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**SharesPost**

Twitter has received over \$1 billion in funding from Silicon Valley's Facebook, Google, Oracle, Claria, eBay Ventures, Microsoft Ventures, Open Capital, and Benchmark Capital among others.

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**Bloomberg Businessweek**

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**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 Strategic Issues**

- How can Twitter differentiate its business model from other social media companies?
- How can Twitter leverage its user base to create a sustainable competitive advantage?
- How can Twitter address the challenges of data privacy and security?

**Potential Earnings for Twitter**

Market Size

- Global market of software is \$1.1 trillion in 2010
- \$1.1 trillion x 1% = \$11 billion
- Assuming Twitter captures 10% of the software market
- Twitter's revenue could reach \$1.1 billion in 2010
- Assuming a 20% profit margin
- Twitter's potential earnings could reach \$220 million in 2010

**Potential Earnings for Twitter (continued)**

Data Mining

- How does data mining relate to Twitter and making the company able to generate revenues?

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## Netzwerk: Digital Marketing in the Music Industry

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By: Katie Kollar, Gabrielle Montag, & Zach Tyma

**Logistics**

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

**Recommendations for Data Mining**

- Twitter needs to be able to use their data to make their products more personalized to their users
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**Recommendations for Archiving**

- Right of Access of Copyright
- Patent law support Twitter and app developers from being patented
- Government may pressure Twitter to slow website

**Recommendations for Privacy Term Issues**

- Legislation that will protect user information
- Twitter needs to be able to use their data to make their products more personalized to their users

**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



**Activity!**

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# Nettwerk: Digital Marketing in the Music Industry



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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

[Learn more](#)

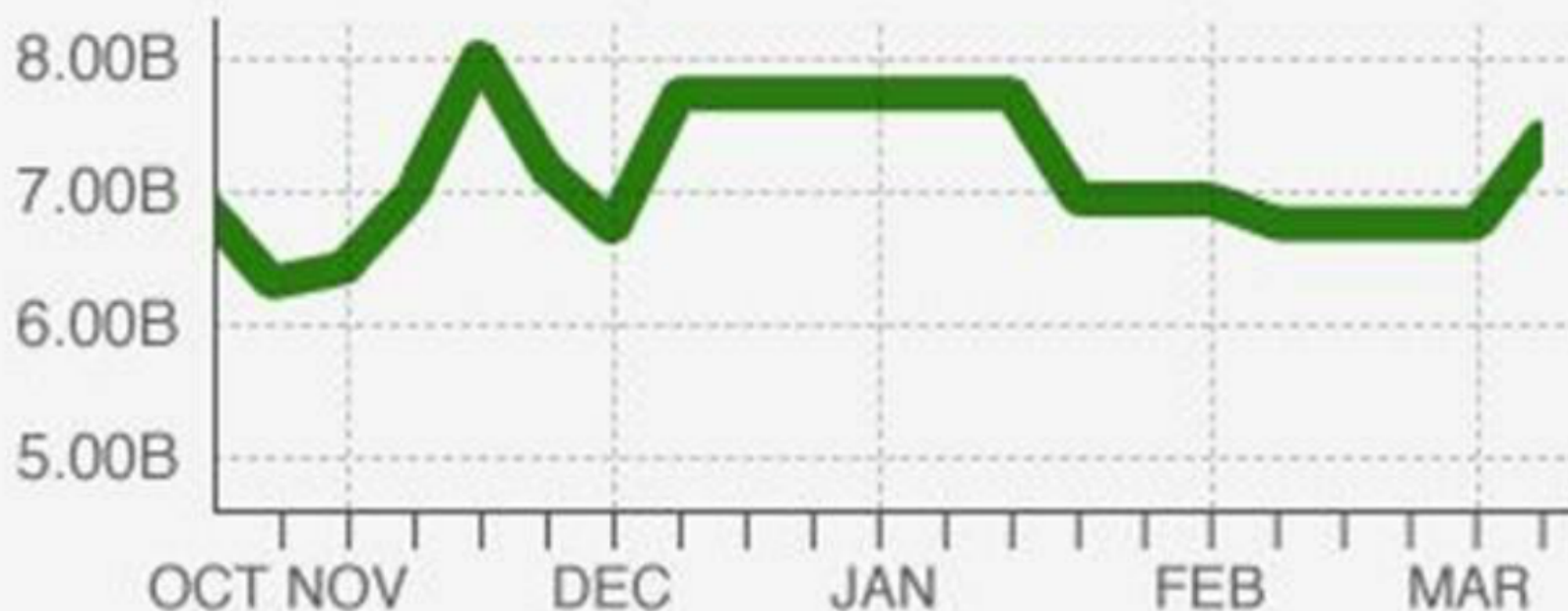
INDEX VALUE

**\$7.5B**

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WEEK TO WEEK CHANGE

**▲ 9.27%**

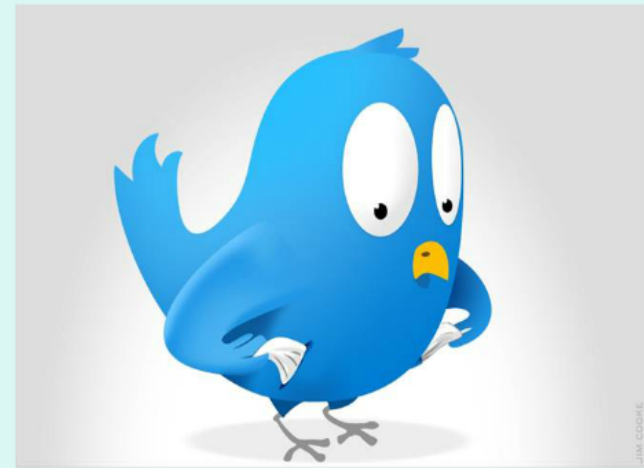


## SHARESPOST

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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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