

BUSINESS UPSIDE

June, 2022 Issue
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Information with
Analytical Insight

**COMMON
TYPES OF
CRYPTO
CURRENCY
SCAM AND
WAYS TO
AVOID THEM**

Scientists Reveal
4.4
Million Galaxies

**TIPS TO UTILIZE
FACEBOOK
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Twitter, Inc.
**A RESEARCH
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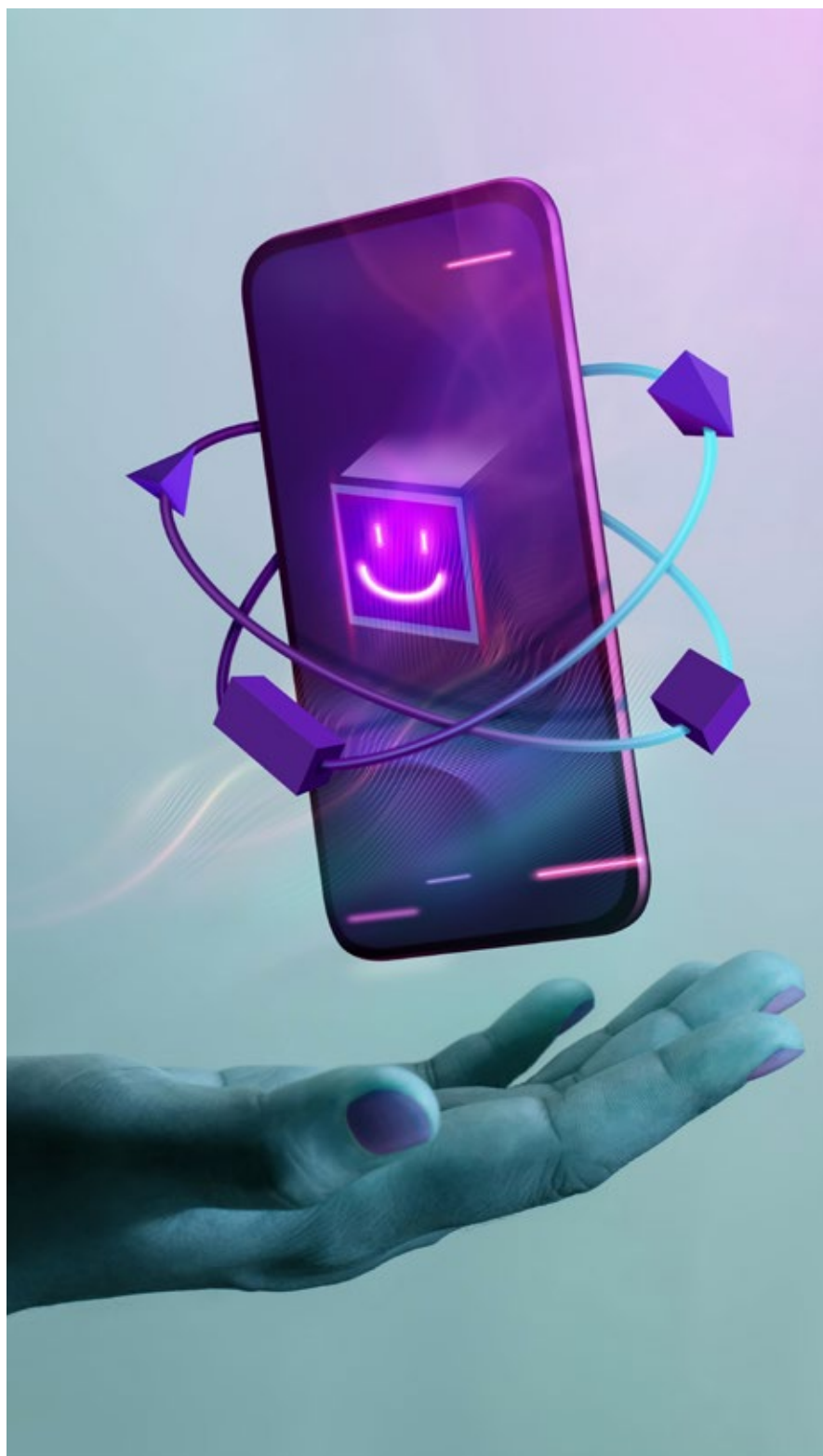
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TRAVEL

AN UPBEAT TRAVEL
OUTLOOK
SEES AIRBNB LOOKING
FOR A
BUSY SUMMER SEASON



FRENZY FOR BORED APE METAVERSE RAISES MILLIONS, LEADS TO ETHEREUM CRASH



According to Bloomberg News, Yuga Labs, who created the well-known Bored Apes Yacht Club NFTs collection, introduced a Saturday sale of virtual land related to the high metaverse project, which is highly anticipated, raising approximately \$320 million worth of digital currency in the greatest offering of the kind. The demand was so strong that event-related activity led to ripple effects across the Ethereum blockchain, disrupting activities and escalating transaction fees.

EXPLORING MORE

The ApeCoin holders who verified their identities rushed to buy deeds worth 55,000 parcels of Otherside virtual land, the project's planned metaverse game, and the latest Bored Ape franchise extension. Expectations that interest might be vital for these plots, the Ethereum-based nonfungible tokens called Otherdeeds caused the price of ApeCoin to escalate in the past week, just before the sales.

Jason Wu, who founded the decentralized lending protocol DeFiner, stated that "Yuga Labs" virtual land sale has led to one of the highest spikes in Ethereum-related transaction fees. Jason also said that although he had seen other non-fungible tokens, this one was perhaps the highest.

Making a transaction or minting a token on Ethereum requires the traders or the token creators to shell out a fee to those that place orders on the network. Transaction costs go higher if there is congestion in the network if a particular transaction must be prioritized. This can affect the business apps that are Ethereum-based like Uniswap, thereby slowing down the transactions on these other platforms.

According to Bloomberg News, the Apecoins raised in the sale get locked up, which means that they cannot be sold, thereby reducing the number of coins in circulation, for a year, as per the Twitter account of Otherside.

Aside from the 55,000 Otherdeeds sold on Saturday, an additional 45,000 were allocated to Bored Ape Yacht Club holders and Yuga Labs and Mutant Ape NFTs, and project developers. An additional 100,000 are expected to be awarded to the holders of Otherdeed, as per the Otherside website.

According to Bloomberg News, ApeCoin is striving hard to become one of the widely used apps in web3apps by using blockchains and digital coins. The main aim is to let owners access a broad spectrum of services, events, games, and merchandise. It is the governance token of ApeCoin DAO, which includes on the board Reddit C-founder Alexis Ohanian, FTXs Amy Wu, and Animo-ca's Siu. Before the Otherdeed sale on Saturday evening, OpenSea stated that it could accept ApeCoin.

The monthly sales volume on OpenSea, which is the biggest NFT marketplace globally, was higher in April than what it was in March but still below an all-time January high, as per the data tracker Dune.

WHAT ARE THE MOST COMMON TYPES OF CRYPTOCURRENCY SCAMS? HOW CAN YOU AVOID THEM?



The massive growth of cryptocurrencies has made it possible for the common public to try their hand at crypto trading and earn money. But, the increased usage of cryptocurrencies has also led to an increasing number of cryptocurrency scams and crimes.

According to a study by Kaspersky, 2021 was a record-breaking year for cryptocurrency scams, with reportedly \$14 billion worth of cryptocurrencies stolen.

A cryptocurrency trading course can help you become aware of the common types of crypto scams and how you can avoid them. Read this blog to acquaint yourself with the most common types of crypto scams and easy tips to deflect them.



WHAT ARE THE MOST COMMON CRYPTOCURRENCY SCAMS IN 2022?

Some of the most common cryptocurrency scams include the following:

1. Fake websites
2. Phishing scams
3. Pump and dump schemes
4. Fake apps
5. Giveaway schemes
6. False celebrity endorsements
7. Blackmail and extortion schemes
8. Fraudulent initial coin offerings
9. Cloud mining scams



WHAT ARE THE USUAL SIGNS OF A CRYPTOCURRENCY SCAM?

You can easily detect a cryptocurrency scam if you look for these warning signs.

1. They promise of guaranteed returns.
2. They have a poor-quality or non-existent whitepaper
3. There is excessive marketing around the currency
4. There are anonymous team members who don't come to the forefront
5. The scheme offers free money



While crypto scams can often be sophisticated, convincing, and hard to spot, several steps can help you avoid being vulnerable. Here are some valuable tips that can help you prevent crypto scams.

1. Invest in the most popular cryptocurrencies on which there's a tonne of resources and documentation available
2. Never give out your wallet details to anyone else.
3. Take your time to research before buying a currency
4. Keep a sharp eye on your brokerage platform
5. Be wary of offers that are too good to be true
6. Ignore people who contact you out of the blue to sell cryptocurrencies
7. Depend on crypto apps that experts have suggested

Stay away from currencies with over-the-top-selling and social media adverts. Falling victim to a crypto scam can end up with you losing your hard-earned savings. Therefore, it is essential to gain sufficient expertise in the subject that lets you avoid the most obvious pitfalls.

A comprehensive cryptocurrency trading program can help you understand the speculative and volatile nature of these digital assets and how to navigate around them. Additionally, you also gain expertise on different cryptocurrencies and their advantages and disadvantages.

Start your search for appropriate crypto trading programs from a reputed trading school near you to achieve financial independence through cryptocurrencies.



APPLE EXPECTS SALES TO SLASH BETWEEN \$4 BILLION TO \$8 BILLION ON A SUPPLY CHAIN CRUNCH



Due to supply constraints, **Apple Inc.** has forecast a drop of \$4 billion to \$8 billion in revenue for the current quarter. The warning sent the shares tumbling and then gloomed the recently declared record-setting results.

THE LOSS OF APPLE'S REVENUE

In a conference call on Thursday, Apple said that the **Covid restriction** in China in recent weeks would take a toll in the quarter ending June. Analysts' fiscal quarter two estimates on sales and profitability have topped estimates fueled by solid demand for iPhone and digital services. The company also announced a \$90 billion buyback of new stocks.

The outlook renews the fear about **supply chain issues** continuance as the tech industry continues to suffer after a short-lived recovery from the struggles during a pandemic. Many companies, including Microsoft Corp. and Texas Instruments Inc., have said that it will be difficult to produce products like Xbox during lockdowns, and sales will be impacted.

According to CEO Tim Cook, the shortage of chips and the war in Ukraine has caused disruptions.

Apple shares fell by 6.2% to \$153.50 after the warnings. The stock had already fallen by 7.8% this year, affected by the broader downturn in tech stocks. In 2021, Apple had gained 34%, its continuous increase for the third year.

The supply issues cropped up during the end of March, so the last quarter was not affected. Sales rose to \$97.3 billion, up by

8.6% for the period making a record in a non-festive season quarter. Analysts had predicted \$94 billion in average sales. Profit per share was \$1.52 compared to \$1.42. The December quarter had a blowout sale with an all-time high of \$124 billion.

Apple increased the dividend and boosted stock buyback based on the second-quarter results. It has increased the dividend by 5 % to 23 cents per share.

The Cupertino, California-based Apple Inc. said that the broader **covid restrictions in China** had also affected demand. It also had to contend with increasing inflation and Russian pull-out after the Ukraine invasion. Analysts are projecting \$86 billion in revenue in the third quarter.

The second quarter of this fiscal saw sale of \$50.6 billion from iPhone sales which is its most significant source of revenue, against an average estimate of \$49.2 billion.

In March, the company launched iPhone SE, the low-cost model that contributed to sales last quarter. However, the iPhone 13 was less successful than the iPhone 12 model, and the iPhone 13 had the same design as the earlier model. Still, it made some minor improvements with a focus on the camera. The iPad sales were \$7.65 billion, with degrowth of 2.1 % from the quarter in the previous year. At the same time, Mac continued to do well, generating revenue of \$10.4 billion in the last quarter.

BITCOIN HOARDING MINERS TURN FOR CASH INFUSION TO OPTIONS MARKET

According to Bloomberg News, miners of Bitcoin are deploying “yield-farming” of their version. Yield farming is often the strategy for making money in cryptocurrency. However, there is an old-school twist.

EXPLORING MORE

HODL or “hold on for dear life” is the mantra held on to by most publicly traded miners, thereby hoarding their tokens. Hence, these tokens become appealing to investors that seek exposure to gains of the most prominent digital currency. However, these companies must incur significant expenses, and they must grind through cryptographic puzzles so they can spawn new coins, which take costly computer hardware and astronomical power bills.

Instead of selling the Bitcoin to raise money, companies like Marathon Digital Holdings Inc. are disposing of the Bitcoin call options to siphon out money off their holdings, seeking refuge in a profit-generating strategy widely used across the traditional financial setup.

Joshua Lim, the head of derivatives at Genesis Global Trading, a New York-based brokerage firm that offers options overwriting strategies in this industry, says that the **Bitcoin miners** are voraciously hungry for yields and make up the most yield seekers in the market currently.

