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Eisenmann, Thomas R.,
Michael Pao, and
Lauren Barley.

"Dropbox: 'It Just

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Business School Case
811-065, January 2011.
(Revised October 2014
...

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Dropbox: It just works
Case Solution Business
model: The first
generation of cloud
storage services

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

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**Dropbox: 'It Just
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Study Analysis ...**

Dropbox: It Just Works
Case Solution. Dropbox
is a venture of Silicon
Valley startup, founded
in 2006, which provides

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online storage and backup services to millions of customers using the "Freemium" (free + premium offers) business model. The case tells the story of Dropbox from concept until mid 2010, when the founder / CEO Drew Houston must make strategic decisions about the new product, as the target of corporate

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clients, and whether to
continue the distribution
deals with
manufacturers ...

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Case Digest HW8 –
Dropbox: "It just works"
Information Technology
for Management
(MGMTMBA 207)
Questions 1: Dropbox is
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a late mover in a crowded 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 market share.

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Case Dropbox is a
venture-backed Silicon
Valley startup, founded
in 2006, that provides
online storage and
backup services to
millions of customers
using a "freemium"
(free + premium offers)

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business model. The
case recounts Dropbox's
history from conception
through

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9-811-065) Kunal
Sharma Advanced

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11, 2013 100410018
Word Count: 854

Question 1 a) The reason that Dropbox is such a universal concept is because anyone in the world can be a buyer of Dropbox.

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Team no: 13 Writeup

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Dropbox It Just

Mustahid ali and Sachin
Singh DROPBOX: “It
Just Works” CASE

SYNOPSIS: Dropbox,
founded in April 2007
by Drew Houston and
Arash Ferdowsi,
officially launched in
September 2008. Drew
Houston, is he co-
founder and CEO of
dropbox, a
downloadable
application that allowed

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Works easily share, sync, and store files (photos, documents, videos,ets) across most personal computers and smart phones.

Dropbox it just works- case study solution

Dropbox: “It Just Works” By: Sindoor and Varun. Case

Synopsis Dropbox, founded in April 2007

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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.

Dropbox it just works

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Dropbox Case Analysis.

Dropbox is a file hosting service operated by American company Dropbox, Inc., headquartered in San Francisco, California, that offers cloud storage, file synchronization, personal cloud, and client software.

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Dropbox was founded in 2007 by MIT students Drew Houston and Arash Ferdowsi as a startup company, with initial ...

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... The case recounts
Dropbox's history from
conception through

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mid-2010, when founder/CEO Drew Houston must make strategic decisions about new product features, how to target enterprise customers, and whether to pursue distribution deals with smartphone manufacturers.

Dropbox: 'It Just Works' - HBR Store
NAIT CMIS4450 Group

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3. Blog. Dec. 2, 2020.

Why your go-to-market strategy should be industry focused

Dropbox: "It Just Works" by Stephanie Salt

Dropbox team later produced another innovative video, which reached hundreds of thousands of views and bumped up the number

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Study
of dropbox users within
few days (5. 000 to 75.
000) After defining its
business model,
Dropbox started an
aggressive online
marketing campaign,
which wasn't" so
effective.

**Dropbox "It Just
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| Graduateway**

This rapid early

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adoption response from the consumer base was a signal that the Dropbox's "it just works" mantra resonated with everyone. In September 2008, they opened up the beta to the public in...

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Dropbox: “It Just Works
Case Solution

Hypothesis confirmed
and discarded in 2010

Houston was very clear
regarding the

characteristic of the

product. Due to which

the business model of

Dropbox was based on

few key elements that

remain the center of the

product throughout even

though initially some of

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them were deemed as hypothetical.

Dropbox: “It Just Works Case Solution And Analysis, HBR ...

Dropbox It just works Case Solution Key elements of Dropbox’s business model of Y Combinator: The main key components were the accessibility and simplicity of the

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**Dropbox: It just works
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Question 1 a) The
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such a universal concept
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Dropbox.

**Dropbox: It Just
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Dropbox case study
prepared for CMIS 4450
by: Megan Langelier,
Nicole Phillippe,
Cheyenne MacDonald
and Ashley Rinke
February 5th, 2016.
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