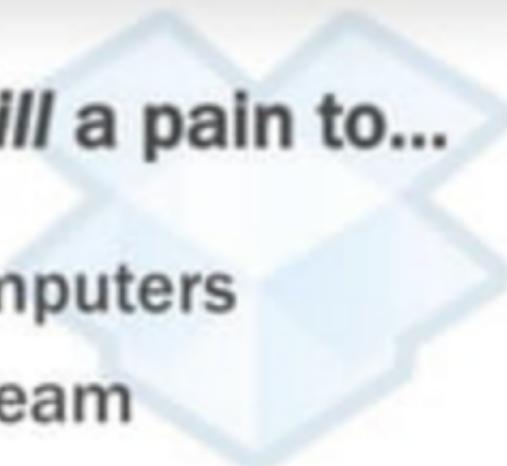


Storage is a mess





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

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



 **Dropbox**
www.getdropbox.com

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



Dropbox
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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

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**
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Moving into our first office, 5/14/07

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

Platform

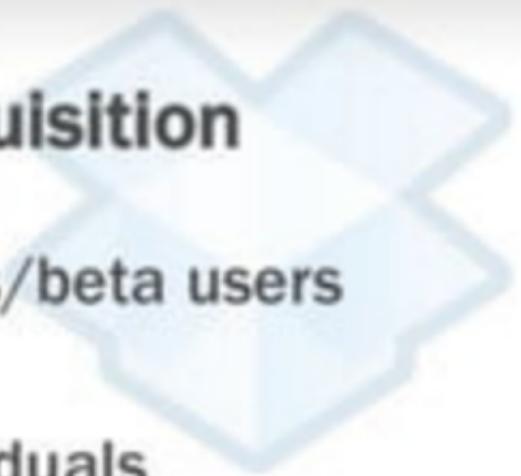
- Onramp for all UGC from desktop → web
- Convenient for users: drag and drop instead of sign-in and browser upload
- Beneficial for web apps: more content uploaded, less friction & fewer failures
- Bigger picture: all files in Dropbox, delegate access to web apps



Dropbox

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Customer acquisition

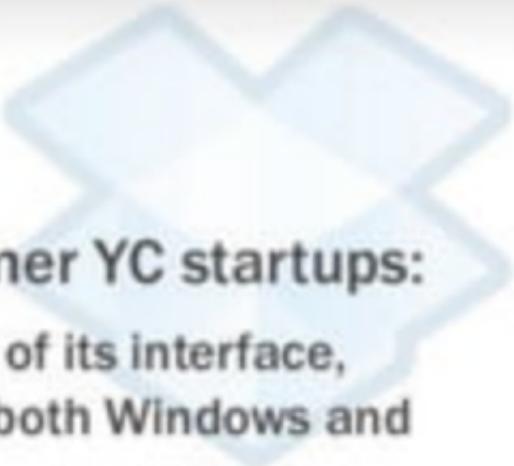


- Loved by early adopters/beta users (natural influencers)
- Free accounts for individuals
- Viral elements: file sharing, shared folders, photo/media galleries
- Platform, partnerships → free customer acquisition



Dropbox

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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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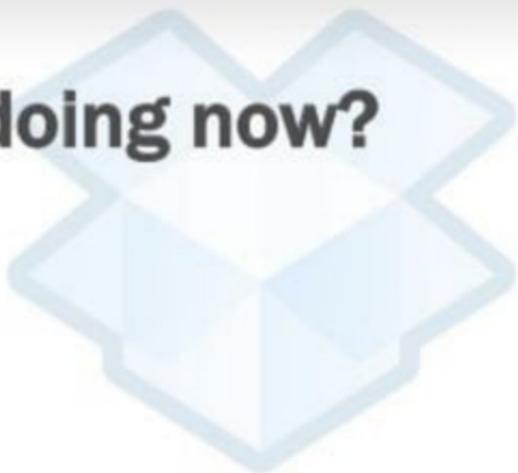


Dropbox

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What are people doing now?

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



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Dropbox



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



Dropbox
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Demo

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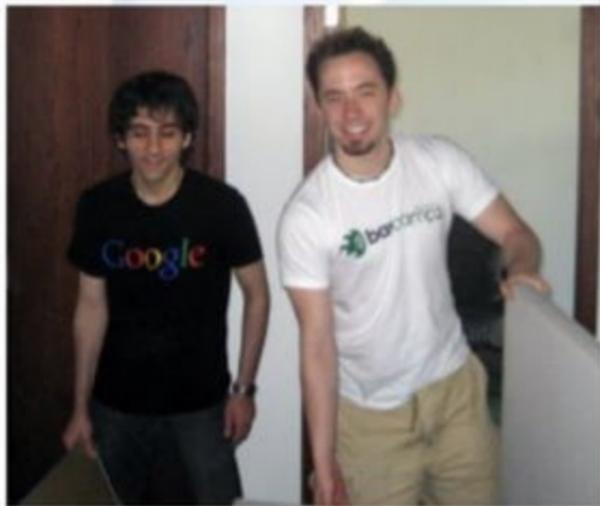


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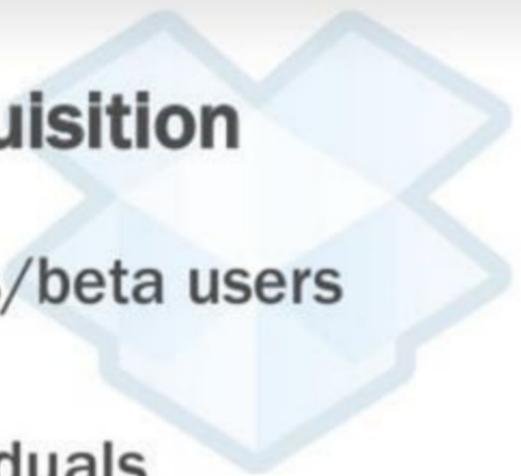
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