The FutureList

Trends Research

Innovation Memo

Innovation In Words

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A note from the CEO of Trends Research, Mary-Queenie Adam;

Trends Research differentiates itself by its capacity to analyze the behavior of over 33 million users, offering real-time data that reflects actual consumer behavior and intentions, unlike traditional data gathering methods.

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Trends Research

Executive Summary

Big Data

SaaS

trends.luckydodo.com

USD 1,000,000

2023

Trends Research is an AI-backed business intelligence platform providing hyper-local and granular data to brands about their consumer, the industry, and their competitors' consumer bases. The data is collected directly from consumers through a free lucky draw on its entertainment website, where people can participate for free to win anything they dream of at the brands they love the most. Trends Research differentiates itself by its capability to analyze the behavior of its over 37 million users, offering real-time data that reflects actual consumer behavior and intentions, unlike traditional data-gathering methods.

Trends Research faces potential roadblocks and risks such as regulatory hurdles related to data privacy and compliance, technological limitations in maintaining the reliability of advanced systems, and fierce competition from established players in the retail technology sector. To mitigate these challenges, the company should continually maintain and communicate a strong commitment to data privacy and security, ensuring compliance with all relevant regulations. Additionally, investing in ongoing research and development to stay ahead of technological trends will be crucial for maintaining the accuracy and reliability of its solutions. Strategic partnerships with key industry players can offer opportunities to leverage their expertise and resources, providing a competitive edge and facilitating market penetration and growth.

Expanding further into new markets, in Africa and the Middle East, presents a significant opportunity for user growth and diversification. Moreover, collaborating with local institutions, e-commerce platforms, and entertainment networks can help expand the company's reach in its existing markets and enhance its data collection capabilities, further strengthening its position in the industry.

Mary-Queenie Adam
Co-Founder & CEO

Dr Sheen Gurrib
COO

Stephane Adam
Co-Founder & Head of Strategy

Mohanasundaram Gopal
CTO

Mary-Queenie Adam is the Co-founder and CEO at Trends Research Research. Mary-Queenie has over 8 years of experience in financial planning and wealth management in the private banking sector. She holds a Bachelor of Laws degree from Northumbria University.

Dr. Sheen Gurrib is the Chief Operations Officer (COO) at Trends Research Research. Dr. Sheen is an Oxford & Cambridge PhD with over 5 years of experience in strategy consulting, business coaching, and content creation.

Stephane Adam is the Co-founder and Chief Strategy Officer at Trends Research Research. Stephane has over 7 years of experience in retail banking statistics. He holds a bachelor's degree in Accounting and Business Management from the University of Derby and and an MSc in Statistics with Data Science.

Mohanasundaram Gopal is the Chief Technology Officer (CTO) at Trends Research Research. Mohanasundaram is a former IT Consultant for Emirates and a Consultant for The Mauritius Commercial Bank. He holds a Bachelor of Science degree in Computer Science from the University of Madras.

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Innovation Spotlight

Product Innovation:

- Key Features: Trends Research's flagship product is its AI-powered retail platform, which combines advanced computer vision, machine learning, and data analytics to deliver a seamless and personalized shopping experience. The platform's key features include:

  - Automated checkout: Customers can simply walk out of the store without waiting in line, as the platform tracks their purchases and charges them automatically.
  - Personalized recommendations: The platform analyzes customer behavior and preferences to provide tailored product recommendations, enhancing the shopping experience.
  - Inventory management: Trends Research's platform helps retailers optimize their inventory and supply chain, reducing waste and improving efficiency.

- **Design and User Experience:**

  - Trends Research's platform is designed with a focus on simplicity and intuitiveness, providing a frictionless shopping experience for customers.
  - The user interface is clean and intuitive, with seamless integration of the various features.

- **Integration/Compatibility:**

  - Trends Research's platform is designed to be compatible with a wide range of retail systems and technologies, allowing for easy integration with existing infrastructure. This ensures that retailers can quickly and easily adopt the Trends Research solution without significant disruption to their operations.

- **Safety and Compliance:**

  - Trends Research places a strong emphasis on data privacy and security, ensuring that customer information is protected and that the platform complies with all relevant regulations and industry standards.

