

# Twitter Thread by Exploding Topics



**Exploding Topics**

[@explodingtopics](#)



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

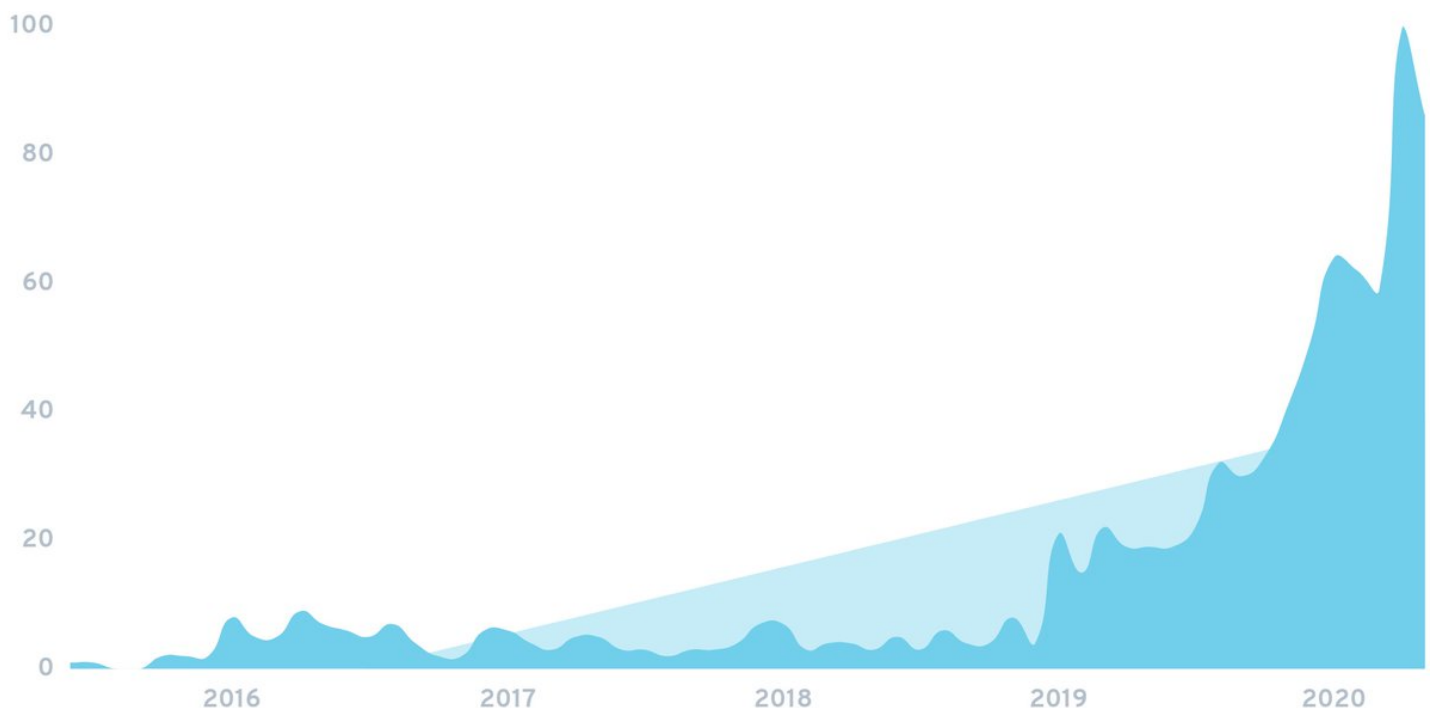
## Thread ■

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](#)

