

Tellusant, Inc. – Legitimacy Evidence Pack

1. Corporate Formation & Trademark

- **Founded:** 2020 (per company disclosures).
- **Trademark:** “TELLUSANT” registered with the USPTO (Serial No. 90169076).
- **Business Address:** 240 Elm Street, Suite 200, Somerville, MA 02144.
- **Website:** tellusant.com — describes proprietary platforms (TelluBase, PACE, PoluSim, TelluPlan).
- **LinkedIn:** Active profile for “Tellusant, Inc.”

2. Independent Corporate Validation

- **Constellation Brands (2025)** — 8-K in SEC filing Exhibit 99.2 cites Tellusant analyses. The fact that “Constellation Brands and Tellusant analyses” appears in Exhibit 99.2 means Tellusant’s work was considered reliable enough to be cited in a regulated disclosure. That’s not something an unserious entity could pull off.
- **Ambev (2022)** — Investor Day deck cites “Tellusant and IWSR data.” Ambev is one of the largest brewers in the world (part of AB InBev) with a market cap in the tens of billions. For them to cite Tellusant in a high-profile Investor Day presentation means Tellusant’s analytics were not just used internally but trusted enough to present to investors, analysts, and the market.

Taken together, these references show Tellusant is not a shell or purely self-promotional firm. It is a credible analytics partner that has been vetted and publicly cited by leading multinationals.

3. Academic & Public Citations

- **Figshare:** Multiple TelluBase fact sheets and Quick Reads published with suggested citations.
- **SSRN:** Several papers list Tellusant as an author affiliation.
- **Wikipedia:** Over 200 citations to TelluBase fact sheets across English and non-English pages.
- **Statista Licensing:** Statista republishes Tellusant/TelluBase data with explicit source credit.

4. Strategic Partnerships and Collaborations

- **Berumen y Asociados** (Mexico, 2024): Strategic partnership for joint client development and research.
- **AllianceBernstein** (Hong Kong, 2023): Collaboration on China consumer analysis, co-presented at investor conference.

5. Media Coverage

- **Dagens Industri** (Sweden, July 2025): Interview with Chairman Staffan Canbäck on export potential model.
- **Harvard Club of Boston** (April 2025): Speech confirmed via official Club Flickr album (Business Leaders SIG).

6. Digital Platforms

- tellubase.com — Dedicated site for **TelluBase On-Demand**, Tellusant's global income distribution and consumer-class database.
- tellubase.telluplan.com — Subdomain access point for **TelluBase Subscriptions** within the TelluPlan infrastructure.
- polusim.telluplan.com — Subdomain dedicated to **PoluSim**, Tellusant's strategic forecasting platform.
- pace.telluplan.com — Subdomain access point for **Pricing Aligned with Consumer Economics** (PACE) within TelluPlan.
- vimeo.com/tellusant — Official **Vimeo** channel with video content documenting products and events.

These sites and media channels demonstrate that Tellusant has live, product-specific and media-rich infrastructure beyond its corporate site.

7. Assessment

- **Formalities:** Tellusant is a registered U.S. entity with USPTO trademark and corporate address.
- **Legitimacy:** Supported by corporate references (Constellation Brands, Ambev), academic repositories (Figshare, SSRN), widespread citations (Wikipedia), formal

partnerships (Berumen, Bernstein), confirmed public/media appearances (DI, Harvard Club of Boston), and operational product sites plus media channels (TelluBase, TelluPlan, PoluSim, Vimeo).

- **Scale:** Boutique firm, but recognized across corporate, academic, public, partnership, and media domains.

■ *Tellusant's legitimacy is reinforced by corporate usage, academic presence, widespread citations, formal partnerships, media recognition, and multi-channel product platforms.*

Source: ChatGPT

The same document, with hyperlinks for each item, is [accessible on our website](#).