Dropbox: "It Just Works"

By: Sindoor and Varun.

Case Synopsis

Dropbox, founded in April 2007 by Drew Houston, is a downloadable application that allows users to easily share, sync, and store files (photos, documents, videos, etc.) across most personal computers and smartphones. It has a user base of 7 million, two thirds of whom resided outside the U.S. The company reached this scale by offering a single product version to both consumers and business users. Customers relied on dropbox for specific tasks such as backing up photos, running a startup or collaborating on Office documents. Users were constantly requesting new features, many of which would violate the company's commitment to offering a simple easy-to-use product.

Houston graduated from MIT in January 2006 with a bachelor's degree in computer engineering. After setting up a couple of startups he was looking for something more challenging. Once he left his USB flash drive at home and went to Manhattan, where he was frustrated not to find it and this made him come up with a concept of developing a service to sync and share files between personal computers over the internet. He recruited Arash Ferdowsi who was an MIT drop out, to help him in this new project. Although Dropbox was a late entrant in the file sharing segment Houston was confident that it would succeed in the face of intense competition and also due to market researchers like IDC predicting that the worldwide market for online backup services would grow to $715 million by 2011.

Houston and Ferdowsi created a prototype that allowed Windows PC users to access files of any size or type via an encrypted internet connection from other Drop-Box enabled PCs or from any web browser. With a working prototype in hand, Houston came up with an innovative approach for testing demand. He had produced recruiting videos for his college fraternity; with this know-how he created a three-minute screencast of a product demo and uploaded it to Hacker News, a popular online forum for developers.

Dropbox received funding from Y Combinator in April 2007 of $15,000.Houston had understood that they can't make sales unless certified by IT and no certificate is obtained until you have a track record. So they started targeting single users and not businesses in the beginning. They adopted Guerilla marketing tactics. In 2008 the company launched its Windows and Mac clients and added a Linux version too.

There was a need for a product manager as the company was expanding and new products were being designed. Their marketing efforts included search engine optimization of their product using Adwords. Paid search advertising was proving very costly and hence they had

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Turn Free Value Into Sales: The Give-First Strategy That Works Okechukwu Divine Obioma ,2025-09-12 Turn Free Value Into Sales The Give First Strategy That Works is your guide to transforming generosity into growth In today s crowded market people ignore hard sells but pay attention to those who help them first When you lead with value insights tools stories solutions you don t lose business You build trust authority and demand that naturally converts into sales This book teaches you how to give strategically without burning out giving away too much or feeling taken advantage of You ll learn how to create the right kind of free value that attracts buyers positions your expertise and makes the next step working with you feel obvious Inside you ll discover how to Share value in ways that spark curiosity and create demand Design free content that leads directly to paid offers Balance generosity with boundaries so your business thrives Turn trust into loyalty and loyalty into consistent revenue Use give first marketing to grow without pushiness or tricks Whether you re a coach freelancer or entrepreneur this book shows you how to stop chasing clients and start creating a system where your free value does the heavy lifting and your sales feel effortless Because when you give first with intention buyers give back with action

Dropbox Thomas R. Eisenmann,2012 *Moving To The Cloud* Geetha Manjunath,Dinkar Sitaram,2011-11-16 Moving to the Cloud provides an in depth introduction to cloud computing models cloud platforms application development paradigms concepts and technologies The authors particularly examine cloud platforms that are in use today They also describe programming APIs and compare the technologies that underlie them The basic foundations needed for developing both client side and cloud side applications covering compute storage scaling data parallelism virtualization MapReduce RIA SaaS and Mashups are covered Approaches to address key challenges of a cloud infrastructure such as scalability availability multi tenancy security and management are addressed The book also lays out the key open issues and emerging cloud standards that will drive the continuing evolution of cloud computing Includes complex case studies of cloud solutions by cloud experts from Yahoo Amazon Microsoft IBM Adobe and HP Labs Presents insights and techniques for creating compelling rich client applications that interact with cloud services Demonstrates and distinguishes features of different cloud platforms using simple to complex API programming examples *Monetizing Innovation* Madhavan Ramanujam,Georg Tacke,2016-05-02 Surprising rules for successful monetization Innovation is the most important driver of growth Today more than ever companies need to innovate to survive But successful innovation measured in dollars and cents is a very hard target to hit Companies obsess over being creative and innovative and spend significant time and expense in designing and building products yet struggle to monetize them 72% of innovations fail to meet their financial targets or fail entirely Many companies have come to accept that a high failure rate and the billions of dollars lost annually is just the cost of doing business Monetizing Innovations argues that this is tragic wasteful and wrong Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork That happens when you put customer demand and willingness to pay in

