



Dropbox

Moving the world's files

<http://www.getdropbox.com>

Storage is a mess



It's 2007, and it's *still* a pain to...

- **Work on multiple computers**
- **Share files across a team**
- **Put photos, video onto the web**
- **Protect files from loss**

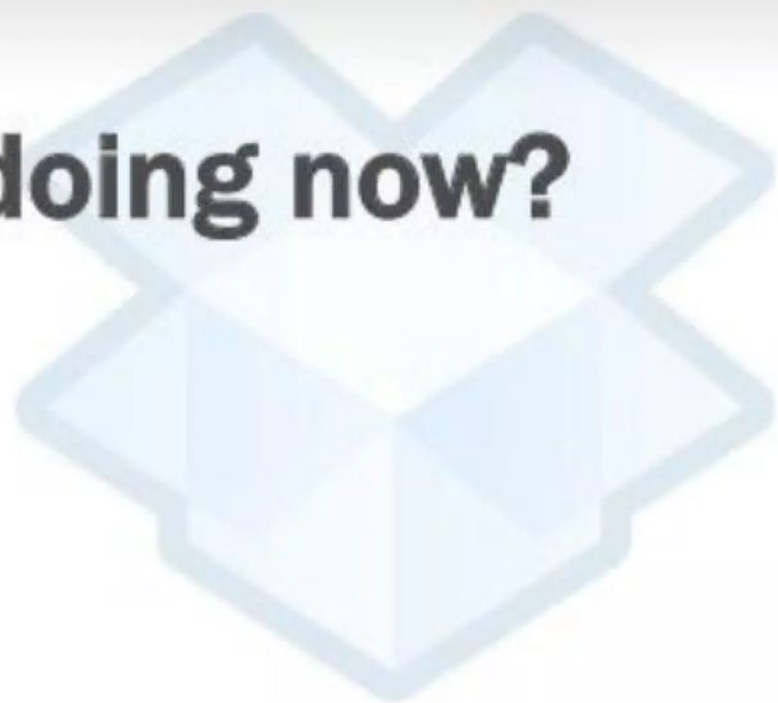


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What are people doing now?

- Email attachments
- USB drives
- Browser uploads
- Piecemeal solutions



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In a perfect world...

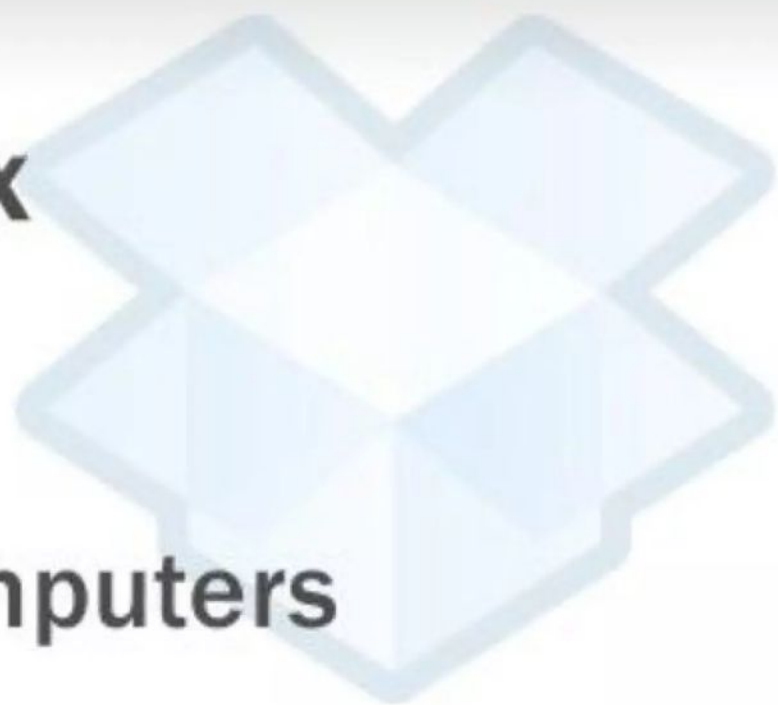
- **Your files available wherever you are, on any device**
- **Never worry about losing data, can always undo**
- **Sharing, putting media onto the web is drag-and-drop**



