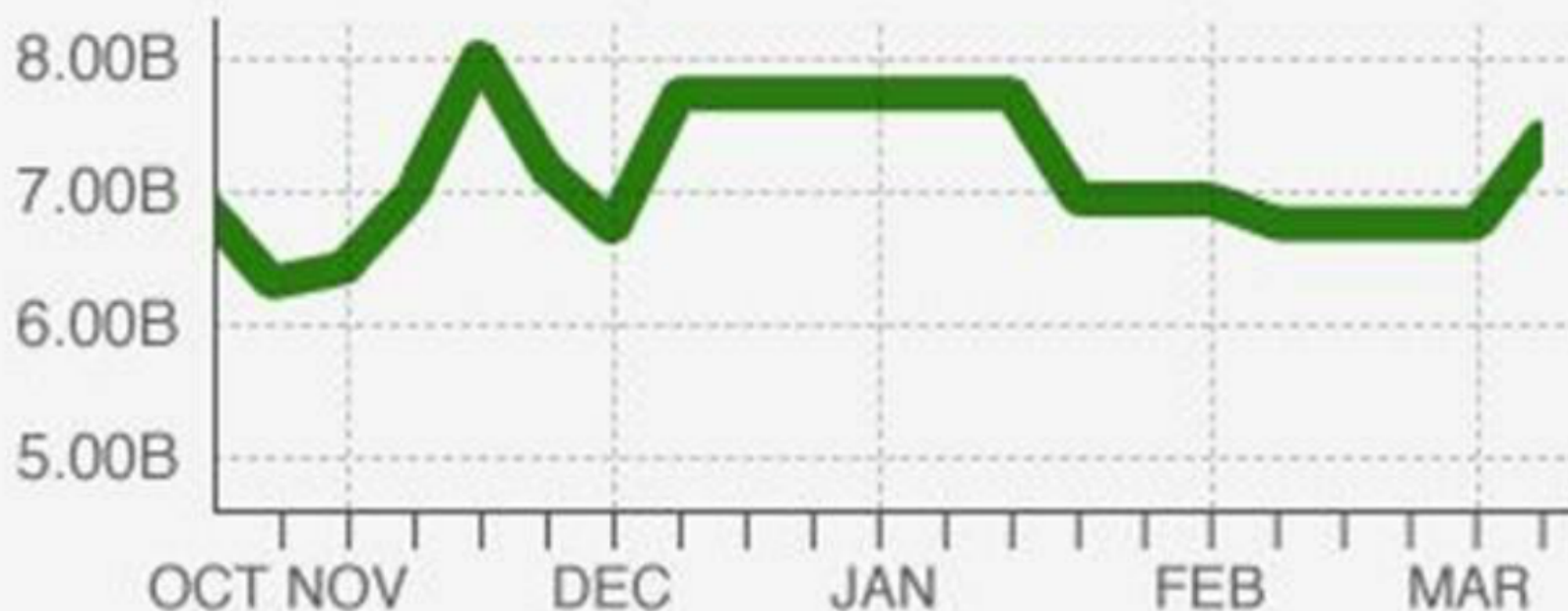
INDEX VALUE

\$7.5B

TheCaseSolutions.com

WEEK TO WEEK CHANGE

▲ 9.27%

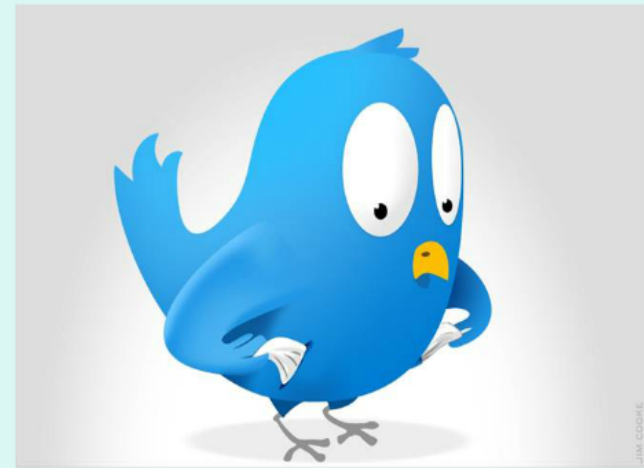


SHARESPOST

[Learn more about the index](#)

TheCaseSolutions.com

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



CaseSolutions.com



- 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?

TheCaseSolutions.com