the driver seat when you design the product around the price It s a new paradigm and that opens the door to true game change You can stop hoping to monetize and start knowing that you will The authors at Simon Kucher know what they re talking about As the world s premier pricing and monetization consulting services company with 800 professionals in 30 cities around the globe they have helped clients ranging from massive pharmaceuticals to fast growing startups find success In Monetizing Innovation they distil the lessons of thirty years and over 10 000 projects into a practical nine step approach Whether you are a CEO executive leadership or part of the team responsible for innovation and new product development this book is for you with special sections and checklist driven summaries to make monetizing innovation part of your company s DNA Illustrative case studies show how some of the world s best innovative companies like LinkedIn Uber Porsche Optimizely Draeger Swarovski and big pharmaceutical companies have used principles outlined in this book A direct challenge to the status quo spray and pray style of innovation Monetizing Innovation presents a practical approach that can be adopted by any organization in any industry Most monetizing innovation failure point home Now more than ever companies must rethink the practices that have lost countless billions of dollars Monetizing Innovation presents a new way forward and a clear promise Go from hope to certainty   Positioning Your Museum as a Critical Community Asset Robert P. Connolly,Elizabeth A. Bollwerk,2016-11-10 In this how to guide practitioners at cultural heritage venues share their experiences in building sustainable relationships with their geographic and demographic communities The volume includes practical discussions of activity types that museums can employ to build relationships with their communities including education advocacy co creative while serving as a community asset and resource Case studies include direct application of successes and lessons learned with an emphasis on small to medium sized institutions with limited staff and budgets Highlights include Thematic discussions on topics such as building an advocacy network between the museum and community developing cultural heritage institutions as critical and essential components of educational systems museum response to community expressed needs through a co creative approach the varied means for developing community members as cultural heritage stakeholders and positioning the cultural heritage institution as an integral community asset Twenty case studies directly apply the thematic discussions in small to medium sized museum contexts Extensive list of resources including digital links to forms workbooks and guides produced in the case studies A list of national organizations and an extensive bibliography on community museum engagement Specifically addressed to smaller institutions with limited budgets and limited or no full time staff the volume includes cost effective projects that can be completed for 1 500 or less

    Oxford Handbook of Clinical and Healthcare Research Sumantra Ray,Sue Fitzpatrick,Rajna Golubic,Susan Fisher,Sarah Gibbings,2016-03-03 The Oxford Handbook of Clinical and Healthcare Research is an evidence based succinct and easy to use reference for the full range of clinical and healthcare research topics Providing a wide breadth of essential knowledge this comprehensive text takes the researcher through the steps from general good clinical practice in healthcare research to

the process and management of research This handbook includes clear instructions on the legislative and practical requirements of commissioning conducting analysing and reporting research for those in clinical or healthcare practice education or training Written with Good Clinical Practice GCP education in mind it includes valuable information needed for the accredited certificates and diploma level benchmark exams now commonly required by employers This is a definitive text for all clinical and healthcare research students as well as graduates with an interest in clinical and healthcare research

Dropbox in 30 Minutes Ian Lamont,Steve Sauer,2012-10-23 Thirty minutes is all the time you ll need to master the basics of Dropbox a software application for storing and sharing photos documents spreadsheets and other types of computer files Using screenshots step by step instructions and plain English explanations Dropbox In 30 Minutes will cut through the confusion In just a half hour you ll understand how Dropbox works and how to set up Dropbox on your desktop and phone You ll also learn how to leverage Dropbox to perform the following types of tasks Instant Backup Files are automatically synchronized with your master Dropbox account and changes are carried over to all of your computers Even if your computer is damaged or lost you ll still be able to access copies of the most recently synchronized files Online Collaboration Securely share a folder full of documents with coworkers who may be scattered across the country or across the globe Photo Syncing Using the Camera Uploads feature on the Dropbox mobile app automatically sync the photos on on your phone to your PC Mac without cables Whether you need to use Dropbox for work school or personal use Dropbox In 30 Minutes is the perfect guide to get started Read it when you re traveling during your lunch break or at home A companion website contains videos and other free resources to help you better understand Dropbox

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