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Note on Neuromarketing

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By: Katie Kollar, Gabrielle Montag, & Zach Tyma

Summary

Continue on the path that they are on
 Twitter is experiencing great developments
 Issues at hand have not become energy of a threat to Twitter
 desire for people to have accounts outweighs the concerns that they have of privacy



SharesPost

Twitter has received over \$1 billion in funding from Silicon Valley
 Carlota S. Ryan, Clayton Fire Ventures, Millen Capital Ventures, Open Capital, and Benchmark Capital among others



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- #### Legistics
- Company Overview
 - Current Performance
 - Key Strategic Issues
 - Current Situation for Twitter
 - Recommendations for Twitter
 - Recommendations
 - Summary



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)



Twitter has a strong network of investors and partners that can help it grow. It has a strong brand and a loyal user base. It has a strong marketing strategy and a strong financial position.

Potential Earnings for Twitter

Market Size
 - Current revenue of \$18.5 million in 2010
 - \$2.4 million in 2011
 - Potential revenue of \$100 million by 2015
 - Further revenue of \$100 million by 2015
 - Potential revenue of \$100 million by 2015
 - Further revenue of \$100 million by 2015
 - Potential revenue of \$100 million by 2015
 - Further revenue of \$100 million by 2015

Potential Earnings for Twitter (continued)

Data Mining
 - How does data mining relate to Twitter and making the company able to generate revenue?



Recommendations for Data Mining

Twitter needs to be able to use their data to make their products more useful to their users. They should consider using data mining to analyze user behavior and preferences. This will help them create more targeted and personalized content for their users.

Recommendations for Archiving

Right: Director of Copyright
 - Patrons will support Twitter and appreciate their archive being preserved
 - Government may pressure Twitter to slow archiving

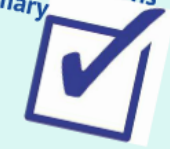
Recommendations for Privacy Term Issues

Archived user data provides them visibility
 - How many users would you estimate have access to their data?

Social Media - A Re



Recommendations
Summary



Twitter's Vision Statement
to instantly connect people everywhere to what is
most meaningful to them.
<http://www.youtube.com/watch?v=4d09idmax0p>

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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

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TWITTER

SECTOR:
WEB

TWITTER INDEX VALUE

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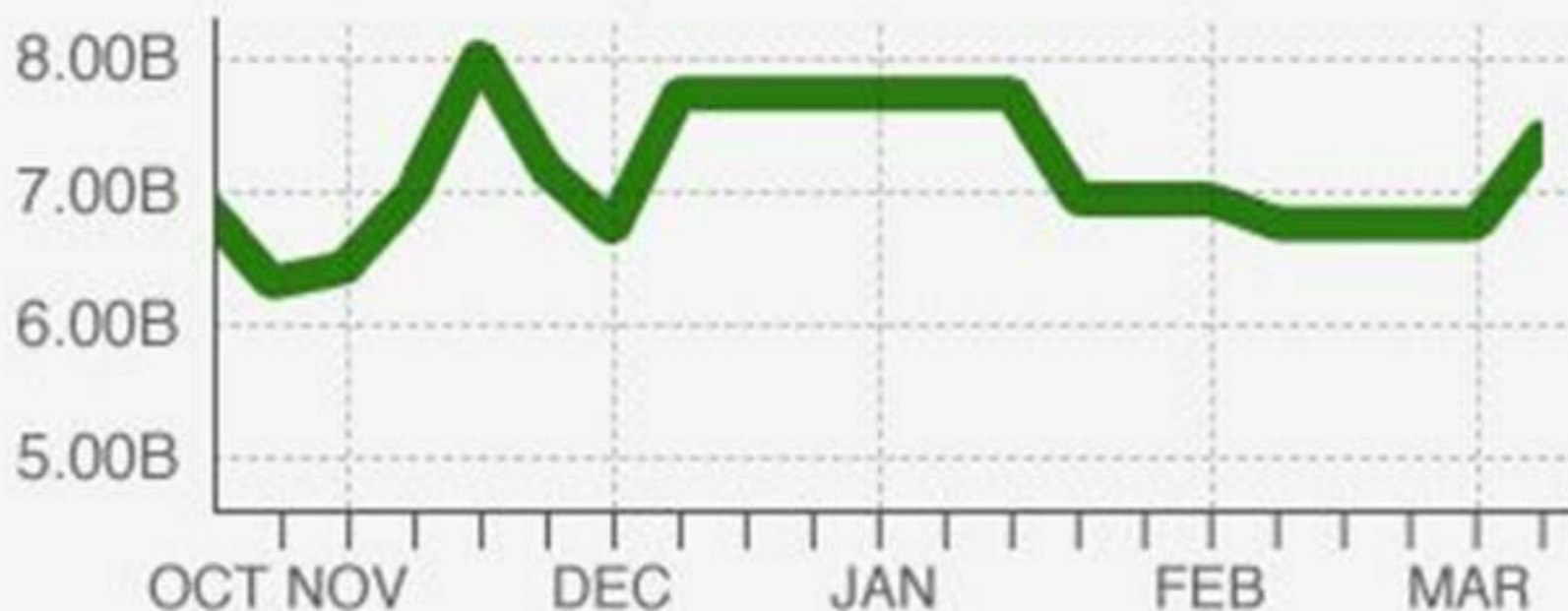
INDEX VALUE

\$7.5B

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WEEK TO WEEK CHANGE

▲ 9.27%



SHARESPOST

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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



Twitter
The company
that couldn't kill itself
has finally turned
a corner

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- 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?

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