Scalability of the Innovation:

Trends Research's platform is designed to be highly scalable, allowing it to accommodate the needs of retailers of all sizes, from small boutiques to large-scale enterprises. The platform's modular architecture and cloud-based infrastructure enable it to easily scale up or down as needed, ensuring that it can keep pace with the evolving demands of the retail industry.

Business Model Innovation
The key aspects of Trends Research's business model include:

- Subscription-based revenue model: Trends Research operates a business model that is centered around a subscription-based revenue model, where retailers pay a monthly fee to access the platform and its suite of features. This model allows Trends Research to provide ongoing support and updates to its clients, ensuring that they always have access to the latest innovations and technologies

- Trends Research provides value through unique data insights, offering targeted marketing and business intelligence services. Additional revenue comes from SMS campaigns, and web banner advertising.

Market Impact & Future Outlook

Market Impact:

Trends Research's innovative solutions have already made a significant impact on the retail industry, with a growing number of retailers adopting the platform to enhance their customer experiences and improve their operational efficiency. As the company continues to innovate and expand its offerings, it is poised to play an increasingly important role in shaping the future of the retail landscape. Some of these may include:

- Enhanced consumer insights: Real-time data reflecting actual behavior provides brands with accurate and actionable insights, leading to better marketing and product development strategies.
- Increased customer engagement: The personalized shopping experience and targeted recommendations derived from consumer insights foster stronger customer loyalty and satisfaction.
- Improved retail efficiency: Automated checkout and optimized inventory management reduce operational costs and improve supply chain efficiency.
- Increased sales: Personalized recommendations and seamless shopping experiences can lead to higher conversion rates and sales for businesses.
- Reduced waste: Efficient inventory management helps in minimizing overstock and waste, promoting sustainability.

Future Outlook:

As the business expands, the company plans to grow its team, focusing on a variety of skills and roles, especially in technology, analytics, and market research to support its operations and user growth. Trends Research is focusing on enhancing its tech infrastructure and security and expanding its team with expertise in AI, data science, and market analysis to maintain its technological edge. Additional areas the company can explore in the future may include:

- Expansion of user base: Increasing the number of users on the LuckyDodo platform to gather more diverse consumer data.
- International market entry: Extending services to new geographical regions to capture a global consumer base.
- Strategic partnerships: Collaborating with more retail brands and other industry players to broaden the range of consumer data and improve service offerings.
- Customization and scalability: Offering customizable solutions for different retail segments and scaling the platform to accommodate various business sizes.
- Data privacy and security: Implementing advanced measures to ensure user data is securely handled, addressing increasing concerns around data privacy.
- Continuous innovation: Investing in R&D to stay ahead of market trends and maintain a competitive edge with cutting-edge technology.

Societal & Environmental Impact

Trends Research's solutions have the potential to contribute to societal well-being and environmental sustainability in several ways. By streamlining the shopping experience and reducing the need for physical checkout counters, Trends Research's platform can help to reduce wait times and improve customer satisfaction.

Additionally, the platform's inventory management capabilities can help reduce waste and optimize resource utilization, contributing to a more sustainable retail industry.

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Potential Partnership & Expansion Opportunities

Partnership Opportunities

- <u>Entertainment Platforms Collaboration:</u> Partnering with popular entertainment platforms in Africa and the Middle East could offer access to a wider audience for the lucky draw initiative. Collaborating with platforms like streaming services, gaming platforms, or social media networks could facilitate reaching more users and collecting valuable data.

- <u>E-commerce Integration:</u> Partnering with e-commerce giants in the target regions could provide an opportunity to integrate Trends Research's data insights directly into their platforms. This could offer brands on these platforms access to valuable consumer behavior data, enhancing their marketing strategies and customer targeting.

- <u>Telecom Partnerships:</u> Collaborating with telecom companies in Africa and the Middle East could facilitate reaching a larger user base. Telecom operators often have extensive reach and customer databases, which could be leveraged to promote the Lucky Draw initiative and gather data from a diverse demographic.

- <u>Financial Services Collaboration:</u> Partnering with financial institutions could provide access to additional funding options for users participating in the lucky draw. Collaborating with banks or fintech companies to offer incentives or rewards for participation could encourage more users to engage with the platform.