These firms are tapping into the potential of an open secret in the options market, and that is frequently, contracts expire worthlessly. When this occurs, nothing comes into the hands of the contract’s owners, and the individual, the person who is a Bitcoin miner that had sold the coins to the owner, gets whatever the buyer pays to get the option.

Bitcoin is trading at around \$39,000 currently. If a miner sells a call with an exercise price of

\$50,000 and Bitcoin fails to surge to that level by the time contract expires, the miner benefits and makes money. According to Lim, based on the trade, yields or annual returns can run well into two-digit percentages.

However, Bloomberg News states that the strategy is not devoid of risks. If the Bitcoin hits the exercise price, money starts getting lost by the miners. By trading multiple contracts at different prices, this risk can get mitigated, but it must be factored in the first place.

Public miners have been hunting for yield generating strategies for funding the rapid expansion without the need to issue new shares or debt. Other blockchains, most prominently, the second largest Ethereum, offer sev-

eral ways to generate income. Many such options fall in yield farming, which is a popular but derided **money-making strategy** at times.

Although Bitcoin has half of its value approximately ever since it peaked in November, of late, the prices have been relatively stable. This can be helpful for option sellers since it minimizes the chances of the option strike being hit and the contract becoming profitable for buyers. However, miners could be subjected to loss if Bitcoin starts to rise once again.

How powerful can task and project management be? And what is knowledge management?

Each one is good separately, but it can solve many challenges that all companies could face sooner or later when used together.

This article is for you if you want to help your company move beyond the old system, such as managing email requests or transferring Word documents.

PROJECT MANAGEMENT OR KNOWLEDGE MANAGEMENT? WHICH IS IMPORTANT?

WHAT IS PROJECT MANAGEMENT SOFTWARE?

One of the essential tools to increase the company's efficiency is the organization's project management system.

In general, project management programs are used for collaboration, and such programs can be used equally by both IT and non-IT companies.

[Project management software](#) helps project managers, teams, and individual participants complete tasks, organize customer requirements, and [manage time](#), budget, and scope constraints.

Companies that use a suitable tool for project management benefit by implementing tasks that provide the expected results within the cost and on time. This guide discusses the types of project management implementation and the main characteristics that you should pay attention to and tells you what companies of any size should consider when buying.

When talking about [Agile project management](#), [Jira Software](#) integration is a good choice.

Many teams worldwide use Jira in a variety of Agile projects that describe its importance and versatility.

This is a program for teamwork on projects. In each project, you can change the functionality for the main tasks and configure participants' access.



Task Tracking, Project Management, & Knowledge Management: Difference, Ways to Use & Integration

MANAGEMENT

WHAT CHALLENGES CAN IT SOLVE?

- Tracking bugs and problems. And this is its main advantage since it allows you to minimize damage due to the rapid detection of errors. Once identified, you can assign those responsible for solving the problem and prioritize and track the progress of the elimination.
- The functionality of Jira can be expanded with the integration of third-party applications such as code validation, CRM, etc.
- Tremendous flexibility, primarily thanks to the workflow designer. Use this to customize the workflow for yourself.



THE SECRETS OF KNOWLEDGE MANAGEMENT

Knowledge Management (KM) is an organized system of processes for collecting knowledge and skills and transferring them within a company.

Knowledge Management Cycle



One way or another, all companies face the need to organize all the accumulated and acquired knowledge, documentation, policies, and content related to the company's work in one place.

That is why sooner or later, any company will have to deal with knowledge management.

WHAT CHALLENGES CAN IT SOLVE?

With a properly organized KM, all employees can access information that helps them cope with work and develop skills. The project knowledge management system also facilitates new employees' onboarding (adaptation) and the transfer of tasks from one executor or team to another. In addition, if the only employee who performed a vital task goes on vacation or leaves, knowledge management helps to replace him and avoid losses quickly.



Knowledge management helps:

- Speed up onboarding and reduce the time of entry into the project from a few weeks to a few days.
- Increase the efficiency of meetings and do not waste time in vain.
- Develop training courses for both new employees and actualization of existing ones.
- Create instructions for employees and detail work processes.
- Develop instructions for customers.
- Document the work of each department or team.
- Facilitate collaboration and communication between departments.

KNOWLEDGE MANAGEMENT SOFTWARE

Confluence is used for knowledge base. One way or another, all companies face the need to organize all the accumulated and acquired knowledge, documentation, policies, and content related to the company's work in one place.

Different companies use Confluence integration for knowledge management systems, and it's a simple use wiki platform that can also be seamlessly integrated with Jira and other products.



It's easy to store, share, and collaborate on the collective knowledge of your teams:

- From development specifications to marketing plans and meeting notes – all the information is brought to your fingertips in seconds.
- Texts, docs, multimedia, and dynamic content flow across the company, freely and securely.
- Open structure and real-time collaboration options empower every employee to contribute and get feedback.
- Pre-defined templates to structure knowledge in every department of your company.
- Collaborative editing, feedback, colleagues mentioning, and discussing decisions online support a collaboration mindset.

Better Together

WHAT IF WE USE PROJECT MANAGEMENT AND KNOWLEDGE-SHARING PRACTICES TOGETHER?

Yes, they are good on their own. But together, both of these tools are a great combination. They complement each other and create a single space where you can work on the number of projects you need.

WHY INTEGRATE JIRA WITH CONFLUENCE?

The Jira application makes it much easier to plan, distribute tasks, monitor their implementation, and release new products. In turn, Confluence saves you time on clarifying issues related to documentation. Now, you can solve all the organizational problems and access all necessary documents in a convenient cloud space.

So, Jira + Confluence Integration is to:

- Create a single source of truth
- Faster project shipping
- Improve communication in the teams
- Help build the bridge between technical and non-technical teams



EASY JIRA + CONFLUENCE INTEGRATION: HOW TO DO IT?

Jira and Confluence can integrate seamlessly, making an incredibly powerful stack.

If you have made up your mind to try one of Jira products, Confluence, or both, at Polontech, we do this in the following way:

• Analyze and Assess

People, processes, workflows, and value streams exist in non-IT organizations, too. We analyze how your ecosystem works and define what should be digitalized first, the opportunities it will bring, the blockers we'll face, and the KPI to measure success. In the end, you get a detailed roadmap balancing predictability and flexibility to catch every new opportunity on the way to digital transformation.

• Choose your Hosting

Atlassian products can be deployed in Cloud or Datacenters.

We install Atlassian products on your server to grant total control over your data. Or we choose Atlassian Cloud to help you start using Atlassian products in minutes.

• Migrate

We can move your data and teams to Jira and Confluence from OpenKM, eXo, Slack, Google Drive, and myBase; from server to cloud or vice versa. Then we make Jira and Confluence seamlessly work with your current software to get the best of two solutions.

SUMMING IT UP

Jira and Confluence are powerful tools that make the teams and projects organized. When used together, both tools turn into one system and help organizations take advantage of the tools' complementary roles and improve communication, access to information, and overall efficiency.





IMPORTANCE OF PERFORMANCE REVIEW QUALITY AND OPTIMIZATION

Performance appraisal of employees, also known as the **quality review** of employee performance, is an essential HR exercise to determine whether employees deliver quality work and add value to the organization. Companies thrive on superior employee performance, and reviewing their performance is the only way to evaluate how much employees contribute to the organization and help business sustenance and growth. Supervisors who review employee performance get the opportunity to give formal feedback to the concerned employee about performance. The evaluation helps to understand whether employees are performing efficiently and helps to realize the organizational goals.

THE IMPORTANCE OF QUALITY REVIEW

Improving employee performance by encouraging them to do better and underlining their weaknesses with the intent of helping them overcome them is the primary purpose of performance review. Since performance evaluation of employees is a critical exercise for the organization's success, it is essential to take a disciplined approach to conducting performance evaluations. Good performance review quality of work requires committed leaders, supervisors who dare to face the moment of truth, and open employees.

MANAGEMENT

OPTIMIZING THE REVIEW QUALITY

Performance reviews should be free from bias and optimal without discouraging employees when discussing the negative aspects of performance. They should use the feedback with a positive mindset and try to perform better overall, emphasizing developing the weak areas. Reviews must be optimal, and the reviews should be done objectively based on data and not how one feels about it. To communicate the points objectively to employees by keeping emotions under control, supervisors can use some standard **quality of work performance review phrases** or jargon in the review. The phrases aptly convey the supervisor's views while underlining the rationale behind them.

TYPES OF PERFORMANCE REVIEW PHRASES RELATED TO THE QUALITY OF WORK

The performance review phrases are of five kinds – phrases that describe the superior quality of work that exceeds expectations, excellent quality of work, delivering what is expected, and need for improvement. Employees fail to meet the minimum standard.

The phrases help employees understand the areas where they excel and those that need improvement.

High-performing employees – To describe the contribution of consistently high-performing employees, the supervisor can use the phrase 'Michael goes beyond his limits every time to deliver superior work.' Or 'Micheal always asks questions before starting any work to ensure that he does the right things at the first attempt that saves time and cost.'

Excellent work – Recognizing the superb work motivated employees to do better. Telling someone 'Elizabeth has an uncompromising attitude for achieving accuracy every time. Another example is 'Pam double checks her works to maintain excellence in whatever she does.'

Doing the expected – Stating that 'Julie is a perfect team man who respects her teammates and works with them cohesively.'

Need help for improvement – 'Ava needs to practice multi-tasking to make good use of her abilities to deliver more than she normally does.'

Falling short of meeting the standard – 'John must ask questions before starting work to avoid mistakes that lead to failure.'

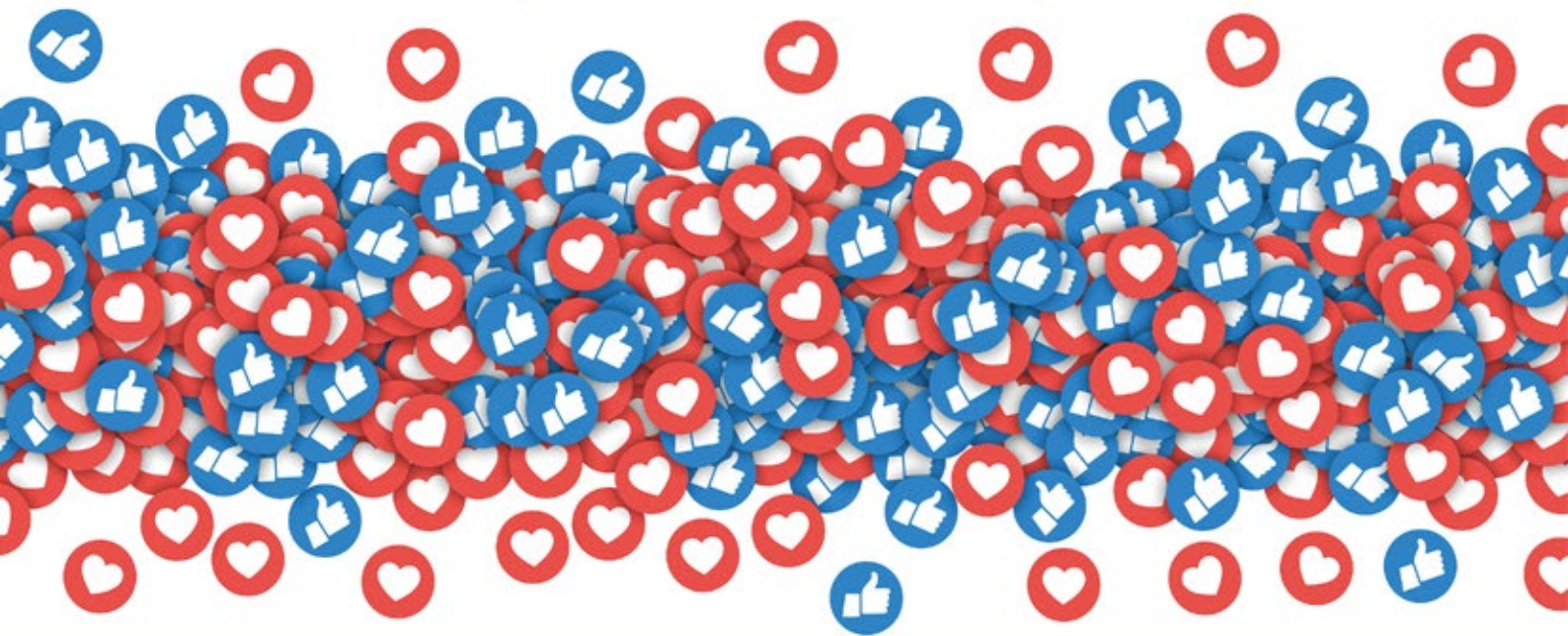
The above are some of the quality review phrases that can help optimize the quality of performance reviews.



Competition is good for business because you try to stay on your toes always. It is a driving force that allows you to perform better every time and sets challenges for your records. There are many avenues of trading, and these days we have blockchain technology and the concept of a centralized ledger. But let us find out **why is competition good for your business** and how you will tap into the potentialities of our age-old **Facebook Marketplace** to enhance your profits.



