

Moving the world's files

http://www.getdropbox.com

Storage is a mess



www.getdropbox.com

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



What are people doing now?

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



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

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





Dropbox 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



Why better?

- Solves the entire genre of storagerelated 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



Competitors

	3 Dropbox	Carbonite, Mozy	Foldershare	box.net
Sync		×		×
Backup			×	×
Sharing		×		
OS integration				×
Web access		×		
Versioning	repbox.com	×	×	×

What did they screw up?

- Only tackle small pieces of the problem
- Poor technical execution
- Clumsy, verbose & technical Uls; 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
 S.B. MIT EECS (on leave);
 director of MIT
 programming competition;
 prior exp at Google



Moving into our first office, 5/14/07

Dropbox.com

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



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



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/





Restart

Write your story

Open up Word and write the story you want to tell in bullet points.
One point per slide.
That's your deck condensed to what matters

25 slides
If you have big
text and images



Map the bullets to slide headers.

Each bullet is a slide.

Tap down and read it.

Do you get the story with no

other content?

Steps to creating an engaging deck

Share YOUR story, not others

You've been approaching writing your deck wrong.

You read templates and think they will help. But you feel lost and your deck doesn't feel right.

You need to make your deck your own. But how? Here's a quick guide.

Compelling



Support your story

You can use a sub header to support the header with data.

Add body content with 3-6 supporting points which you link to images. These only pertain to the header

imagery supports your content (1k words).
Infographic like,
illustrative content is best (but takes time). A simple, powerful image is a great start







Reduce text

Less is MORE here. It's also faster to write! You need to know how to talk (sell) to the slides. Spend time practicing instead of writing an essay



Now you have a story mapped in your header, you need to make it credible. The purpose of everything other than the header is to back up your claim. This is sales material. If something doesn't sell, delete it.

Flick Test

A concept we invented to tell if your deck works

Press down every 5 seconds. Can you understand each slide and the story you are telling (from step 1)?

We Love Our Job Let us help

Why waste 6 months with an ineffective deck?

Invest in time. They aren't making any more of it.

We've supported founders for years with free

content. The impact wasn't enough

Fundraising is a bitch. We've been through it.

We founded Perfect Pitch Deck not just to make money.

We founded it because it solves a problem for millions of founders dealing with the same crazy, pointless crap.

Pitch decks are hard as you need specialty knowledge,

ONLY to get the cash you need to grow.

It doesn't make your startup. It should be easier.

Now It is.



Perfect Pitch Deck does one thing

Pitch decks. As ex-VCs we know how to raise and what VCs want. As founders we care about you (because we know how much raising sucks)

Are you INTERESTED?

www.perfectpitchdeck.com



help@perfectpitchdeck.com



Want more VC/investment startup pitch decks? We've centralised ALL successful investor pitch decks at: www.chagency.co.uk/getstartupfunding

This has been made by

chagency

A design agency that helps SaaS CEOs reduce user churn. We write daily on this topic here: www.chagency.co.uk/blog







More: Chdaniel.com