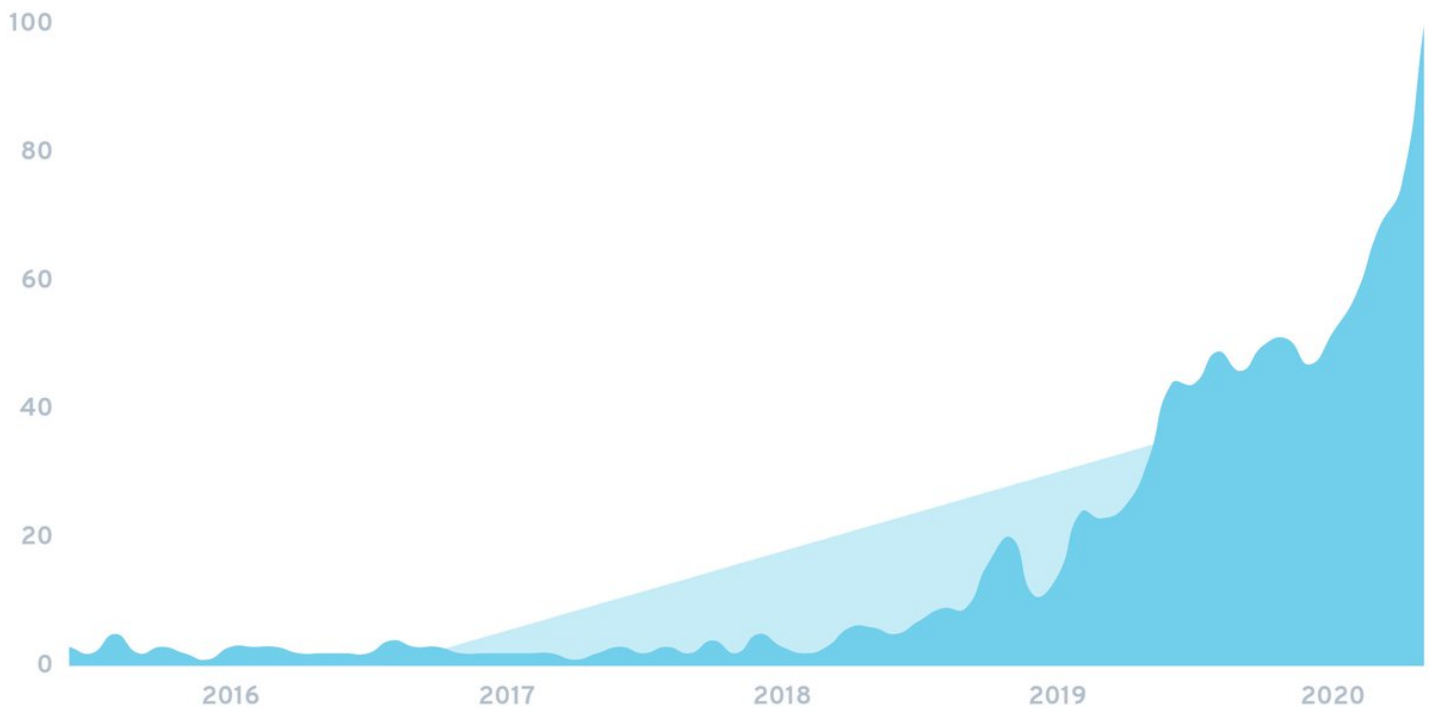
Open source illustration library.

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.

