



# TrendSpotter

Spot the trend and understand!

Olga Streibel

# Queries



## Twitter messages

iPhone

Apple has trained iPhone owners to **enjoy paying** for digital content

...why my iPhone **crashes**

**problems** with TomTom update

Android

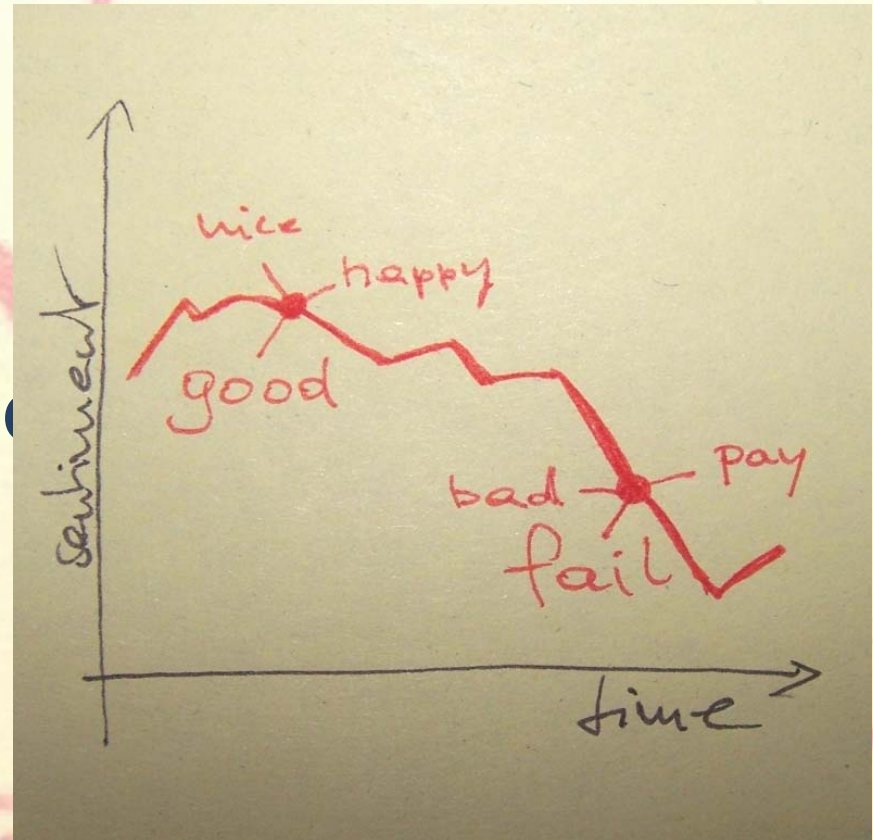
**good** for me

as **great** as expected

**free** software

# Idea

Our service  
understands trends  
and  
delivers this knowledge  
to the customer





# Spot the trend and understand



Marketing



Chief Culture Officer



Cultural Event Organizer



# Market and turnover

**Germany:**

**70.000 SMEs potentially interested in trends**

**3000 customers**

**99€ per month**

**= 3.5 Mio €/year**



# Team

CEO



Prof. Dr.-Ing  
Robert Tolksdorf

R&D



Dipl. Inform.  
Olga Streibel

Sales



Dipl. Inform.  
Benedikt Meuthrath

R&D



Dipl. Inform.  
Marco Kranz





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