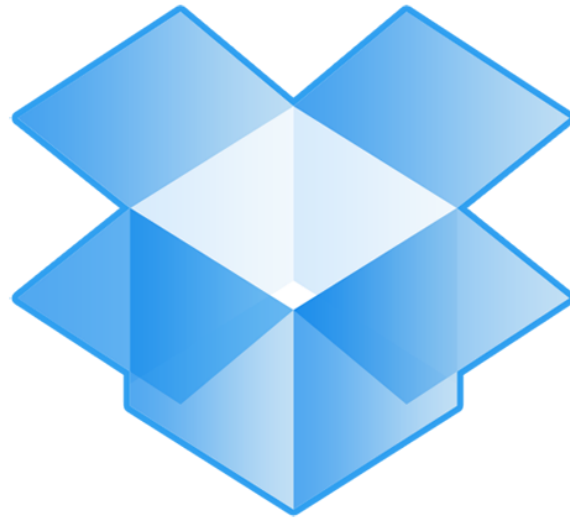


Dropbox



by Brielle Nelson and Nathan Yang
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Online Backup Service

- File hosting service
- Cloud storage
- File synchronization
- Client software
- Files accessible via dropbox.com and mobile phone



Business Model

- "Freemium" business model
 - Free service but premium charged for advanced features (more storage)
 - **Free** starts at 2 GB (up to 18 GB with referrals)
 - **Pro** plans at 100/200/500 GB starting at \$9.99 /month
 - **Teams** plans starts at 1 GB for businesses
- Ingenious marketing
 - Incentives for inviting friends to sign up (500 MB per referral) and completing how-to videos
 - Educated customers → paying customers

Revenue Stream

How does Dropbox make money?

Advertising

✓ **Subscribers**

Lead Generation / Affiliate

Selling Data

✓ **Freemium**

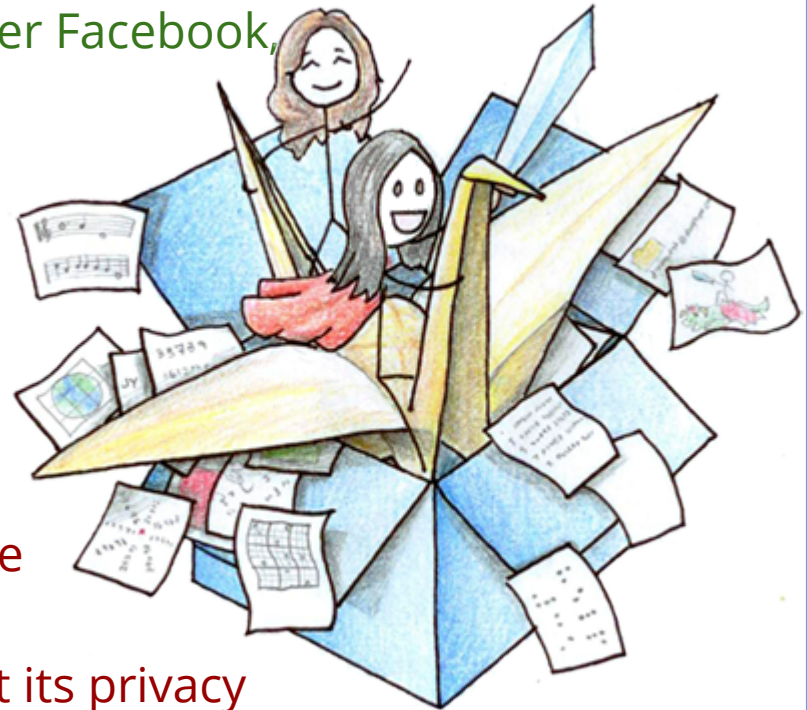
Affiliates

Financials

- Received total venture capital funding of \$257.2 million from investors Y Combinator, Sequoia Capital and Accel Partners
- 2011 speculation that Dropbox's valuation was greater than \$1 billion
- 2011 annual expected revenue of \$240 million

Reputation: The Good and The Bad

- Praised by Economist, NY Times, PC Magazine, Washington Post for its simple design and ease of use
- Named 5th most valuable startup after Facebook, Twitter, Zynga, Groupon
- Y Combinator's most successful investment to date
- Top 10 iPhone most popular apps of all time, according to TechCrunch
- Top 10 Android apps of all time, according to ZDNet
- **Dropbox's authentication architecture is inherently insecure**
- **Dropbox's terms of service contradict its privacy policy, and that the company's famous claim "Dropbox employees aren't able to access user files" is a lie**



Management Team

Dropbox was founded in 2007 by Drew Houston and Arash Ferdowsi, two MIT students tired of emailing files to themselves to work from more than one computer.



