

Finansiranje kompanije Dropbox

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Predmet: Finansiranje
inovativnih preduzeća

Sadržaj

- Uvod
- Tip finansiranja
- Predmet finansiranja
- Business model impact
- Efekti
- Završna reč





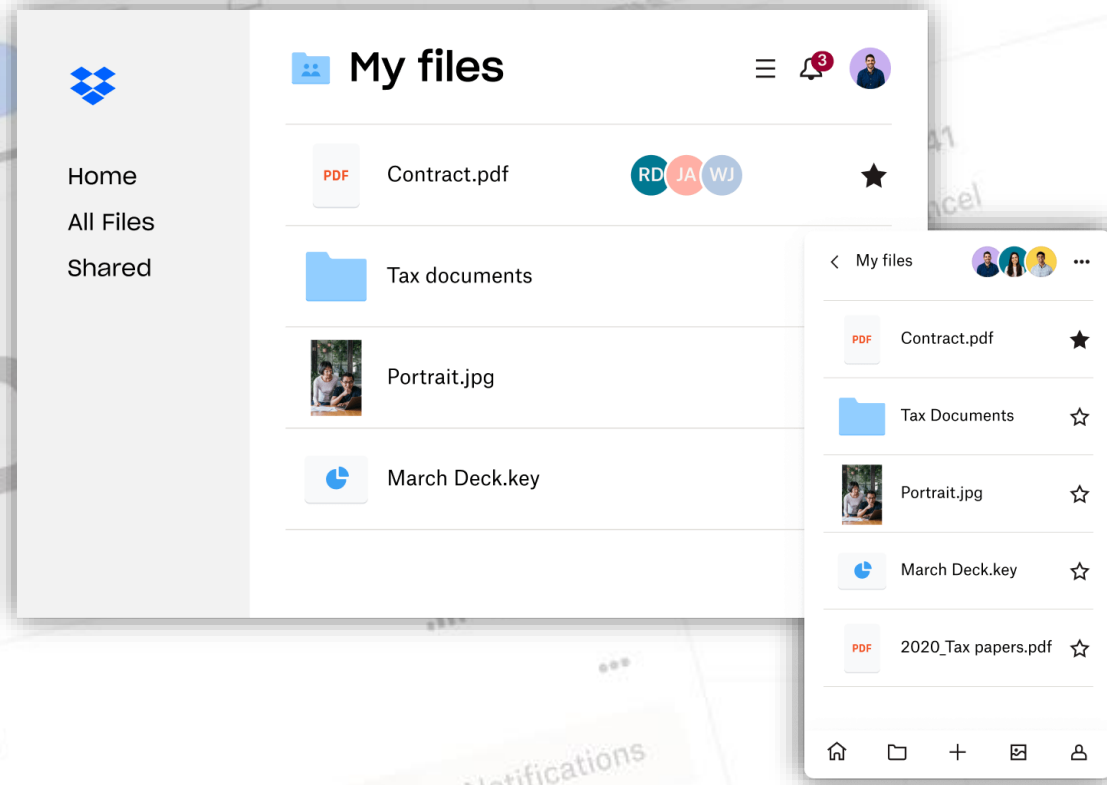
Istorija branše i osnivanje kompanije

- Razvoj FTP protokola 1970-1980
- Početak 2000tih peer-to-peer servisi za prenos fajlova
- Cloud?
- Drew Houston
- Ideja
 - Arash Ferdowsi-jem
 - Evenflow – DROPBOX
 - Y Combinator Management i Sequoia Capital...



Šta je Dropbox?

