**Market Research**

**“AppBundle”**

**Part 1: Competitive Analysis**

Using the Music App example (see Market Research slides), create a Competitive Analysis Table. Find as many competitors as you can and think what key features you need to compare.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Baidu Cloud service** | **Dropbox** | **Google Drive** | **iCloud** | **Box** | **OneDrive** | **Amazon Cloud** | **iDrive** |
| Price  (Basic) | $19.3/month | $9.99/month for 2 TB | $1.99/month for 100GB | $0.99/month for 50GB | $4.75/month for 100GB | $8/month for 50 GB | $59.99/year for unlimited | $52.12/year for 2TB |
| Free Storage | 2TB | 2GB | 15GB | 5GB | 10GB | 5GB | 5GB | 5GB |
| Security | Not so security. Baidu does not use encrypted https connections, Login uses cookies,many people will capture this cookie and log in to your account. | Security. Dropbox uses Secure Sockets Layer (SSL) and AES-256 bit encryption. There are several layers of security verification measures for account login. | More secure. Google Cloud has two-factor authentication. Including SSL encryption TSL standard encryption function. Certificate review mechanism is poor. | Security. The user's iCloud backup is divided into multiple blocks, and each individual block is uploaded to one or more servers. Each block is encrypted using a unique, separate encryption key. | Security. Box is equipped with enterprise-grade security to encrypt documents while in transit and at rest. Through the management console, administrators can fine-tune the company's files and folders by setting up classifications, sharing options, and access control. | Security. Microsoft uses biometric technology to determine whether you are the owner of the files in OneDrive in front of the computer. You can also set a PIN in Windows 10. Supports BitLocker encryption | Security. The AWS platform uses data transfer encryption, a built-in network firewall, flexible key management options, and a dedicated hardware-based encryption key from AWS CloudHSM. | Security. Idrive uses 256-bit AES for encryption during data and data transmission. It checks the security of third parties during data transmission. |
| Users | 174 million | 500 million | 800 million | 850 million | 140,000 | 250 million | 1 million | 3 million |
| Service Models | Cloud Computing(LaaS) | Cloud Computing  (SaaS,  PaaS,  IaaS) | Cloud Computing(SaaS) | Cloud Computing(SaaS) | Cloud Computing(SaaS) | Cloud Computing(SaaS) | Cloud Computing(SaaS) | Cloud Computing(SaaS) |
| Notable Features | It has open source edge computing platform.  Baidu has a better understanding of local chinese language compared to others, which enables it to better optimize its  search technology to the needs of local users. | Request files via Dropbox  Restores previous versions of file  Open local files from the web  Instantly share screenshots | Allows to share large files directly from Gmail.  It has a efficient built in search engine which works on optical character recognition feature.  Fantastic built-in image recognition Technology. | Compatible with Mac and Windows PC.  Saved Safari tabs.  Mobile device friendly.  Saved browser bookmarks.  5GB free storage.  Important personal data storage. | File Synchronization  Digital Asset Management  Project Management through the box  General backups and Password storage  Build your own tool  Embed files and list of files in a web page | Adapts video playback to internet speed.  Save notebooks to OneDrive.  Browse animated GIFs & search for text in photos.  Online viewing for Office documents  Upload multimedia from mobile devices.  Create & share folders.  Automatic camera roll backup. | Highly flexible and multiple features based on the storage required  Good for computing complex codes and storing them easily | Data security  Mapped and external drive backup  Real-time file sync  Data encryption  Multi device compatibility |

**Part 2: Market Sizing**

 Potential Customers:

3.3 billion smartphone users worldwide.

60% of users opt for mobile cloud services.

3,3 Billion \*0.6 = 2 Billion users.

10% of 2 billion users opt for premium subscription.

2 B \*0.1 = 100 Million users.

Market Potential:

Subscription 1 - Fee for 100GB = $ 0.99 / Month.

Subscription 2 - Fee for 200GB = $ 2.99 / Month.

Subscription 3 - Fee for 2TB = $ 9.99 / Month.

20 Million users - Subscription 1, 50 Million users - Subscription 2 and 30 Million users - Subscription 3.

20M \* $ 0.99 + 50M\*2.99+30M\*9.99 =  19.8 M + 149.5 M+ 299.7 M = $ 469 M / Month.