

## Key Benefits

Trend Trakker provides an early warning signal that enables clients to understand emerging trends, risks and opportunities. Market studies only offer fairly stale data given how rapidly the market is changing. Search engines only find part of what you need. What's missing? *Trend Trakker*. What trend discovery will mitigate your business risk and identify prime opportunities? What's next?

- ✂ More Accurate Trend and Risk Analysis
- ✂ Design Better Real-World Scenarios for Strategy
- ✂ Develop More Predictive Global Forecasts
- ✂ Gain a Global View of Key Industry Trends
- ✂ Faster Tracking of Key Geopolitical Trends
- ✂ More Complete Competitive and Business Intelligence
- ✂ Monitor Early Warning of Key Developments

## Trend Trakker™

A Global Risk and Strategic Forecasting Service

## Value Proposition

How do you identify key trends that affect risk and opportunity? How do you integrate these trends into business forecasting and strategy? Are you Future Ready—do you know what is coming next? Trend Trakker is Global



Risk & Strategic Forecasting Service offered at the Institute for Global Futures. IGF is a leading think tank that advises Fortune 1000 clients and government.

Trend Trakker identifies key trends in over 50,000 news, information, media and research sources from over 100 countries. *Trend Trakker* is an established forecasting service that enables executives and leaders in government and industry to make better forecasts from having more relevant and actionable information on emerging trends. Trend Trakker is a unclassified open source intelligence service that gives you the information you need to make better decisions, faster and more accurately.

In a world awash with information you need to targeted intelligence you can use. With Trend Trakker you can identify early breaking news, risks and developments before the competition. Strategically relevant and updated trend domains include: energy, security, workforce, population, innovation, health care, environment and many others can be tracked and delivered to your desktop any time, any place in the world. The service delivers an effective intelligence collection and analysis service that will help your organization:

- Track global and regional risk factors
- Identify customer trends
- Follow new innovations
- Monitor competitive strategy
- Identify geopolitical trends
- Increase market awareness of change
- Respond faster to emerging opportunities
- Better modeling of scenarios and plans

## Future Readiness



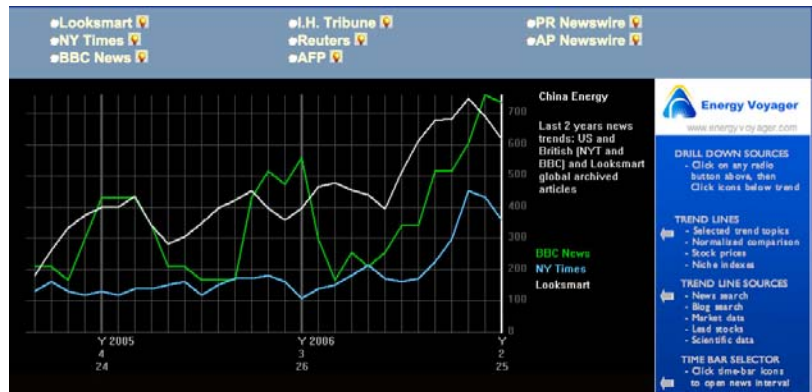
Trend Trakker will make your organization Future Ready by collecting and analyzing the top trends you need to know about NOW.

Trend Trakker uses a proprietary analytic engine with open source trend search and monitoring capability. Web dashboards display relevant news displayed in geo-spatial format. The service is conducted by the IGF Strategic Analytics team that uses the Trend Trakker search and forecasting tools proprietary to IGF.

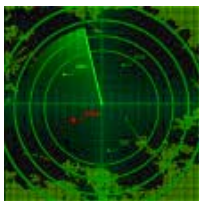


Predictive analytics is applied to identify various emerging trends that various news and trends might suggest. Business relevant trend tracking targets are developed and configured for clients to save time and speed up decision-making. For any industry or technology of interest, the pulse of news and trends is continuously aggregated and displayed on a private web based Trend Map for each client.

The Institute for Global Futures assesses client requirements to best support it's Trend Tracking needs, and then rapidly configures and deploys news and trend channels privately for that client. Current clients are tracking trends in pandemics, health, energy, security, food, climate and technology.



## Data Sources



Trend Trakker searches unstructured data on the web and public/private data bases, and collect high-value information from both structured and unstructured web sources. Culling from both open source and private access sources, we provide market conversation radar to collect information from live news feeds, search engines, industry publications, regulatory agencies, competitor web content, research and academic sources, partner feed, and other custom sources. Our platform enables clients to construct niche indices, follow stock trends, global and regional news trends, blog trends, collaborative trends, deal trends, patent trends, and product introduction trends.

## Key Service Features



- Custom Targeted Trend Analytics Engine
- Geo-spatial news display
- Topical icons for your industry
- Web browser based display
- Monthly Trend Analysis Reports
- Mouse-over summaries for easy access
- One-click article source display
- Integrated trending display
- Multi-topic custom grouping
- News summary digests to email (optional)
- Target web site monitoring
- Internet Explorer optimized

## Client Services

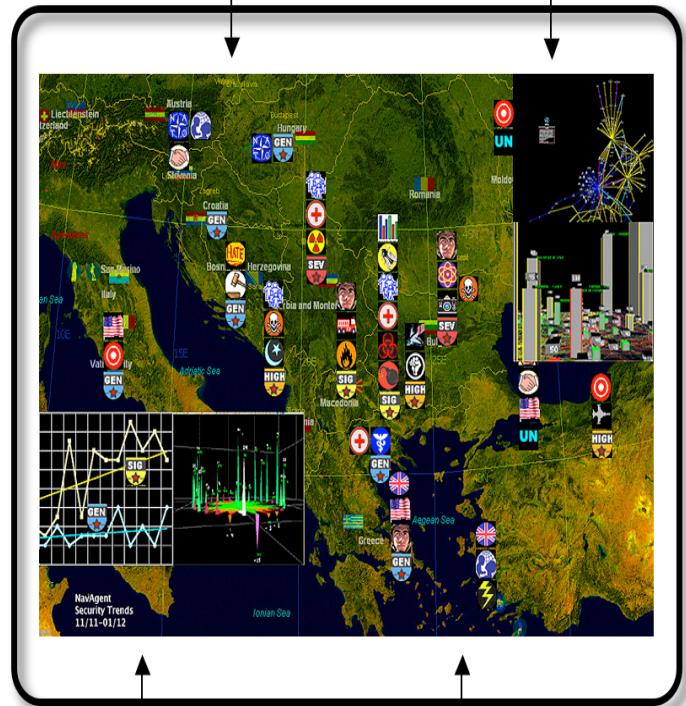
A yearly Trend Trakker service can be produced for your needs. This includes updates, Trend Maps, monthly Trend Analysis Reports and briefings. Call for more information and a quote.



Trend Trakker, was developed by the Institute for Global Futures, the leading forecasting think tank that advises the Fortune 1000 and government. IGF has been advising clients for 20 years about trends, risks and innovation. For more info see [www.GlobalFuturist.com](http://www.GlobalFuturist.com)

News icons with pop up summaries  
and click to open web browser to full  
article source, topic by topic

Overlaid web maps,  
and 3D statistics



Overlaid trend graphs

Web browser based or full GIS desktop

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