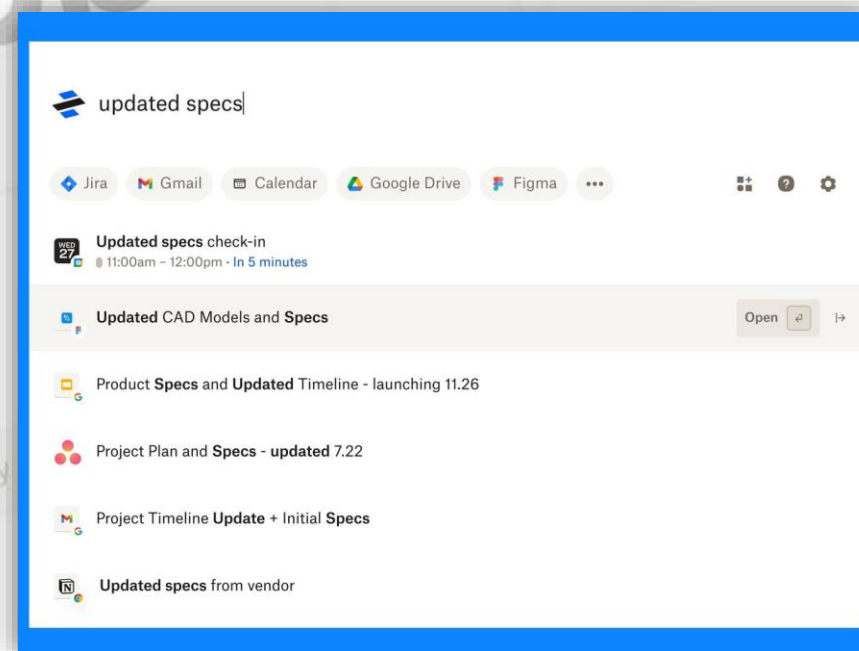
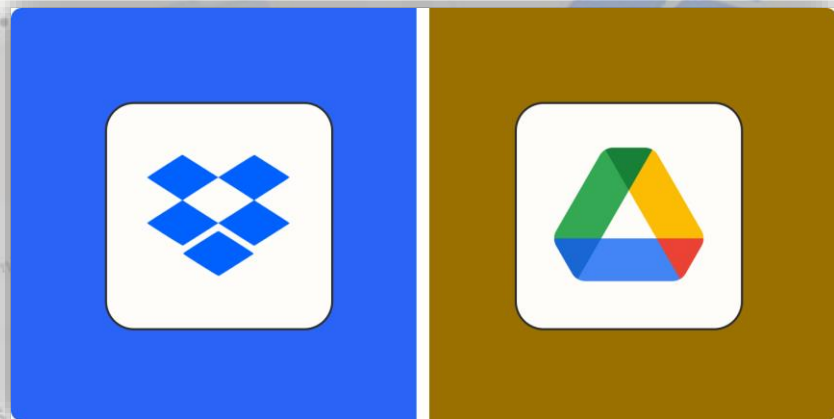
- Cloud
- File transfer
- Sinhronizacija
- Offline režim rada
- Čuvanje istorije izmena
- Hostovanje
- Bezbednost
- Brzina
- Ali zar ovo već ne posto.....
- NE



„It just works“

Zašto Dropbox?

