

HW7-Team: Market Research

Team Name and Number: 8 “AppBundle”

List all students who actively worked on this Assignment:

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Part 1: Competitive Analysis (1 point)

Using the Music App example (see Market Research slides), create a Competitive Analysis Table. Find as many competitors as you can and think what key features you need to compare.

	Baidu Cloud service	Dropbox	Google Drive	iCloud	Box	OneDrive	Amazon Cloud	iDrive
Price (Basic)	\$19.3/month	\$9.99/month for 2 TB	\$1.99/month for 100GB	\$0.99/month for 50GB	\$4.75/month for 100GB	\$8/month for 50 GB	\$59.99/year for unlimited	\$52.12/year for 2TB
Free Storage	2TB	2GB	15GB	5GB	10GB	5GB	5GB	5GB
Security	Not so security. Baidu does not use encrypted https connections, Login uses cookies, many people will capture this cookie	Security. Dropbox uses Secure Sockets Layer (SSL) and AES-256 bit encryption. There	More secure. Google Cloud has two-factor authentication. Including SSL encryption TSL	Security. The user's iCloud backup is divided into multiple blocks, and each individual block is uploaded to one or more	Security. Box is equipped with enterprise-grade security to encrypt documents while in transit and at	Security. Microsoft uses biometric technology to determine whether you are the owner of the files in OneDrive	Security. The AWS platform uses data transfer encryption, a built-in network firewall, flexible key management	Security. iDrive uses 256-bit AES for encryption during data and data transmi

	and log in to your account.	are several layers of security verification measures for account login.	standard encryption function. Certificate review mechanism is poor.	servers. Each block is encrypted using a unique, separate encryption key.	rest. Through the management console, administrators can fine-tune the company's files and folders by setting up classifications, sharing options, and access control.	in front of the computer. You can also set a PIN in Windows 10. Supports BitLocker encryption	nt options, and a dedicated hardware-based encryption key from AWS CloudHSM.	ssion. It checks the security of third parties during data transmission.
Users	174 million	500 million	800 million	850 million	140,000	250 million	1 million	3 million
Service Models	Cloud Computing (IaaS)	Cloud Computing (SaaS, PaaS, IaaS)	Cloud Computing (SaaS)	Cloud Computing (SaaS)	Cloud Computing (SaaS)	Cloud Computing (SaaS)	Cloud Computing (SaaS), (PaaS), (IaaS)	Cloud Computing (PaaS)
Notable Features	It has open source edge computing platform. Baidu has a better understanding of local Chinese language compared to others,	Request files via Dropbox Restores previous versions of file Open local files from the	Allows to share large files directly from Gmail. It has a efficient built in search engine	Compatible with Mac and Windows PC. Saved Safari tabs. Mobile device friendly.	File Synchronization Digital Asset Management Project Management through	Adapts video playback to internet speed. Save notebooks to OneDrive. Browse animated	Highly flexible and multiple features based on the storage required Good for computing complex codes and	Data security Mapped and external drive backup Real-time file sync

	<p>which enables it to better optimize its search technology to the needs of local users.</p>	<p>web</p> <p>Instantly share screenshots</p>	<p>which works on optical character recognition feature.</p> <p>Fantastic built-in image recognition Technology.</p>	<p>Saved browser bookmarks.</p> <p>5GB free storage.</p> <p>Important personal data storage.</p>	<p>the box</p> <p>General backups and Password storage</p> <p>Build your own tool</p> <p>Embed files and list of files in a web page</p>	<p>GIFs & search for text in photos.</p> <p>Online viewing for Office documents</p> <p>Upload multimedia from mobile devices. Create & share folders.</p> <p>Automatic camera roll backup.</p>	<p>storing them easily</p>	<p>Data encryption</p> <p>Multi device compatibility</p>
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Part 2: Market Sizing (1 point)

Using the Food Delivery Service example (see Market Research slides), conduct a simple market sizing for your application, using assumptions. Make sure to list all the assumptions!

Potential Customers:

- 3.3 billion smartphone users worldwide.
- 60% of users opt for mobile cloud services.
- $3.5 \text{ B} * 0.7 = 2.45 \text{ B}$ potential users.
- 10% of 2 billion users opt for premium subscription.
- $2 \text{ B} * 0.1 = 100 \text{ Million users}$.
- About 50% of users are facing insufficient mobile storage space

Market Potential:

- 35% of users use 5 GB for free.
- Subscription 1: Fee for 50GB = \$ 0.99 / Month.
- Subscription 2 - Fee for 100GB = \$ 0.99 / Month.
- Subscription 3 - Fee for 200GB = \$ 2.99 / Month.
- Subscription 4 - Fee for 2TB = \$ 9.99 / Month.
- 490 Million users – Subscription 1, 20 Million users - Subscription 2, 50 Million users - Subscription 3 and 30 Million users - Subscription 4.
- $490\text{M} * 0.99 + 20\text{M} * \$ 0.99 + 50\text{M} * 2.99 + 30\text{M} * 9.99 = 19.8 \text{ M} + 149.5 \text{ M} + 299.7 \text{ M} = \$ 954.1 \text{ M} / \text{Month}$.