Twitter Thread by Exploding Topics

Exploding Topics
@explodingtopics

10 fast-growing companies you've (probably) never heard of.

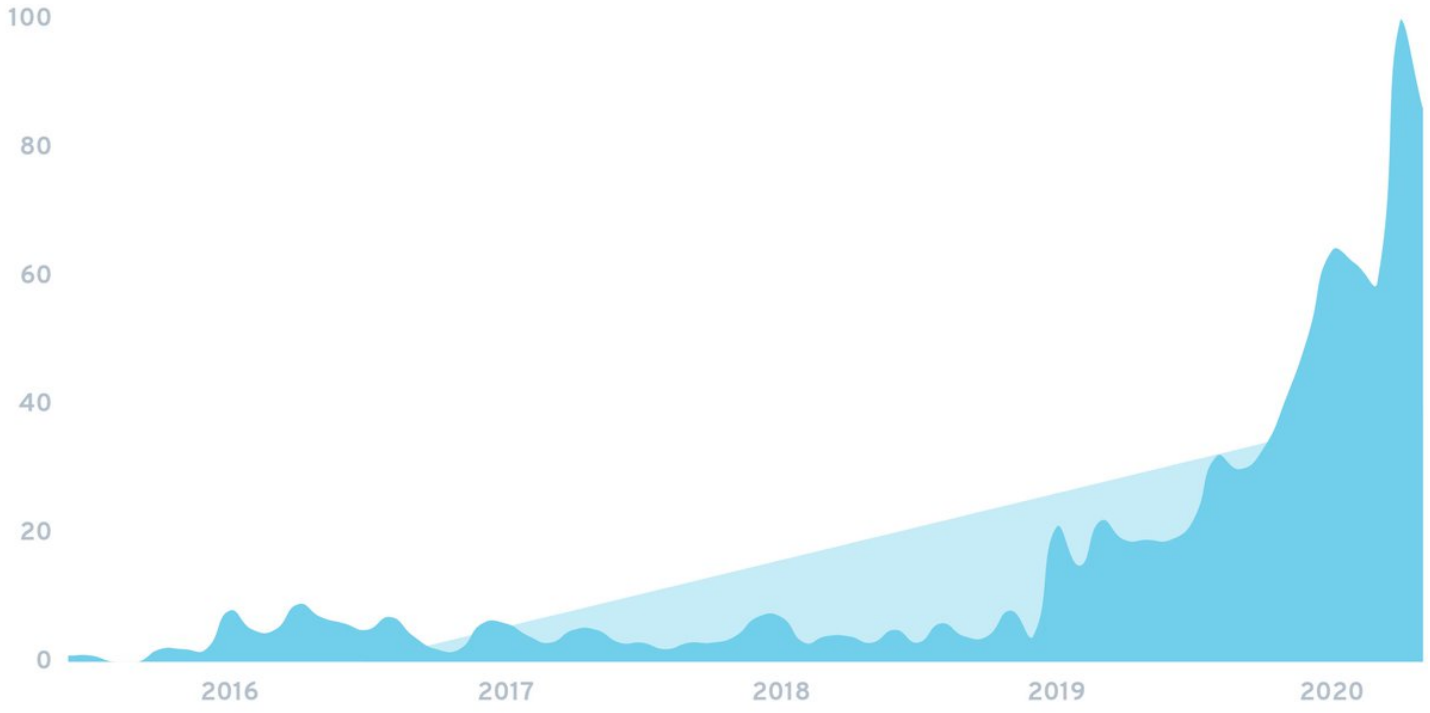
Thread ■

1/ @Cubii

Ultra-portable elliptical trainer.

Why the ■?

-Part of growing workout @ home trend
-Super small (fits under a desk or table)
-Proprietary tracking app
-Smart "fit while you sit" branding
-Sizable community of Cubii users

