



Introduction to Tellusant

2025

Tellusant's focus



With Tellusant

quantitative strategic prediction platforms
with AI streamline strategy through:



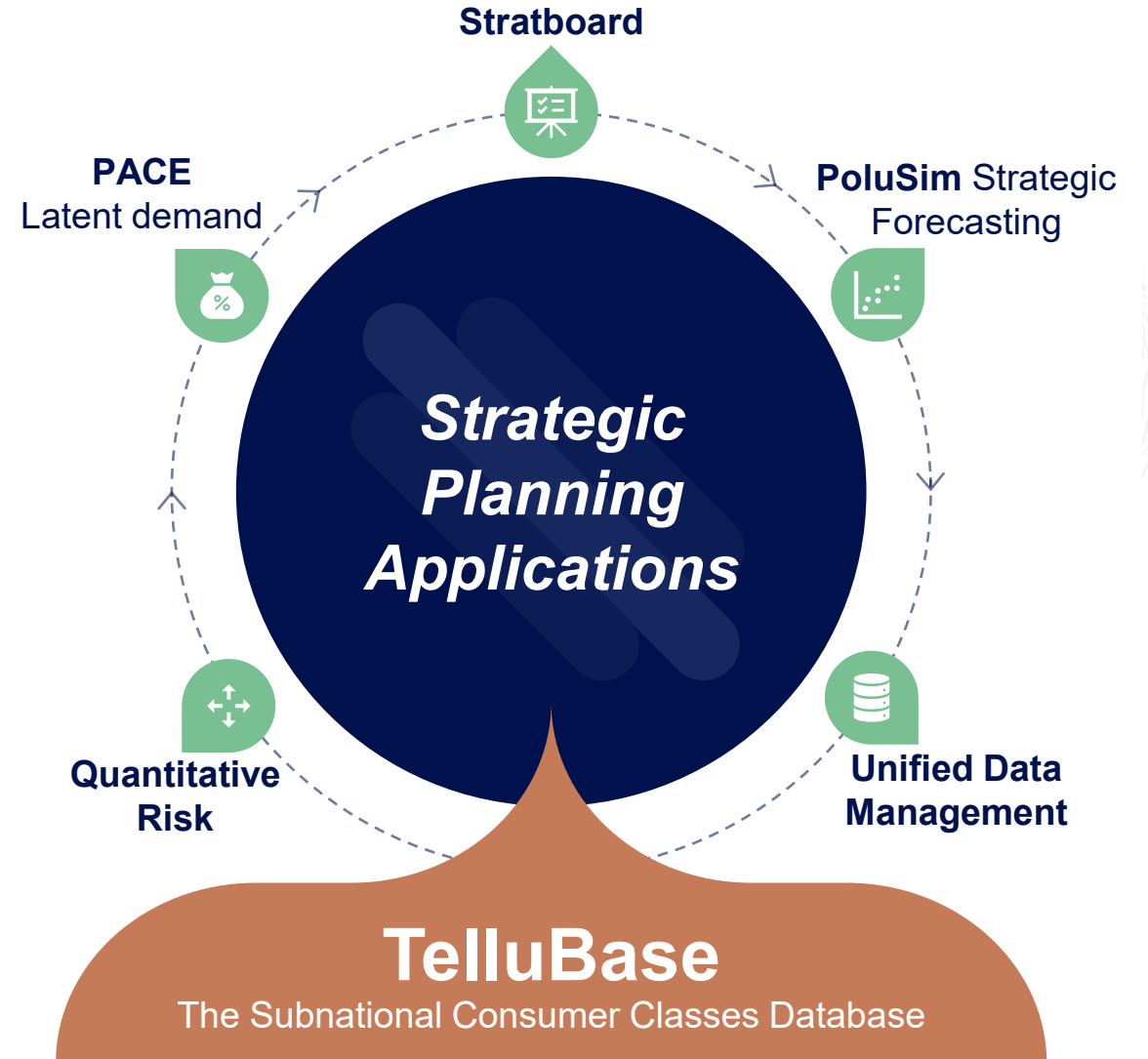
Faster decision-making



Increased accuracy



Consistent outcomes



Leaders have 60+ years of improving corporate strategies



Dr. Staffan Canback

CO-FOUNDER AND
EXECUTIVE CHAIRMAN



Philip Burgin-Young

CO-FOUNDER AND
