



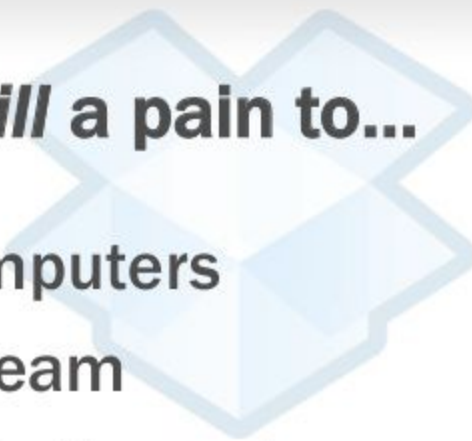
Dropbox

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



Dropbox

www.getdropbox.com

What are people doing now?

- Email attachments
- USB drives
- Browser uploads
- Piecemeal solutions



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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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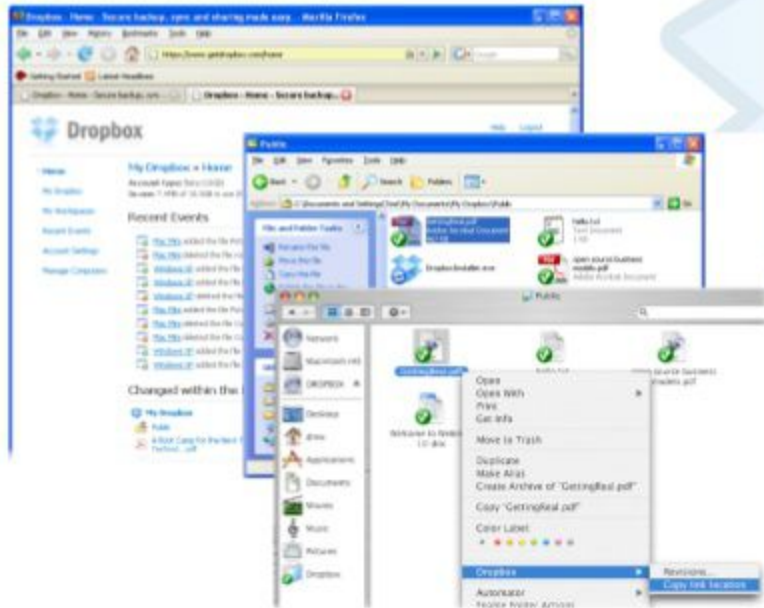
Dropbox



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



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Demo

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



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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				

What did they screw up?

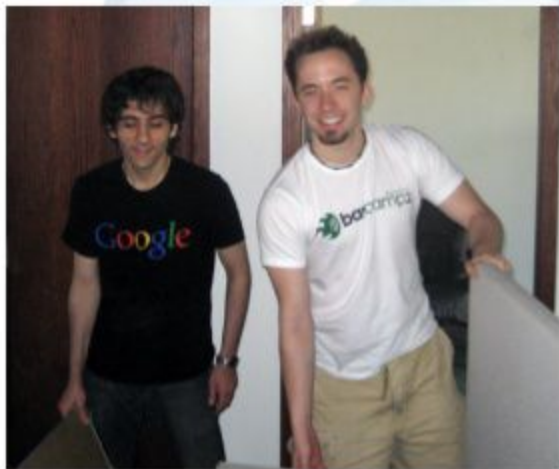
- Only tackle small pieces of the problem
- Poor technical execution
- Clumsy, verbose & technical UIs; require configuration
- Lack of distribution, partners

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



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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

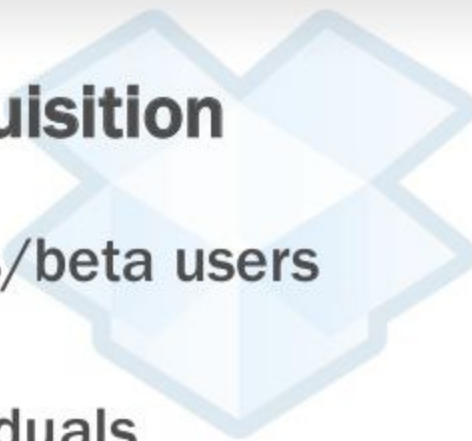
- Onramp for all UGC from desktop → web
- Convenient for users: drag and drop instead of sign-in and browser upload
- Beneficial for web apps: more content uploaded, less friction & fewer failures
- Bigger picture: all files in Dropbox, delegate access to web apps



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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/>



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