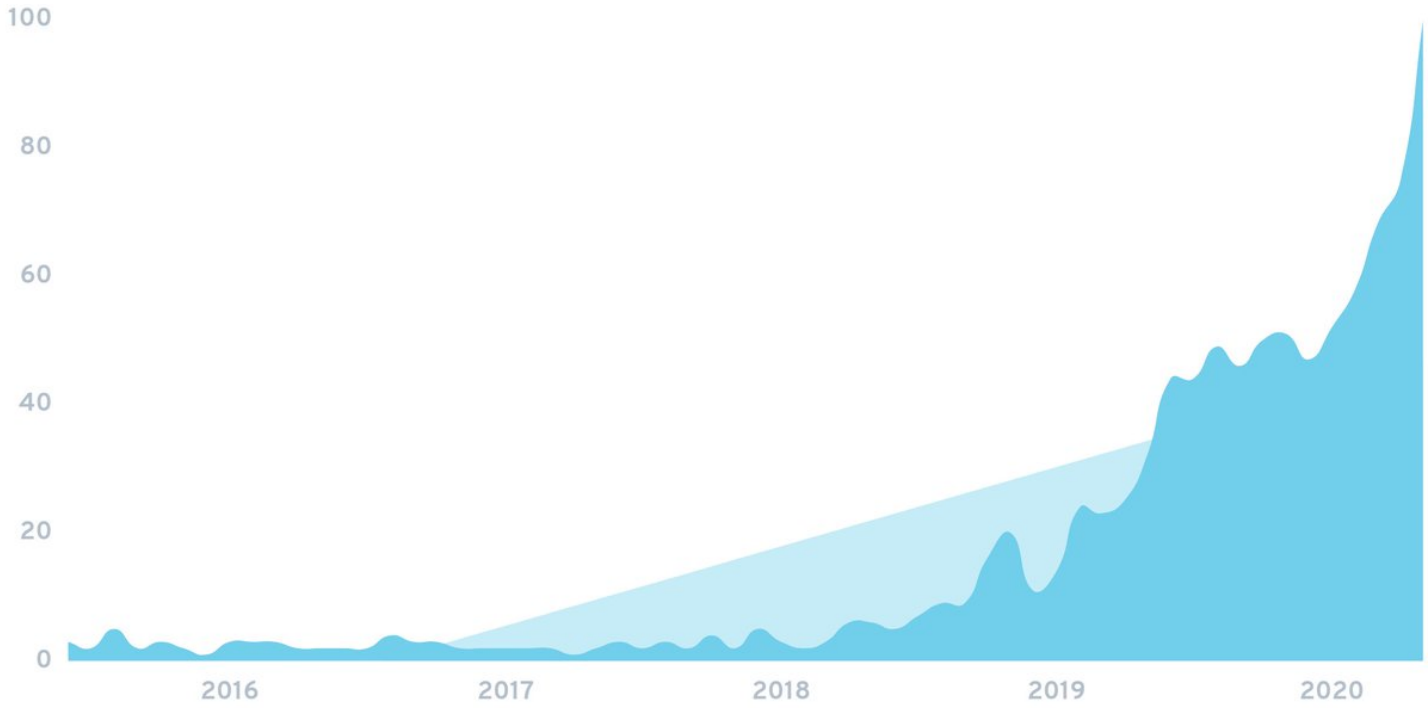


@cubii 2/ @undraw_co

Open source illustration library.

Why the ■?

-1000s pro-level illustrations
-As illustrations replace stock photos, demand for illustrations=■
-Part of growing open source media libraries (music, images and icons)trend

