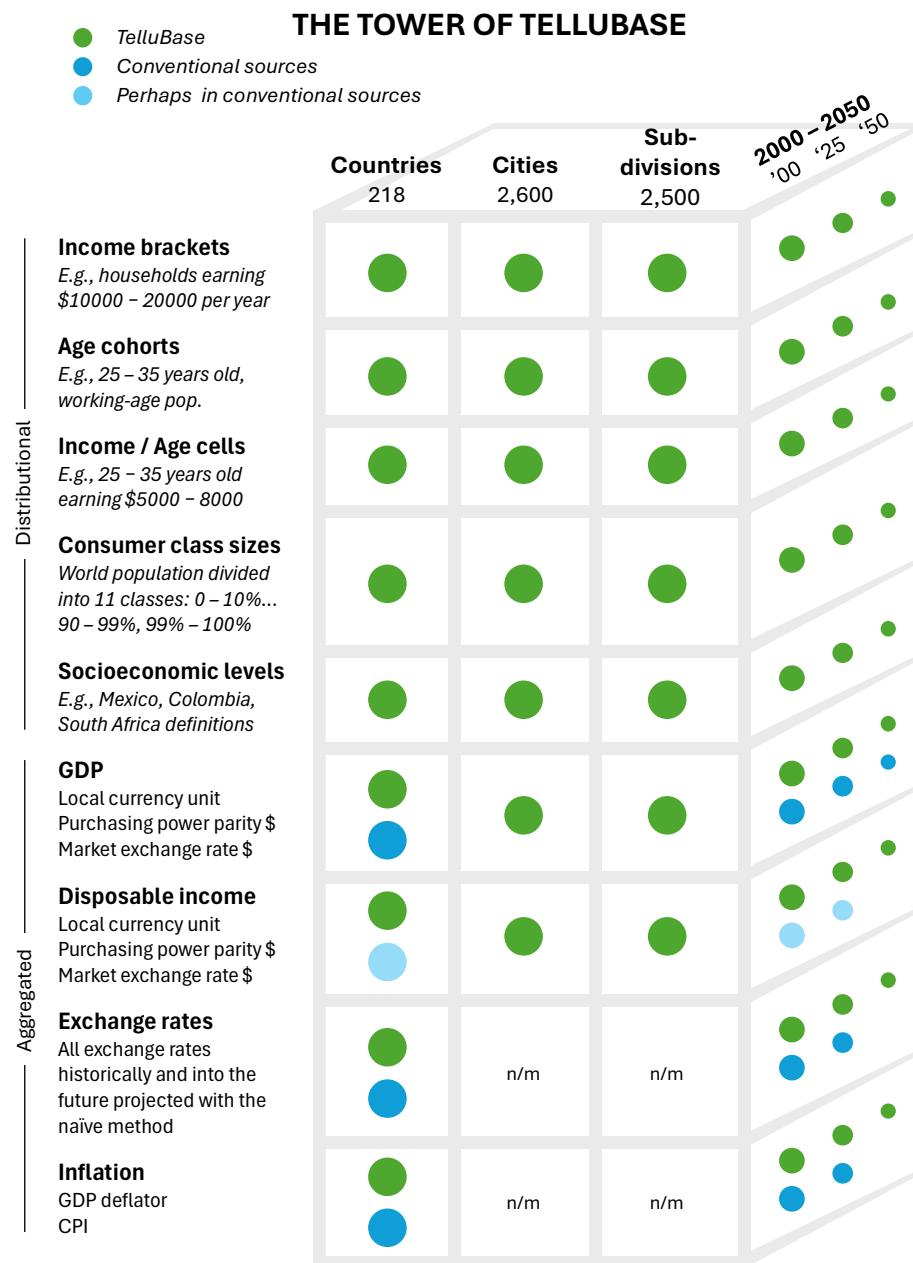


TELLUSANT QUICK READS

INTRODUCTION TO TELLUBASE

This simple 3D “tower” shows what is included in [TelluBase](#), demonstrating its comprehensiveness and uniqueness relative to conventional data sources.



