

# geotrend

One click for intelligent data



Geotrend **finds** and **maps out** in one click any strategic information vital for enlightened decision-making

**1.**

Finding & understanding information available on the internet thanks to our Artificial Intelligence.

**2.**

Explore results in real time with our cutting edge data visualization technology.

**3.**

Focus your efforts on analysis, essential for your threat and opportunity detection.



## OUR TROPHIES

- Grand prix du concours national d'innovation I-Lab 2019
- Prix digital transformation Serviciz 2018
- Lauréat Mob Tech 2018 (Eurogroup Consulting)
- Grand prix Club Galaxie 2018
- Prix du public during the Disrupt'Night 2018
- French Tech award at Atlanta, 2018

### AIRBUS

MARCH 2017

Project selected at the Airbus Bizlab

### GEOTREND

MAY 2018

Creation of the startup

### 25% CAC 40

DECEMBER 2018

Signed within 6 months of commercialization

Entry at the Crédit Agricole Incubator

SEPTEMBER 2019

### VILLAGE BY CA

1<sup>st</sup> fundraising with 1,3 million €

JULY 2019

€ 1,3 m

Entry in the Nubbo Incubator

JANUARY 2019

### NUBBO

## OUR MISSION

Geotrend intervenes in the quest for information, a capital resource for any company that wants to survive in our digital era. Its unique approach, using AI technology, aims at simplifying the access to reliable economic intelligence for large corporations across Europe.

**TO MAINTAIN A RELIABLE STRATEGY IN THE CONTEXT OF AN UNSTABLE MARKET, THE SEARCH FOR INFORMATION IS BECOMING EVER MORE COMPLEX AND TIME CONSUMING – AT THE COST OF ANALYSIS TIME.**

A few years ago, we could conduct « **vertical market intelligence** », something that was well adapted to markets that had a vertical structure. However, today, it is ill advised not to look at other markets. This is why the need for a « **horizontal market intelligence** » became clear. The only downside to this new method was that it became extremely time consuming, regardless of the rewards.

This need to constantly watch out for new opportunities and threats gave rise to a new line of work known as « **Market Intelligence As A Service** » (this form of market intelligence was much less planned and organized, but became more of a punctual task)

This new trend meant that analysts were required to be much more reactive along with the ability to quickly understand any given market because disruption rarely comes from its own environment. This activity is really complex and time consuming because it needs knowing more about a market that barely has any information or prior knowledge on it.

## COMPANIES EXPRESS HAVING DIFFICULTIES IDENTIFYING WEAK SIGNALS

We spend 80% of our time finding information, while only spending the remaining 20% on analysis.

Even then, 99% of what we find is virtually useless.

# Humans at the heart of strategy

Our vision is to set **humans back at the heart of strategy**. The reduction in search time, thanks to Artificial Intelligence, allows the development of new skill sets within your teams.

Gain expertise by exploring new leads and acquire an exhaustive vision.

Base your storytelling on simple and effective visualization to tell and share information in a much easier way.

Construct a solid base for your arguments to make them more impactfull and result in enlightened decision-making.

Become a fine strategist when participating in high level meetings by answering strategic questions in real time.

Gain influence by transmitting in an easy and viral way any information, regardless of the department or level in the hierarchy.

Animate a community that goes beyond intelligence team, federating other jobs by bringing them value.