- Dugogodišnje uspešno poslovanje
- Velika popularnost
- AI budućnost



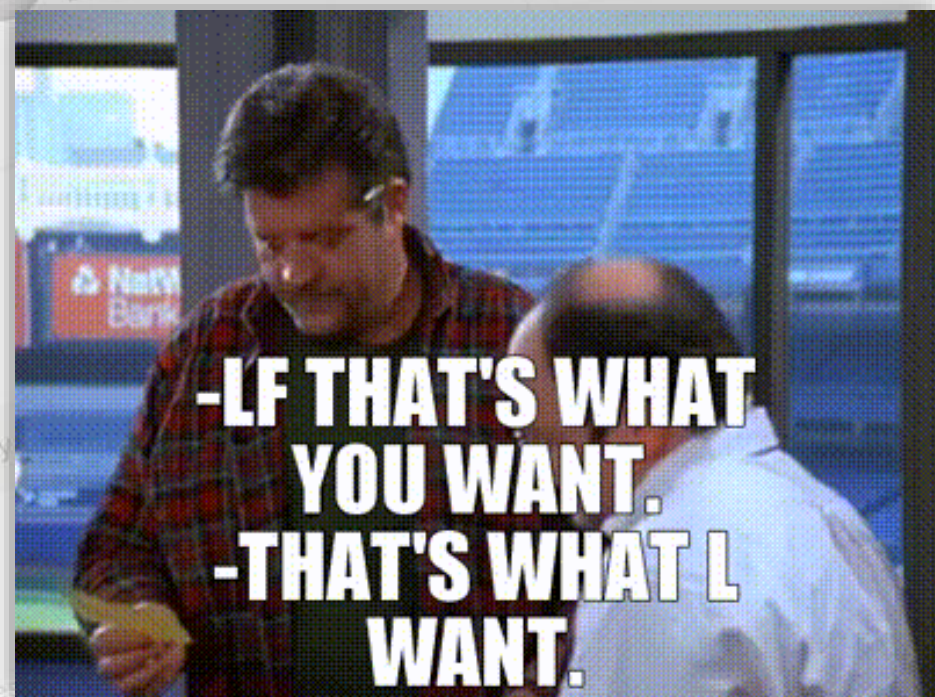
Ecosystem

- Borba sa ostalim gigantima
- 700 miliona korisnika
- 18.6 miliona pretplaćenih korisnika
- 2693 zaposlenih
- Partnerstvo vs Konkurencija



Investitori

- 63 investitora
- Venture capital i biznis anđeli
- Sequoia Capital, J P Morgan, BlackRock, Morgan Stanley...
- Razlozi?
- Veliki prihodi
- Mnogo investicija
- Povećanje broja korisnika i pretplaćenih korisnika
- Stabilna cena akcija na berzi
- ESG strategije i AI vizija kompanije



