

# You're trying to...

share a digital photo album

--

send your grandma a home video

--

transfer a video game to your other computer

--

deliver an important presentation to your boss

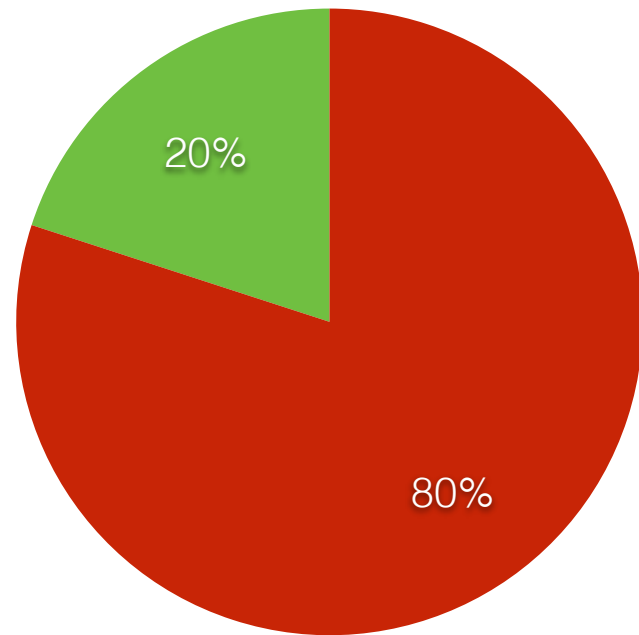
...but you can't.



Simplifying Online File Transfer


# The Problem

- **80%\*** of CMU students have trouble transferring large files (2 GB+) online
- **67%\*** of them encounter this problem at least once every month
- Current free online file transfer services limit max file size to **2 GB**



\*internet survey of 114 Carnegie Mellon students

# The Solution

- **NIMBUS** 
- New **online file transfer** service
- Focus on handling huge files (up to **50 GB free**)
- Optimized for **quick, short-term access** to data

# The Team

- **Guillermo** - Economics and Statistics
- **Matt** - Information Systems
- **Sam** - Information Systems
- **Skylar** - Information Systems
- **Takumi** - Computer Science
- **Weikun** - Information Systems

# What is NIMBUS.io?

- NIMBUS i/o offers **50 GB free** capacity, **25x more** than WeTransfer
- **Short-term** access to data = low storage costs
- Great free service, even better premium

## Core Services

Account Type	Free	Premium
Price	\$0.00 / month	\$4.99 / month
Capacity	50 GB	Unlimited
File Accessibility	24 hours	1 week
Requirements	Email Address	Premium Account
Download Limits	1 / file	50 / file
Usage Limits	1 UL, 1 DL / month	None
Advertisements	Ad Supported	None
One-time Paid Extras	More Downloads, More Storage Time, Data Recovery	

# Target User

- Individuals in **13-45 year-old** age bracket
- Computer-literate
- Uses computer to consume or create **large files** (videos, photos, music, games)
- Has **high speed internet** connection (10 Mbit/sec minimum)
- College education or collegiate aspirations



# Market

- **Global** reach
- At least **2.4 billion**\* internet users worldwide in 2013
- **14%\*\*** of all connections at least 10 Mbit/sec in 2013  
(**38%** year-over-year **increase**)
- over **336 million** people meet speed requirement,  
potential users

# Current Players

- Cloud storage giant **Dropbox** has over **100 million\*** users
  - **4%\*** of users are **paid**
  - How many actually need to transfer, not store, files?
- **WeTransfer**, started in 2009, has **16 million\*\*** monthly users
  - Only **2 GB** of free transfer capacity!
  - Other transfer providers are **even worse**

\*<http://www.forbes.com/sites/victoriabarret/2012/11/13/dropbox-hits-100-million-users-says-drew-houston/>

