## Concerns

### Testing demand with [illegible]

A video was made and aired to Houston's Community and Digital NOW! Targeting Intel Geeks, Initially at Hacker News and IT Undustrial.

### Securing Capital

It Quickstarter, it ran a $ 1,500 in April 2007, and Extended 2007 Seqoia Capital him $1.2 million. By 2010 they were valued at $240 2 million.

### Beta Testing

After developing a Mac client, in March 2008. Houston posts video on http://experience. hackers, and how users BEGIN Beta Limit to 75,000 invites by everyday.

### Hiring

Template Since it MIT computer science majors, Houston could find with interface or Firefox or Safari 3 Mac.

## Concerns Continued

### Marketing

Proposed Concept Drop Client, just to do diff work, and call just client. It will NOT be requires a paying customer.

### Improving Analytics

An Analytics Projects data Another Segment on Site is used customer com user statistic or others.

### Partnerships

Partnering with a 3rd party company such as Cnet and/or Whitepaper Licenses terms for sources, Any other Second. Third Quality Deal must ATM of business owners/private users.

## Decisions

### Choosing a Business Model

Dropbox Worked Consider exactly their Free version, only for individuals.

Their choice to Premium Cricket M+ offers a small amount of storage for free in the hopes of turning those users into paying customers.

Dropbox is looking an organic growth to establish, users to touch and enjoying having or opposed to paid advertising.

Unlike "Friends Insta" shocked by nature's business users. "If the website of users bigger, IT Apps haven't using Dropbox it would to the buyers of getting them onboard.

Dropbox also has a referrals system, free storage for referrals and free storage for connecting with social media.

https://dropbox.com

# Dropbox
## "It Just Works"

Dropbox: It just works Farnell, Case Solution & Analysis

thecasesolution.com

Dropbox, founded in April 2007 by Drew Houston and Arash Ferdowsi, officially Launched in September 2008.

Dropbox is a downloadable application that allows users to easily share, sync, and store files (photos, documents, videos etc.) across most personal computers and smartphones.

Committed to offering a simple, easy to use product

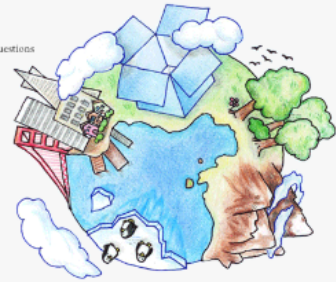
Houston graduated from MIT and Ferdowsi graduated from Harvard to co-found company

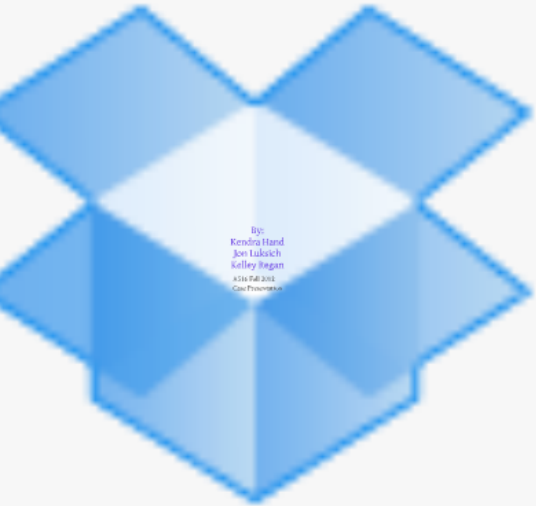
Idea created due to Houston forgetting his USB drive and thought it'd be nice to be able to access his work from any computer

They were confident that while entering a competitive market they could succeed. They had a performance advantage of storing files locally and updating a cloud copy in the background using time and bandwidth saving optimizations.

Questions?

Answers to Questions






# Dropbox

# "It Just Works"

Dropbox: It just works Harvard Case Solution & Analysis

TheCaseSolutions.com

By:

Kendra Hand
Jon Luksich
Kelley Regan

A516 Fall 2012

Case Presentation

TheCaseSolutions.com

Dropbox, founded in April 2007 by Drew Houston and Arash Ferdowsi, officially launched in September 2008.

Dropbox is a downloadable application that allows users to easily share, sync, and store files (photos, documents, videos etc.) across most personal computers and smart phones.

Committed to offering a simple, easy to use product

Houston graduated from MIT and Ferdowsi dropped out of Harvard to co-found company

Idea created due to Houston forgetting his USB drive and thought it'd be nice to be able to access his work from any computer

They were confident that while entering a competitive market they could succeed. They had a performance advantage of storing files locally and updating a cloud copy in the background using time and bandwidth saving optimizations.

# Concerns

## Testing demand with prototype

A video was made and sent to Houston's Fraternity and Hacker News. Targeting Paul Graham, founder of Hacker News and Y Combinator.

## Securing Capital

Y Combinator invests $15,000 in April 2007, and September 2007 Sequoia Capital raises $1.2 million. By 2010 they raise a total of $257.2 million.

## Beta Testing

After developing a Mac client, in March 2008 Houston posts video on Digg to generate interest, and beta testers jumps from 5,000 to 75,000 virtually overnite.

## Hiring

Dropbox hires 6 MIT computer science majors, but not much luck with product or business manager hires.