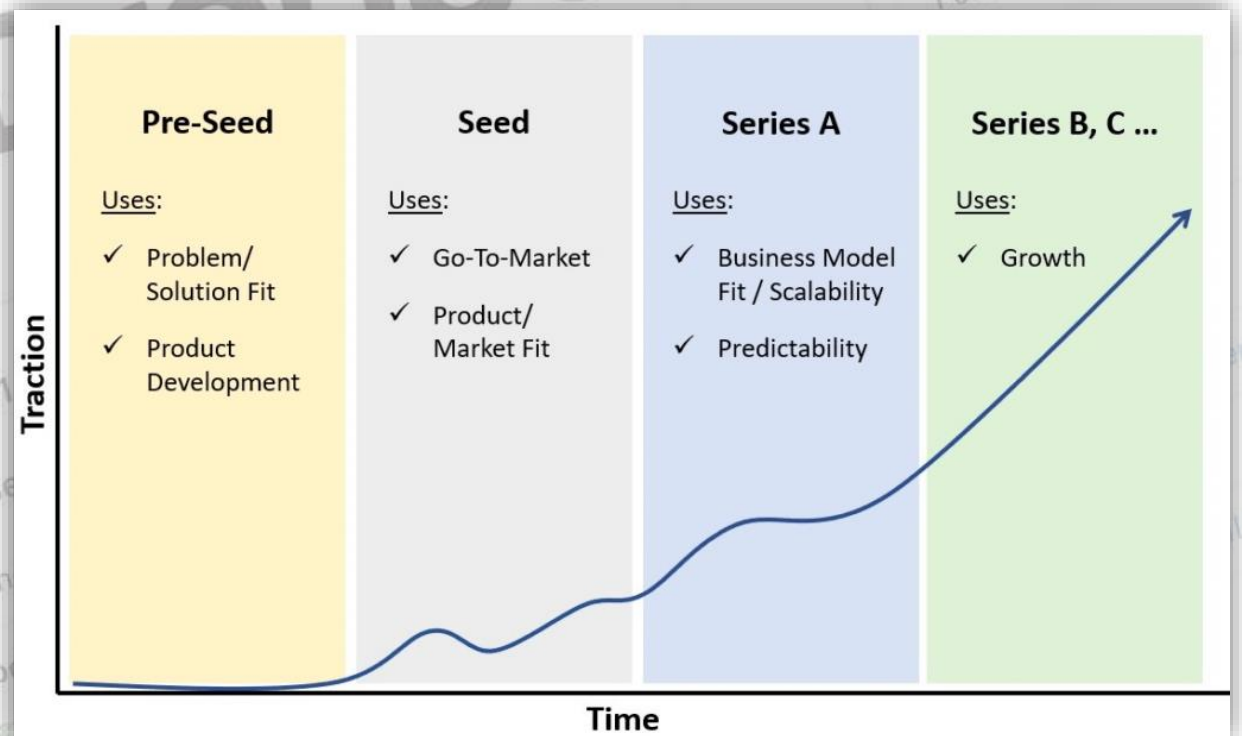
Dropbox

Tip finansiranja



Venture capital

- Startup kompanije i kompanije u nastajanju
- Alternativni izvor finansiranja
- Rizična ulaganja – veliki povrat novca
- Ili ipak propast?
- Ili naplata rizika?
- Runde finansiranja



Sequoia Capital investicija

- Y Combinator Management
- 1.9.2007.
- 1.2 miliona dolara
- Vlasnički udeo kapitala



