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venture-backed Silicon Valley startup was founded in 2006, the online storage and backup services to millions of customers with a "freemium" Home About Us

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

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Houston saw the opportunity to build a product which would allow the users to upload their work and synchronize them immediately. Houston came up with this idea as he felt the need of this product by

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himself by forgetting his USB stick as he wanted to work in the bus. ... Get Your Custom Essay on Case Question 1 - DropBox Just from \$13,9/Page ...

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"freemium" (free + premium offers) business model. The case recounts Dropbox's history from conception through mid-2010, when founder/CEO Drew Houston must make strategic decisions about new product

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features, how to target enterprise customers ...

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have now an automatic process that then helps prevent other users from sharing the equivalent content utilizing Yet another Dropbox backlink.

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Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter. Sign in and put your creative energy to work.

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Questions1: Dropbox is a late mover in a crowded

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space. What opportunity did Houston see? Specifically, what are the key elements of Dropbox's current business model? The Niche Even though Dropbox was kind of a late mover, it found its niche and therefore increased its

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market share.

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Solution. Business model:
The first generation of
cloud storage services*

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depended on simplistic model, where document accesses were diverted automatically over the web rather than PC's hard drive, yet they had performance advantage of putting away records locally and

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repairing the cloud copy by using time and data transfer capacity (bandwidth) saving optimization.

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potential to think differently about how they communicate. Amidst all the technical and design problems to solve, it's easy to overlook the ...

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startup, founded in 2006, which provides online storage and backup services to millions of customers using the "Free

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by Drew Houston (co-founder and CEO) and Arash Ferdowsi (co-founder and CTO) A downloadable application that allows users to easily share, sync, and store files such as photos, documents and videos, across most

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