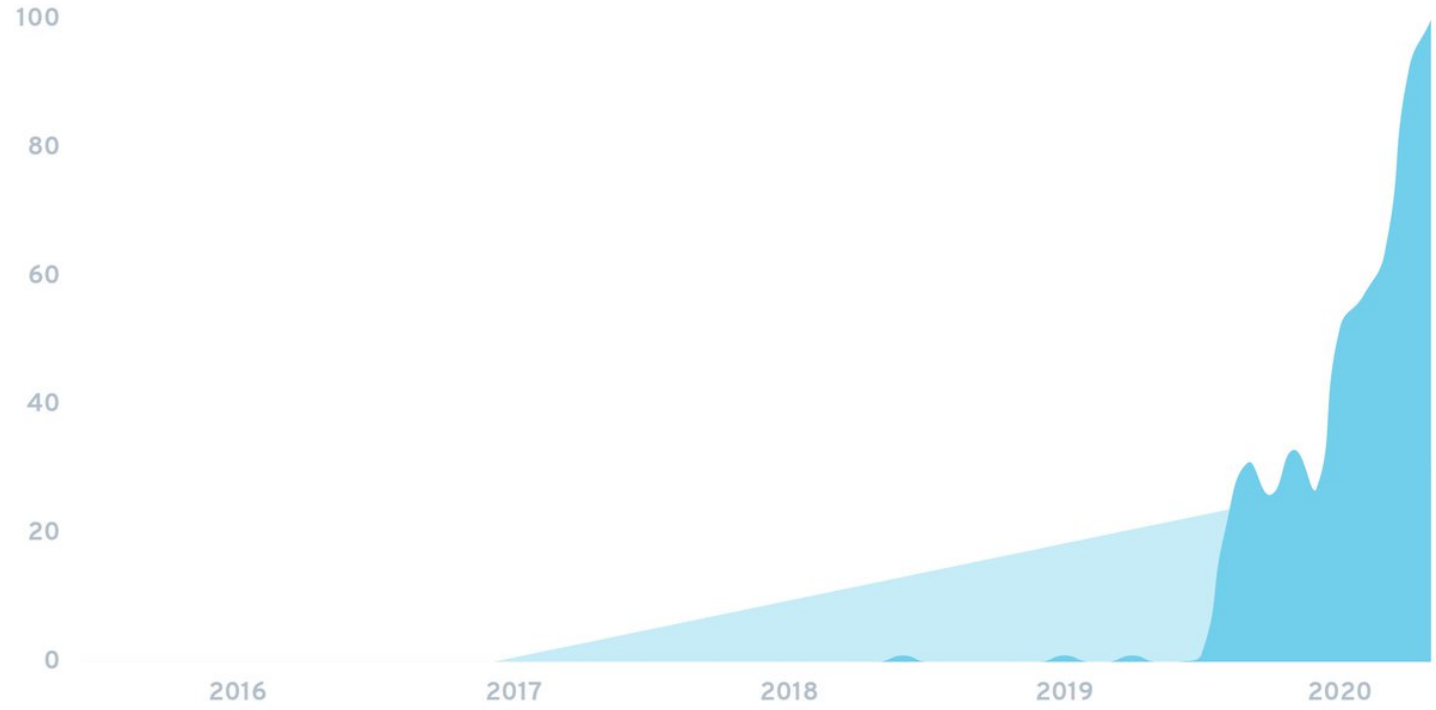


@cubii @unDraw_co 3/ @flodeskinc

Email service provider that focuses on design.

Why the ■?

-No-frills UI
-Appeals to Shopify stores
-Attractive email templates
-Designed for ecommerce marketing