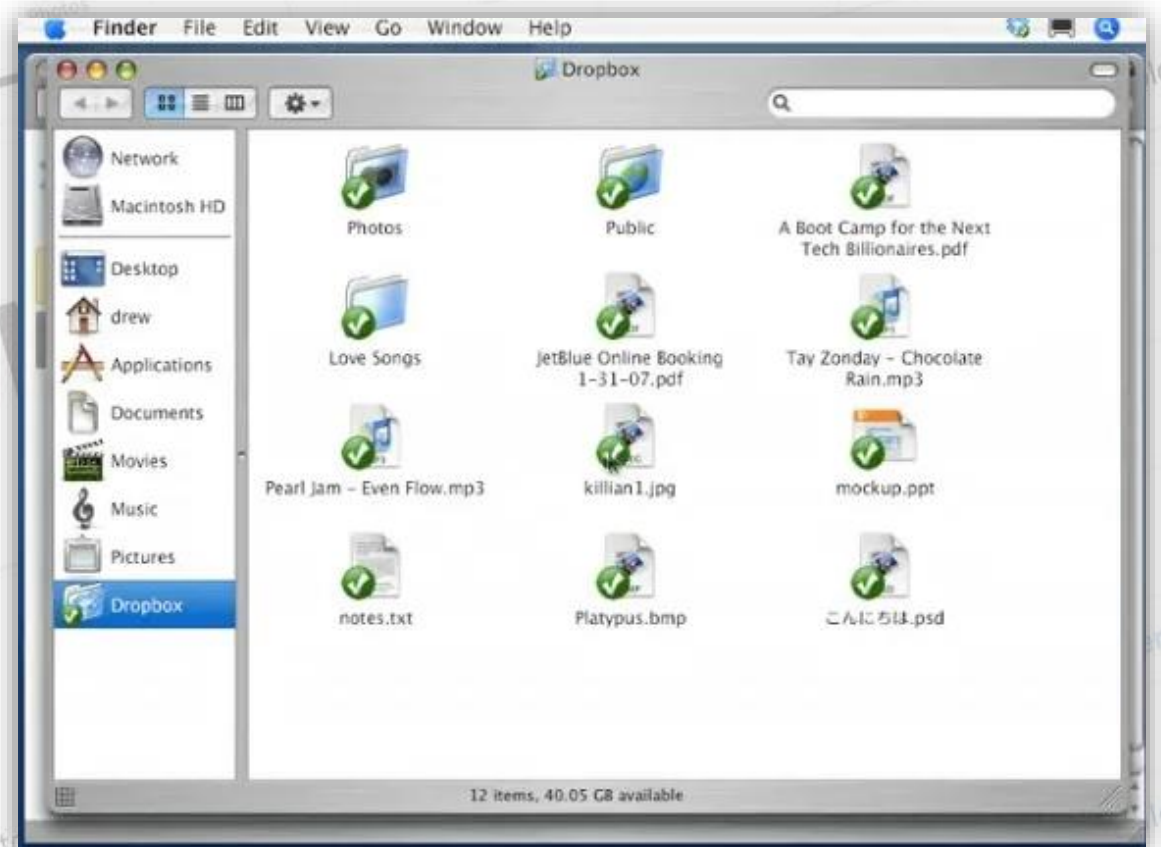
SEQUOIA 

Predmet finansiranja



Demo verzija Dropbox-a

- Company based investicija
- Početak
- Razvoj
- Mogućnosti



Korišćenje sredstava finansiranja

- Infrastruktura
- Dodatni zaposleni
- Administrativni poslovi
- Pravna pitanja
- Zaštita intelektualne svojine
- Zaštita privatnosti korisnika
- MARKETING

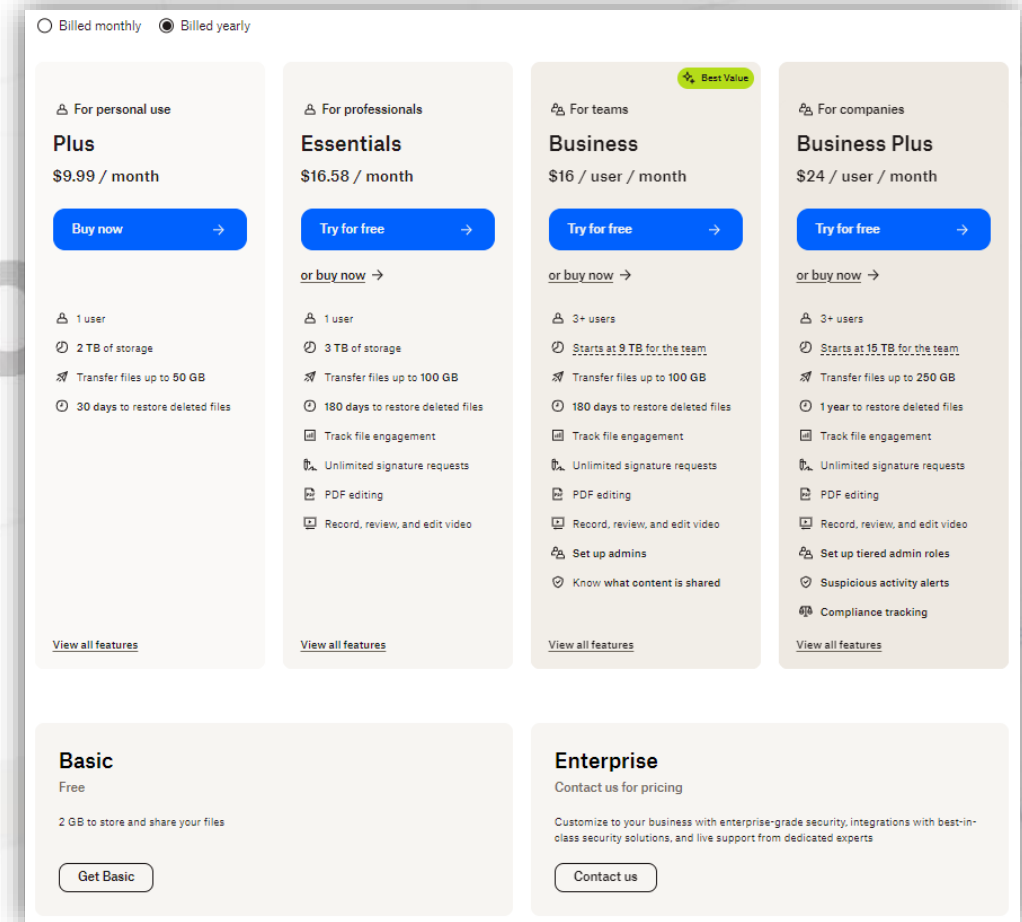


Business model impact



Biznis modeli

- Freemium
- Digitalization
- Affiliation
- Guaranteed Availability
- Lock-In
- Peer-to-peer
- Rent Instead of Buy
- Subscription



The screenshot displays the Dropbox pricing page with a background of a mobile app interface. The page is divided into two main sections: individual and team/business plans. The top section includes a toggle for 'Billed monthly' and 'Billed yearly'. The individual plans are 'Plus', 'Essentials', 'Business', and 'Business Plus'. The team/business plans are 'Basic' and 'Enterprise'. Each plan lists its features and a 'View all features' link.

