

BUSINESS INSIGHTS CASE COMPETITION

WHERE THEORY MEETS REAL - LIFE BUSINESS

Problem statement

Last year Twitter made \$665 mln in revenues, however it still remains unprofitable. In essence, the [financial result](#) is a loss of \$646 mln. Currently Twitter makes money as a typical media company through offering [three advertising products](#): promoted accounts, promoted tweets and promoted trends. Nevertheless, the course of things doesn't completely satisfy the top management who is searching for new opportunities of making revenues.

Your task

Advise Twitter's top management on how to make the company profitable in 2014. Pack up your ideas in 2-3 slides (.pdf or .ppt) and upload them while filling in the registration form.