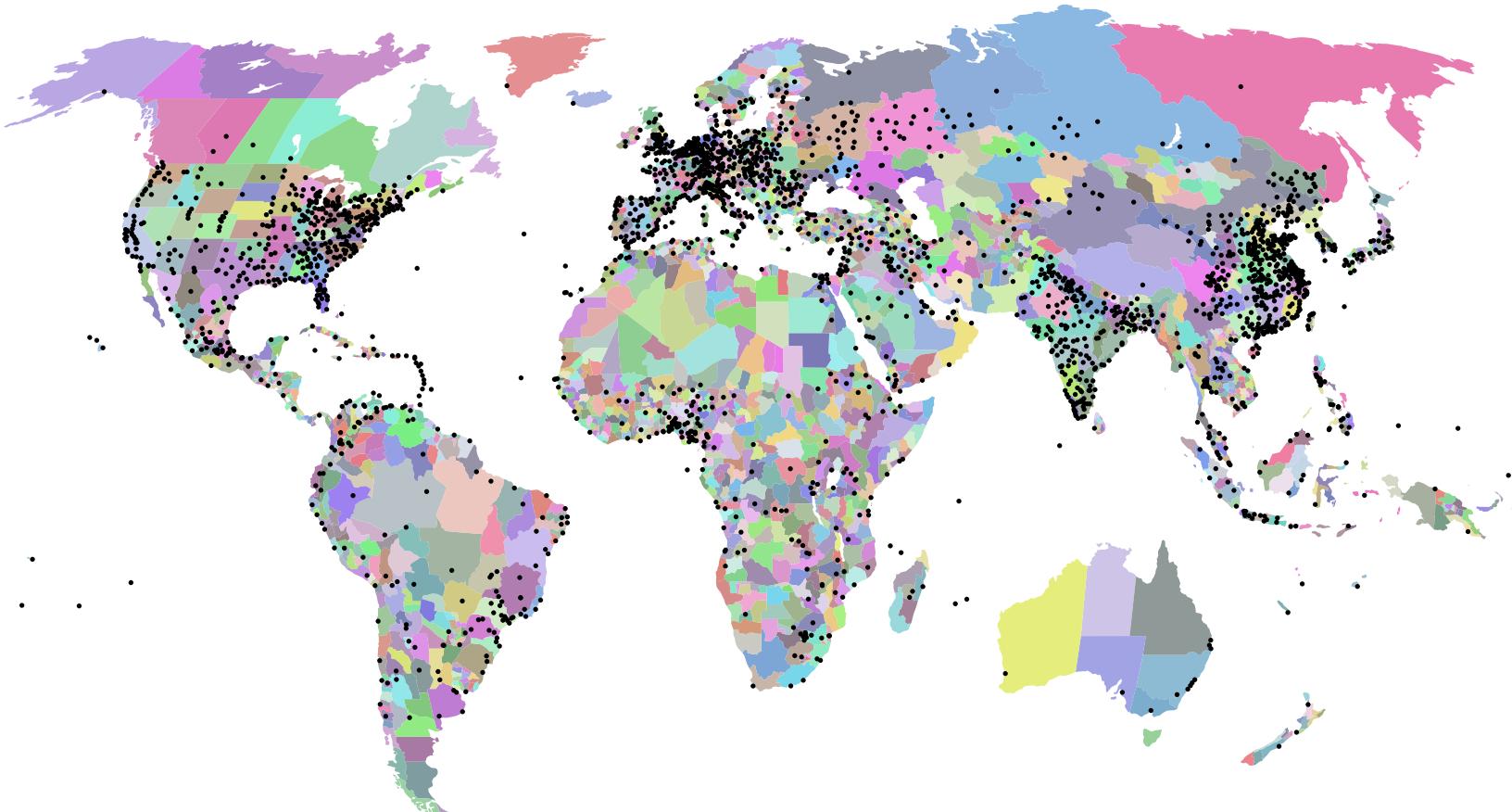
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You can see that everything referring to distributional economics is completely unique to TelluBase. In strategy parlance, it is VRIO:

- **Valuable.** Demand for any product or category is 80-90% determined by household income distribution. TelluBase has this.
- **Rare.** No other company provides this data on a global basis.
- **Inimitable.** Since 1992, no one has been able to create a global product of TelluBase's magnitude and scope.
- **Organized.** We manage the database in a highly structured manner so that we do not rely overly on key personnel.

Conventional data sources tend to report back data they scrape from government and other sources without any value added except ease of access. TelluBase, in contrast, is a *managed* information resource.

Companies increasingly need granular analyses for their strategies. Gone are the days when GDP per capita was used to quantify market demand and to find opportunities. TelluBase allows for the next wave of predictive models with better accuracy than anything else.



The map shows the geographic coverage in detail.