Dropbox

Moving the world's files

http://www.getdropbox.com
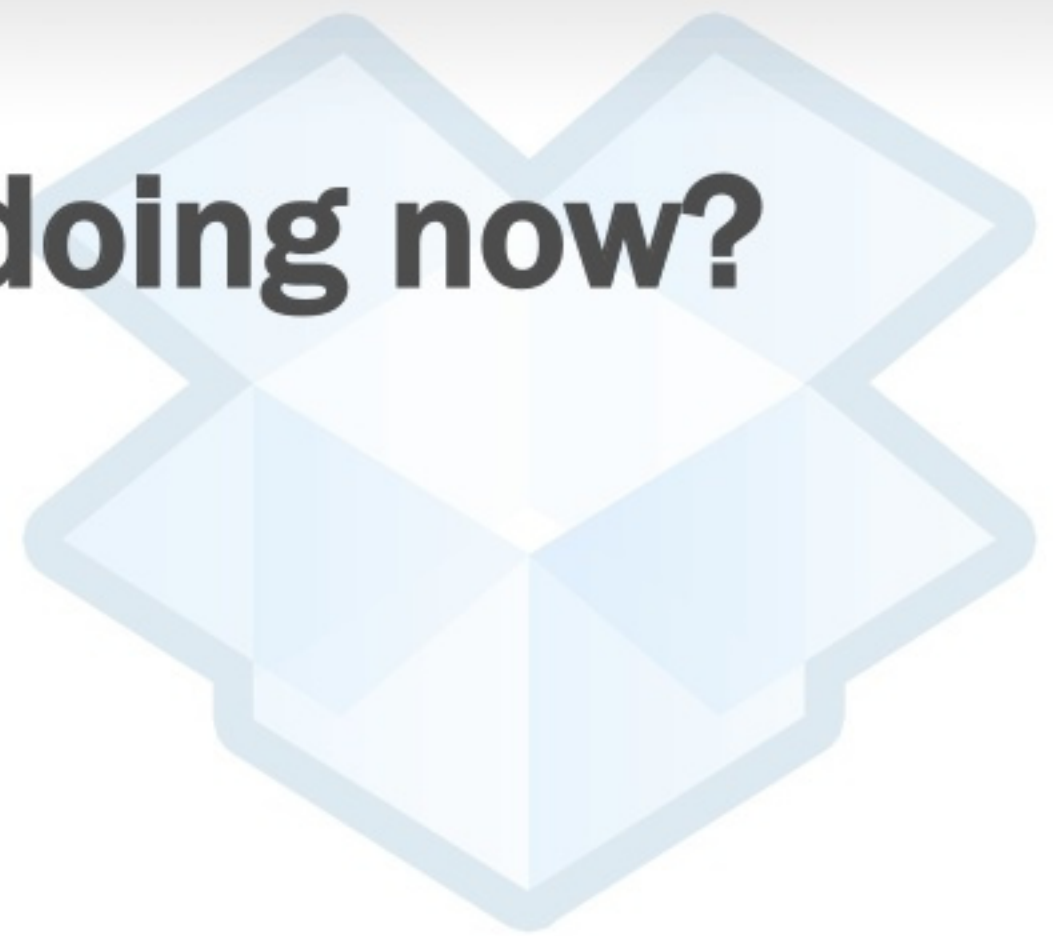
Storage is a mess