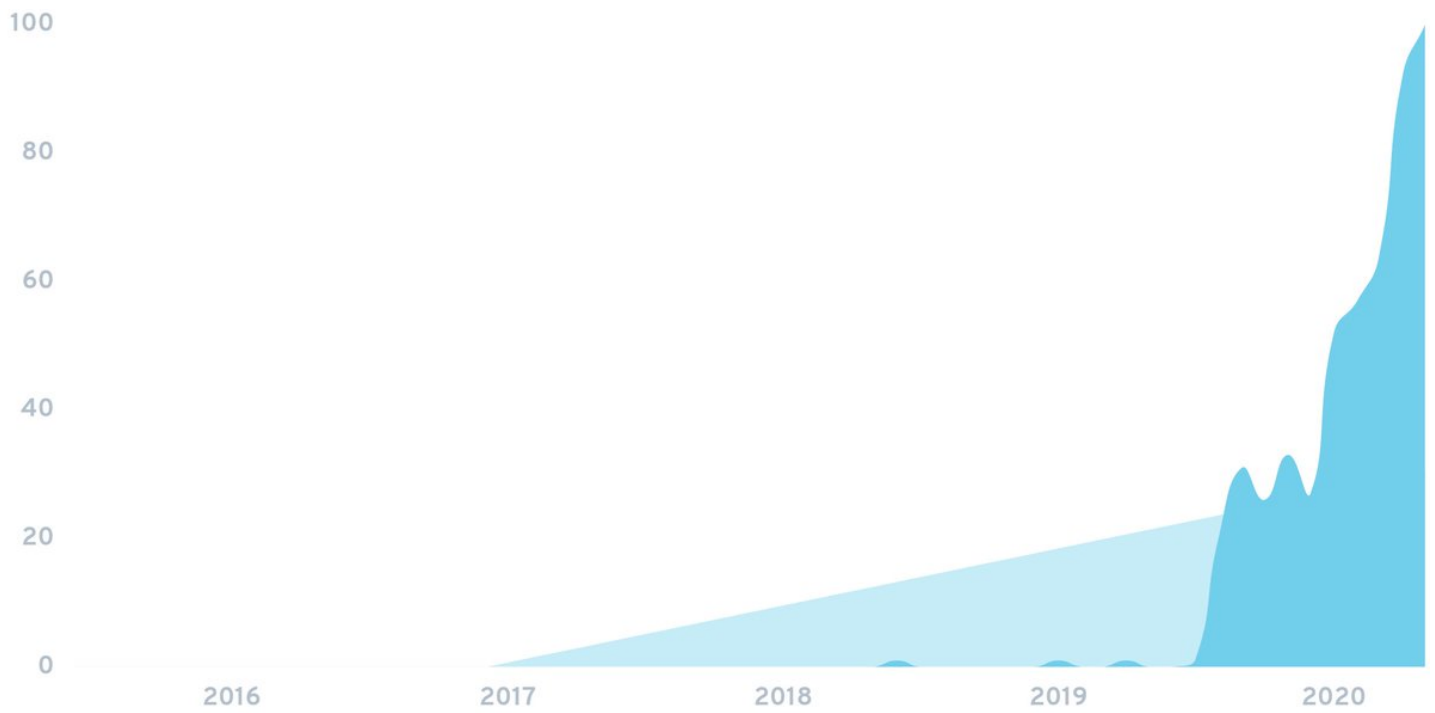
Why the ■?

