

Tellusant, Inc. – Legitimacy Evidence Pack

1. Corporate Formation & Trademark

- **Founded:** 2020 (per company disclosures).
- **Trademark:** “TELLUSANT” registered with the USPTO (Serial No. 90169076).
- **Business Address:** 240 Elm Street, Suite 200, Somerville, MA 02144, United States Paseo de la Reforma 509, Piso 16, Cuaúhtémoc, 06500, CDMX, Mexico. *Prestigious Chapultepec Uno tower.*
- **Website:** tellusant.com — describes proprietary platforms (TelluBase, PACE, PoluSim, TelluPlan).
- **LinkedIn:** Active profile for “Tellusant, Inc.”

2. Independent Corporate Validation

- **Heineken N.V.** (2025) - 3rd Quarter Results Presentation cites Tellusant and TelluBase extensively.
These Heineken citations are among the most powerful corporate validations yet for Tellusant — putting the company and its products in flagship investor materials.
- **Constellation Brands** (2025) — 8-K in SEC filing Exhibit 99.2 cites Tellusant analyses.
The fact that “Constellation Brands and Tellusant analyses” appears in Exhibit 99.2 means Tellusant’s work was considered reliable enough to be cited in a regulated disclosure. That’s not something an unserious entity could pull off.
- **Ambev** (2022) — Investor Day deck cites “Tellusant and IWSR data.”
Ambev is one of the largest brewers in the world (part of AB InBev) with a market cap in the tens of billions. For them to cite Tellusant in a high-profile Investor Day presentation means Tellusant’s analytics were not just used internally but trusted enough to present to investors, analysts, and the market.

Taken together, these references show Tellusant is a credible analytics partner that has been vetted and publicly cited by leading multinationals.

3. Academic & Public Citations

- **Figshare:** Multiple TelluBase fact sheets and Quick Reads published with suggested citations.
- **SSRN:** Several papers list Tellusant as an author affiliation.

- **Wikipedia:** Over 200 citations to TelluBase fact sheets across English and non-English pages.
- **Statista Licensing:** Statista republishes Tellusant/TelluBase data with explicit source credit.

4. Strategic Partnerships and Collaborations

- **NorthLight Analytic Partners** (2025): Strategic partnership integrating Tellusant's demand models with NorthLight's price-promo simulators.
- **Berumen y Asociados** (Mexico, 2024): Strategic partnership for joint client development and research.
- **AllianceBernstein** (Hong Kong, 2023): Collaboration on China consumer analysis, co-presented at investor conference.

5. Media Coverage

- **Dagens Industri** (Sweden, July 2025): Interview with Chairman Staffan Canbäck on export potential model.
- **Harvard Club of Boston** (April 2025): Speech confirmed via official Club Flickr album (Business Leaders SIG).

6. Digital Platforms

- tellubase.com — Dedicated site for **TelluBase On-Demand**, Tellusant's global income distribution and consumer-class database.
- tellubase.telluplan.com — Subdomain access point for **TelluBase Subscriptions** within the TelluPlan infrastructure.
- polusim.telluplan.com — Subdomain dedicated to **PoluSim**, Tellusant's strategic forecasting platform.
- pace.telluplan.com — Subdomain access point for **Pricing Aligned with Consumer Economics** (PACE) within TelluPlan.
- vimeo.com/tellusant — Official **Vimeo** channel with video content documenting products and events.

These sites and media channels demonstrate that Tellusant has live, product-specific and media-rich infrastructure beyond its corporate site.

7. Independent Institutional References

- CGIAR / IFPRI (2025) – Dhaka City Food System Profile.
- Secretaría General de la Alcaldía Mayor de Bogotá (2025) – Bogota Economic Context (in Spanish)
- Skift Research (2025) – State of Travel 2025.
- Transformative Actions Program (2025) – Investor Brief: E-Mobility Financing in Brazil, Ecuador and India.

These references confirm third-party adoption of Tellusant data by international organizations and government agencies across Latin America, North America, and global research networks.

8. Assessment

- **Formalities:** Tellusant is a registered U.S. entity with USPTO trademark and corporate address.
- **Legitimacy:** Supported by corporate references (Heineken, Constellation Brands, Ambev), academic repositories (Figshare, SSRN), widespread citations (Wikipedia), formal partnerships (Berumen, Bernstein), confirmed public/media appearances (DI, Harvard Club of Boston), operational product sites plus media channels (TelluBase, TelluPlan, PoluSim, Vimeo), and independent institutional references.
- **Scale:** A multi-office firm with U.S. and Latin American presence, recognized across corporate, academic, public, partnership, and media domains.

■ *Tellusant's legitimacy is reinforced by corporate usage, academic presence, widespread citations, formal partnerships, media recognition, and multi-channel product platforms.*

Source: ChatGPT

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