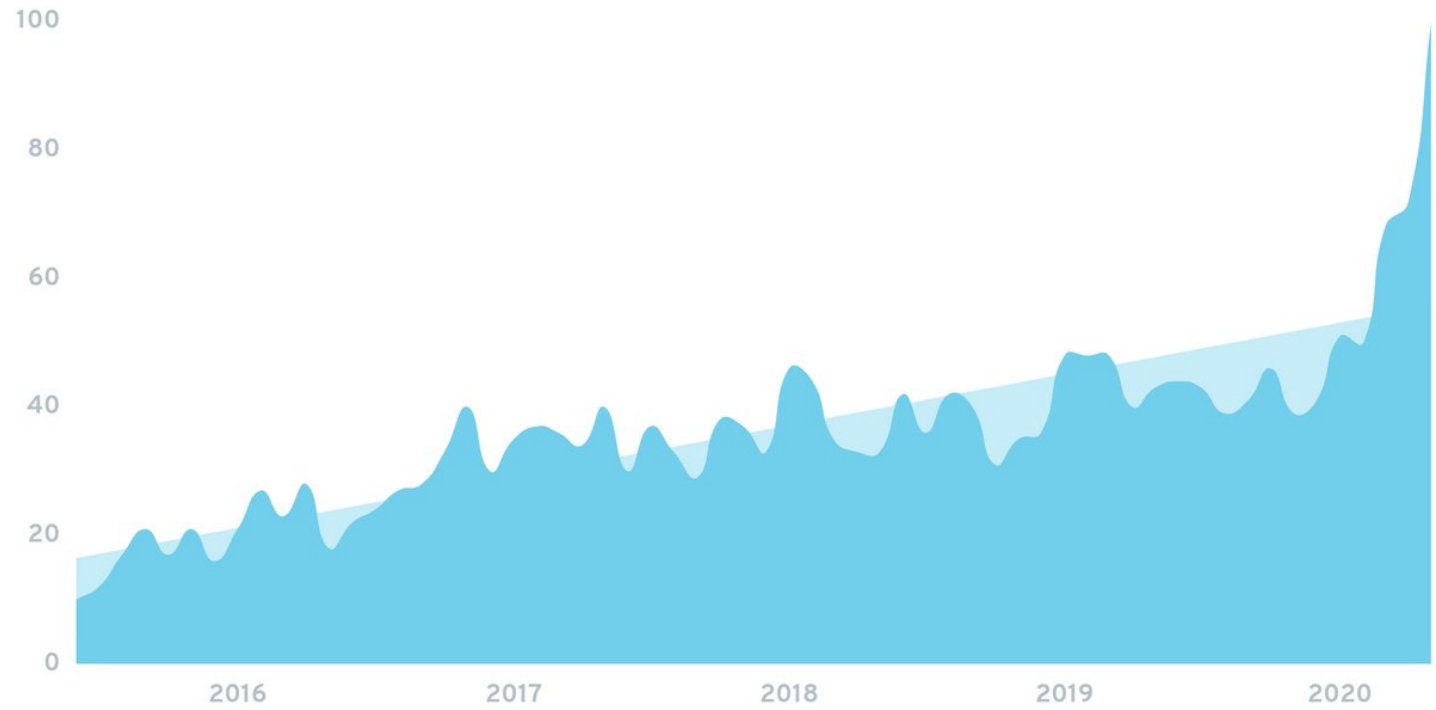


@cubii @unDraw_co @flodeskinc 4/ @pushpay

Venmo for church donations.

Why the ■?

-7900+ churches use it
-Disrupting cash donation baskets
-Taps into cashless payments meta trend

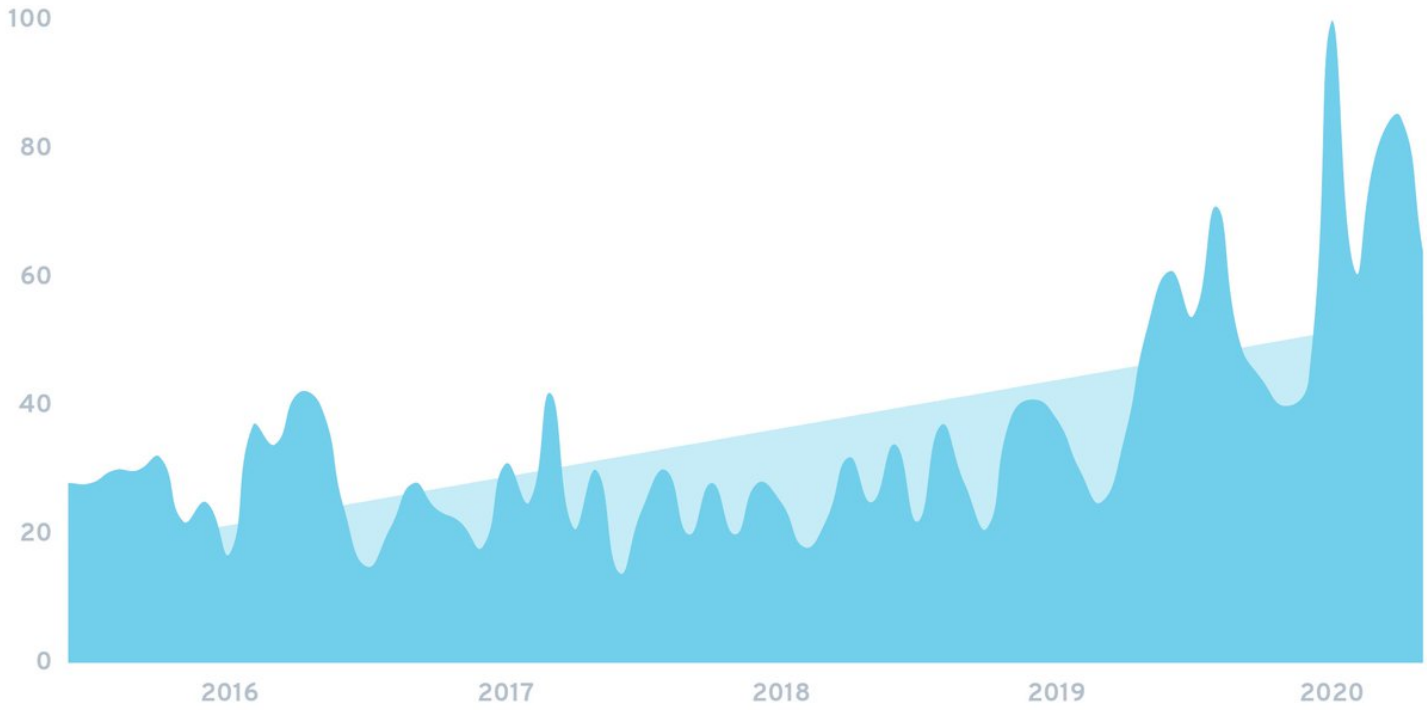


@cubii @unDraw_co @flodeskinc @Pushpay 5/ @drinkdripdrop

Souped up version of Pedialyte for adults.

Why the ■?