- No-frills UI

- Appeals to Shopify stores

- Attractive email templates

- Designed for ecommerce marketing

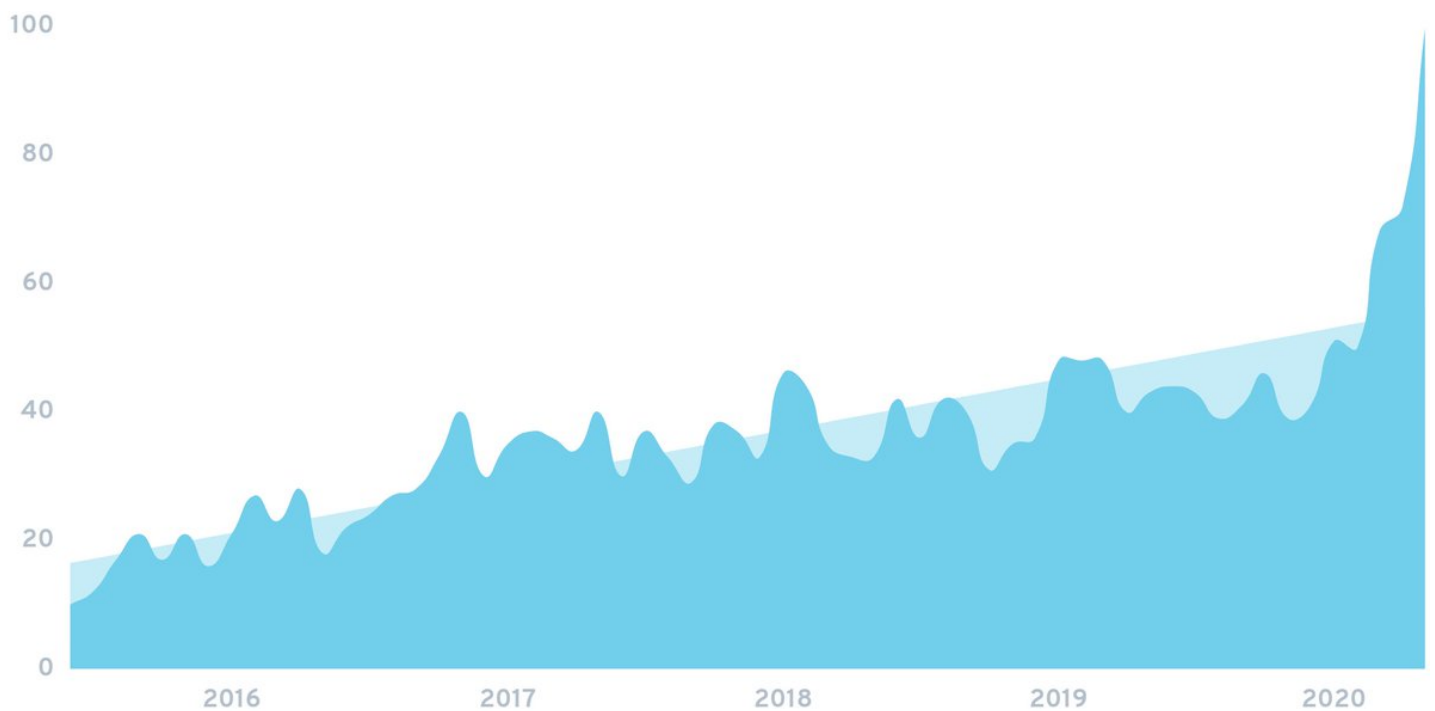


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Venmo for church donations.

Why the ■?

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

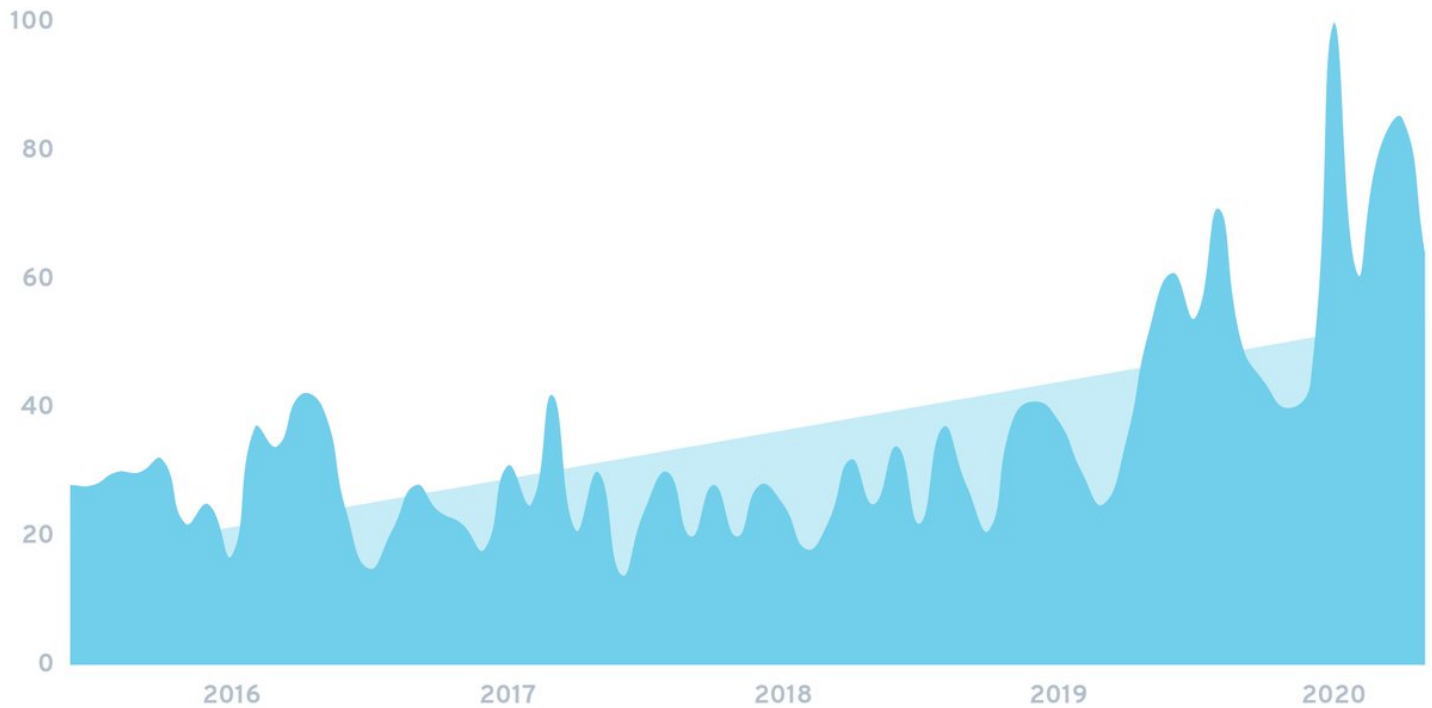


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Souped up version of Pedialyte for adults.

