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## **Dropbox It Just Works Case**

Eisenmann, Thomas R., Michael Pao, and Lauren Barley. "Dropbox: 'It Just

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Works'." Harvard Business School  
Case 811-065, January 2011.  
(Revised October 2014 ...

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Business model: The first generation

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of cloud storage services 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 repairing the cloud copy by using time and data transfer

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capacity (bandwidth) saving  
optimization.

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Dropbox is a venture-backed Silicon Valley startup, founded in 2006, that provides on-line storage and backup

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services to millions of customers using a 'freemium' (free + premium offers) business Featured case - Dropbox: It Just Works | The Case Centre, for educators

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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 clients, and whether to continue the distribution

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Case Digest HW8 – Dropbox: "It just works" Information Technology for Management (MGMTMBA 207)

Questions1: Dropbox is a late mover in

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

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Dropbox: It Just Works 932 Words | 4 Pages. Dropbox: "It Just Works" (HBS

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9-811-065) Kunal Sharma Advanced Entrepreneurship March 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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Houston, is he co-founder and CEO of dropbox, a downloadable application that allowed users to easily share, sync, and store files (photos, documents, videos,ets) across most personal computers and smart phones.

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## **Dropbox it just works-case study solution**

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,

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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.

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Houston and Arash Ferdowsi as a startup company, with initial ...

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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**

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## **Store**

NAIT CMIS4450 Group 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

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innovative video, which reached hundreds of thousands of views and bumped up the number 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.

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## **Dropbox "It Just Works" Case Example | Graduateway**

This rapid early 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

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beta to the public in...

## **Dropbox: 'It Just Works': A Summary | The Startup**

Dropbox: "It Just Works Case Solution Hypothesis confirmed and discarded in 2010 Houston was very clear regarding the characteristic of the

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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 them were deemed as hypothetical.

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## **Solution And Analysis, HBR ...**

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Key elements of Dropbox's business  
model of Y Combinator: The main key  
components were the accessibility and  
simplicity of the products and services.

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## **Dropbox: It Just Works - Term Paper**

Dropbox case study prepared for CMIS 4450 by: Megan Langelier, Nicole Phillippe, Cheyenne MacDonald and Ashley Rinke

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February 5th,2016.

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