

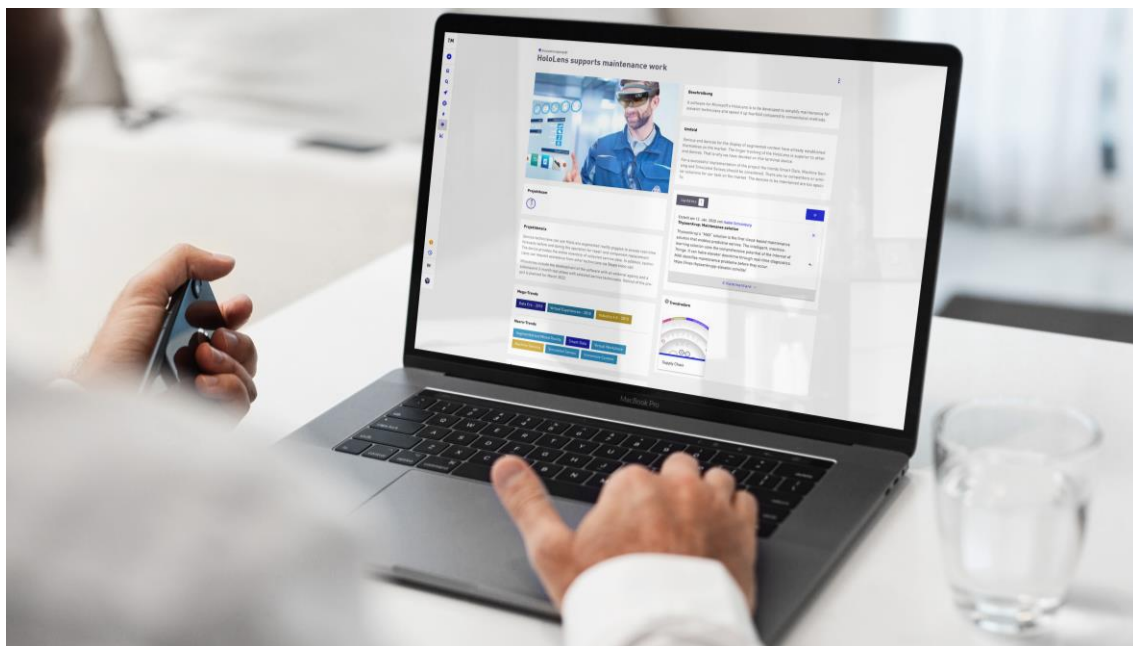
PRODUCT INFORMATION

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
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
	✓	✓	
	✓	✓	
		✓	
		✓	
		✓	
			✓
On request	On request	On request	On request

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WHO IS TRENDONE?

TRENDONE is a consulting company for strategic future issues.

We support companies in recognising relevant trends, understanding them and using them profitably for themselves.

We are a team of over 50 different personalities who work together in an interdisciplinary way at 4 locations.

What unites us all is our enthusiasm for progress and our fascination with the future. We are driven by the desire to shape the future together with our customers within a time horizon of 5 to 15 years!