Why the ■?

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

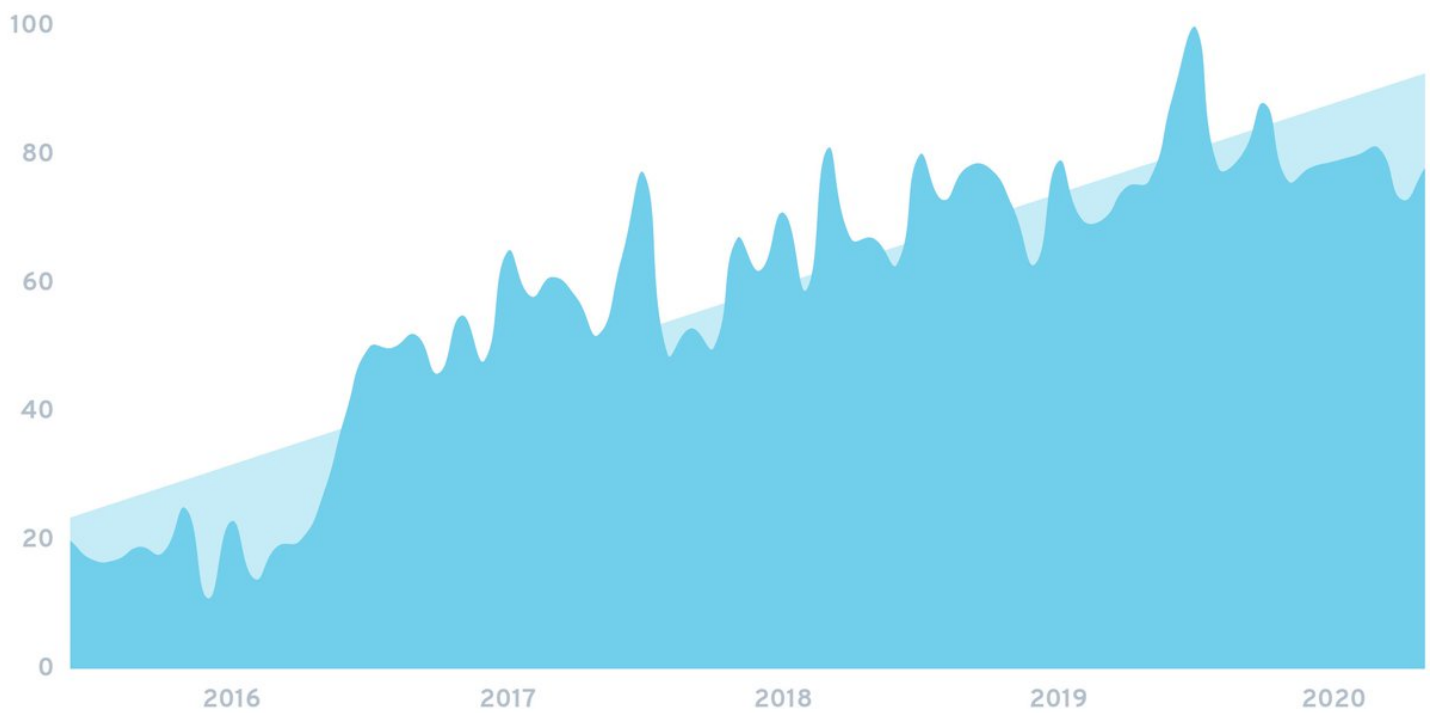


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Emerging player in the personal finance content space.

Why the ■?