-Part of medical device --> consumer-facing product meta trend
-Weird flavors (“spiced apple cider")
-Super portable powder sticks
-Mixed with water

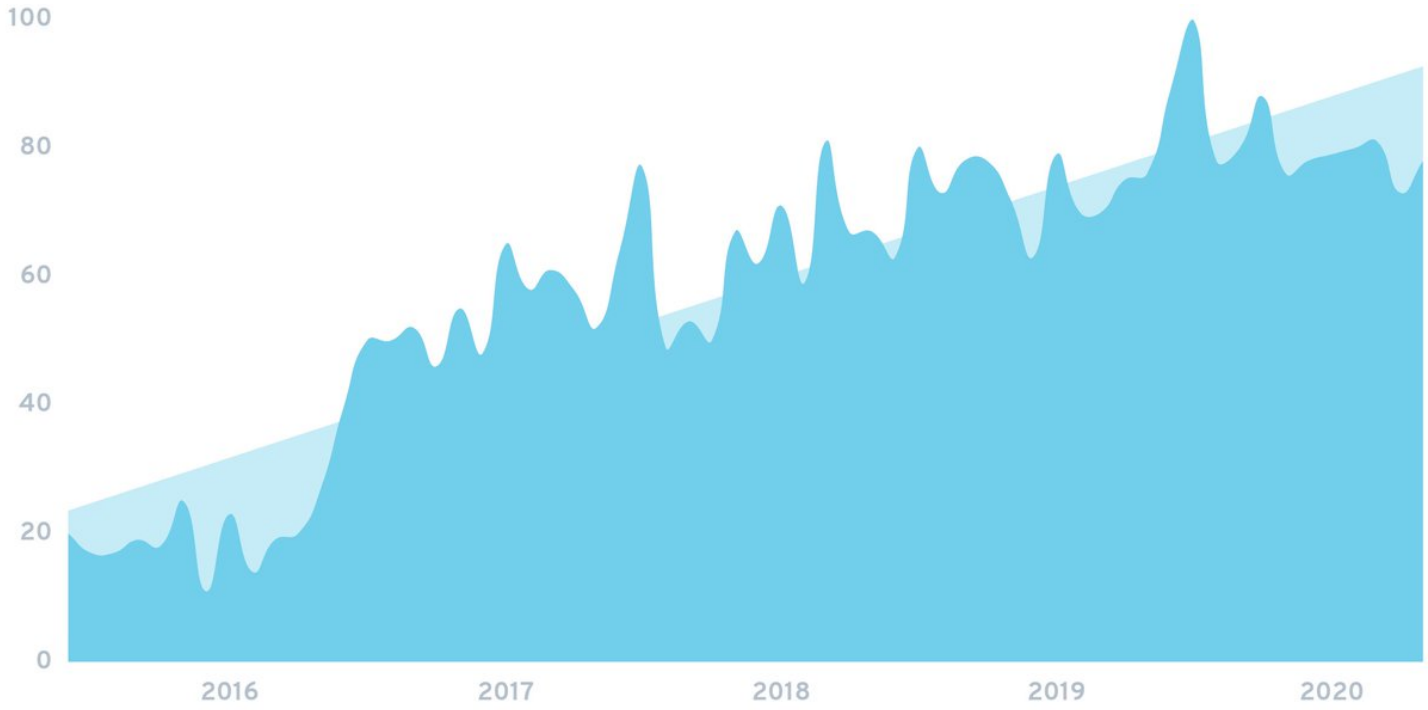


@cubii @unDraw_co @flodeskinc @Pushpay @drinkdripdrop 6/ @Wallethub

Emerging player in the personal finance content space.

Why the ■?

-More people searching for finance info
-Focus on SEO + content
-Free credit scores

