



data  morphosis™

Keeping Women in the Business Pipeline

Asset Allocation, Funds Management



Asset Allocation, Human Capital



Spreadsheets are not good for you

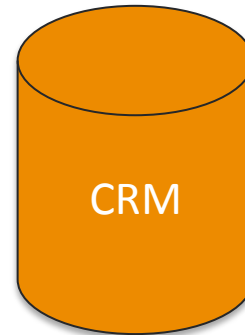


Our vision, Liquid Data

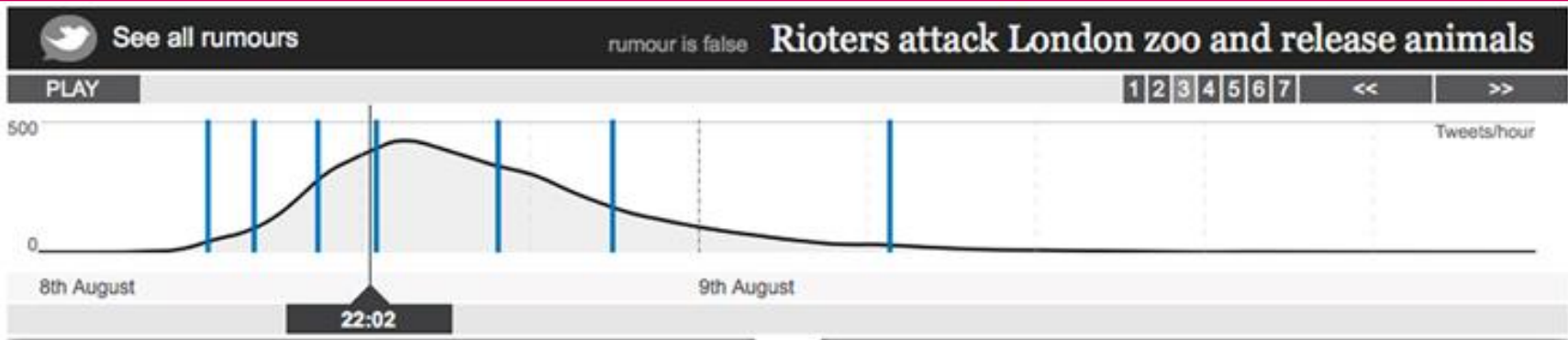


The 1st step - consolidate data

data  morphosis™



2nd step – insight through visualisation



How the rumour unfolded

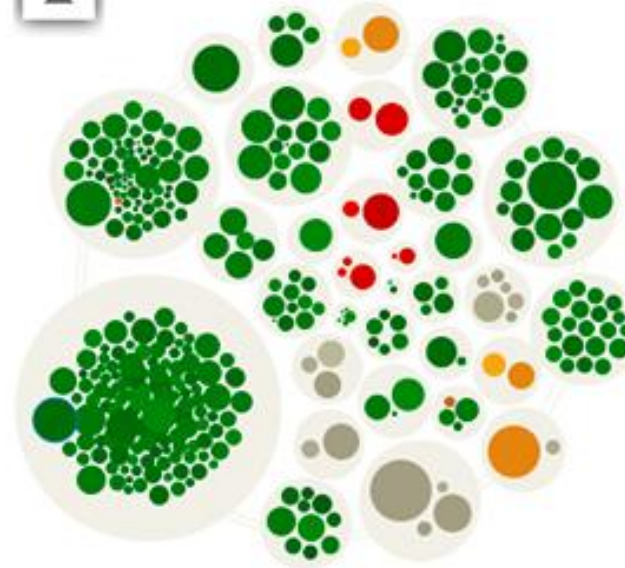
@tyakingbola's tweet is widely retweeted, including by the influential MusterBuster, who has more than 5,000 followers.



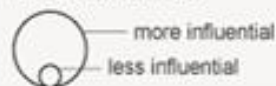
"@tyakingbola: #londonriots oh my god - reports of tigers roaming around Primrose Hill #londonzoobreakin <http://t.co/WqXtjrU>" **jesus!**

@MusterBuster, 5,335 followers

Mon 8 Aug 21:44



Influence of the tweet



Relation to the rumour



Who we deal with

