**Hannon Hill Questions**

* Who are the three main competitors for Hannon Hill's Cascade Server? How do they differentiate themselves?

The three main competitors for Cascade Server are Drupal, WordPress, and SharePoint. Drupal is completely open-source, WordPress is strong as a powerful blogging tool. SharePoint is good at enforcing security on content, and collecting and centralizing information related to projects.

* What are the three main industry verticals for Hannon Hill? Why are they the main ones?

The Cascade Server is used by many universities, governments, and healthcare companies. It appears that having a customer service support line is important to these industries.

* What are some of the new opportunities for Hannon Hill’s products?

Digital news organizations could use stronger CMS systems to help integrate management of their YouTube videos, comment sections and live chats. An easy-to-use user interface can attract more users, as it requires less training to become comfortable and productive with the system. The ability to personalize content and target advertising based on collected user info is increasingly important to many businesses.

* What do you think of the current valuation of the technology company, Uber?

Their valuation seems far too high...but then Facebook’s valuation seemed far too high when it went public, and it is now worth three times that value. As Uber hasn’t gone public yet, their actual profits vs. expenses are not known. Their current valuation is $51 billion, and could go to $70 billion after the next round of funding. This is more than the car companies that make the vehicles they use.

* What opportunities and threats do you see for Uber in the future?

There are opportunities in some foreign countries that haven’t outlawed them yet. They are also expanding beyond mere taxi service, including delivery of ice cream, cupcakes, Christmas trees, and even kittens. They don’t only use cars; they also offer rides using helicopters and boats. Their “surge pricing” is definitely an advantage over the set prices of taxi services, though this could be an issue for regulators to investigate.

The threats include the likelihood that they will be blocked from establishing themselves in more countries, and even be challenged in the U.S. Some countries have blocked Uber completely, trying to preserve their traditional taxi services. While Uber is very efficient in its use of computer technology to replace manual dispatchers, they may face challenges in regards to labor, as they claim their drivers are independent contractors as opposed to employees. If their drivers are determined to be employees, then the entire ride payment could be subject to city and state taxes.