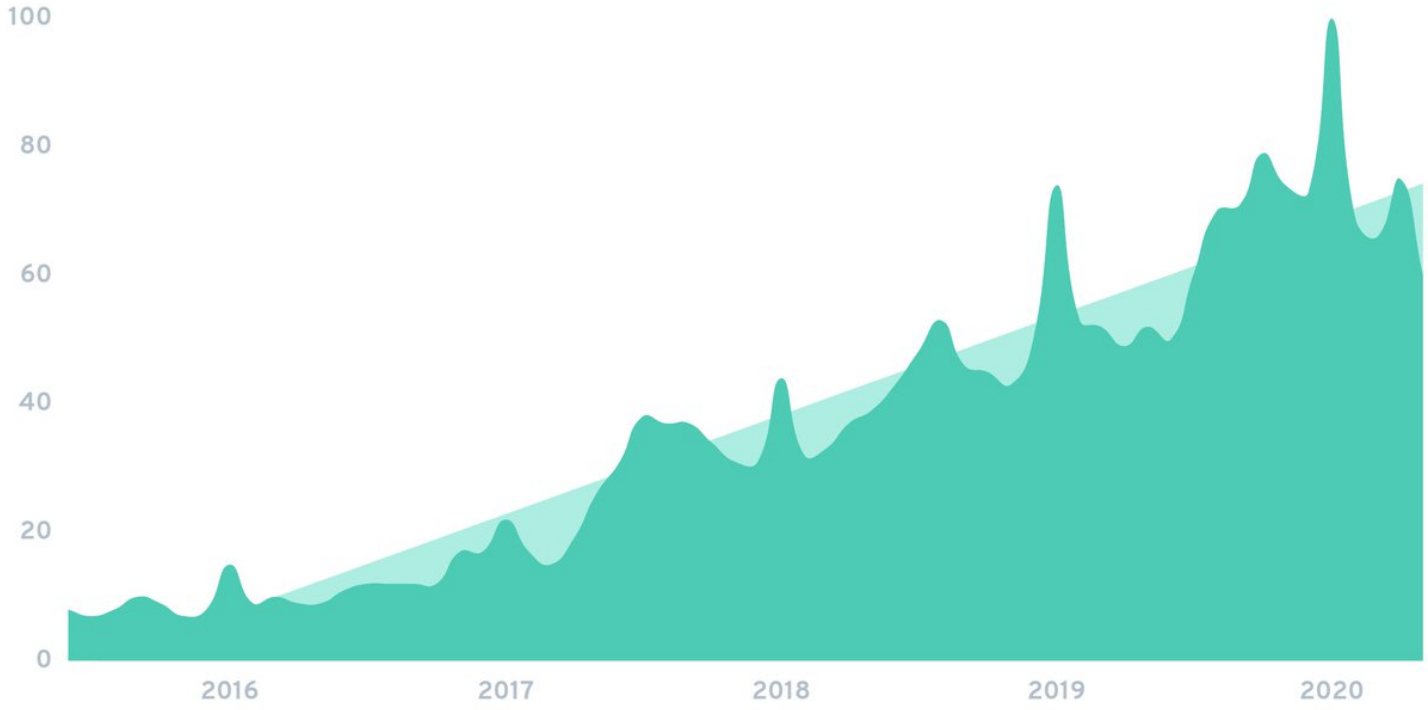


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21st century version of CliffNotes.

Why the ■?

-Part of the rise of audiobooks
-Aimed for busy professionals
-Shortens books into 15 min summary
-Aggressive PPC marketing
-VC-backed