Plan	Target Audience	Price	Key Features
Plus	For personal use	\$9.99 / month	1 user, 2 TB of storage, Transfer files up to 50 GB, 30 days to restore deleted files
Essentials	For professionals	\$16.58 / month	1 user, 3 TB of storage, Transfer files up to 100 GB, 180 days to restore deleted files, Track file engagement, Unlimited signature requests, PDF editing, Record, review, and edit video
Business	For teams	\$16 / user / month	3+ users, Starts at 5 TB for the team, Transfer files up to 100 GB, 180 days to restore deleted files, Track file engagement, Unlimited signature requests, PDF editing, Record, review, and edit video, Set up admins, Know what content is shared
Business Plus	For companies	\$24 / user / month	3+ users, Starts at 15 TB for the team, Transfer files up to 250 GB, 1 year to restore deleted files, Track file engagement, Unlimited signature requests, PDF editing, Record, review, and edit video, Set up tiered admin roles, Suspicious activity alerts, Compliance tracking
Basic	Free	Free	2 GB to store and share your files
Enterprise	Contact us for pricing	Contact us for pricing	Customize to your business with enterprise-grade security, integrations with best-in-class security solutions, and live support from dedicated experts



Efekti

Dropbox

Boom

- Prva investicija – pravi pogodak
- Druga investicija – još bolje
- A dalje...

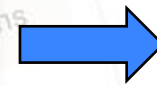
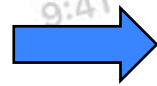


Kvalitativni efekti

- Unknown
- Hoćemo Dropbox
- RADI!
- Brend Dropbox nastaje
- Velika pomoć Affiliation business modela

