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 Roberto Trevisan Jan 28, 2014 General Management

Esse cara é brilhante!

 Jeff Bezos says The Washington Post can be successful if it adopts Amazon's business philosophies.
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Excelente post sobre marketplaces.

All Markets Are Not Created Equal: 10 Factors To Consider When Evaluating Digital Marketplaces.
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Robson Catalan
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 **Vinicius Roveda**  CEO e co-founder

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 **Vinícius Roveda**  Jan 13, 2014 General Management

Racional faz total sentido! Desafio vai ser a execução...

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Vinícius Roveda CEO e co-founder

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Q&A



(204) Animal Apps: What was the business model of Animal Apps? - Quora

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<http://www.animalapps.com/> Edit

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1 Answer Ask to Answer

Carlo Dapuzzo, Early stage venture capitalist in Brazil Edit Bio · Make Anonymous

Add your answer, or answer later.

Randal Truong, Love working on them.

20 Votes by Marc Bodnick, Richard Ludlow, Alexandra Goldman, Shannon Larson, and 15 more.

Our business model was quite typical of a company operating in the Facebook application space circa 2009.

The engine began with applications with wide reach, monetized through display advertising. Much of this advertising was fueled by the app ecosystem itself - ads for other apps. As any good metric driven company should, we tested various networks across our various segments. This audience was also helpful for cross-promotion to our game products.

Our game products were monetized by selling virtual currency. Our users desired our currency because they could use it to obtain premium items and various shortcuts to advancement. We experimented with various monetization touch points, but mostly focused on building out the game itself.

We did not pay for much advertisement as we found the ROI to be less than desirable. Not all markets were profitable (hello Turkey) and things were rather volatile on the whole. And so we stayed lean and agile, outsourcing where prudent and sharing office space with another startup for a while.

Thankfully, due to low user acquisition costs (Thanks Facebook!) and low operating costs (Thanks cloud!) it was a profitable business model. And thanks to good friends and stellar colleagues, it was a quite satisfying and enjoyable run.

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Carlo Dapuzzo, Early stage venture capitalist in Brazil Edit Bio · Make Anonymous

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Answer added to topic Venture Capital.

Startups: Where do most web startups fail?

Jason M. Lemkin, Partner @ Storm Ventures. Co-founder/CEO at EchoSign (acq'd by Adobe), 228

How do engineers graduating from top schools like Stanford, MIT etc. handle 100k+ debt?

Avichal Garg, Had \$100k in student loans 198

Answer added to topic Venture Capital.

Mergers and Acquisitions: What should everyone know about mergers and acquisitions?

Jason M. Lemkin, Partner @ Storm Ventures. Co-founder/CEO at 229

Q&A



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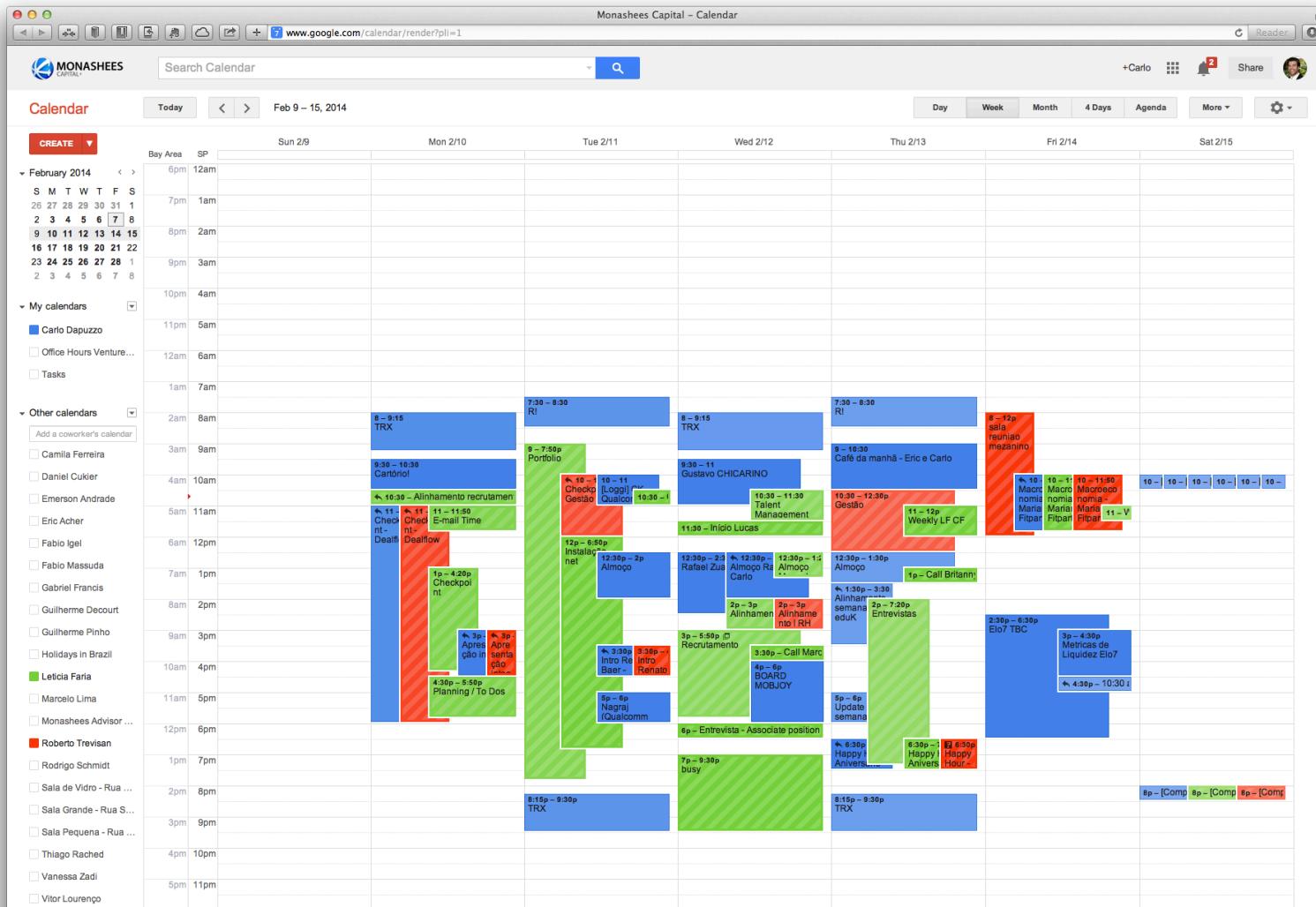
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▼ [Profile Picture]

The screenshot shows a Google+ community page titled "MC: Partners – Community – Google+". The URL in the address bar is "plus.google.com/communities/102663191580915629618?partnerid=gp1p0". The page has a standard Google+ header with navigation links for Home, People, Q&A, Calendar, and Files. A search bar is present at the top. On the left, there is a sidebar with a "SETTINGS" section and the "PLUS NETWORK" logo. The main content area is entirely blank, appearing as a large white space.

SETTINGS