How Will You Utilize Facebook Marketplace for Your Business Competition?



MARKETPLACE FACEBOOK – TAMING THE CHALLENGES OF YOUR BUSINESS

As we have seen above, is competition good for your business? It is undoubtedly good for your business because you set higher standards for your business, and it helps you strive to work harder and harder to reach the zenith. When Facebook Marketplace was first

established in 2016, very few people did realize that it would assume a shape and space that would be more than just an online garage sale. Instead of

trading through user-created Facebook groups, anyone could post a product on the Marketplace and communicate with the potential client directly in the area. In the last few years, the **marketplace Facebook** has surged in popularity and is presently being used by 800 million-plus people in as many as 70 plus countries across the globe every month. So, what is the **Facebook Marketplace**? It is a rapidly growing community and comprises qualified buyers who are longing to shop. To top it all, with the categorization of easy-to-use products and built-in interest targeting, the sellers can use a tool that helps them make the sales effectively, thereby enhancing sales.

HOW WILL YOU TAME COMPETITION IN BUSINESS WITH FACEBOOK MARKETPLACE?

Check out the following guidelines and aspects of the same.

Enhancing brand awareness

This is one of the fastest and most effective ways to increase sales. And there can be no better platform than Facebook. But for that, you must be aware of how the various categories of Facebook Marketplace function.

Building trust with your clients

We know well that your clients buy the product without seeing or feeling it physically. As such, you must offer what they expect. It is essential to maintain the quality of the products so that there is trust built with your prospective leads and target audience.

Keep a tab on what is selling the best on Facebook

If a specific type of product is not performing well on other platforms, it might perform well on this one. Do not conclude by seeing sales of effects on other portals. Instead, watch closely what sells well on Facebook for a specific duration and conclude.

Utilize Facebook's personalization aspect

Aside from promoting your stuff on this platform, post ads that relate well with your audience, and it will also reach the ones that follow you on Facebook. Last but not least, you cannot win any competition without any preparation. Never shy away from competition because by doing so, you will never be able to understand your marketing capabilities and how well you can run a business successfully.

Hence, you must follow the above-described steps and things to utilize the Facebook marketplace in the best way possible.





APPAREL ECOMMERCE TECHNOLOGY:

5 TOOLS TO HELP YOU GROW

Did you know that more than 23,000 online apparel stores make at least \$100k in revenue regularly? To make a similar amount of money, you need to follow a few proven steps.

To help you boost your sales revenue and growth. Keep reading to learn more about five tools that will help you improve your apparel store.

MS EXCEL

If you manage an eCommerce store, Microsoft corporate Excel solutions can provide a massive helping hand in propelling you to the top of your field. Excel is one of the most valuable tools in virtually any organization. The best course of action is to train your employees to investigate and modify the system's functions to their work style and preferences.

Finding the Microsoft course that matches your needs is as simple as conducting a quick search.

Excel contains a plethora of functions that might help your eCommerce business. All you need to do is determine which aspect of your business requires improvement. Then, you should identify the appropriate tool to assist you in accomplishing your business objectives.

Although competitors such as OpenOffice and Google Docs are available, Excel is excellent for accounting tasks. If you've never used it, you'll be amazed at what it can do. It can also perform more complex tasks, such as assisting with financial projections.



ERP TOOL

As with any other business, clothes manufacturing, wholesaling, and retailing enterprises that wish to prosper in a highly competitive market climate must be able to synchronize their operations, cut costs, and constantly collect data.

When customized apparel ERP software is applied, it enables businesses to effectively address industry difficulties, achieve the desired expansion, and generate an exceptional return on investment.

Having critical business data spread across several platforms complicates access to it. That is why textile manufacturers frequently find ERP systems beneficial for unifying data onto a single platform and making it much easier to retrieve information in an accessible way.

Additionally, an apparel ERP system enables you to define role-based restrictions, allowing you to manage which information employees have access to and only grant the appropriate staff.

Numerous functionalities are included in the ERP solution for the clothing sector. The real benefit of this integrated platform is that it enables employees from all departments to utilize the same system, which simplifies and expedites data entry, editing, accessing, and transferring of information.



FITTING ROOMS MADE VIRTUAL

Returns are a constant source of frustration for online fashion retailers. According to the National Retail Federation, around 18% percent of online garment sales are returned, although most observers believe the figure is far higher in reality.

Whatever the case, fitting solutions for websites are plentiful these days, and online garment stores offer an exact appropriate solution that can help reduce return rates.

Virtual dressing rooms have become the industry standard. The most popular solutions minimize returns and increase engagement through increased page views, which is a vital sign of a better customer experience.

How does entering the dressing room and interacting with the customer translate into an eCommerce customer experience? A virtual fitting room aims to replicate that experience in the eCommerce marketplace. You are virtually entering the dressing room with a customer, which is undoubtedly part of the future of this industry.



APPAREL POPUPS

Popups have a negative reputation due to their potential to annoy people. On the other hand, numerous fashion eCommerce sites are getting positive outcomes from them.

Appropriately designed, discreet popups can assist you in growing your email list, making recommendations, and generally improving the online fashion purchasing experience.

You can incorporate giveaways, promotions, and exclusive deals into a popup and build a valuable email list of consumers who have visited your site. Offering a product giveaway is an easy method to accomplish this.

For instance, you could offer a free pair of socks or something more valuable in exchange for consumers clicking on a popup. The next step is to request their email addresses to ensure they are eligible for your giveaway.

CHATBOTS

Numerous high-end fashion firms, including Burberry, Tommy Hilfiger, and Sephora, utilize chatbots to customize their client experience.

Chatbots may be an invaluable resource for brands since they:

- Enhance customer experience
- Introduce new customers to the business
- Provide not only direct commercial services but also brand-related entertainment, such as backstage views and the latest fashion show highlights
- Utilizing a chatbot to deliver essential advisory services can help the business save money, as maintaining a chatbot is less expensive than hiring a person to perform the same task. A chatbot that engages the consumer from the initial contact to the checkout process will likely boost the online store's conversion rate.

When users have all the necessary information and services in one location and can finish the transaction without going to another page, they're more likely to make a purchase rather than wait and possibly return later.

FINAL WORDS

Online buyers anticipate a similar experience to purchasing in a physical store. Fortunately for fashion businesses, technology has advanced rapidly, and tailoring the online experience of fashion shoppers is becoming increasingly simple.

So why wait? Use the tools you've just read about in this article to deliver a better experience to your shoppers.



"THE KEY IS TO WORK ON SOMETHING THAT TRULY MOTIVATES YOU TO GET OUT OF BED EVERY MORNING." –
BRUNO MONTEIRO VANNUCCI
ADVISES THE NOVEL
ENTREPRENEURS.

EDITED EXCERPTS FROM THE INTERVIEW:

Bruno Monteiro Vannucci, the Co-Founder & COO at EmpreX. He is an entrepreneur with a quest to enhance people's lives via innovation and technology by providing consumers with a method to monetize their data in the form of better loans.

In this interview with Company Upside, Bruno Monteiro Vannucci discusses marketing tactics for business promotion, recommendations on producing practical ideas, employing people, and becoming a successful entrepreneur.

BUSINESS UPSIDE[BU]: HOW DID YOU GET YOUR IDEA OR CONCEPT FOR THE BUSINESS?

BRUNO MONTEIRO VANNUCCI[BV]: I worked as a portfolio manager at UBS when I decided to leave to search for an impactful way to contribute to society. I was acutely aware of the massive distortions in the credit market, with interest rates completely detached from fair levels for certain types of credit. After a series of regulatory changes, I got in touch with my two European co-founders and decided to tackle the problem of abusive interest rates for unsecured personal loans in Brazil.

BUSINESS UPSIDE[BU]: WHAT WAS YOUR MISSION AT THE OUTSET?

BRUNO MONTEIRO VANNUCCI[BV]: Our mission was to establish credit as a beneficial tool for Brazilians to improve their financial lives – just like it is used in other parts of the world. Credit should be something accessible that allows people to reach accomplishments without leading them to bankruptcy. The reality in Brazil is that banks and FinTechs are charging astronomical interest rates that routinely exceed 100% per year. In some cases that we have seen, the number reached an incredible 900%. Instead of a useful tool, loans are often traps that destroy people's lives.

BUSINESS UPSIDE[BU]: HOW DO YOU MARKET YOUR BUSINESS, AND WHICH METHOD HAS BEEN MOST SUCCESSFUL?

BRUNO MONTEIRO VANNUCCI[BV]: We market our business through digital channels, and it is the combination of all of them that works best for us. We implemented a cross-channel UX tracking that allows us to reduce friction continuously and take action on every step of the user's flow to ensure they receive the best possible offer for their particular case.

BUSINESS UPSIDE[BU]: WHAT IS UNIQUE ABOUT YOUR BUSINESS?

BRUNO MONTEIRO VANNUCCI[BV]: We offer our users a way to extract the monetary benefits of their data in the form of better loans. By sharing a view on their principal bank accounts, we can analyze their full financial picture and present them with offers to either refinance expensive bank loans or take out new loans at much cheaper rates – in both cases, saving them significant amounts of money. We achieve this by applying the most advanced machine learning algos on the high-quality, big data that has become available in the new Open Banking environment.



BUSINESS UPSIDE[BU]: HOW DO YOU GENERATE NEW IDEAS?

BRUNO MONTEIRO VANNUCCI[BV]: At EmpreX, we conduct frequent brainstorming sessions to address the most critical issues that arise, and we encourage our people to speak up if they think of a better way of doing something. We follow the Netflix culture that includes nurturing freedom with a responsible environment, resulting in many innovative features developed by different people in our organization.

BUSINESS UPSIDE[BU]: IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING, WHAT WOULD IT BE?

BRUNO MONTEIRO VANNUCCI[BV]: Never stop studying and learning new things. Even if it doesn't bring immediate results, it boosts creativity and opens new doors, like being able to identify opportunities you didn't even know existed.

Building a business takes people with different strengths and backgrounds. By acquiring new skills, you'll automatically increase the number of opportunities for you to contribute to making the next solution for a big problem.

BUSINESS UPSIDE[BU]: WHAT DO YOU LOOK FOR IN AN EMPLOYEE?

BRUNO MONTEIRO VANNUCCI[BV]: We seek people that take ownership and place bold bets. Financial services in Brazil are being disrupted at an unprecedented pace, and evolving fast is a key success factor for every company in this space. We want people to dig into whatever they are doing and then give them the freedom to make decisions. If you add a culture of transparency and mutual learning to that, people openly share their failures, their rationale to place the bet first, and what they have learned from it – all of which is rocket fuel for the company's growth.

SUCCESS STORY

BUSINESS UPSIDE[BU]: DO YOU BELIEVE THERE IS SOME SORT OF FORMULA OR PATTERN TO BECOME A SUCCESSFUL BUSINESSMAN?

BRUNO MONTEIRO VANNUCCI[BV]: There is no straight line or formula to success when building a business. The key is to work on something that truly motivates you to get out of bed every morning.

In my case, after having spent ten years in the investment industry, I was burning for a new challenge. And after I learned about the seismic change in the regulatory landscape around credit, I was all in on the idea to use my expertise as a portfolio manager and trader in the virtual financial world to build something that has a massive impact on the real economy.

I like the famous phrase, "Success is the abil-

ity to go from one failure to another with no loss of enthusiasm." Working on a project that excites you is the fuel that keeps you going.

BUSINESS UPSIDE[BU]: WHAT HAS BEEN YOUR MOST SATISFYING MOMENT IN BUSINESS?

BRUNO MONTEIRO VANNUCCI[BV]: The first loan that we gave out was a watershed moment for me, and I saw that what we are doing has a real-world, positive impact. It's a great feeling to know that we manage to make a person's life a little easier by successfully lowering their future financial obligations with refinancing.

BUSINESS UPSIDE[BU]: WHAT MOTIVATED YOU TO BECOME AN ENTREPRENEUR?

BRUNO MONTEIRO VANNUCCI[BV]: After achieving some financial comfort from working in the financial industry, I started thinking a lot about this question: "When you are 60, what would you want to look back on?". And from this came my drive to positively impact people's lives through my daily direct actions and the work I develop. EmpreX was born as a result of this, and our mission is to provide millions of good, hard-working people with the fair and affordable loans they deserve to achieve their dreams.