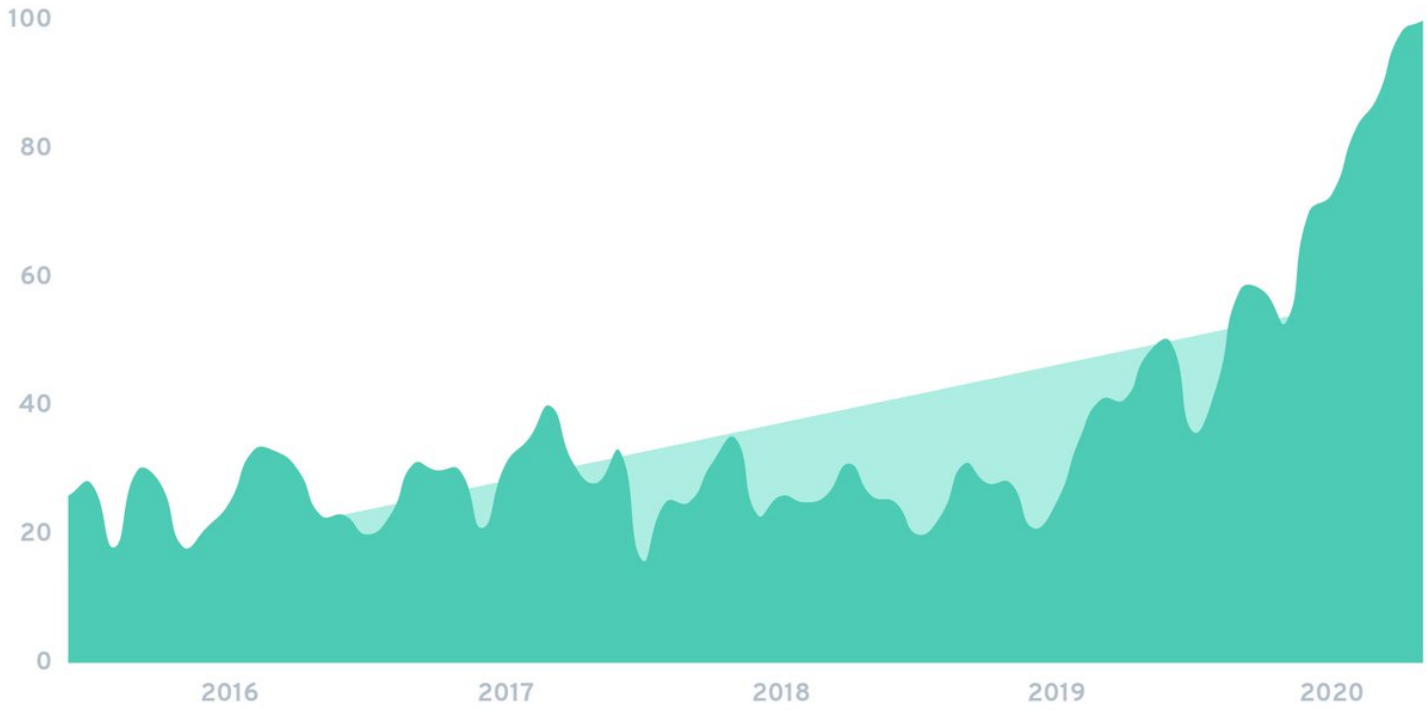


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Direct competitor to the Yoast SEO WordPress plugin.

Why the ■?

-Free "premium features"
-Supports Schema markup
-Rank tracking
-Part of “accessible martech” trend