Expansion Opportunities:

The company aims to strengthen its presence in existing markets and venture into new ones, particularly in Africa and the Middle East, focusing on user growth and market penetration. Trends Research plans to grow its user base to 100 million by the end of 2024.

Expanding further into Africa and the Middle East presents exciting opportunities for Trends Research, but it's essential to navigate these regions' unique landscapes effectively. Here are some strategic opportunities to consider:

- <u>Localized Content and Marketing:</u> To penetrate new markets effectively, Trends Research should focus on localizing its content and marketing strategies. This includes translating the website and promotional materials into local languages, as well as tailoring marketing campaigns to resonate with the cultural preferences and interests of consumers in Africa and the Middle East.

- <u>Regional Events and Sponsorships:</u> Participating in or sponsoring local events, festivals, or industry conferences in target regions can help raise awareness of Trends Research's platform. It provides an opportunity to engage directly with potential users and build relationships with key stakeholders in the local business community.

- <u>Strategic Acquisitions:</u> Consider strategic acquisitions of local startups or data analytics firms in Africa and the Middle East to expedite market entry and gain a deeper understanding of the local landscape. Acquiring companies with established networks or expertise in the region can provide valuable insights and accelerate user growth.

- <u>Government Partnerships:</u> Partnering with government agencies or economic development organizations in target regions can offer support and resources for market entry. This could include access to regulatory insights, financial incentives, or assistance with navigating local business practices and regulations.

- Expansion of Data Collection Channels: Diversifying data collection channels beyond the lucky draw on the entertainment website can broaden the user base and improve data quality. Exploring partnerships with mobile apps, retail outlets, or loyalty programs in the target regions could provide additional avenues for gathering consumer insights.

Potential Risks & Mitigation

While Trends Research's innovations hold great promise, the company faces challenges in adapting to the rapidly changing market and scaling its tech for increasing data volumes. Additionally, the company may face several potential roadblocks and risks as it expands into new markets. These are shared below, including possible mitigation strategies:

- Regulatory and compliance hurdles: As the company's solutions involve the collection and processing of customer data, it will need to navigate a complex regulatory landscape and ensure compliance with all relevant data privacy and security regulations. Also, the collection and analysis of consumer data raise significant privacy risks, such as the misuse or unauthorized access to personal information.

- Technological limitations: As the company's solutions rely heavily on advanced technologies such as computer vision and machine learning, it may face challenges in keeping up with the rapid pace of technological change and ensuring the continued reliability and accuracy of its systems.

- Competition from established players: Trends Research may face stiff competition from larger, more established players in the retail technology space, who may have greater resources and a larger customer base.

To mitigate these risks, Trends Research should focus on maintaining a strong commitment to data privacy and security, investing in ongoing research and development to stay ahead of technological Trends Research, and building strategic partnerships with key industry players to leverage their expertise and resources.

Conclusion

Trends Research stands out in the business intelligence landscape with its innovative approach to gathering and analyzing consumer data. By leveraging a massive user base of over 37 million individuals participating in its engaging and rewarding platform, Trends captures real-time, hyper-local data that reflects consumer behavior. This dynamic data collection method provides brands with unparalleled insights into their target audiences and competitive landscapes. The integration of advanced AI technologies and machine learning, further enhances Trends' capabilities, enabling precise analysis and actionable insights that drive business decisions and strategies.

Looking ahead, Trends is poised to revolutionize the retail industry with its platform that promises to transform the shopping experience. Key features such as automated checkout and personalized recommendations not only enhance customer satisfaction but also streamline operations for retailers, leading to increased efficiency and reduced waste. As the platform continues to evolve, Trends is likely to play a pivotal role in shaping the future of retail, providing brands with the tools to stay ahead in a competitive market. With its commitment to innovation and user-centric approach, Trends is well-positioned to drive significant impact and growth in the business intelligence and retail sectors.