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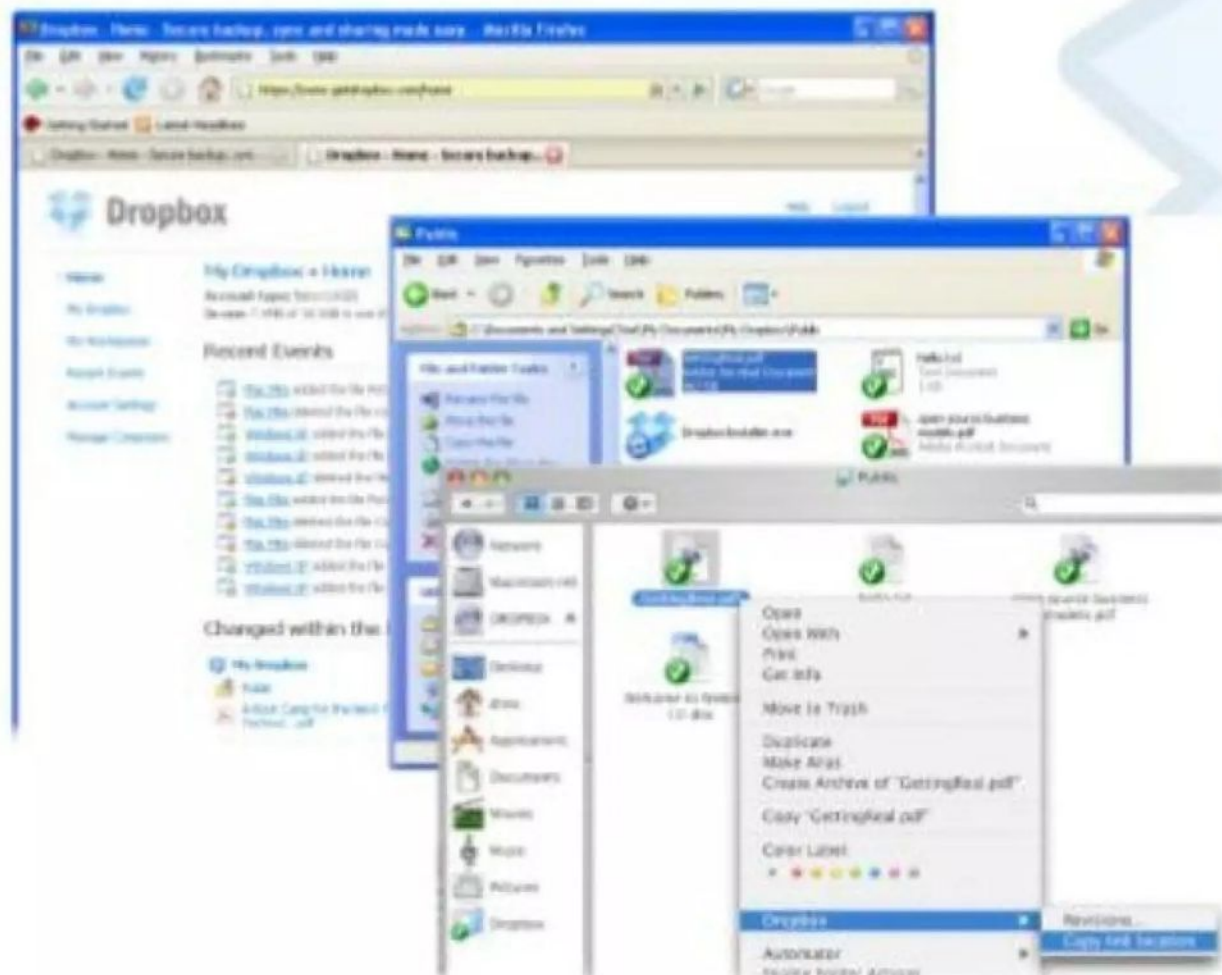
Dropbox



- Keeps files:
 - In sync across computers
 - Backed up
 - Accessible from anywhere
 - Easy to share
- It just works



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Demo

Why now?

- Lots of devices, bigger files, more content
- Increasingly distributed/remote teams
- Falling bandwidth, storage prices
- Online storage is unclaimed, unmonetized territory, much like search pre-Google



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Why better?