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

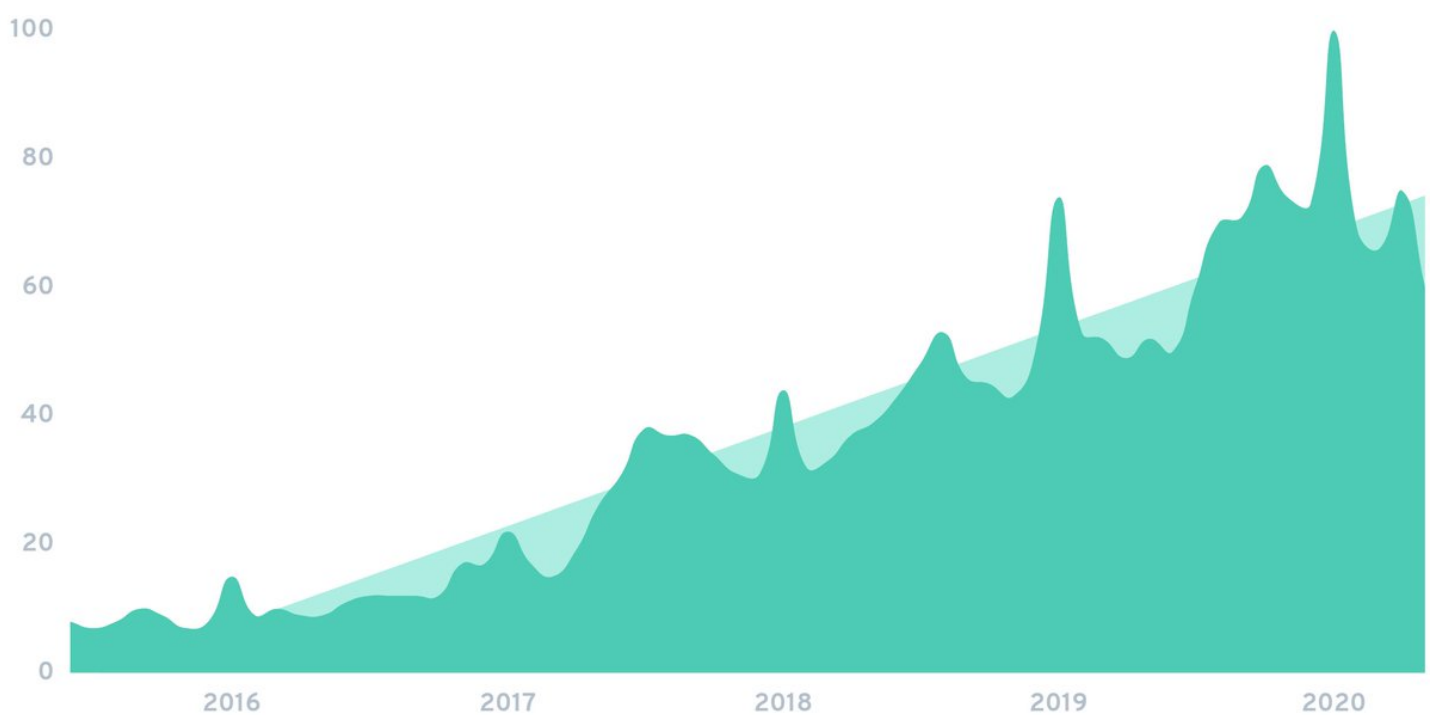


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21st century version of CliffNotes.

Why the ■?