## BUSINESS DEVELOPER

Win bidding offers with simplicity



## MARKETING

Become more efficient in your market study



## COMPETITIVE INTELLIGENCE

Go from a traditional vertical study to a horizontal study



## STRATEGIC DIRECTION

Enlarge your vision and take reliable decision with ease



## SALES DIRECTION

Find and monitor your supplier more efficiently



## INNOVATION

Innovate with ease by finding inspiration on other markets



## MARKET INTELLIGENCE

Gain influence and develop a collaborative workspace



# EVERY SERVICE IS CONCERNED

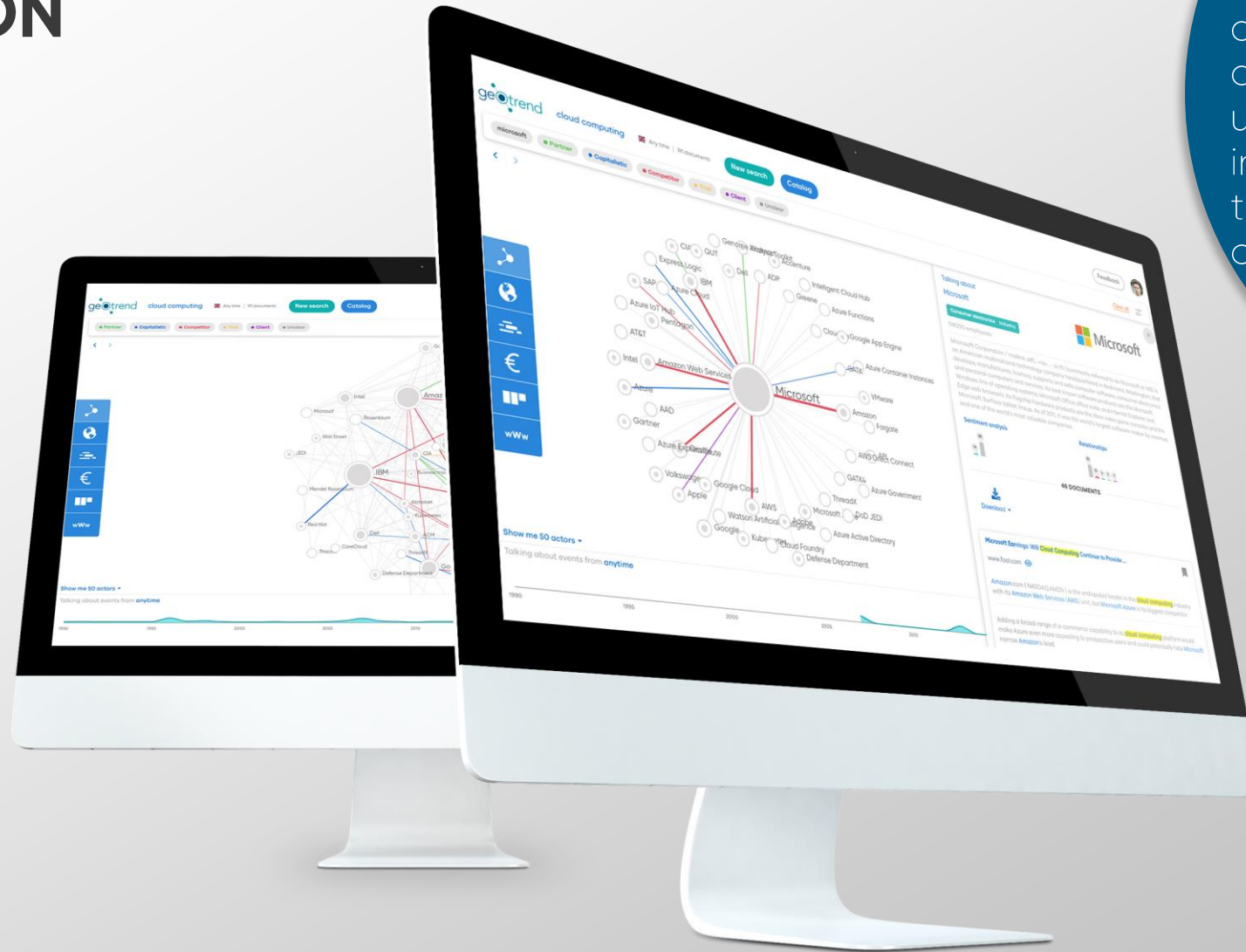
We are aware of the necessity to quickly share those important informations within the different services that makes up your company.

Hence, we have created a maleable solution that adapts to your needs, regardless of the service you are working in.

Collaboration being at the heart of the intelligence process, we based our solution to optimise the flow of information and the sharing of relevant data in a viral manner to all levels of your company.

# A ONE OF A KIND SAAS SOLUTION

Our Artificial Intelligence is capable of collecting, analysing and understanding informations available on the internet within a matter of minutes.



Its interface has been simplified to its fullest extend while keeping an optimal ergonomiy. Navigating data in real time has never been easier!

# A STATE-OF-THE-ART TECHNOLOGY

We have developed our Artificial Intelligence by combining the best technologies that are available on the market, such as NLP (natural language processing), semantics, expert rules, machine learning and deep learning.

Our A.I. looks up information on the web the same way an analyst would. Starting from scratch, it will analyse a first series of articles, identify common interest points, and start another search based on them.

After having explored a great amount of leads, the identified data will be represented through an interactive data visualization platform so you can browse the results in real time with simplicity.





# WHAT MAKES OUR STRENGTHS

1

## REAL TIME ANALYSIS

Our Artificial Intelligence is capable of collecting, analysing and understanding informations available on the internet in a matter of minutes.



2

## NO CONFIGURATION

Geotrend detects automatically sources of information available on the internet in relationship with your market, without any need for setup.

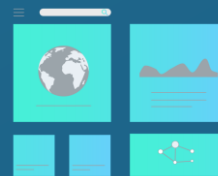
type your research



3

## SIMPLE & INTUITIVE

Our interface has been specially developed in collaboration with UX and UI designers to make it clearer and more intuitive by nature.



4

## CROSS MARKET

Exploit and compare information coming from multiple markets with ease.



## OUR PROMISE

**Giving you a real competitive edge**

Reduce **by 8** the time spent searching for information.

# CLIENTS & CONTACT

A solution that answers the needs of all large corporations and of all markets.  
(aeronautic, defense, spatial, cosmetic, energy, banking, agriculture, construction, transports, digital, consulting, BTP, electronic, health, ...)

« 15 min of Geotrend allowed me to gain an entire day's worth of work ! »

Airbus Defence and Space – InHouse consulting



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