Company name: EmpreX

Company URL: <https://emprex.com.br>

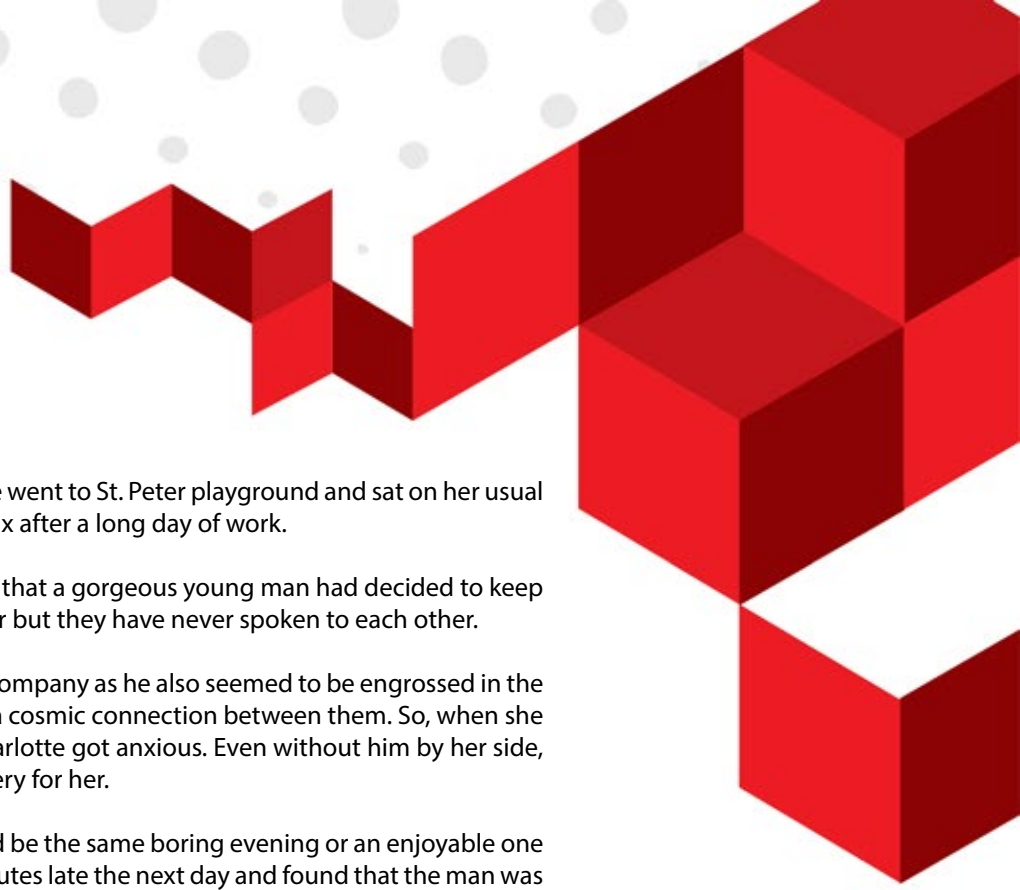
Bruno Monteiro Vannucci's LinkedIn:
<https://www.linkedin.com/in/bruno-monteiro-vannucci-a6708932/>

Bruno Monteiro Vannucci's Designation:
Co-Founder & COO at EmpreX





DO YOU HAVE? **A MINUTE?**



It was an evening in the late 1990s. Charlotte went to St. Peter playground and sat on her usual bench to watch the twilight sunset and relax after a long day of work.

Since the last three days, she had observed that a gorgeous young man had decided to keep her company. He sits on a bench next to her but they have never spoken to each other.

Unknowingly, Charlotte had begun to enjoy his company as he also seemed to be engrossed in the nature's beauty like her. She was starting to feel a cosmic connection between them. So, when she found him missing for two consecutive days, Charlotte got anxious. Even without him by her side, the beautiful evening sky became a boring scenery for her.

The next day she was hesitating whether it would be the same boring evening or an enjoyable one with the man by her side? She arrived fifteen minutes late the next day and found that the man was already sitting on his designated bench and watching the children playing nearby. She quietly took a seat near him and asked, "Do you have a minute?" He nodded. "What's your name?", Charlotte asked. He gave a one word answer. "Lucas."

She was taken aback by the name as it triggered a loving memory from her past.

Charlotte: You were not coming for these past three days. Is everything okay?

Lucas: I had gone to the doctor's office; I need go there twice a month.

Charlotte: Oh, sorry for being too personal, but may I ask the reason?

Lucas: I have multiple myeloma in its advance stage; neither chemo nor radiation will help me; all I need now is a little medication and some fresh air.

Charlotte was flabbergasted. Then she said, "Can I ask you a question?" Lucas responded, "Please proceed," with a smile, "Neither have I the energy nor the will to stop someone."

Charlotte: Could you enlighten me about your High School days, Lucas?

Lucas grinned and responded, "Yes, Charlotte," which surprised her because she had never revealed her name before. "The same school that held your youth holds mine too, and the same River Birch tree stands still at the school's boundary."

Charlotte hugged Lucas and sobbed uncontrollably as if her heart was communicating through her tears. Lucas held her even harder. "Don't cry dear. We were too young at that time to do anything. Once your dad shifted to Auburn we could not do anything but gave way to fate."



Charlotte swiped her tears away and said, "How you had recognized me after such a long time?" "Oh, the face changes, but the gesture and birthmark stay the same", Lucas replied with a smile.

Charlotte remembered the birthmark on her neck and how she used to feel happy whenever Lucas touched it softly.

After two months ...

At 9:30 A.M, the doctor informed the family that Lucas was no longer alive and he needed a legal relative's signature to complete the requirements for the death certificate.

Charlotte stated, "I am his wife, we got married a month back," As she signed the certificate, the wedding ring on her finger quivered, and the paper became moist from a tear that fell from an eye that saw some desires that remained unfulfilled.

"Love remains the same, only it changes the form because many beautiful people will come, in our life but for a beautiful life, one person is enough".

-KAUSTAV BHATTACHARYA



DATE AND PLACE	UPCOMING TOP BUSINESS EVENTS IN THE WORLD
01 st - 03 rd June 2022, Indonesia	3RD INTERNATIONAL CONFERENCE ON CLIMATE CHANGE
2 nd June 2022, Dubai	INTERNATIONAL CONFERENCE ON NURSING ETHICS AND MEDICAL ETHICS (ICNEME)
2 nd And 3 rd June 2022, Singapore	1299TH INTERNATIONAL CONFERENCE ON ECONOMICS AND BUSINESS RESEARCH (ICEBR)
11 th – 15 th June 2022, New York City, USA	INTERNATIONAL SYMPOSIUM ON COMPUTER ARCHITECTURE (ISCA 2022)
16 th June 2022, Bengaluru	INTERNATIONAL CONFERENCE ON SCIENCE, TECHNOLOGY, AND ENGINEERING (ICSTE)
16 th - 18 th June, Bangladesh	INTEX SOUTH ASIA BANGLADESH 2022
18 th June 2022, London, United Kingdom	1317TH INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE AND HUMANITIES (ICSSH)
20 th -23 th June 2022, Host: Rising Media, Location: Caesars Palace, Las Vegas, NV	MARKETING ANALYTICS SUMMIT
22 nd - 23 rd June 2022, Indonesia	10TH INTERNATIONAL CONFERENCE ON RECENT CHALLENGES IN ENGINEERING AND TECHNOLOGY (ICRCET-22)
27 th June – 1 st July 2022, Torino, Italy	IEEE 46TH ANNUAL COMPUTERS, SOFTWARE, AND APPLICATIONS CONFERENCE (COMPSAC 2022)



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TWITTER, INC.

RESEARCH REPORT

ABOUT COMPANY



Twitter, Inc. is a globally popular **US-based social networking and microblogging site** with its head office in San Francisco, California.

Users use this site for posting messages and interacting with one another, and these messages are called tweets. One has to register to like, post, and retweet these tweets. Nonetheless, those who have not registered can also read the tweets posted publicly.

Mobile front-end software or browsers help users interact with this microblogging site. It can also be done via APIs (application program interfaces) with a computer program.

Before 2020 April, users could access Twitter's services via SMS (short

messaging service). Twitter Inc., a San Francisco-based company in California, provided its messaging service in this way. Twitter has set up above twenty-five offices across the world.

Initially, tweets were limited to 140 characters. However, in November 2017, the limit was increased twofold to 280 characters for non-CJK (Chinese, Japanese, and Korean) languages. Video and audio tweets keep restricted to 140 characters for most accounts.

WHEN WAS TWITTER SET UP?

Noah Glass, Jack Dorsey, Evan Williams, and Biz Stone set up the company on March 21, 2006, and the firm was officially launched in July of the same year.

INCREDIBLE SUCCESS WITHIN A SHORT TIME

By 2012, over 100 million subscribers posted three hundred and forty million tweets per day. Furthermore, the site managed 1.6 billion search queries every day on average. In 2013, Twitter became one of the ten most-surfed websites in the world and it has been portrayed as “the SMS of the Internet”.

By the beginning of 2019, the [social networking site](#) had over three hundred and thirty million active users per month. The lion's share of tweets is posted by a bit of several users.

On 25th April 2022, the board of directors of Twitter consented to a US \$44 billion takeover by Elon Musk, the Chief Executive Officer of Tesla and [SpaceX](#), practically turning it into one of the most significant transactions to make a firm private.

CONCERNS FACED BY USERS

There were fake and malicious accounts identified by Twitter, and they were subsequently shut down. Users also witnessed outages on different occasions. However, the social networking giant could maintain a decent uptime. The downtime was

specifically observed during extremely trendy tech or business sector events.

WHAT TYPE OF COMPANY IS TWITTER?

Twitter is a publicly-traded company.

TO WHICH SECTOR DOES TWITTER BELONG?

Twitter belongs to the social networking services industry.

WHO IS THE FOUNDER OF TWITTER?

The founders of Twitter are Noah Glass, Jack Dorsey, Evan Williams, and Biz Stone. Jack Dorsey is a US-based programmer, internet entrepreneur, and philanthropist. He is the erstwhile Chief Executive Officer and a co-founder of the firm.

WHERE IS THE CENTRAL OFFICE OF THE FIRM LOCATED?

The corporation has its central office in San Francisco, California.

WHICH AREA DOES TWITTER SERVE?

Twitter serves a worldwide user base.

WHAT ARE THE SERVICES PROVIDED BY TWITTER?

The services provided by Twitter are the following:

- Tweets (hashtags, retweets, usernames, replies, using SMS, integrated photo-shar-

- ing service, URL shortener, accessibility, and polls)
- Non-tweet content (spaces, fleets, and video streaming)
- Curation (Twitter lists, trending topics, and moments)

HOW MANY EMPLOYEES WORK FOR TWITTER?

As of December 2021, more than 7,500 people are working with the company.

WHICH INDUSTRY DOES TWITTER SERVE?

Twitter serves the Internet industry.

WHICH ARE THE SUBSIDIARIES OF TWITTER, INC.?

Listed below are the subsidiaries of Twitter:

- Periscope (ceased operation)
- Vine (ceased operation)

IN WHICH PROGRAMMING LANGUAGE IS TWITTER SCRIPTED?

Twitter is scripted in the following programming languages:

- Ruby
- Java
- JavaScript
- Scala

WHICH ARE SOME OF THE PRESTIGIOUS CLIENTS ON TWITTER?

Some of the well-known clients of the corporation are as follows:

- Tweetie

- Agorapulse
- Tweetdeck
- Buffer
- Tweetbot for iOS
- CoSchedule
- Dlvrit
- Hootsuite
- Sprout Social
- Social Oomph
- Instagram
- SocialBee
- tchat.io
- Triberr
- IFTTT

WHO IS THE OWNER OF TWITTER?

The owner of Twitter is Twitter, Inc.

HOW MANY USERS DOES TWITTER HAVE?

As per data furnished till Q1 2022, Twitter has 229 million monetizable DAU (daily active users).

WHICH ARE THE NATIVE CLIENTS ON WHICH TWITTER RUNS?

Twitter runs on the following native clients:

- Android
- iOS
- Microsoft Windows
- Windows Phone
- Web
- macOS



THIRD-PARTY APPLICATIONS

For a considerable period, the social networking giant has restricted the usage of third-party apps getting the service by enforcing a 100,000 user cap per app. Since August 2010, third-party Twitter apps have been necessitated to utilize OAuth, a verification process that does not ask users to key in their passwords into the verifying app. This step was carried out to raise security and better the subscriber's feel.

- Bookmarks, permit users to keep separate tweets into folders.
- Undo Tweet permits users to call back a tweet within a small period before the posting takes place.
- An assortment of shade compositions and app symbols for the mobile application of Twitter.
- Reader mode, which switches tweet threads into a commentary-like appearance.
- NFT profile pictures, included on 20th January 2022. These are exhibited in a hexagon-pattern border, instead of circular similar to other profile pictures.
- Round-the-clock customer assistance.
- An edit attribute for tweets is in progress.

TWITTER, INC. MANAGEMENT

Parag Agrawal (Chief Executive Officer)

Parag Agrawal serves as the Chief Executive Officer of Twitter. He became a part of the company in 2011 and from 2017 October to 2021 November, functioned as the Chief Technology Officer (CTO). As the Chief Technology Officer, he had the responsibility for the technological planning of the company, heading operations to better growth speed and at the same time progressing the status of Machine Learning throughout the organization.

Before getting the appointment of the Chief Technology Officer, Agrawal had ascended to be the 1st Illustrious Engineer of Twitter because of his activities throughout customer engineering and returns, incorporating his influence on the re-hastening of viewer surge in 2016 and 2017.

Mr. Agrawal has a Ph.D. from Stanford University in computer science and also a bachelor's degree from the Indian Institute of Technology (IIT), Bombay in engineering and computer science.