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

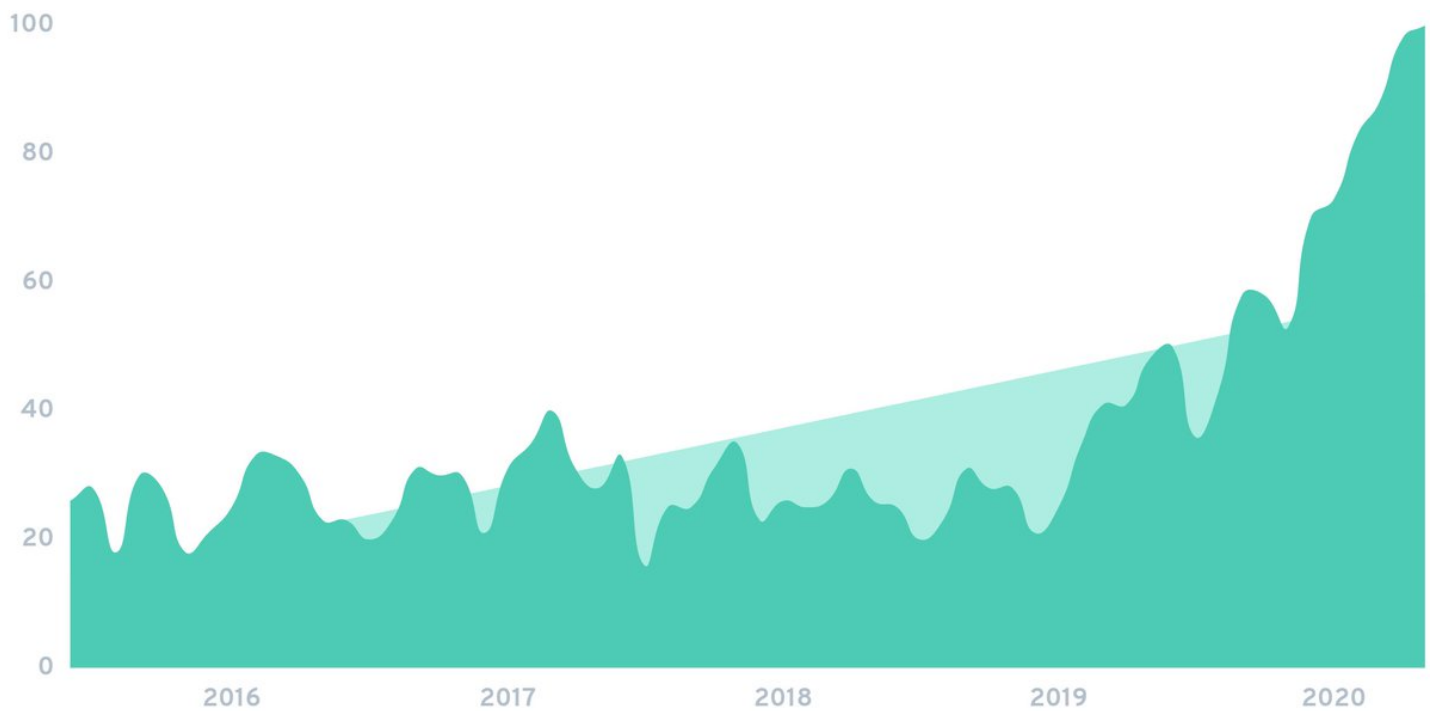


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Direct competitor to the Yoast SEO WordPress plugin.

Why the ■?

