Dropbox

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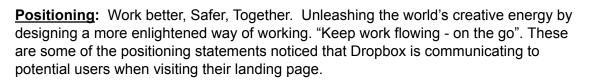
Headquarters: San Francisco, CA

No. of employees: 1,858 (latest SEC filings) Type of site: Cloud Storage, File hosting

Website: <u>www.dropbox.com</u> Launched: September, 2008

Users: 500 million registered users across 180 countries

Stats: Annual Revenue \$1.3B (Q2 2018)



Primary Audience: Dropbox's target audience is everyone, regardless of what their preferred platform might be, because it's not designed for any specific device and is web-based.

<u>Differentiators</u>: Their biggest competitive advantage is that their product works in such a seamless way the competition struggles to emulate their model. Simply download app to desktop and a Dropbox folder is installed onto your hard drive, then drag and drop files that can be shared across multiple devices.

<u>INTERNAL</u>

Strengths:	
	Smart Sync
	Block-level file copying
	File sharing / collaboration across social media platforms
	Integrates with Office 365
	Anytime, anywhere access to files
	Two-factor authentication (2FA) feature
	Navigation is straightforward and easy to use
	Great file organization system
Weaknesses:	
	Low free storage only 2GB
	Plans are expensive
	Not zero knowledge security
	No 24/7 support
	Doesn't really have many third party integration offerings



EXTERNAL

Oppor	tunity: Produce a product that is priced more competitively Incorporate a zero knowledge security feature Be more competitive with regard to free storage space Provide more customer support hours Incorporate more integration with third party apps
Threat	Market is saturated with this type of service already Monthly fees are expensive Design can be copied

USER FLOWS

Draw.io Diagrams