Jack Dorsey (Co-Founder and Ex CEO)

Jack Dorsey is one of the co-founders of Twitter and he played an instrumental role in setting up the company in 2006. Jack was re-instated as the Chief Executive Officer between 2015 September and 2021 November. Furthermore, Dorsey was the co-founder of Block (erstwhile Square), where he is working as the chairman and CEO.

Leslie Berland (Chief Marketing Officer)

Leslie Berland functions as the marketing lead of the company and she is entrusted with the responsibility for worldwide product, consumer, and sales marketing and worldwide communication of Twitter. Berland acted as the Chief People Officer of the company from 2017 to 2021 as well.

Before becoming a part of **Twitter, Inc.** in 2016, Leslie served as the EVP (Executive Vice President) of worldwide sales and promotion and digital collaborations with American Express. Since she is an affiliate of the worldwide management group of the firm, Berland supervised media, publicity, content, funding, digital collaborations, and trademark identity.

During the starting phase of her professional life, Berland headed Public Relations and digital interaction planning for worldwide trade names from the organization's perspective. In 2005, Berland became

associated with American Express and headed a worldwide squad with responsibilities for generating market demand and propelling trade via diverse merchandise, sales, and consumer experiences worldwide.

Leslie's sales activities have earned laurels and recognitions from the D&AD, Cannes Lions, OBIE, FEPE, as well as One Show. For three successive years 2017, 2018, and 2019, Berland got nominated as one of the Most Influential Chief Marketing Officers by Forbes magazine. Besides, Leslie received honors from Business Insider, Adweek, and Ad Age, as a business stalwart.

Berland has a B.S. degree from the College of Communication, Boston University.

Ned Segal (Chief Financial Officer)

Ned Segal serves as the chief financial officer of the company, heading Twitter's customary financial operations together with business growth, worldwide content, merchandise collaborations, and development.

Before becoming a part of Twitter, Segal served as the Senior Vice President (Finance) for the Small Business Group of Intuit. There he had the responsibility for the tactical and financial policymaking of the unit. Ned has functioned as the CFO of RPX as well, which is the leading provider of patent risk-handling solutions to tech firms across the world. Segal has 17 years of experience with **Goldman Sachs**, of late as MD and chief of the worldwide software investment banking division.

Segal is a part of the BoD of Beyond Meat, a factory-oriented meat firm, and he is an associate of the audit team. Ned is linked with the non-profit organizations of San Francisco as well, comprising functions as a Tipping Point Community Board Member.

Segal did his graduation with a BS degree from Georgetown University. Ned stays with his three kids and wife in San Francisco.

TWITTER STOCK PERFORMANCE

The common stocks of Twitter, Inc. are traded on the NYSE (New York Stock Exchange) with the ticker symbol TWTR.

On May 13, 2022, Twitter, Inc. (NYSE: TWTR) closed trading at US \$40.72 at 4:00 pm Eastern Daylight Time (EDT). There is a delay of a minimum of 20 minutes.



STOCK CHART

Day's Open	\$40.40
Previous Close	\$45.08
Intraday High	\$42.00
Intraday Low	\$40.01
52-week Range	\$31.30– \$73.34
1-day change	-4.36 (-9.67%)
Price (Closing)	\$40.72
Volume traded	90,353,562
Ask	\$40.81 x 1400
Bid	\$40.78 x 1800
Average volume	52,388,606
Earnings Per Share (Trailing 12 Months)	\$0.28
Market capitalization	\$31.907 Billion
Price Earning Ratio (Trailing 12 Months)	145.43
Earnings date	July 20, 2022 – July 25, 2022
One-year target estimate	\$51.88
Beta (5Year Monthly)	0.80

TWITTER, INC. FINANCIAL PERFORMANCE

Condensed consolidated income statement of Twitter, Incorporated (amounts are in thousand US \$, other than per share info) (unaudited)

Three months ended

FINANCIAL PERFORMANCE HIGHLIGHTS (Q1 FY22)

- Overall Q1 revenue amounted to US \$1.20 billion, a rise of 16% YOY (year-over-year), or 19% on a CCB (constant currency basis), indicating headwinds related to the conflict in Ukraine. While taking out MoPub Acquire and MoPub, year-over-year (YOY) development was 22%.
- Overall expenditure and costs were US \$1.33 billion, a year-over-year rise of 35%. This led to an operating loss of US \$128 million and an operating margin of -11%, in comparison to US \$52 million of operating income or an operating margin of 5% in the same time of the preceding year.
- SBC (stock-based compensation) expenditure rose 60% Y-O-Y to US \$177 million and amounted to around 15% of overall revenue.
- Net income stood at US \$513 million, reflecting Diluted Earnings per Share of \$0.61 and a 43% net margin.
- Net cash supplied by operating functions in the quarter amounted to US \$126 million, in comparison to US \$390 million in the same time the previous year. Overall capital expenses amounted to US \$161 million, in comparison to US \$179 million for the same time the previous year.
- Average mDAU2 (monetizable daily active usage) was estimated at 229 million for Q1, ↑15.9% in comparison to Q1 of the earlier year.

As a whole, Twitter, Inc. featured a somewhat moderate financial performance for Q1 FY22.

DISCLAIMER: This case study has a specific emphasis on knowledge enrichment. Investment awareness is not the criterion over here. Hence, one should keep in mind that investment is always associated with market risks. A detailed discussion with any investment advisor is always a prudent step. Any mistake would be costly for your finances and you might incur losses that would be difficult to make up. Only reading a few company profiles is not a well-judged initiative for you.

Heads	2021	2022
Revenue	1,036,018	1,200,984
Total cost and expenditure	983,836	1,328,817
Income (loss from operations)	52,182	(127,833)
Income before income taxes		
Less:	50,004	828,653
Provision (benefit) for income taxes	(18,001)	15,367
Net income	68,005	513,286
Net income per share		
Basic:	\$0.09	\$0.66
Diluted:	\$0.08	\$0.61
Numerator used for calculation of net income per share		
Basic:	68,005	513,286
Diluted:	68,005	515,313
Weighted-average shares used for calculation of net income per share		
Basic:	795,633	778,937
Diluted:	872,187	838,590





EVERYTHING YOU SHOULD KNOW ABOUT TRADEMARKS IN BUSINESS

WHAT IS A TRADEMARK IN BUSINESS?

A **trademark** is a symbol, design, or phrase identifying a product or service and distinguishing it from other products and services. A **trademark** can be any word, name, slogan, symbol, device, or any combination of these things used to identify a particular seller's goods and services. A **trademark** can also be a distinctive design or a variety of colors that identify one seller's goods and services from those of others.

A **brand trademark** is an essential form of intellectual property law because it helps consumers identify the source of goods or services in the marketplace. It also helps prevent confusion when two different companies use similar trademarks for their products/services.

IMPORTANCE OF BRAND TRADEMARKS

Brand Trademarks are an essential part of any business. They provide the company with a brand identity and help to pre-

vent customers from being confused about the company's products. A **trademark symbol** is used in commerce to identify the goods and services of one party from those of others.

There are three types of **trademarks**: registered trademark (R), unregistered trademark (TM), and common law trademark (CL). A registered trademark can be obtained by applying with the USPTO (US Patent and Trademark Office). A common law **trademark symbol** can be obtained in commerce without registering it with a government agency for five years. An unregistered trademark can be obtained by using it in commerce for five years without registering it with a government agency.

5 THINGS YOU MUST CONSIDER TO PROTECT YOUR BRAND TRADEMARK

- Thorough research – You must do an inclusive **trademark search** to apply for federal trademark protection efficiently. You can utilize the USPTO's Trademark Electronic Search System (or TESS) to do this properly. A thorough **search for trademarks** also includes

proper knowledge regarding trademarks with common law protection and trademarks enumerated with the state government.

- Prepare proper trademark application – You need to apply for your trademark via the USPTO's Trademark Electronic Application Service (TEAS). You need to give a picture and a specimen, such as a brochure or a label that will show how you utilize your **brand trademark**. Once you've completed your application for a trademark, you can upload it electronically along with a deposit fee of \$225-\$325 per class of products or services enrolled.
- Promptly reciprocate to office actions – USPTO examining council will review your **trademark** application and send you an 'Office Action' letter. Office action letters are common, and it's critical to take the matter seriously and answer within the timeframe indicated. Your application for a trade-
mark will be regarded can-

celed if you fail the deadline.

- Monitor trademark – After you get the trademark registration approval, you can start using your **brand trademark**. However, your **trademark** protection activities should not end there. The USPTO licenses trademarks, but it is on you how to protect them.
- Maintain trademark – **Trademark** registrations are valid for ten years and can be renewed for another ten years. However, during the fifth- and sixth years following registration, you need to file maintenance documentation between the ninth- and tenth years following registration and every ten years after that.

These are the aspects that you have to know about trademarks while doing a business. There are other things that you can also decide to explore as per your needs and demands.

There's nothing more frustrating than spending hours of your time creating content only for it not to reach the right customers. Your content may well be high quality, but it's getting wasted through a sales process that isn't quite right. Keep reading for some advice on how your marketing team can build up profiles of potential customers to help your sales.

ANALYTIC ANALYSIS

Looking at website analytics platforms will tell you what kind of activity is happening on your website, which will help you to build your customer profiles. You'll be able to find data regarding customer age, gender, location, and the device they're using to access your website. You can then set up goal tracking in your Google Analytics account to see specific characteristics your customers have and then add them to your user profiles to reach potential customers. Targeted ads through Google are one of the most cost-effective ways of advertising and can result in a significant increase in user engagement and sales.

CUSTOMER SURVEYS

While analyzing your analytics is helpful, you can find out exactly what your customers want to ask them. When thinking up questions to ask your existing customers, make sure the questions you ask are open-ended so you can gain as much insight into their lives as possible. The beauty of this is that once you have a large amount of data, you can go through it and find factors in common.

One way you could conduct these surveys is through a webinar platform. With the Coronavirus pandemic still dragging on, people may not be comfortable with in-person surveys or meetings, so the next best thing is an interactive webinar that engages them and allows them to speak their minds.

RESEARCH COMPETITORS

One of the easiest ways to find out which marketing campaigns are working is researching your industry competitors. This is inexpensive and will not only give you an insight into their target market but will reveal any weak spots in their marketing strategy, giving you an edge over them.

Your competitors are most likely to have the same target market as you, and by taking your time to look into their strategies correctly, you're going to learn at least something of value.

SPEAK WITH YOUR SALES TEAM

You must never forget the importance of speaking with the team that speaks to your customers every day. After all, they know your customers better than anyone else and can find out any motivations or common behaviors of these customers. If there are any issues that customers of a specific background, gender type, etc., constantly bring up, this is important to be aware of so you can consider them when nurturing future leads, for example.

So, there you have it – all the basics of how your marketing team can build up profiles of potential customers. Customer profiles are essential for targeting potential customers, so make sure you take your time to follow the steps outlined in this guide. Instead of relying on guesswork, create personalized customer profiles to ensure you reach your target audience.

HOW YOUR
MARKETING TEAM
CAN BUILD UP
PROFILES OF
POTENTIAL CUSTOMERS?



HOW TO GENERATE LEADS WITHOUT SPENDING A LARGE BUDGET?

QUIZZES AND TESTS – A GREAT TOOL
FOR STARTUPS



If you are a site owner, it's better to think about integrating an online quiz maker that will give your online space a new character. People worldwide try to stick to sites that are both funny and informative at the same time. That's why quizzes and tests will make your site more presentable to specific audiences, but they will also give you new leads that you are dying to have.

Even though generating leads could be your priority, it's also great to have in mind that people like to know new things when entering and logging in to your site. This article is about the quizzes and tests programmers could easily insert into your site and make it a lot more interesting to surf when you are a newcomer.

Let's take a deep dive into that feature and how those leads could give you a higher income without the need to invest a massive budget in your site and jeopardize your financial position. After all, online marketing is an ongoing process that could absorb much time and money from your side. It's better to create a money-creating machine that will work for you rather than investing time and money without the results you have been waiting for either for leads or other issues.





LEADS ARE THE RIGHT CHOICE FOR NEWCOMERS

Newcomers to this sector of creating websites will find it easy to have some quizzes and tests readily available for their visitors. That choice would be crucial, especially when their sites are about general information and have many things to offer to their visitors.

For instance, if you would like to generate more leads and have only a limited budget, it would be better to pop up some inquiries for your visitors to ensure they can test their knowledge and give them some hints about their next visit to your site.

After all, staying more than one minute to your site means a lot for AdSense and Google to ensure that you get a fair remuneration for all the effort you have made to set up and publish the website.

QUIZZES AND TESTS INCREASE THE SITE'S ACCEPTANCE

If you are a proud site owner and would like to upscale your visitors' experience, it would be better to start offering them some quizzes and tests. These dramatically increase the site's acceptance and give your audience the chance to advertise your site using word of mouth.

