College of Information Studies

University of Maryland Hornbake Library Building College Park, MD 20742-4345

Twitter

Session 26

INST 346

Technologies, Infrastructure and Architecture

Goals for Today

- L5 comments
- H6 questions (if any)
- How Twitter got created
- How new Internet services get created
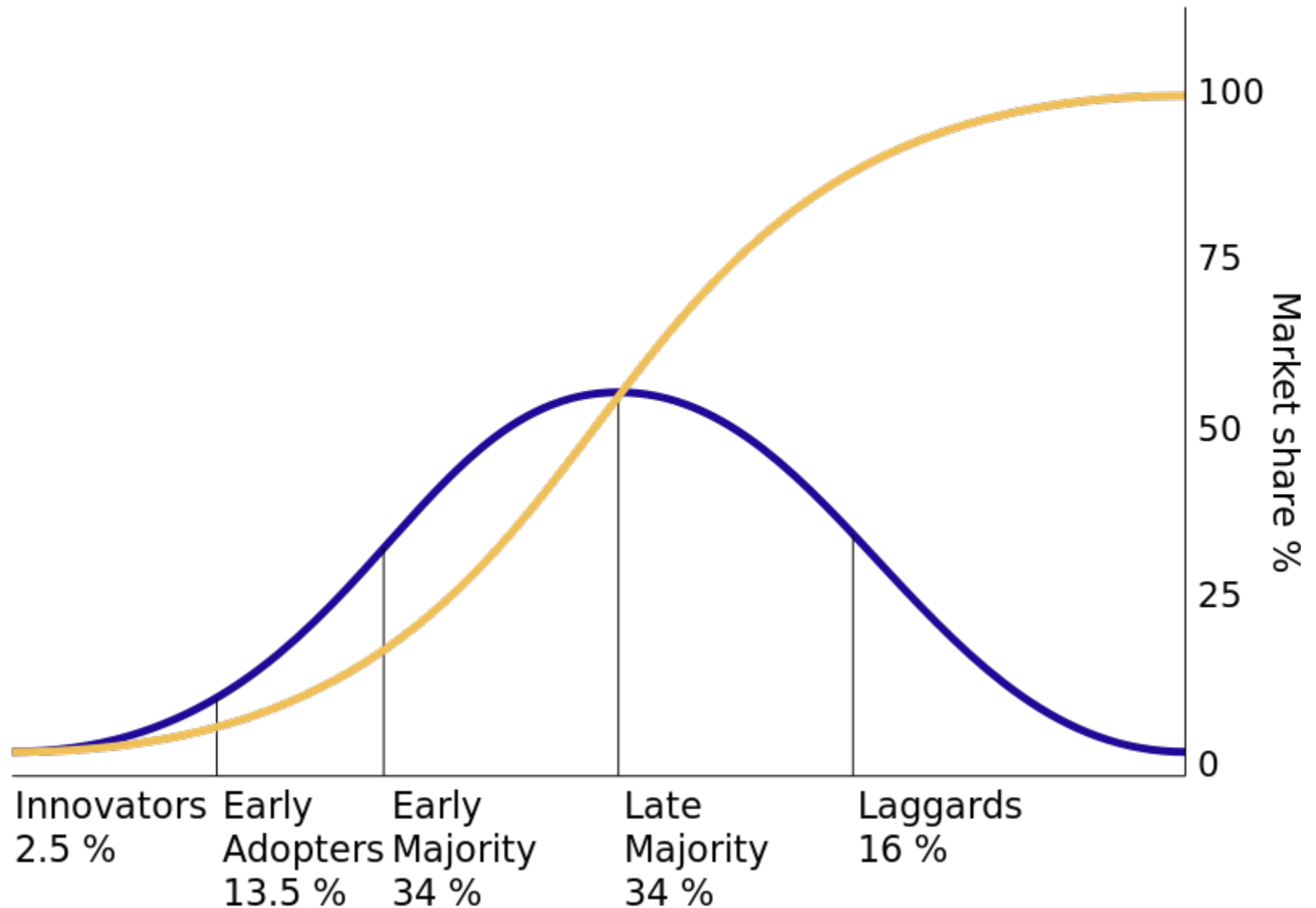- L6

L5

H6 Questions?