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Innovation In View

How **Trends Research** brings innovation to life
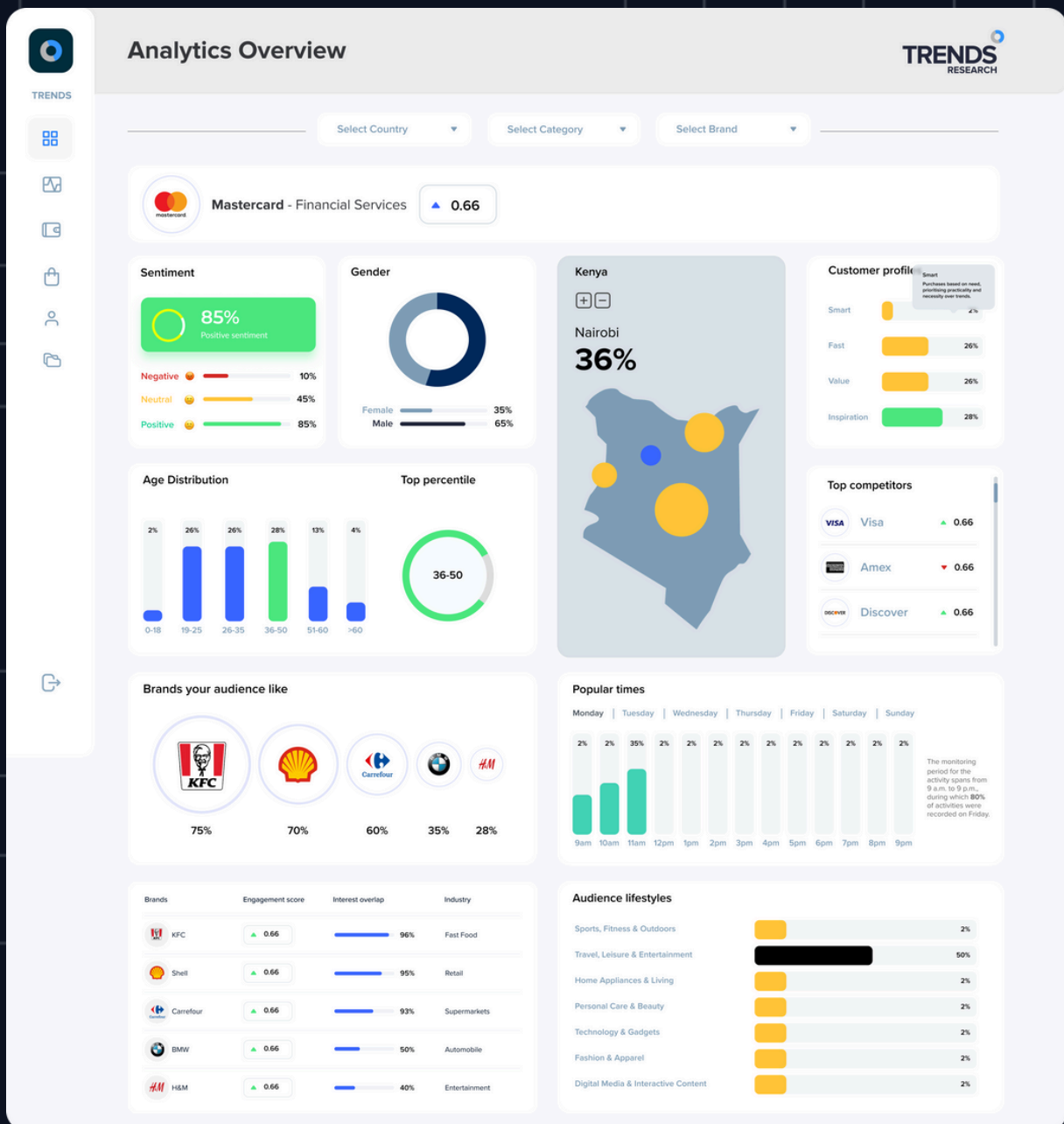
Platform Analytics Overview

contributors

The FutureList

Solomon Elekwa
Research Analyst

Eric Kamande
Research Specialist

Trends Research

Mary-Queenie Adam
Co-founder and CEO

Notes
on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally

Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.

Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.

Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.

Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.

Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.
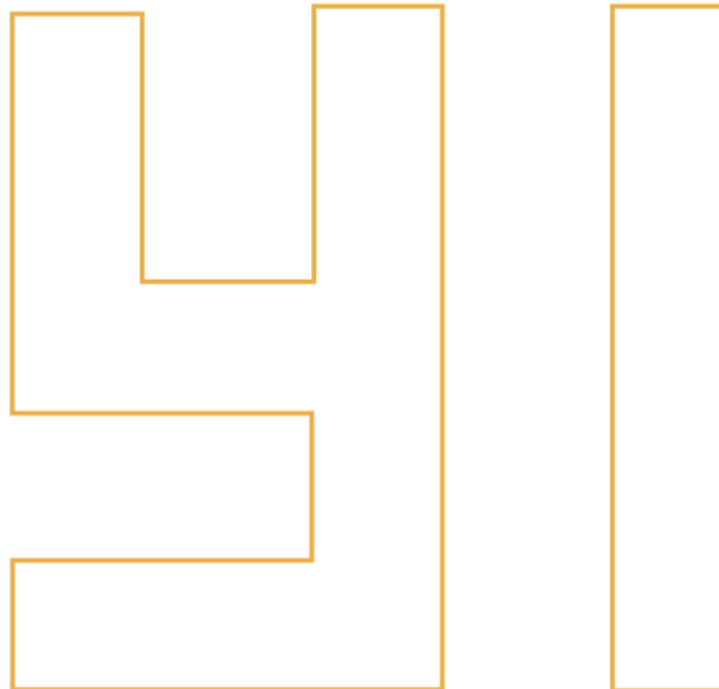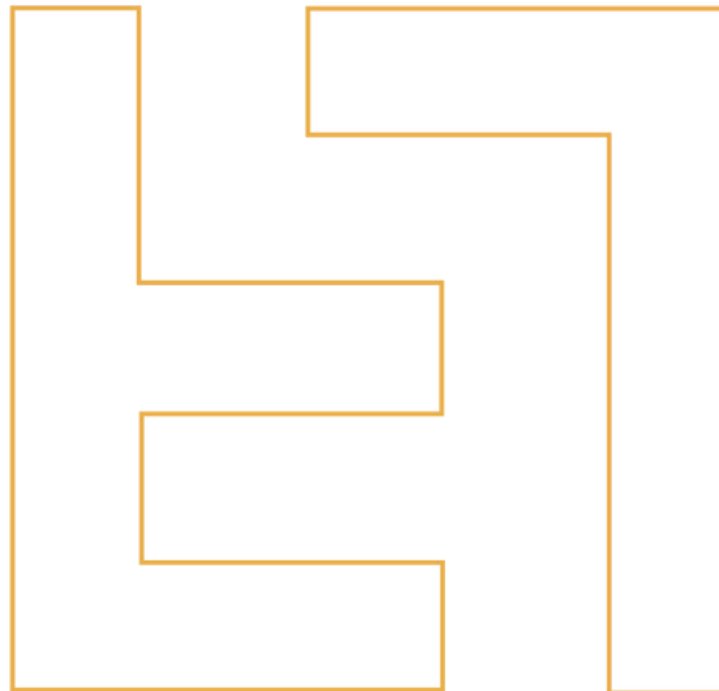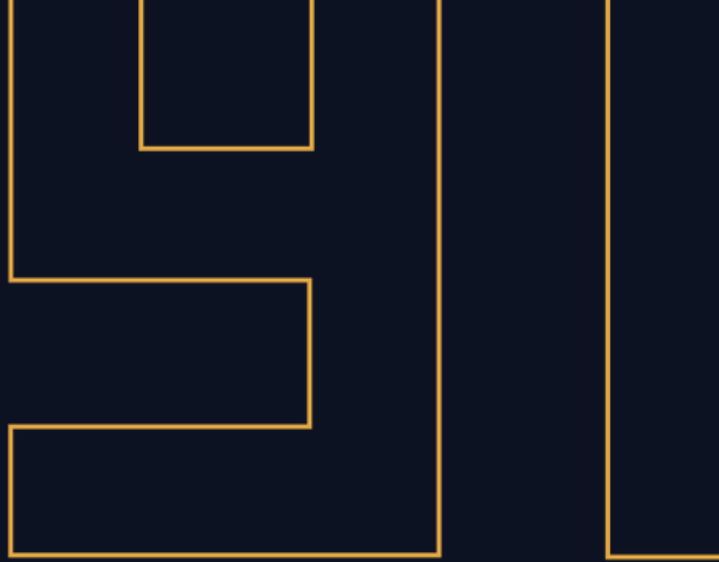
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Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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