Most satisfied users will post positive reviews on Google and other sites. That will offer you a competitive advantage against any other competitor you may have for the same site. That is why you can always rely on these tests when of course, they are created with care, and all the information remains perfectly checked and cross-checked with many other official and legitimate sites.

SUCH EFFORTS NEED ONLY A MINIMAL BUDGET

You don't have to pay more to get the quizzes and tests you always wanted and worked for when you first decided to set up the site. For that reason, you will need to invest only a minimal budget that doesn't compare to the big investment you made to create the site in the first place.

Talking about a minimal budget that usually will never exceed the range of several hundred dollars, you will be able to find some legitimate information online and set up some questions and answers that will be the main milestone to creating an effective and working quiz.

People who spend more time on your site do so because they are keen on learning new things and refreshing their existing memory on the topics you handle. That's why offering them some quizzes that they have never seen again makes you more likely to have increased traffic on your site, which will mean more leads and a better financial profile deriving from the higher income perspectives you may have.

QUIZZES CAN ALSO BE CUSTOMIZED TO THE TARGETED AUDIENCE

A targeted audience is what marketers believe would give you the best leads in the long run. That is because such an audience could easily skyrocket your advertising income when marketers find out that your site analytics lead them to a specific market segment.

People like to have generic sites that don't earn much because they don't have a targeted audience. However, when they decide to switch to specific audiences, they tend to get more leads simply by organizing a special quiz or test that will appear on the side header each time a new visitor comes and logs in.

TESTS ARE WELCOME BY MANY USERS TO CHECK THEIR KNOWLEDGE

Many users who decide to log in to a new site do so to ensure that they have the right knowledge of the topics covered. It's not unusual for them to seek new sites that offer more quiz and test opportunities. That is an easy way to expand their knowledge and be keener on reading next time.

Quizzes and tests cost just a fraction of the money you invested in creating the site in the first place and can give you valuable leads that no other could offer you in the same timeframe and with the same frequency and quality.

SITES WITH TESTS AND QUIZZES EARN MORE INCOME

Finally, it all comes to the income you get from your site. It's a lot easier to set up some quizzes and tests using a free generator to ensure that you have the right answers. That acts as bait for the new visitors to spend more time on the central screen of your site and give you some valuable income that comes directly from Google ads.

In other words, having more leads will get your site higher in the organic Google ranking, that in turn will skyrocket your monthly income and make you believe you ate the king of your castle!



SPACE GALAXY SCIENTISTS REVEAL 4.4 MILLION GALAXIES

Astronomers have mapped approximately 4.4 million space objects billions of light-years away, including 1 million space objects that astronomers had not seen earlier. More about the newly found **objects in the night sky** in the following paragraphs.

GALAXY IN THE SKY – WHAT ASTRONOMERS HAVE MAPPED

The bulk findings of the objects comprise galaxies that are home to massive black holes or new stars that are growing faster. There are other discoveries as well, and they mainly include groups of colliding glaring stars present in distant galaxies. These glaring and colliding stars or celestial bodies differ in their brightness as they reside in the Milky Way, as per a news statement released by the Durham University in England.

MORE ABOUT THE OBSERVATIONS

These observations in the space and galaxy were made by referring to a massive amount of data from the Low-Frequency Array Telescope, also known as the LOFAR, which makes use of low radio frequencies so that astronomers can observe approximately a quarter of the sky of the Northern Hemisphere and make a note of the same in details. It is operated by ASTRON, Netherlands Institute for Radio Astronomy.

The data received above is the second series of data that has been obtained from the LOFAR sky survey and that which has been made public and covers 13 times more of the coverage in comparison to the first release, which had radio signals logged in from as many as 300,000 galaxies and various other celestial or **space galaxy** objects.

Another solution for revealing the universe's secrets is radio astronomy, and this applies especially to those objects that cannot be revealed in visible light, like black holes.

Interestingly, to make the data public and to produce the map, scientists have used state-of-the-art algorithms related to data processing on computers that are said to be high performing all over the European continent. It processed 3,500 hours of observations that have occupied 8 petabytes of disk space, equivalent to approx-

imately 20,000 laptops.

Astronomer Timothy Shimwell, associated with ASTRON and Leiden University, revealed that it is an exciting project that they are working on. And every time a map is created, the screens are flooded with newer discoveries and objects that people have never seen before with the human eyes. The astronomer also said it is exciting to see the **sky galaxy light** and unexplored phenomena that appear in the highly energetic radio waves.



Quote Of The Month

“It’s like having astronomy without knowing where the stars are.”

Edward O Wilson
AMERICAN BIOLOGIST, NATURALIST, WRITER



Importance of Artemis and Associated Future Space Missions

WHAT IS NASA ARTEMIS PROGRAM?

Artemis is a NASA space mission that aims to put the first female astronaut and the very first black astronaut on the South Pole of the Moon. It is the first human-crewed space Moon mission for the US space program since Apollo 17 in 1972. The **NASA Artemis mission** is

mainly aimed at lunar exploration; however, the long-term goals of **NASA** are even more striving.

NASA plans to launch a future crewed space mission for Mars utilizing the science and technology that developed

during the Artemis spaceflights. The huge **NASA mission** of the 'Moon to Mars' program entails the construction of a new lunar space station and, finally, a habitable Moon sordid.



WHAT IS ARTEMIS?



Mythologically, **Artemis** is the twin sister of Apollo and the legendary Greek goddess of the Moon. As a result, the connection to the **NASA mission** that was the first to send astronauts to the Moon 50 years ago is obvious. Meanwhile, Orion is the name of the human-crewed spacecraft currently being developed. Orion is the most well-known constellation in the sky, and in Greek mythology, he is the hunting comrade of **Artemis**. This is how the NASA program got the name **NASA Artemis Program**.

KEY FACTORS OF THE NASA ARTEMIS PROGRAM



Timeline: 2017–present

Launch vehicles: Commercial launch vehicles; Space Launch System (SLS)

Team modules: Orion, Lunar Gateway, Human landing system (HLS)

Launch dates:

- **Artemis 1: May 2022 (TBC) [not sooner than that]**
- **Artemis 2: 2024 (TBC)**
- **Artemis 3: 2025**

MAIN NASA ARTEMIS PROGRAM OBJECTIVES

Resources: The revelation of water on the Moon and significant rare mineral reserves bode well for economic and scientific research and utilization.

Knowledge: Because people now know a lot more regarding the Moon than people did 50 years ago (and because technology has evolved), **NASA** predicts that the next set of expeditions will be able to recover specimens more effectively than the Apollo missions did.

Long-term presence: **Artemis** intends to create a longer settlement on the moon's surface, where another mission, the Apollo 17 crew, lasted three days. This will allow visits to be extended to weeks, if not months.

Partnership: The **Artemis program** is one of the first comprehensive associations of **NASA** with commercial establishments, such as SpaceX, Boeing, and Blue Origin.

Technology: The technologies now being designed, from launchers to spacecraft, are intended to lay the foundation for forthcoming deep-space expeditions.

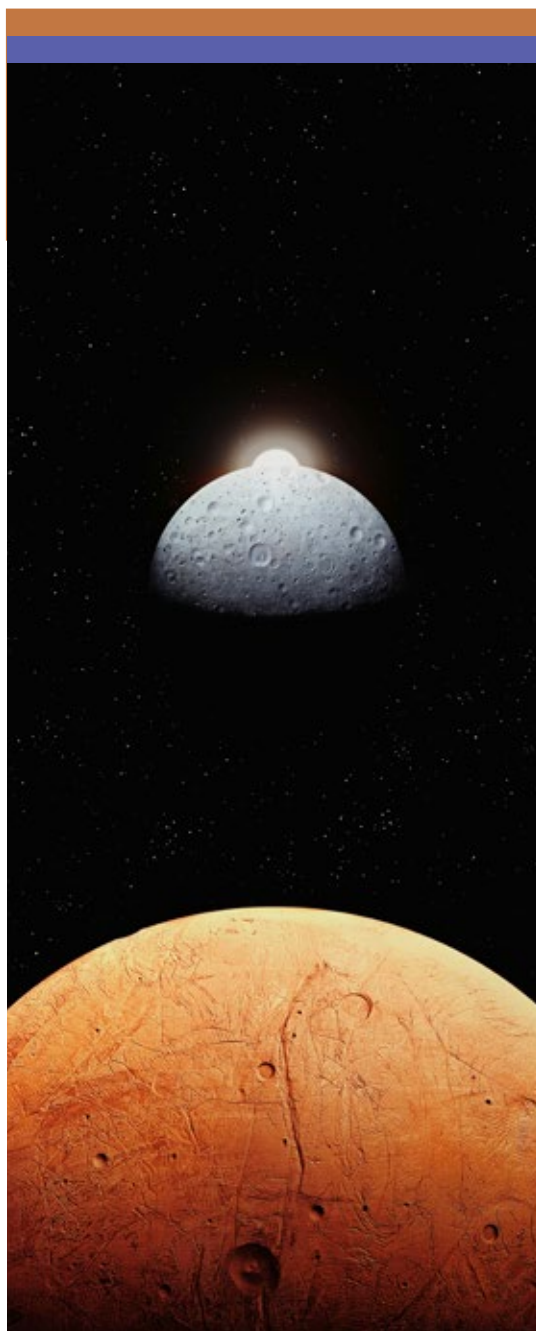
Equality: The main aim of the **NASA Artemis program** is to feature the first individual of color and the first woman on the Moon's surface.



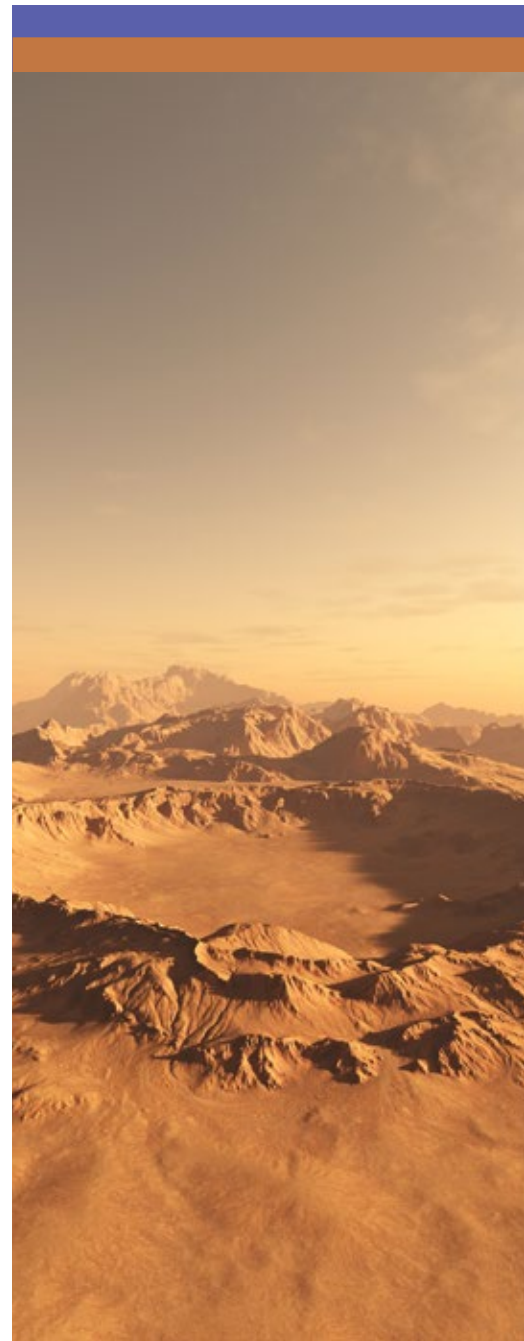
While getting to the Lunar surface takes three days, getting to Mars is a far longer and more difficult task. Artemis, according to **NASA**, will create the groundwork for interplanetary authorities and private firms to establish a lunar economy and population and transport people to Mars.



SCIENTISTS ARE UNCOVERING THE MYSTERIES OF TRAPPIST 1 IN SEARCH OF LIFE IN OUTER SPACE



Do you know what is common between **Trappist 1**, 2MASS J23062928-0502285, and K2-112? Most people would feel puzzled but not the physicists and enthusiasts of astronomy and stargazers. They can quickly tell that all the three names or nomenclature relate to the same ultra-cool red dwarf star from the Aquarius constellation.



In February 2017, a team of astronomers announced the discovery of seven planets around the red dwarf star. They used various space and ground-based telescopes, including the Transiting Planets and Planetesimals Small Telescope TRAPPIST installed at the La Silla Observatory in Chile, to record their observations.

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1

THE RED DWARF STAR

In the year 2000, astronomers and scientists cleared all doubts about **where is Trappist 1** when they discovered the star and started observing it closely to understand if the star system could host a life-friendly planet. It took almost 16 years for the scientists to confirm seven terrestrial planets surrounding the star, whereas initially, they had confirmed only three. Moreover, the red dwarf star weighed only 9% compared to the weight of the Sun, and its radius was slightly larger than Jupiter. The 7.6 billion-year-old planet is even older than the [Solar System](#) and at a faraway distance of 39 light-years from the Sun. It's a hot planet with a surface temperature of 2290oC. The hype around the discovery of earth mass planets is because these could be a promising target in searching for life beyond the Earth.