Development Models

- Waterfall

- Spiral

- Agile

Adoption Curves
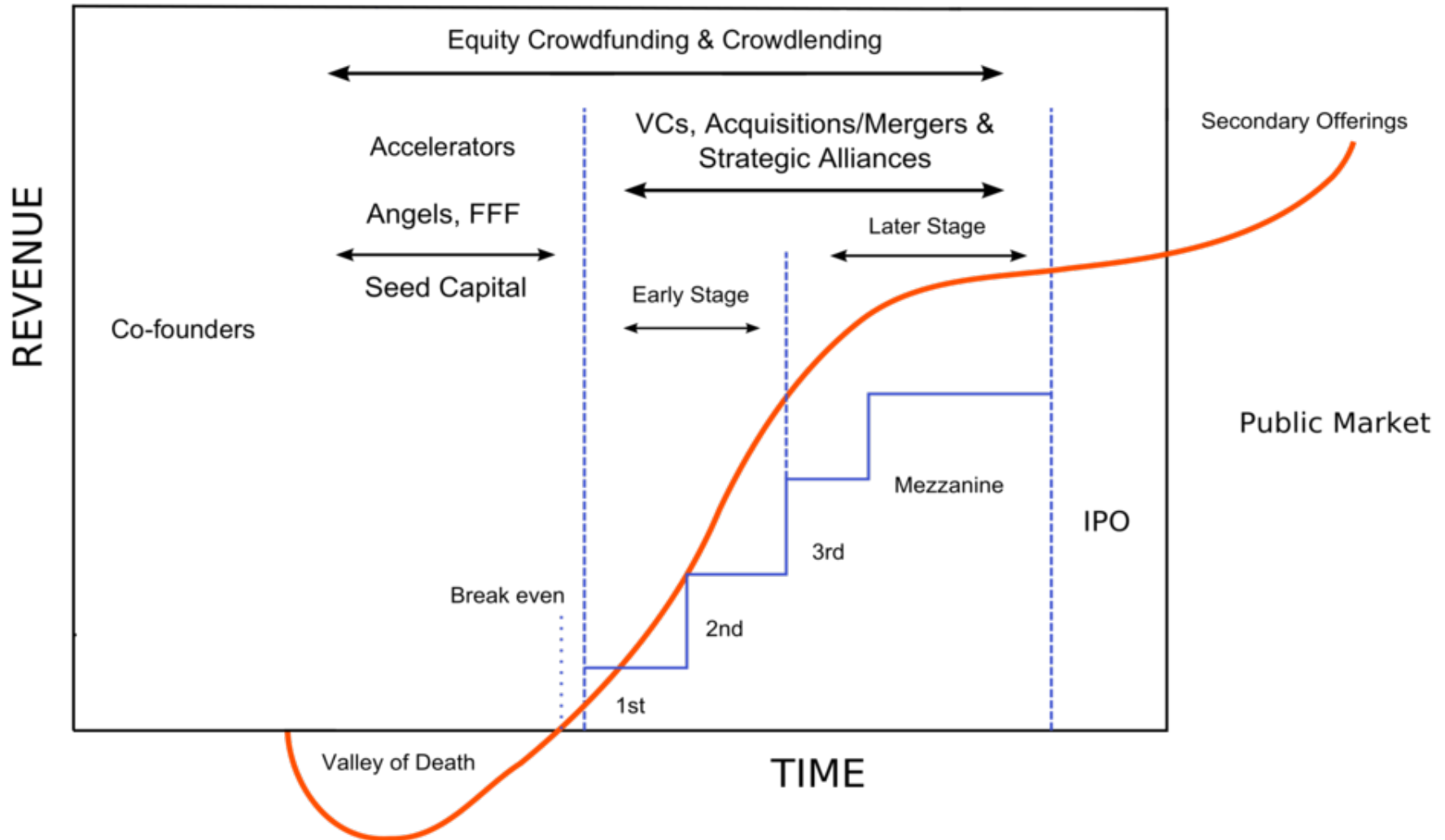
Some Predictors of Adoption

- Relative advantage
- Compatibility with existing systems
- Trialability
- Ease of learning
- Reinvention potential

Social Structure of Adoption

- Innovators

- Communicators

- Opinion leaders

- Early adopters

Startup Financing Cycle

REVENUE (vertical axis)

TIME (horizontal axis)

Equity Crowdfunding & Crowdlending

VCs, Acquisitions/Mergers & Strategic Alliances

Accelerators

Angels, FFF

Seed Capital

Later Stage

Secondary Offerings

Co-founders

Early Stage

Public Market

Break even

Mezzanine

3rd

IPO

2nd

1st

Valley of Death

L6