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backup services to  
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Sample. Questions1:

Dropbox is 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

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late mover, it found its niche and therefore increased its market share.

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March 11, 2013

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a) The reason that Dropbox is such a universal concept is because anyone in the world can be a buyer of Dropbox. It can be an individual trying to save and access ...

Dropbox: 'It Just Works'

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[10 Steps] Case Study  
Analysis ...

Dropbox it just works  
case study analysis 1.

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

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(photos, documents, videos, etc.) across most personal computers and smartphones.

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Khagesh 29NMP37

Case Overview Dropbox  
- founded by Drew  
Houston(co-founder and  
CEO) and Arash  
Ferdowsi (co-founder  
and CTO) A  
downloadable  
application that allows  
users to easily share,  
sync, and store files  
such as photos,  
documents and videos,  
across most computers

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and smartphones.

Offered single product version for both consumers and business users Dropbox delivered

...

Dropbox: A Case Study  
in Explanation |  
Common Craft  
Houston saw the  
opportunity to build a  
product which would  
allow the users to

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upload their work and synchronize them immediately. Houston came up with this idea as he felt the need of this product by himself by forgetting his USB stick as he wanted to work in the bus. ... Get Your Custom Essay on Case Question 1 - DropBox Just from \$13,9/Page ...

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Solution, Dropbox is a  
venture of Silicon Valley  
startup, founded in  
2006, which provides  
online storage and  
backup services to



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millions of customers  
using the "Free

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process that then helps  
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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

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Dropbox is a venture-backed Silicon Valley startup, founded in 2006, that provides



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online storage and backup services to millions of customers using a "freemium" (free + premium offers) business model. The case recounts Dropbox's history from conception through mid-2010, when founder/CEO Drew Houston must make strategic decisions about new product features, how to target

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depended on simplistic  
model, where document  
accesses were diverted  
automatically over the

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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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