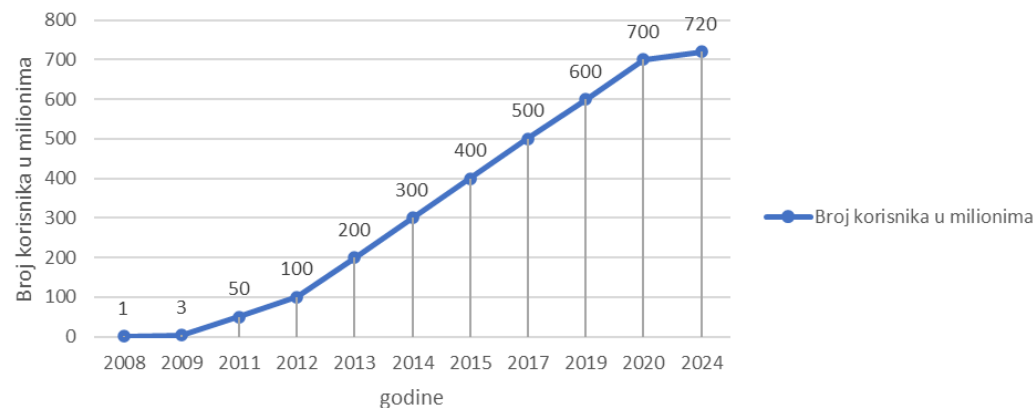


„It just works“

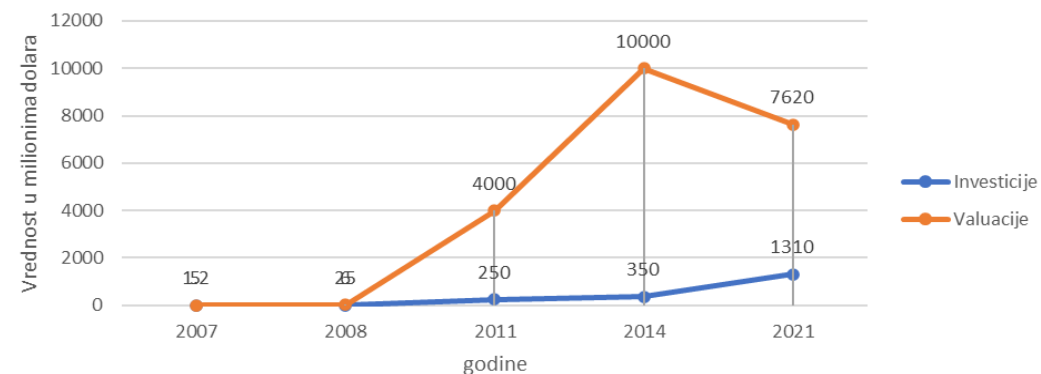


Kvantitativni efekti

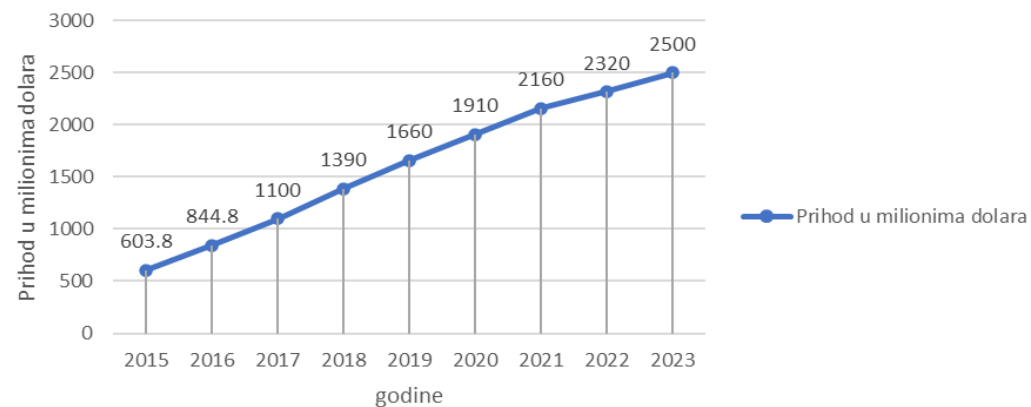
Broj korisnika Dropbox-a tokom godina



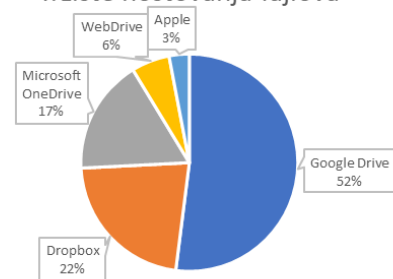
Vrednosti investicija i valuacija Dropbox-a tokom perioda finansiranja



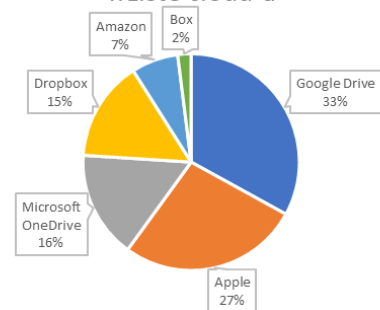
Prihodi Dropbox-a tokom godina



Tržište hostovanja fajlova



Tržište cloud-a



Završna reč



Kompanija danas

- IPO 2018. godine
- Sequoia Capital povrat investicije 2-3 milijarde dolara
- Ostali takođe veliki povrati
- Sequoia Capital neverovatan posao, možda jedno od najboljih ulaganja



Zaključak

- Hrabar potez investiranja u inovativnu ideju
- Novi koncept kompanije
- Pravo vreme
- Top 5 kompanija u oblasti cloud-a i file transfer-a



Kraj

Hvala na pažnji :)

Pitanja?