INTRODUCTION TO TELLUBASE
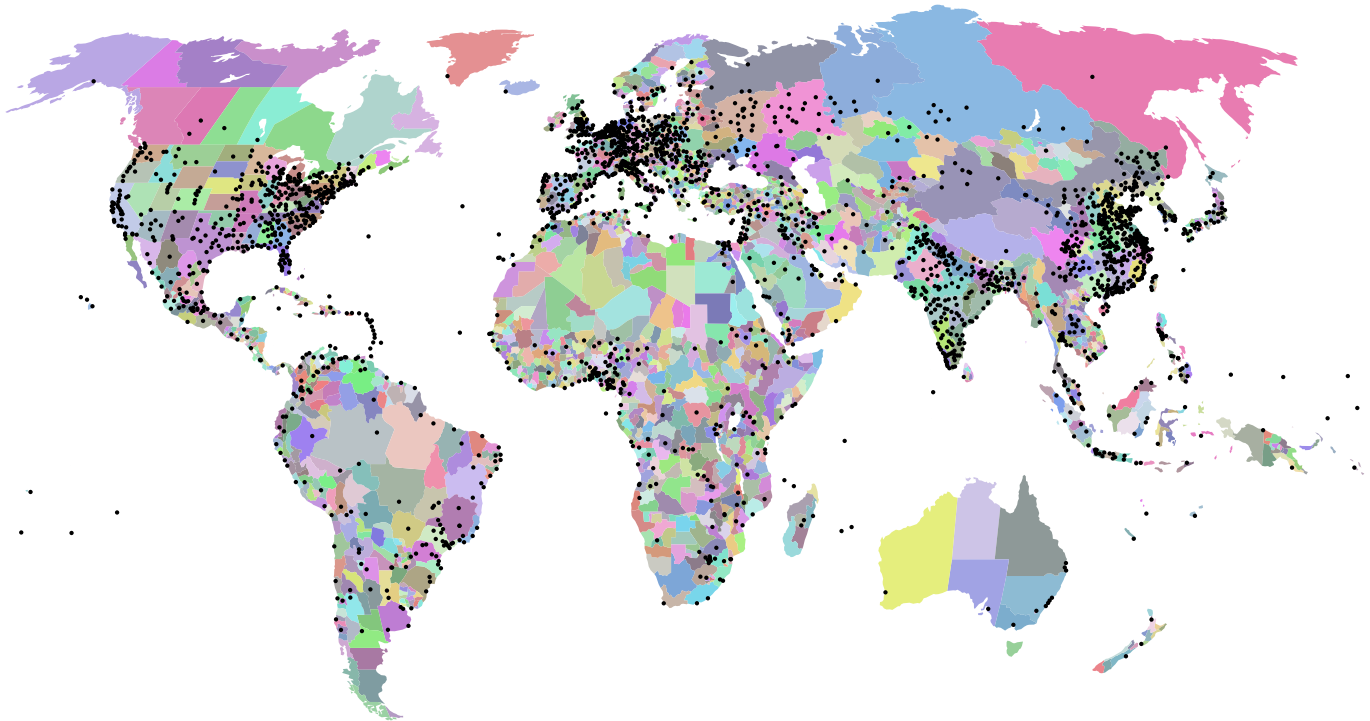
TelluBase[1] is the underlying macro data feed into our products. It covers 218 countries, 2,600 cities, and 2,400 subdivisions (states, provinces, etc.), shown on the map.[2]

TelluBase draws on a myriad of data sources to create a detailed view disposable income brackets, age brackets, and other contextual data that are used in our models. It covers 2000 –2050. Beneath TelluBase are complex mathematical models combined with AI.

The data is totally unique, and no other organization has anything similar. This is why we say *"The World Like No One Has Seen It."*

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.

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[1] TelluBase site: https://tellubase.telluplan.com

[2] Full resolution map: https://tellusant.com/repo/22/tellubase.html