Drew Houston
Founder/CEO



Arash Ferdowsi
Founder/CTO



Rian Hunter
Engineer



Jon Ying
Black Ops



Albert Ni
Engineer

Prospects

Competitors

- Bitcasa
- Box.com
- CloudMe
- Google Drive
- MediaFire
- SkyDrive
- iCloud
- Ubuntu One
- ...and more!

Predictions

- Will still be around in next 5 years
 - Reached 100 million users within 5 years of launch
 - Offers way to store data without concern for logo on the back of the computer or device
 - Works on Windows, Mac, Linux, iOS, Android, Symbian, BlackBerry, MeeGo Harmattan (Nokia N9)

Given the chance, would we...

Invest in Dropbox?

- Can't
 - Privately held and not publicly traded at this time
- Even if possible... no
 - Too new - only been around for 5 years
 - Dropbox must battle tech giants including Apple (iCloud), Microsoft (SkyDrive), Amazon (Amazon Cloud Drive), and Google (Google Drive)
 - Uncertain long-term outlook

Work at Dropbox?

- Yes!
 - Glassdoor.com - 4.6/5.0
 - Employees are "Very satisfied"
 - 88% employees would recommend company to friend
 - Work on big problems
 - Small team - own huge ideas
 - Set own Dropbox quota
 - 18 days of PTO and 11 paid holidays
 - Free breakfast, lunch, and dinner daily



Help University of Maryland win Space Race!

Congratulations! You've earned **8 GB** for two years. Now help your school win the space race by inviting your friends!

Invite friends for more space!

(We're now doubling the points your school gets for every new referral!)

University of Maryland is **1703 points** away from **15 GB!**



Invite friends to Dropbox

Every friend you invite will now earn **two points** toward free space for your school!



Teach your friends

Earn **four more points** for each invite that completes our **Get Started** guide.



Points = space!

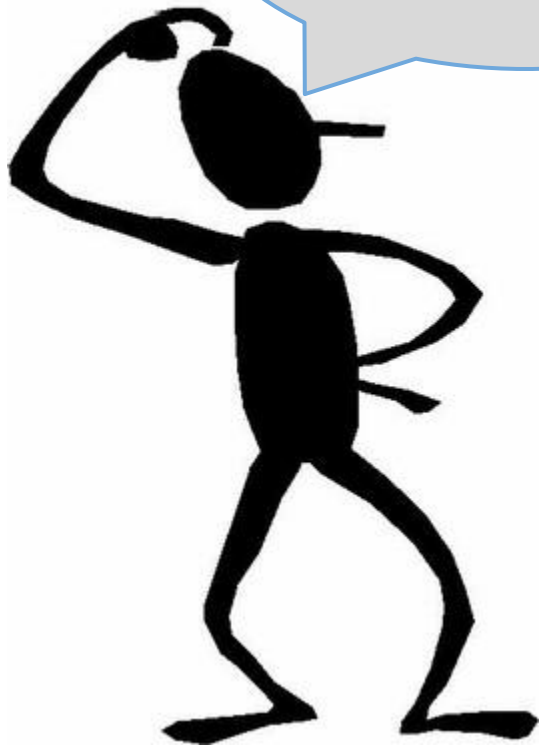
Points earned convert to space (up to 25 GB) for everyone at your school for two years!

Help University of Maryland Win the Space Race!
<https://www.dropbox.com/spacerace>

Questions?

What's a Dropbox?

No questions!



References

"Always Have Your Stuff, Wherever You Are."

Dropbox. Web. 14 Nov. 2012.

<<https://www.dropbox.com/>>

"Dropbox (service)." *Wikipedia*. Wikimedia Foundation, 15 Nov. 2012. Web. 14 Nov. 2012.

<[http://en.wikipedia.org/wiki/Dropbox_\(service\)](http://en.wikipedia.org/wiki/Dropbox_(service))>.