CLOSELY KNIT FAMILY OF SEVEN PLANETS

NASA Scientists believed that they had discovered the unique planetary system around the Sun until they announced it on February 22, 2017. For years, scientists, physicists, and astronomers have been frantically searching for life beyond the Earth within the Solar System. Their interest in the **seven earth-sized planets** surrounding the cool red dwarf and dimly lit star grew many more times because they were hopeful that some were habitable. Despite the planets situated close to the star, they would sit within Mercury's orbit around the Sun. The planet's proximity to the star reduces the orbit time and increases circling frequency; it becomes easier to study them. A few of them could still have the right temperature to hold water.

SCOPE FOR A NATURAL EXPERIMENT

Scientists are eager to know what happens to similar planets located slightly different from the star. Since discovering the first two planets in 2016, scientists have found similarities between the planets and the Earth. **Trappist 1** presents a ground for a natural experiment. The seven planets offer seven perspectives on evolution and planet formation around the same star.

There is yet no clear evidence that the planets have an atmosphere. Hopes are high about discovering the faint signs of the atmosphere by using NASA's [James Webb Space Telescope](#). But, scientists are pleased about **Trappist 1**, which has become their new learning ground and invigorated their search for life on other [planets](#) beyond Earth.



Microchipping 101

ALL YOU NEED TO KNOW ABOUT MICROCHIPPING YOUR PET

Microchipping your pet has multiple benefits; many people have already micro-chipped their pets for identification. If you have not done it already, you should do it. Most of the pets get already collared with their name tags on them. But these collars can easily be removed

or damaged, and it will be easy for your pet to be stolen or never return home. And irrespective of how gloomy it might sound, the feeling of losing a pet is beyond all boundaries of agony and sorrow.

Microchipping the pet can be a permanent form of identification. Ac-

cording to the statistics, every one out of three pets goes missing at least once in a lifetime. If your furry friend goes missing, what are the chances that you will be able to find them? Micro-chipping the pet will come in handy when one of your pets goes wayward.



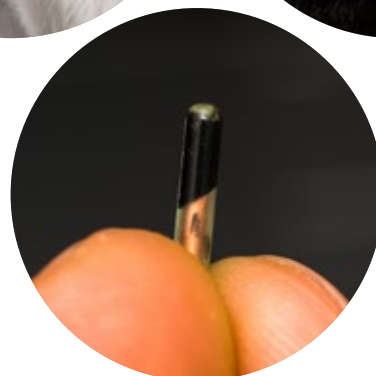
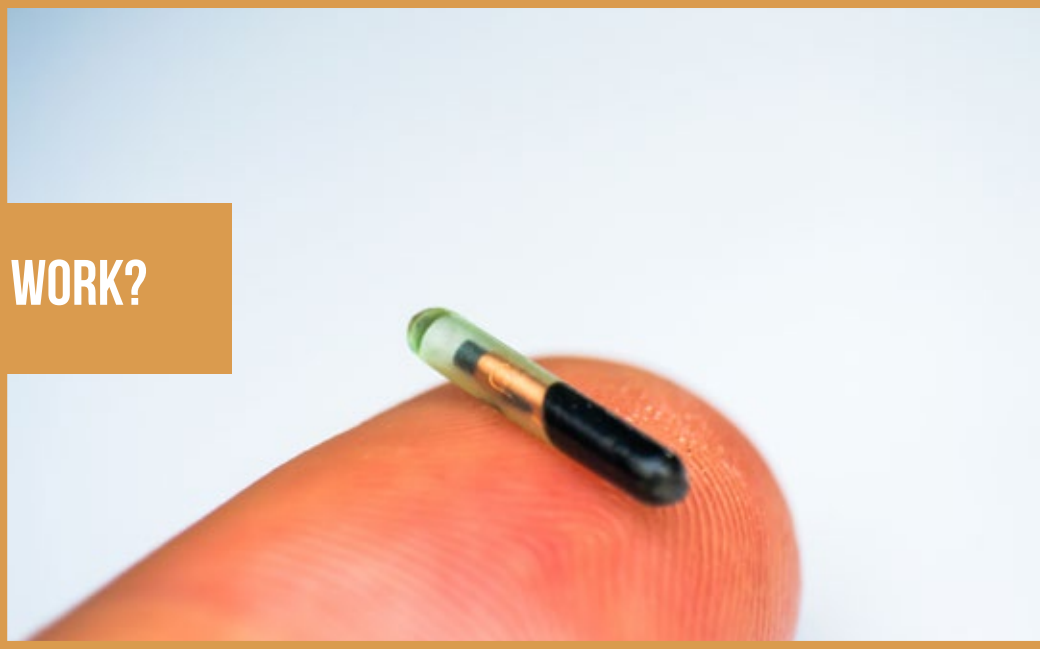
HOW DOES MICROCHIPPING WORK?

Microchips are the size of a small computerized piece of technology placed in a glass box; that is compatible with the living tissue. It gets implanted between your pet's shoulder blades using a large needle using special syringes.

This though a little uncomfortable, is no different from them getting vaccinated. If you think your pet will be a little fussy, you can get this procedure done when a pet gets neutered or spayed because it involves anesthesia. If the pet's previous process is already complete, get the microchip implanted while the pet is getting its dental checkup.

These microchips get easily detected with radio waves, and by scanning, it sees an alphanumeric code. One has to register with a microchipping company and pay a one-time fee to register their pet with the company. Do your research by visiting the pet care portals like [PetCareRx](#) to learn more about such measures to keep track of your pet.

This way, they can trace the pet back to the rightful owner when found. The chip does not contain a [GPS tracker](#), but by scanning it, the process of finding the owner can start. Various manufacturers and veterinarians are working on the technology to bring back your furry friend. But compared to earlier times, the technology has highly developed and provides better readability.



THINGS TO CONSIDER BEFORE MICROCHIPPING



1.

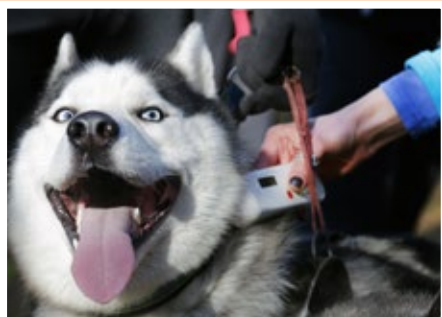
LONG-LASTING

It is a one-time investment; once the microchip gets implanted in your pet, it will last a lifetime, and there is no need to replace or remove it.

MOVING CHIPS

Some chips move around the body, if implanted between the shoulder blades, there are total chances that the chip might move to other parts of the body. Hence, it is essential to scan the entire body while scanning the animal.

2.



3.

UNIVERSAL SCANNER

Shelters and veterinary clinics should be mandated to have universal scanners to read the microchip. However, many clinics and shelters do not have access to these scanners.

Chips can be old and go undetected- sometimes, the universal scanner can fail to detect the microchip because of the year it got manufactured, or a microchip implanted in another country can also fail to detect through the universal scanner. Though as of now, most of the microchips are compatible with the scanners.

WHY DO IT?



Despite taking the best care of the furry friend, there will be chances that it might go missing, get stolen, or simply it can just run away, especially if it is of a fast dog breed. Nothing is perfect, or no plan is foolproof. The pet can have all the identification tags, and it can get leashed with the strongest leash; one might also refrain their pets from going out to play.

One might think that they are doing the best for their beloved pooch. But implanting a microchip will be one of the best backup plans when your furry friend goes missing.

The more identification tags the animal has, the better it is. However, this will go to waste when the information on the tags and microchips is not updated regularly. So, whenever there is a change in address or contact information, immediately go to the microchip company and give them updated information.

SUMMING IT UP

Everybody considers their pet a member of the family, and losing a family member can be heartbreaking. Micro-chipping them will help bring them home, and this procedure does not have any drawbacks, so what is wrong with having extra reinforcement? It is another way of caring for your loyal friend and protecting them from being separated from their family.



4

TIPS FOR CHOOSING THE RIGHT SOFTWARE FOR YOUR BUSINESS NEEDS

Choosing the right software for your business can be complicated. The best choice will depend on your specific needs, and there are many factors to consider, including price, functionality, and cost of implementation. Making the wrong choice could cost you time, money, and frustration as you click endlessly through a program that isn't suited to your needs, and it's a fate that wise business owners will seek to avoid.

This guide will outline the steps you can take to find the right software for your business needs, including both on-premise and cloud-based options.

CONSIDER YOUR BUSINESS TYPE



From inventory management and customer relationship management (CRM) tools to project-management software and accounting packages, every business needs software. Create a list of your business needs, then compare that with what each piece of software offers.

Do you want software that's cloud-based and accessible from anywhere? Or are you in a line of work where your clients like to meet face-to-face? Consider how you expect people will use your software.

profit from IP software from companies like [Denne Meyer Group](#). Still, a company that concentrates on consumer retail might benefit more from point-of-sale software.

Before committing to anyone program, make sure it will do everything you need. If not, look for something else that will fill in those gaps. Having a solid understanding of what you need before shopping around is vital for finding something that works for your business and meets all your requirements.

A company that often deals in intellectual property, for example, would

CREATE A SOFTWARE VENDOR SHORTLIST



One tactic for narrowing down your search for business software is creating a vendor shortlist. Once you've got your list, start researching vendors and see if they offer what you're looking for. If not, move on to another company until you find one that fits all of your criteria.

Take a look at your business needs. When you're trying to choose software for your business, you might find yourself with a list of requirements that seem to be in conflict.

Think about how much money you want to spend and what features are non-negotiable. For example, consider how much marketing automation and customer service support you'll need or whether an online backup is a must-have feature. Then, try to narrow down your choices based on those factors.

If one option costs more but has better support than another one that's cheaper but requires more self-service efforts, it might make sense to go with the pricier option. Once you've done that, start crossing off options until you have one good choice left that meets your criteria.

TEST OUT YOUR SELECTED SOFTWARE



Testing out your selected software is a crucial step in making sure it's right for you. You can avoid potential problems such as security threats by first determining your criteria for choosing a piece of software and then testing out possible solutions before making a final decision.

If you're not happy with your choice, it could mean a lot of wasted time and money. The best way to test out software is by using it on a trial basis. Most companies offer free trials that allow you to use their software for a limited time before committing to buying it.

Many also offer thirty-day money-back guarantees, so there's no harm in trying something else if you don't like what you see.

DO YOUR DUE DILIGENCE AND START NEGOTIATING



If you're going to make an expensive software purchase for your business, you must do your research. You can find out which programs are best by asking trusted colleagues and friends for their advice or by talking with a consultant who specializes in a similar business to yours.

Look into an expert's opinion and user reviews from sites like G2Crowd. These resources help give you an idea of what other companies say about specific products and if their user experience aligns

with yours.

Once you settle on one option, reach out to a salesperson and start negotiating. You may be able to get a better deal if you're willing to commit for longer or pay upfront for multiple years.

BEFORE YOU GO

At each step of your decision-making process, utilize this guide in the context of what you want most in terms of features, price, and support options. Make sure that whatever software you choose is something that can grow with your business over time.



CLOUD COMPUTING BENEFITS, IMPORTANCE, AND MORE



Although **cloud computing** has been around for more than 20 years now, and there are several advantages it offers, like cost-effectiveness, enhancing business efficiencies, and competitive advantage, you will come across many such companies that operate without it.

As per a study conducted by the International Data Group, at least 69% of the business entities have already implemented the technology, and 18% say they intend to do so. Dell states that those companies that have already invested in **remote control cloud** or **free cloud desktop** are already enjoying a 53% greater revenue growth.

Before we proceed further to understand the **benefits of cloud computing**, let us find out what is **cloud computing**?

WHAT IS CLOUD COMPUTING?

Cloud computing is when on-demand computer services are delivered right from processing power, storage, and applications, over the internet. The payment mode is generally a “pay-as-you-go” model.

BENEFITS OF CLOUD COMPUTING

The benefits of cloud computing will usually depend on the type of service you are using. Using cloud services implies not having to invest in maintenance or buying your computer infrastructure.

As a business entity, if you are using cloud computing services, it means in comparison to a company that does not use this service, you enjoy an edge over your competitors in moving faster with your projects and ventures without the need to shell out cash on lengthy processes of procurement and upfront expenses.

Migrating to cloud computing or remote cloud computing removes the burden on the internal IT staff in case of services like email and CRM. It also helps eliminate expenses on capital expenditure or CAPEX and operational expenditure or OPEX.



In a nutshell, the benefits of cloud computing can be listed as-

1.

FLEXIBILITY

3.

COST SAVINGS

5.

INSIGHT

2.

SECURITY

4.

MOBILITY

6.

QUALITY CONTROL**IMPROVED AND ENHANCED
COLLABORATION**

7.

8.

SUSTAINABILITY**COMPETITIVE EDGE**

9.

10.

LOSS PREVENTION**AUTOMATIC SOFTWARE UPDATES**

11.