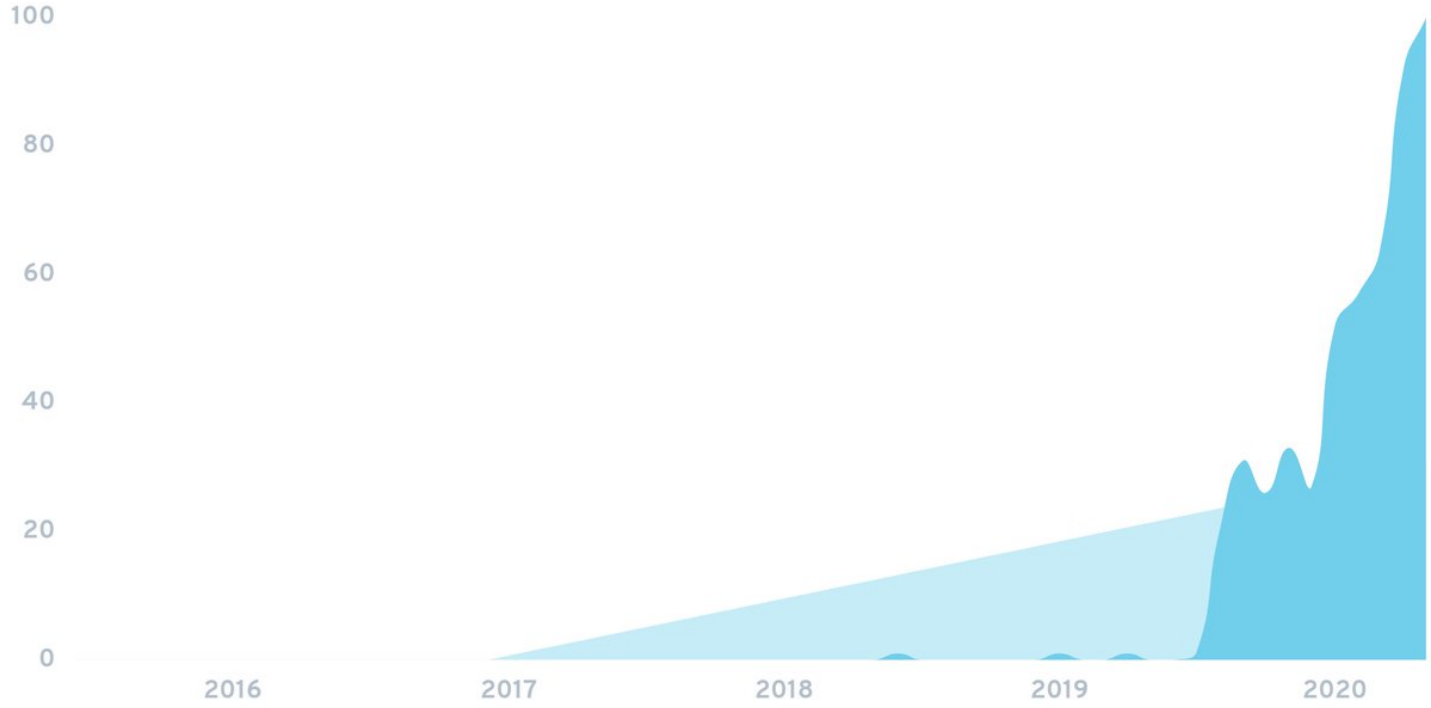


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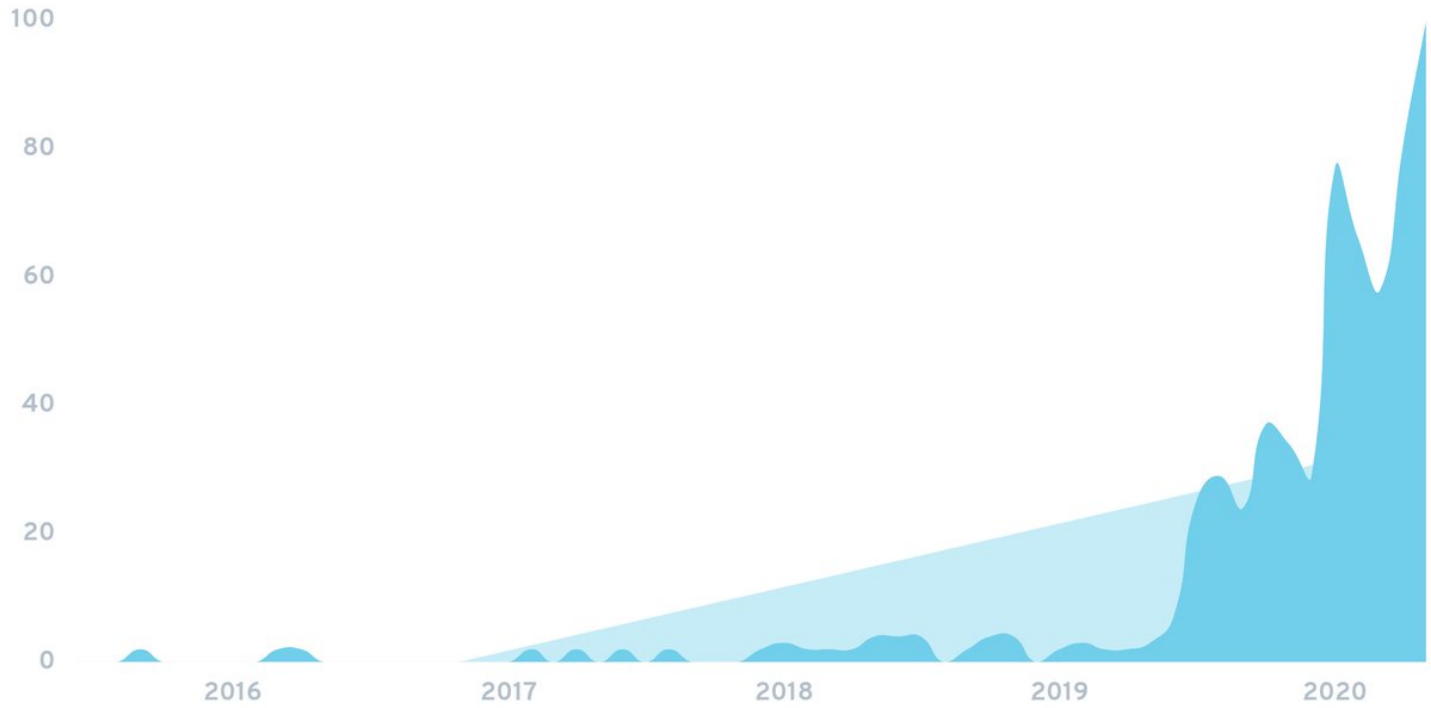


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Apple cider vinegar in gummy form.

Why the ■?

-ACV = huge superfood trend
-Masks bitter ACV taste
-Highly portable
-Part of "gummification" trend (ie. CBD gummies)



You made it!

If you want more trending topics, you might like our weekly newsletter.

Forward-thinking companies like Slack, Apple, Casper, and Shopify read our newsletter each week to see what's coming around the corner.

Check it out: https://t.co/6ihl0YsBsO

Bonus/

The Ordinary

Growing skincare brand.

Why the ■?

-Cheap vs other natural skincare brands
-Simple packaging
-Extremely transparent names ("Niacinamide 10% + Zinc 1%")
-Large retail distribution