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

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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
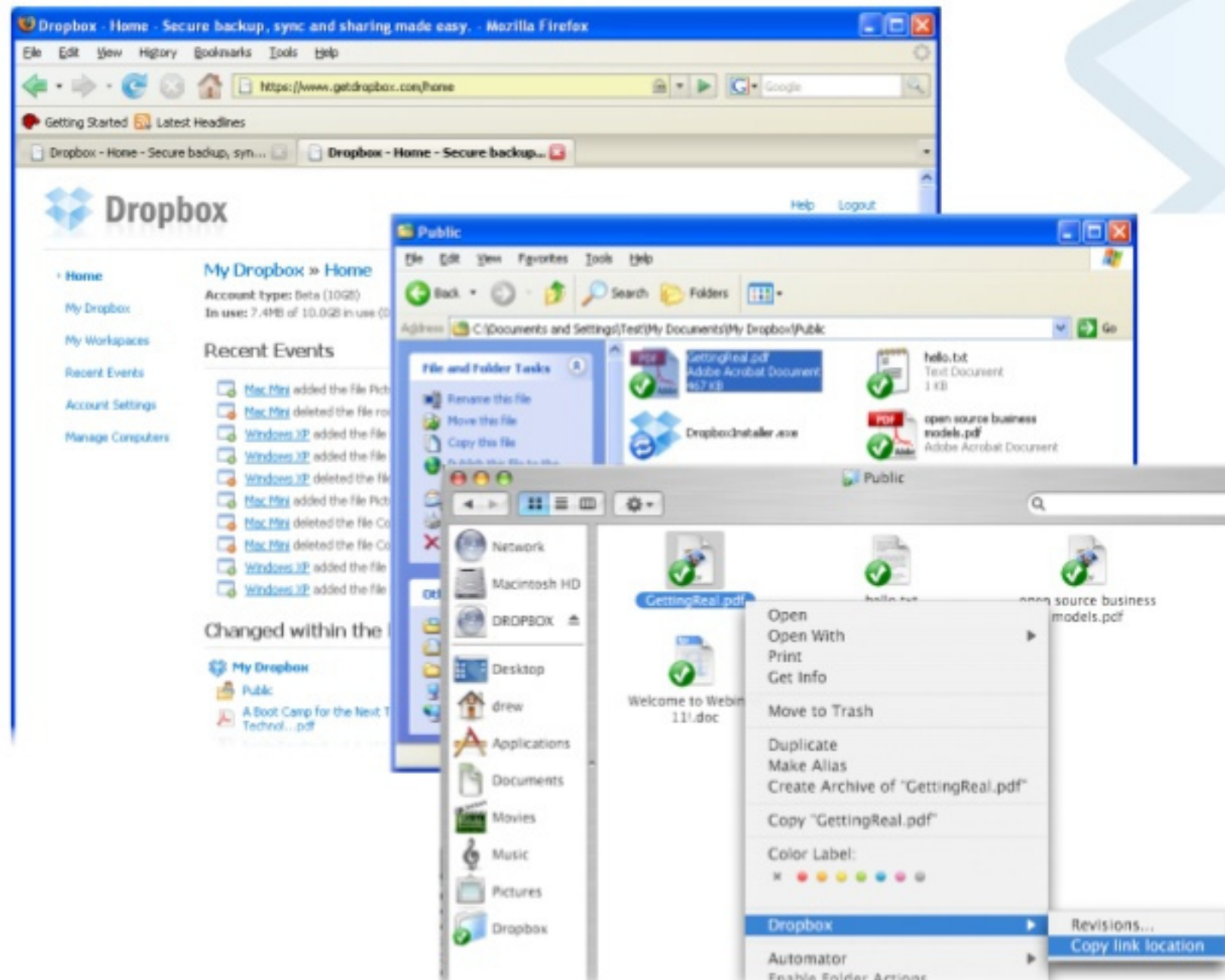
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Dropbox

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

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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 storage-related 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

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Competitors

	Dropbox	Carbonite, Mozy	Foldershare	box.net
Sync	✓	✗	✓	✗
Backup	✓	✓	✗	✗
Sharing	✓	✗	✓	✓
OS integration	✓	✓	✓	✗
Web access	✓	✗	◐	✓
Versioning	✓	✗	✗	✗

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What did they screw up?

- Only tackle small pieces of the problem

- Poor technical execution

- Clumsy, verbose & technical UIs; require configuration

- Lack of distribution, partners

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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

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$\rightarrow$ 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

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- 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/