

# TheCaseSo



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# Privacy Issues and Monetizing Twitter



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Twitter's Mission Statement  
simply connect people everywhere to what is  
most meaningful to them. \*  
<http://www.youtube.com/watch?v=dd09idmax0o>

million)



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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



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# TWITTER

SECTOR:  
WEB

## TWITTER INDEX VALUE

[Learn more](#)

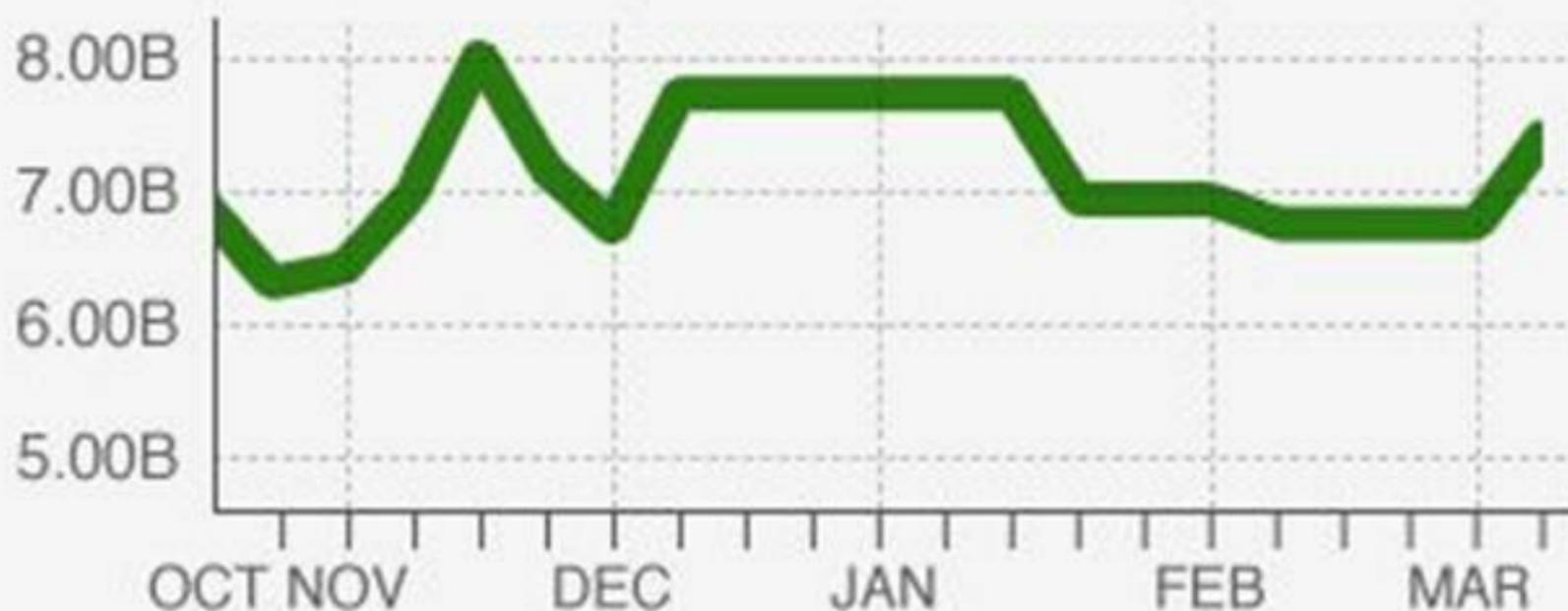
INDEX VALUE

**\$7.5B**

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WEEK TO WEEK CHANGE

**▲ 9.27%**



## SHARESPOST

[Learn more about the index](#)

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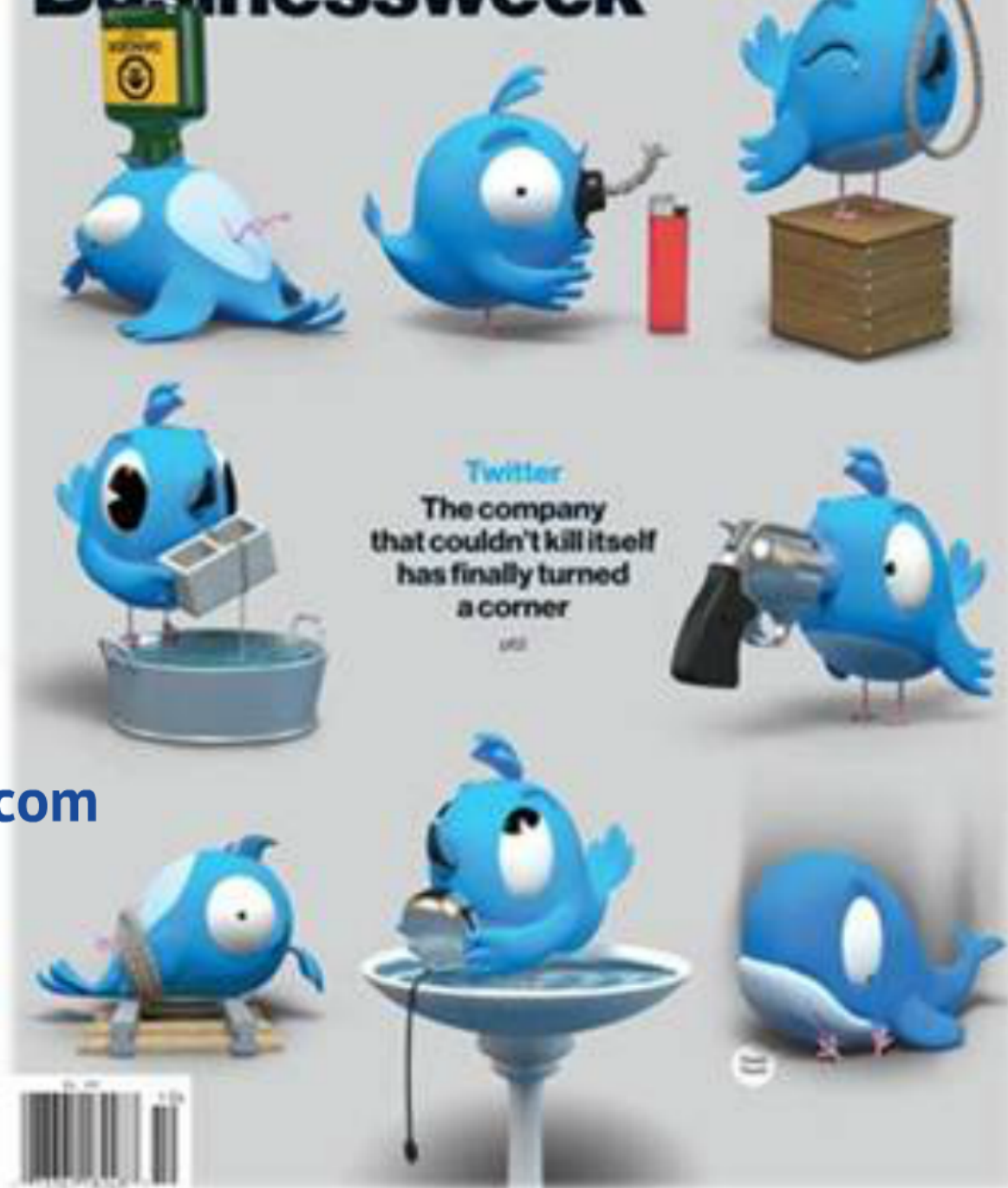
## Current Financials



- **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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