CHIEF EXECUTIVE
OFFICER



Bobo Shen

CHIEF PRODUCT
OFFICER



Daniel Amaro

Commercial Director
México & Latam



Francisco Maciel

Region Head, Mexico
& office head



Kennet Rådne

Advisor &
telecom expert



Sharat Mathur

Advisor &
FMCG expert



Over 300

strategic solutions delivered



92 countries

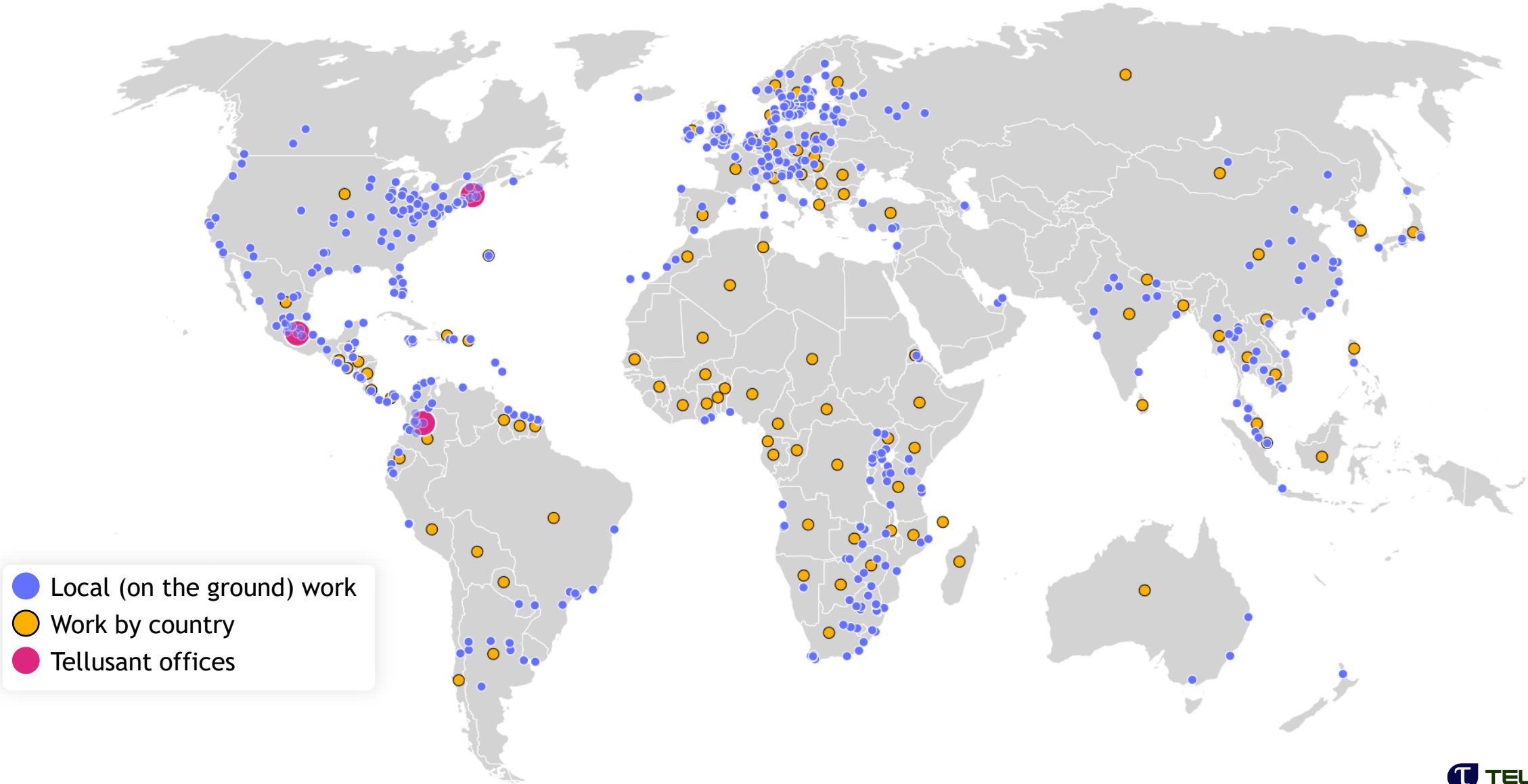
On-the-ground expertise from work in 92
countries, with work in 119 countries



