**Hannon Hill Research/Writing Exercises:**

About us:

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

* Wordpress
  + Open-source
  + PHP based
  + Appeals largely to blog market
  + Plugin integration / enormous plugin market
* Drupal
  + Open-source
  + PHP based
  + Presentation-Abstraction-Control architecture
* Sharepoint
  + Target market is mid-to-large enterprise/business
  + Primarily and increasingly cloud-based with support for on-premises installation

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

* Higher education
* Government
* Healthcare

These industries rely heavily on content management systems that support organizational and navigational functionality and design, both server-side and client-side.

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

Plugin and customization support (specifically targeting a single-user market)

General:

Please use prose for the following questions.

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

They have raised their valuation by $50 billion, which is an incredibly tall order. Considering their explosive growth since inception, it is reasonable to assume that they have the potential to meet their lofty goals, especially considering the untapped potential of the global market. This is a clear case of high risk, high reward.

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

Uber’s greatest opportunity lies in the answer to the above question. The global market remains largely untapped and this could lead to exponential revenue growth for the company.

The greatest threats to the company are regulations and taxi drivers. Part of what makes Uber so profitable is the fact that anyone can become a driver anywhere with their own vehicle, which heavily cuts costs. This, however, is not without its risks, as seen in the news for some time now. Such a young company has a very delicate reputation, and the public can be unforgiving.

Additionally, this service poses a threat to taxi drivers, as seen in the demonstrations against UberPop in France. China, Canada, Germany, and other nations remain hesitant to allow Uber to operate inside their borders.