

PRODUCT INFORMATION

# TRENDMANAGER

The innovation software to identify innovation opportunities at an early stage and develop a valid innovation strategy.

# THE TRENDMANAGER

Approach innovation systematically



## TRENDMANAGER

IDENTIFY TRENDS | MANAGE FUTURE

The Trend Manager is an innovation software that helps you to develop a valid innovation strategy and to identify the best innovation opportunities at an early stage.

The Trendmanager enables you to:

- Scout trends and innovations quickly and comprehensively
- evaluate trends in a qualified manner with the help of our analysts and AI data
- identify relevant trends with the help of trend radar and to and monitor them systematically
- automatically stay up to date through AI-supported monitoring
- identify the innovation fields with the greatest potential
- lay the foundation for a systematic innovation strategy.

*Create a clear focus for your innovation strategy.*

# FUNCTIONS, MODULES, PRICES

## FUNKTIONEN

- 1. Database:** Innovations ('Microtrends') from all world regions and industries.
- 2. Search function:** "Trendfinder" to identify relevant trends and innovations.
- 3. Trend content:** Content curated by TRENDONE analysts such as the trend universe ('mega and macro trends') as well as analyses on current topics.
- 4. Search agent:** Automatically stay up-to-date on specific topics.
- 5. Export function:** Share knowledge internally and simplify internal communication.
- 6. Trend assessment:** Assess relevant trends cooperatively and put them into a clear context.
- 7. Trend radar:** Systematically monitor relevant trends. Gain clarity. Create a valid basis for decision-making.
- 8. Innovation fields and projects:** Identify innovation opportunities with great potential. Derive concrete innovation projects. Innovate systematically.
- 9. Internal communication:** Export and share trend radars, innovation fields and innovation projects in your own template.
- 10. Innovation strategy:** Create the basis for a data-based innovation strategy.
- 11. All-in-one solution:** Simplify processes and manage trends systematically with just one tool.
- 12. AI monitoring:** AI-supported trend assessment and start-up screening.

PRICE (per year)

EXPLORER	RADAR	STRATEGIZER	MONITOR
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
	✓	✓	
	✓	✓	
		✓	
		✓	
		✓	
			✓
from 4,680 €	from 12,880 €	from 14,880 €	On request

# CONTACT



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# CREATING FUTURE FOR YOUR BUSINESS

We empower innovators and take them to the future to grow their businesses today.

With TRENDONE as a strategic innovation consultancy, you systematically identify the most valuable opportunities.

Together we evaluate future business potential and open up new growth paths for your business.

Excellent positioning:



Winner of the Diesel Medal 2018



most innovative companies in Germany 2020 & 2021



Innovator of the Year 2018 & 2019



Awarded the Land of Ideas Award 2015

## 50+ permanent employees

We are a team of 50+ forward-looking personalities at four locations.

## Awarded research approach

Our approach to the early detection of change phenomena has already received many awards.

## 15 years of future expertise

With various tried and tested formats, we make our knowledge of the future available to your company.

## International expert & scouting network

Targeted access to regional markets, industries and other future-oriented topics.