**11 of 20 largest consumer
goods companies**

Worked with and are trusted by 11 of the top
20 consumer goods companies in the world

We have local work experience on-the-ground around the world



Select organizations publicly recognizing our expertise



ALLIANCEBERNSTEIN



Constellation Brands



Grupo
nutresa



Washington University

ambev

REDDAL



WORLD BANK GROUP

Over 400 citations by

- Commercial (52%)
- Academic (25%)
- Nonprofit (9%)
- News media (8%)
- Public (6%)

institutions

Documented at:

[External Citations](#)

Tellusant's products and services revolutionize strategy by automating core analyses and processes



TelluBase

Unique subnational consumer classes hub across **218 countries**, **2600 cities** and **2500 subdivisions** from **2000 to 2050**



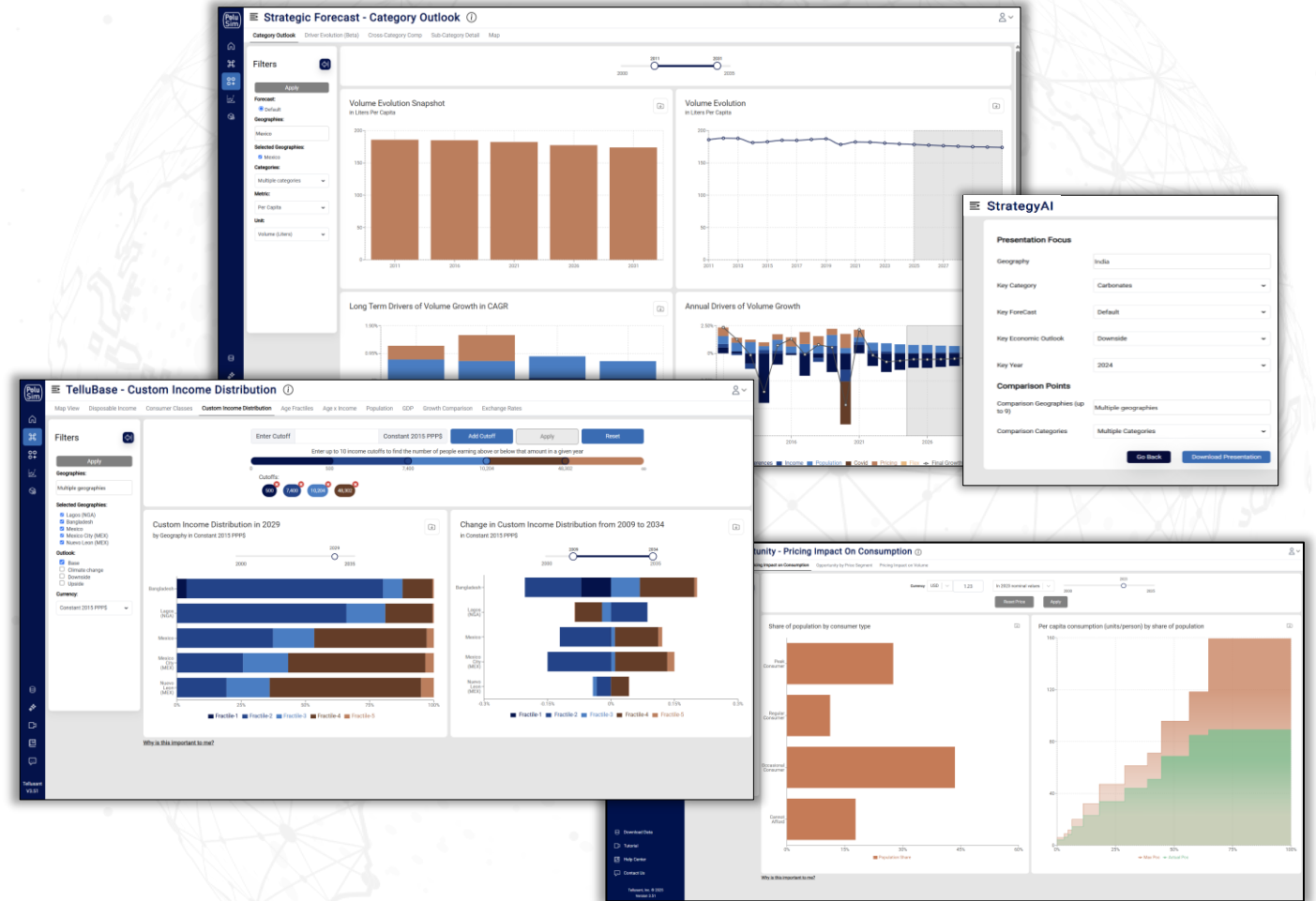
PoluSim

The leading strategic forecasting tool providing detailed **internal** and **competitor** predictions with **scenarios**



PACE

The only tool that quantifies **market opportunities** to identify and capitalize on **untapped potential**