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

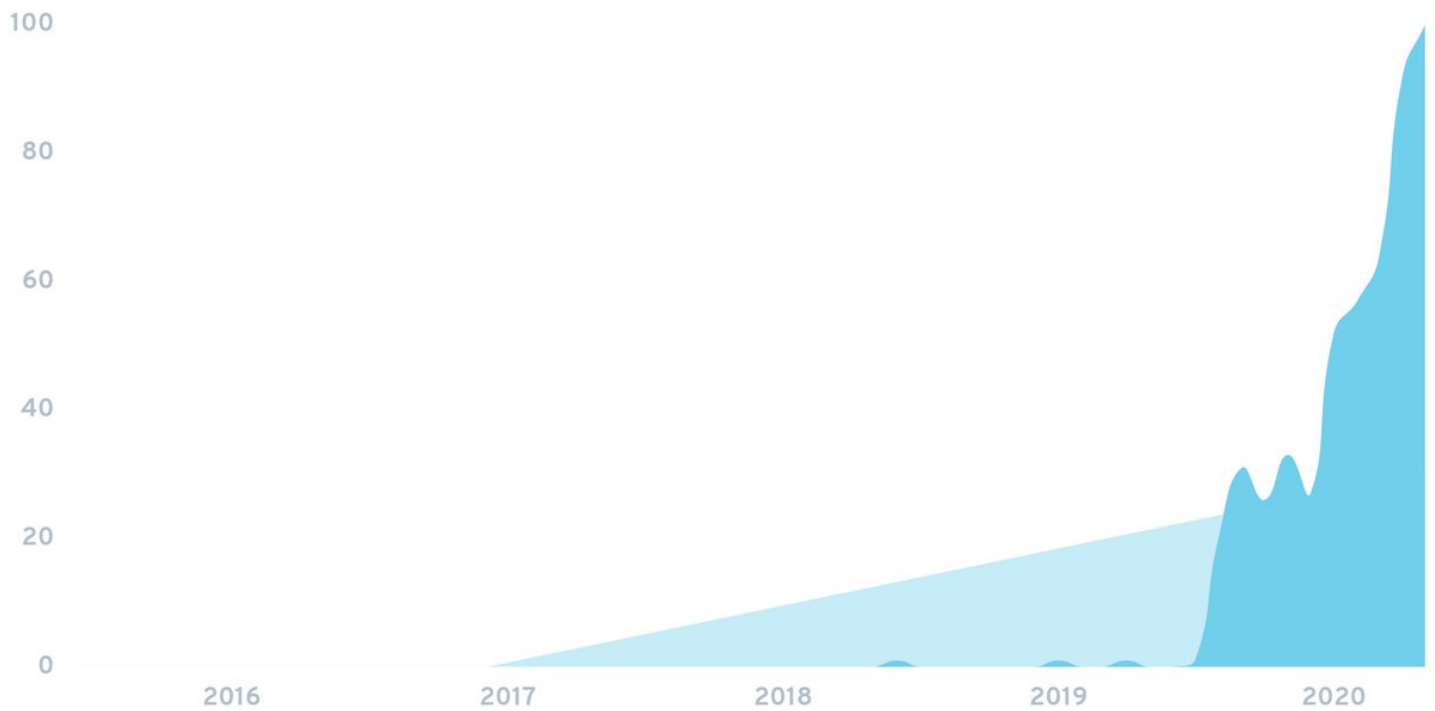


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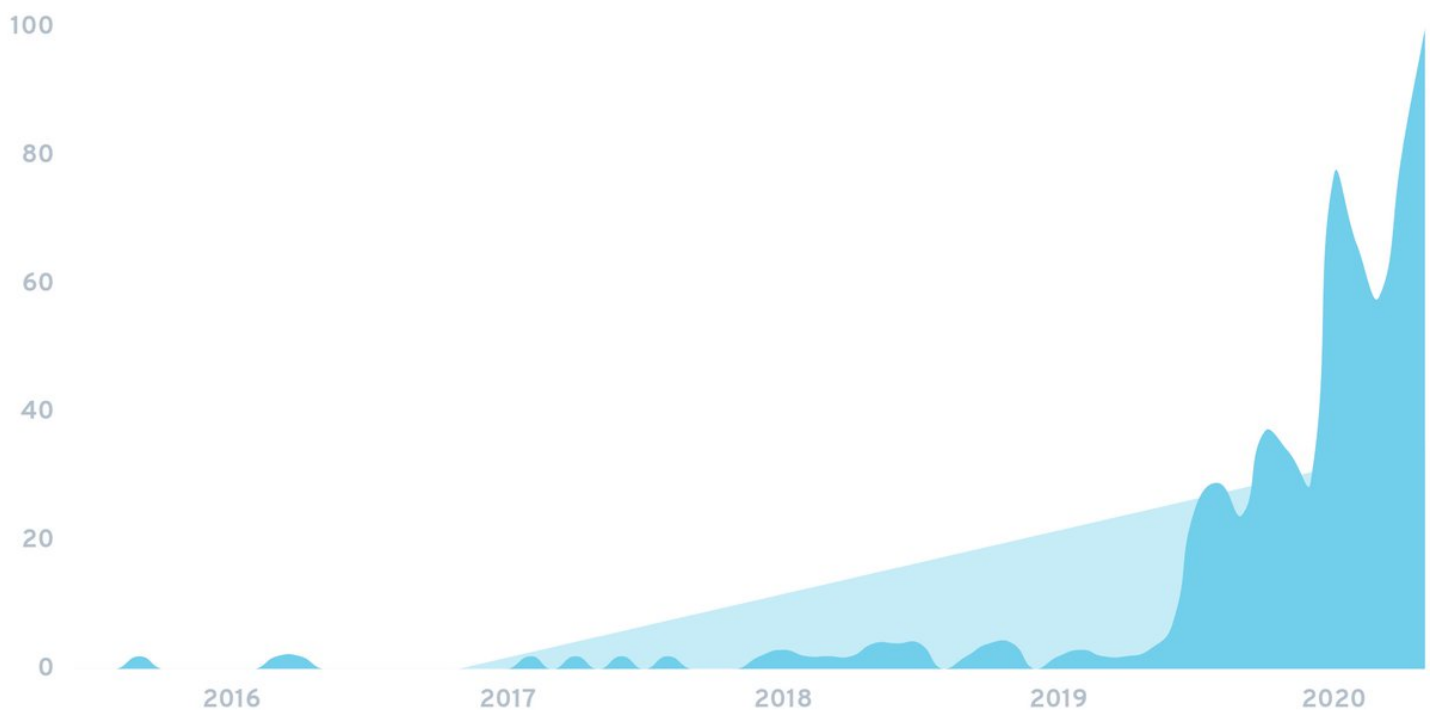


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Apple cider vinegar in gummy form.

Why the █?

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



You made it!

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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