\*\*<http://aws.amazon.com/solutions/case-studies/wetransfer/>

# NIMBUS.io vs. Cloud Storage Providers

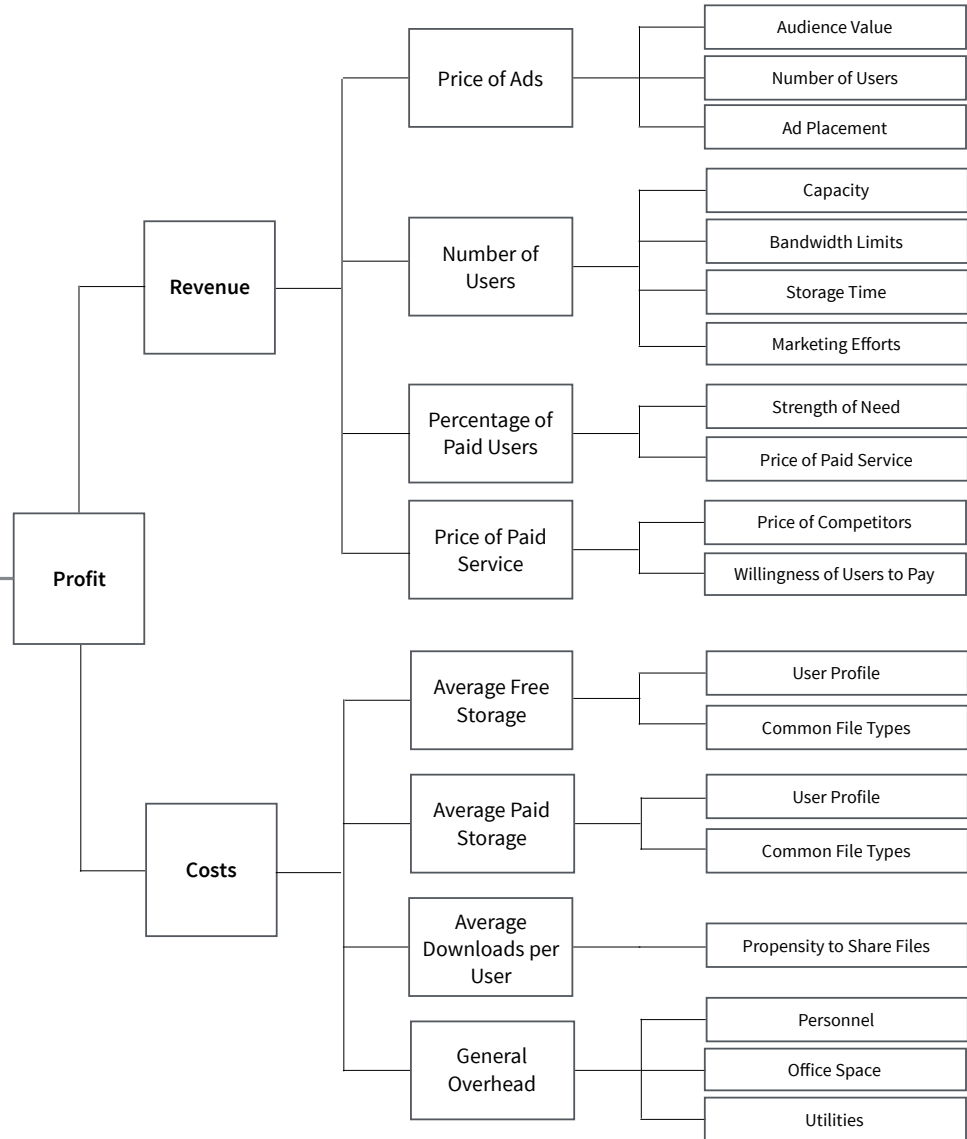
Service	NIMBUS.io	Cloud Storage
Purpose	Move files	Store files
Capacity	Large	Small
Access Period	Short	Long
Sharing	Easy	Limited
Summary	NIMBUS.io and cloud storage providers, such as Dropbox, are different sides of the same coin.	

# Spreading the Word

- **Search Engine Optimization** - targeted keywords, links on credible websites
- **Social Media** - online contests, paid ads, sponsored tweets, sponsored posts
- **Press Releases and Blog Posts** - Gizmodo, Engadget, tech news websites
- **College Marketing** - campus representatives, canvassing, flyers, giveaways

# Spreading the Word

- **Web Ads** - Google Adwords, banner ads
- **Sponsoring** - hackathons, gaming tournaments, computer related events
- **Email** - send users occasional promotional emails



## Cost and Revenue Estimates

Year	One	Two	Three
Revenue	\$1,819,800	\$9,099,000	\$36,396,000
Costs	\$514,812	\$3,314,060	\$11,736,240
Profit	\$1,304,988	\$5,784,940	\$24,659,760
Notes	Yearly adoption rate: 1 M, 5 M, 20 M  3% of users are Premium at \$4.99 / month  1.3% of revenue from ads		

# Question/Answer



# Why us? Why now?

- Market highly **fragmented**
- Global **Internet speeds rising** fast
- **Breakthrough** product
- Team of **doers** with the **skills** to implement



Thank You

NIMBUS.io



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Takumi

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