12.

DISASTER RECOVERY

IMPORTANCE OF CLOUD COMPUTING SOFTWARE



Cloud computing gained immense importance during 2020-2021 during the pandemic when every other business was striving for digital transformation. By 2021, the IDC tech analyst anticipates that spending on cloud infrastructure will grow 8.3% compared to \$71.8 billion in 2020, and non-cloud infrastructure is expected to grow just by 1.9% to \$58.4 billion.

The analysts expect in the long-term that spending on computing and storage infrastructure might see a compound growth annually at the rate of 12.4% from 2020 to 2025, reaching a mark of \$118.8 billion in the year 2025, and this will constitute 67% of the total spending on computing and storage infrastructure. In contrast, spending on the non-cloud infrastructure will be approximately flat and will attain the \$58.6 billion mark in 2025.

EVERYTHING ABOUT **HIGH BLOOD PRESSURE** FOR WOMEN

High **blood pressure**, also known as hypertension, is a condition in which the **blood pressure** inside your arteries is too high. The higher the pressure, the greater the strain on your heart and arteries. The condition usually has no symptoms, but it can lead to serious health problems like a heart attack or stroke.



SYMPTOMS OF HIGH BLOOD PRESSURE IN WOMEN

It has been analyzed that high blood pressure is mainly asymptomatic. Therefore, it is also known as the 'silent condition'. Specifically, in older women, symptoms of blood pressure can rarely be noticed. For several years women have suffered from blood pressure, and when it reaches its limit, it causes serious health problems like a heart attack or stroke. Even when blood pressure for women comes at a high level, it does not show any symptoms. However, after many years of research, some signs have been identified, which are as follows,

- **EYES WITH RED SPOTS IN THE FRONT**
- **SKIN FLUSHING**
- **DIZZINESS**

Although, these symptoms sometimes show and are disabled, mainly in older women. Therefore, the best way to monitor high blood pressure for women is through regular checkups for blood pressure. The risk of high blood pressure increases as people get older, regardless of gender or sex.



MAIN REASONS FOR HIGH BLOOD PRESSURE FOR WOMEN

1. OVERWEIGHT



2. CONSUMING TOO MUCH SALT AND AVOID EATING VEGETABLES AND FRUITS



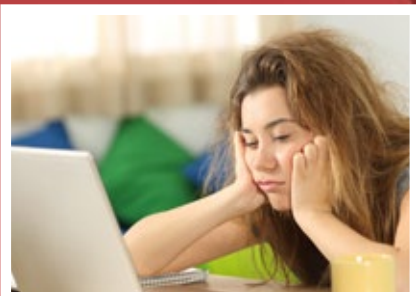
3. LACK OF EXERCISING



4. SMOKING AND ALCOHOL CONSUMPTION



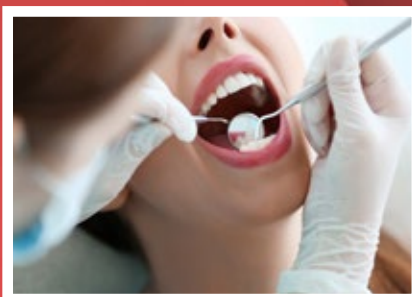
5. LACK OF PROPER SLEEP



6. AGE OVER 65



7. ORAL HEALTH



Yes, oral health or **oral bacteria** can be a possible reason for **high blood pressure in women**. Here is some data regarding how **oral bacteria** is associated with **high blood pressure** for women.

ASSOCIATION BETWEEN HIGH BLOOD PRESSURE AND ORAL BACTERIA

As reported by American Heart Association, "In a study of more than 1,200 women in the U.S., average age 63 years, ten kinds of **oral bacteria** were associated with a higher risk of developing **high blood pressure**, while five strains of bacteria were linked with lower hypertension risk."

A new study published by the Journal of the American Heart Association has stated that few **oral bacteria** are associated with hypertension, specifically for older women. An observational study did not state any strong proof regarding its effect and cause. Nevertheless, analysis of the findings showed that there is a possibility that proper oral care can improve hypertension in **older women**, which is associated with **high blood pressure**.

Older women going through their postmenopausal phase have a higher risk of developing **high blood pressure** or hypertension, which is caused by some **oral bacteria**. Michael J. LaMonte [Ph.D. and M.P.H.] is one of the senior authors of the research study, has stated, "Since periodontal disease and hypertension are especially prevalent in older adults, if a relationship between the **oral bacteria** and hypertension risk could be established, there may be an opportunity to enhance hypertension prevention through increased, targeted oral care." The study analysis has found that ten types of **oral bacteria** are linked with a 10%-16% high risk of having blood pressure. Here is the link to the article –

<https://www.ahajournals.org/doi/10.1161/JAHA.121.021930>





8 SIDE WEDDING

Gigs

THAT
HELP
YOU MAKE

Extra Money

If you're strapped for cash, you might be considering ways to earn extra money instead of taking an emergency personal loan or getting into debt by relying on credit cards. If you're creative and like to work with people, you should consider starting a side gig in the wedding industry! Weddings are one of the most profitable industries around as they're built around creating that one perfect day for the engaged couple. But what side gig would be proper for you? Here are eight to consider.



WEDDING PHOTOGRAPHER

As weddings are one of the most popular events, there will likely be plenty of opportunities for you to work. If you love taking pictures and want to get into the wedding industry, becoming a wedding photographer could be excellent. You would need to invest in some good equipment and learn how to shoot amazing photos that capture the day's emotions.



WEDDING PLANNER

Becoming a wedding planner could be great if you have an eye for detail and can organize things well. You would need to learn about all the different parts of planning a wedding as it can be pretty complex. However, with enough dedication and effort, it could be lucrative.



FLORIST

If you love flowers and want to get into the wedding industry, becoming a florist could be significant. You would need to invest in some good flower equipment and learn how to create beautiful arrangements that will set the mood for the day. You'll also need a wholesale floral connection to ensure you have the suitable blooms the couple wants and enough quantities to fulfill the entire order.



CAKE ARTIST

If you love baking cakes and want to get into the wedding industry, becoming a cake artist could be a great option. You would need to invest in some good cake-making equipment and learn how to create beautiful cakes that will wow the couple and their guests. Remember to take pictures of your completed work for your portfolio so that you'll be able to showcase the variety of styles you can create.

WEDDING DJ OR BAND

If you have some musical talent, consider becoming a wedding DJ or marketing your brand as one that specializes in weddings. You would need to invest in some good equipment and learn how to mix music for the couple's ceremony and reception. Be sure to have a few standard songs available for recommendations and offer to create a personalized playlist that will include all of the couple's favorite songs as an upsell.

CATERER

If you're talented at cooking, consider starting a catering business. You can offer many catering services, from simple food and beverage to complete sit-down meal packages. Catering is a great way to make money since it's usually a service that people need but don't have time to do.

EVENT HOST



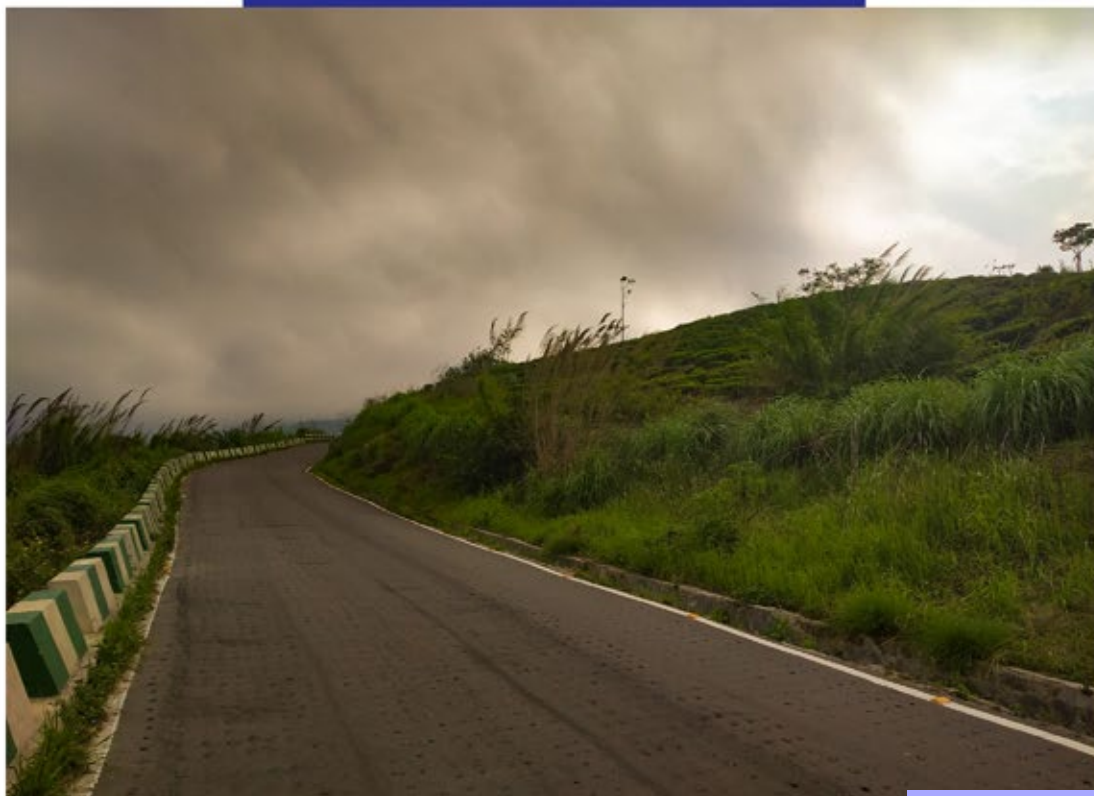
Suppose you've got a lovely place where couples could host their wedding, consider renting it out for a profit. Historical properties, gardens, barns, and plantation farms are popular places for weddings since they can accommodate a large party. Just be sure your structures are up to date on the latest building codes and [fire regulations](#).

THE BOTTOM LINE

There are many different ways to make extra money in the wedding industry for those who love being part of someone's special day. Just be sure to research the market and find services that match your skills and interests. And remember always be prepared to give your best performance!



PHOTO OF THE MONTH



SARTHAK MUKHERJEE

A Road To Monsoon



64 MEGAPIXEL
APERTURE 5.6
ISO 300
SHUTTER SPEED 50
CAMERA NIKON D3500



*An Uplifted Travel Outlook
Sees Airbnb Looking for a
Busy Summer Season*



The shares of Airbnb Inc. gained 6% during extended trading after the company forecasted the current quarter earnings that look to surpass the **Wall Street** estimates. Airbnb sees the coming summer season busy after more than two years of travel restrictions due to Covid-19.





THE POSITIVE FORECAST

Compared to the average analyst's estimated revenue of \$1.97 billion, the company projected the second-quarter revenue between \$2.03 billion and \$2.13 billion, as per Bloomberg data. Even the first-quarter revenue was better than expected and helped the company narrow the loss the vacation home rental suffered.

As per CEO *Brian Chesky's* letter to the shareholders, the company will lap the travel rebound. **U.S. domestic** demand has been encouraging and more than expected his year.

Airbnb, along with rivals Booking Holdings Inc. and Expedia Group Inc, expects this year's summer to be the best in recent years, thanks to the pent-up demand with travelers heading off to far-flung tourist hot spots and destinations. This outlook was threatened earlier this year after the outbreak of the Omicron variant and the **Russia Ukraine war**.

The signs are positive, with people itching to travel. United Airlines Inc. is increasing its capacity in its transatlantic flights. Southwest Airlines Co. is expected its following three-quarters results to be profitable despite oil prices above the \$ 100 a barrel level.

Peter Kern, CEO of Expedia, said that he feels good about a robust summer recovery after the company posted an 80% jump in its first-quarter earnings on Monday.

Despite the results being aligned to analysts' estimates, the shares of Expedia fell 17%, the highest since March 2020, with concerns about recession and inflation clouding the vision. Travel companies, including hotels and airlines, pointed out that consumers are

willing to pay high travel costs, but there is a limit. Hilton Worldwide Holdings Inc. has given a profit forecast short of market expectations.

Airbnb managed to weather the pandemic storm and even thrived in 2021, achieving its best-ever performance since its inception. According to *Chesky*, the world of travel is emerging with the flexibility of working from remote places to new work policies. This has resulted in people spending days, weeks, months, or even an entire season in different towns and cities.

In an interview, *Justin Patterson*, an analyst with Keybank Capital Markets, saw improvements in U.S. and Europe geographies compared to 2019 levels before the results were announced.

Based out of San Francisco, Airbnb saw its first-quarter revenue increase to \$ 1.51 billion, showing a growth of 70% and surpassing analysts' estimates of \$1.45 billion. The net loss was \$ 19 million compared to the \$ 1.2 billion loss a year ago.

The number of nights booked in the first quarter surpassed **pre-pandemic** levels rising by 59 % to 102.1 million. The daily rates also increased with a gross booking value of \$17.2 billion against analysts' forecast of \$15.9 billion.

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