# Concerns Continued

## Marketing

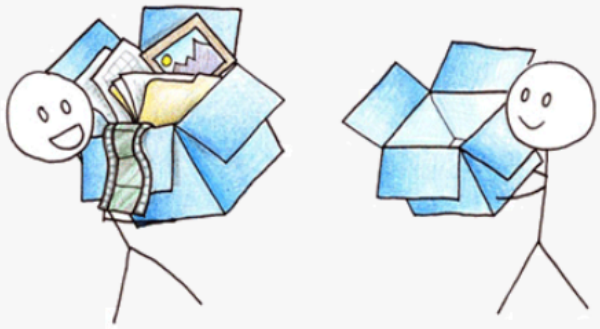
Expensive marketing efforts, such as AdWords, and cost per click, it costs $300 to acquire a paying customer

## Improving Analytics

An Analytics Engineer was hired to improve analytics and optimize customer acquisition efforts.

## Partnerships

Partnering with a PC security software is discussed and an SVP disappoints Houston when he wants to bury the brand.  They decide they need a VP of business development soon.



# Decisions

## Choosing a Business Model

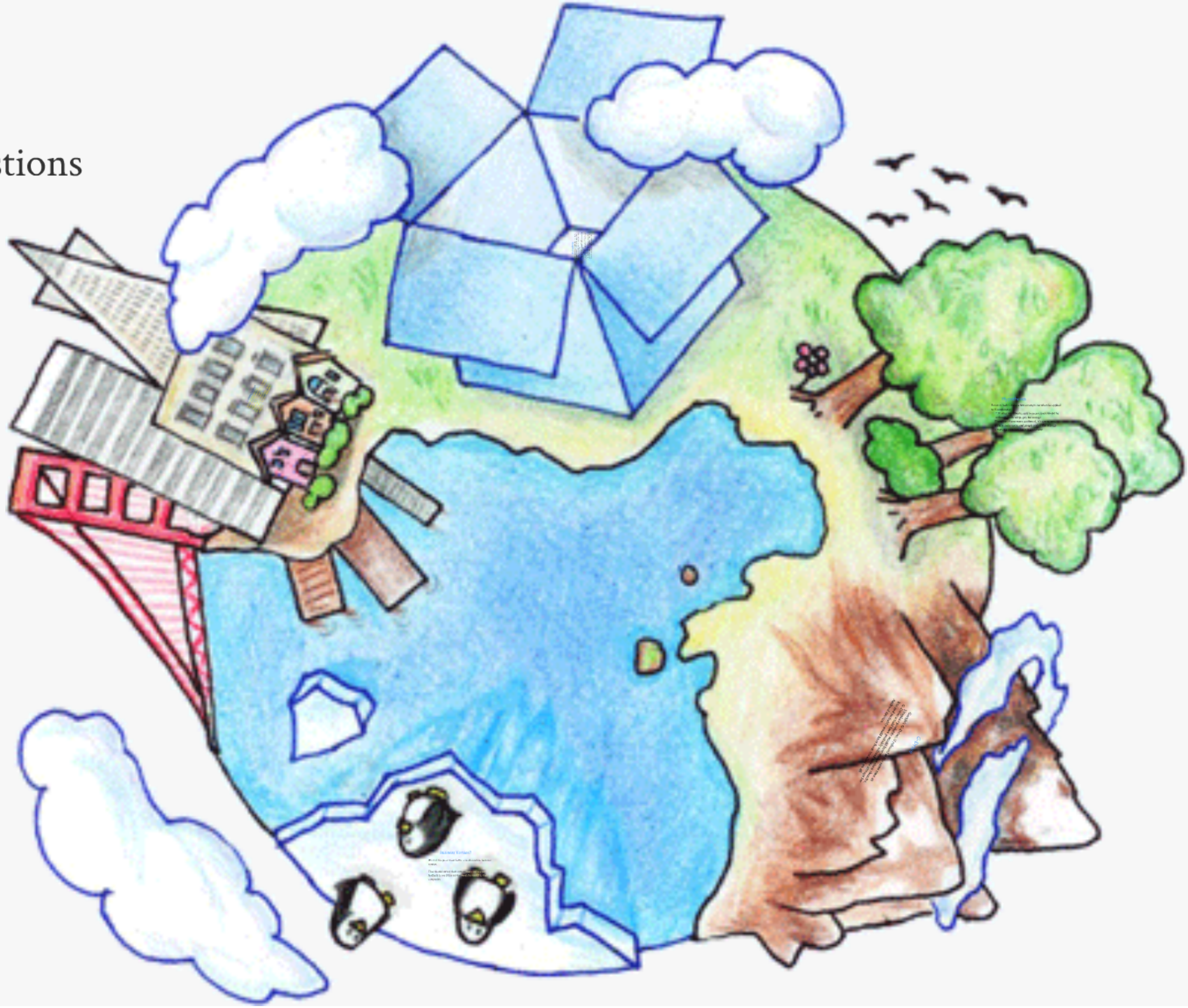
Dropbox worked to make sure they were simple, safe, fast and accessible.

They chose a Freemium strategy by offering a small amount of storage for free in the hopes of turning those users into paying customers.

Dropbox is focusing on organic customer acquisition, word of mouth and viral marketing as opposed to paid advertising.

Using a "Trojan horse" strategy to acquire business users. Where individual users bypass IT departments using Dropbox at work in the hopes of getting them onboard.

Dropbox also has a sign-up driven home page, free storage for referrals and free storage for connecting with social media.

http://dropbox.com

Questions