- Solves the *entire* genre of storage-related problems with one app
- Deep OS integration, visual feedback
- Doesn't make you change the way you work
- Open APIs to link desktop & web applications



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Competitors

 **Dropbox** Carbonite,
Mozy Foldershare box.net

Sync				
Backup				
Sharing				
OS integration				
Web access				
Versioning				

What did they screw up?

- Only tackle small pieces of the problem
- Poor technical execution
- Clumsy, verbose & technical UIs; require configuration
- Lack of distribution, partners



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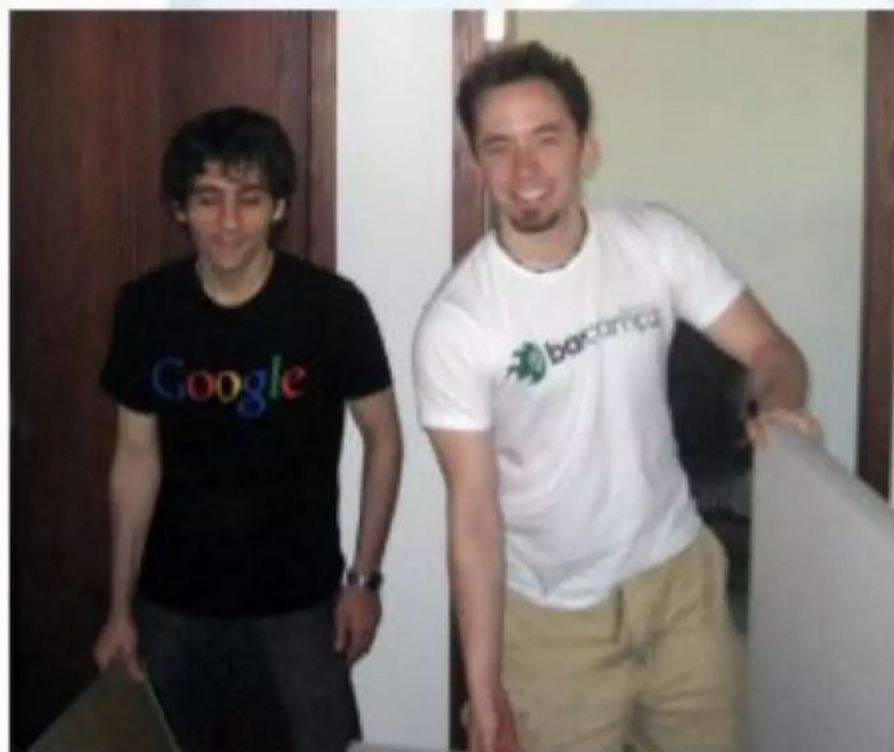
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Technical advantages

- Client & server written in Python: 5-10x faster development time
- Leverage Amazon S3, EC2 to achieve scale & reliability
- Obsession with performance
- Seamless compression, encryption, binary diffing, failure recovery

Team

- **Drew Houston – CEO**
S.B. MIT EECS; first line of code at age 6; first startup gig at 14; founded online SAT prep co after multiple perfect scores
- **Arash Ferdowsi – CTO**
S.B. MIT EECS (on leave); director of MIT programming competition; prior exp at Google



Moving into our first office, 5/14/07



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Business model

- **Individuals: freemium**
- **SMB: shared folder per-seat license**
(replaces backup, Windows file share, collaboration tools, reduces IT headcount)
- **Platform: broker all UGC from the desktop to the web**



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Platform

- Onramp for all UGC from desktop → web
- Convenient for users: drag and drop instead of sign-in and browser upload
- Beneficial for web apps: more content uploaded, less friction & fewer failures
- Bigger picture: all files in Dropbox, delegate access to web apps



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Customer acquisition

- Loved by early adopters/beta users (natural influencers)
- Free accounts for individuals
- Viral elements: file sharing, shared folders, photo/media galleries
- Platform, partnerships → free customer acquisition



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- **Ranked #1 among summer YC startups:**

“...the simplicity and elegance of its interface, which blends seamlessly into both Windows and OS X, sets it apart.”

<http://venturebeat.com/2007/08/16/the-y-combinator-list/>



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