Products available as subscriptions and are used in our strategy consulting work

We cover four quantitative solution spaces in consumer-facing industries

Strategy & Strategic Planning

- Demand forecasting (L/T & S/T)
- Strategic pricing

Insights & Analytics

- Consumer context
- Distributional economics

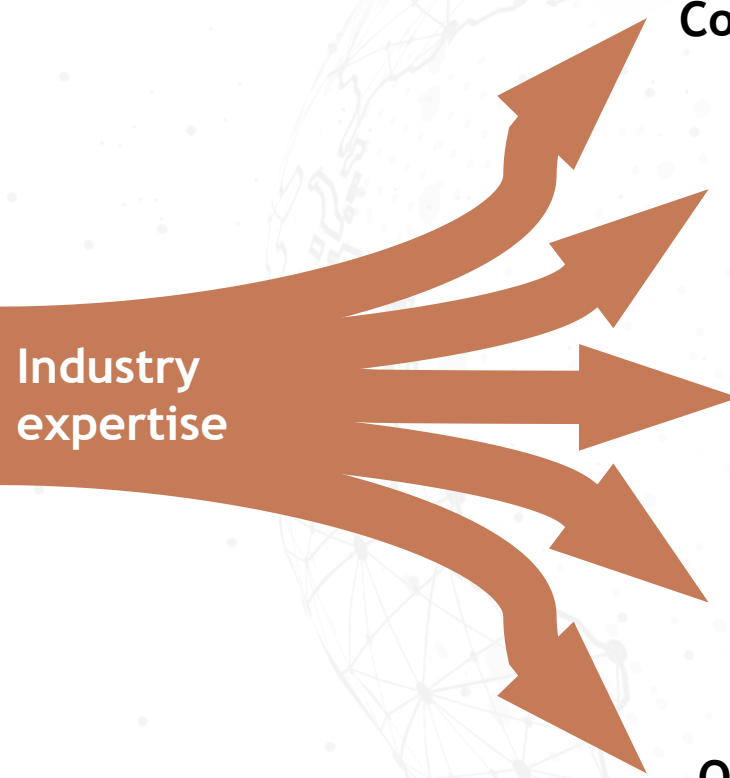
Finance

- Resource allocation
- Global risk assessment

Sales & Marketing

- Latent demand estimation
- Regional sales productivity

Industry
expertise



Consumer Goods

- Food & Beverage
- Health & Beauty
- Consumer Durables

Telecom

- Operators
- Equipment manufacturers
- IT Services

Financial Services

- Life and P&C Insurance
- Banking
- Asset Management

Retail

- Supermarkets
- General Merchandise
- Food Service

Other

- Airlines
- Postal Services
- Electrical Equipment Manufacturing

How to work with us





TELLUSANT

Streamlining Corporate Decision Making



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