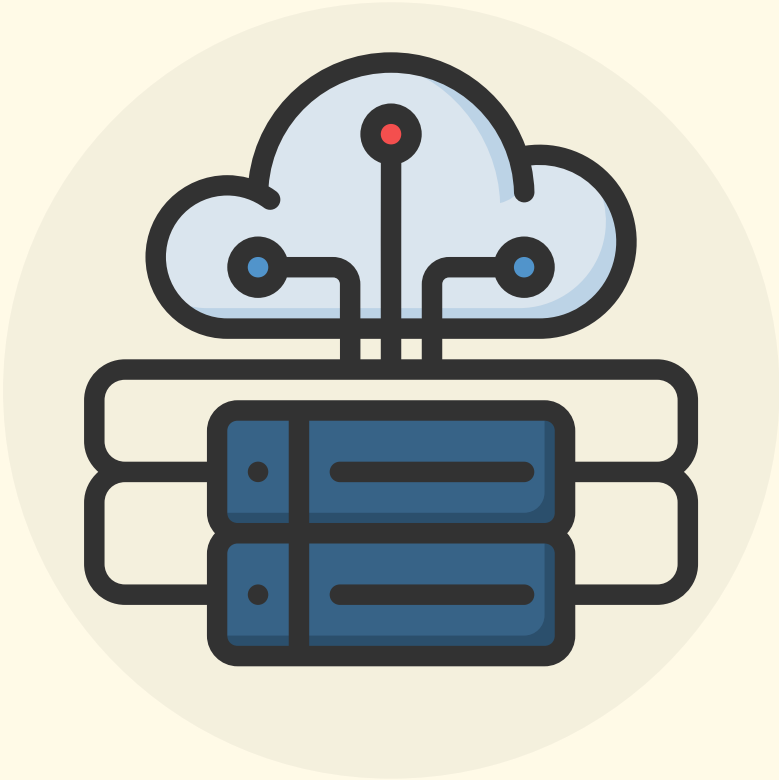


DROPBOX



WANT A THRIVING BUSINESS?
FOCUS ON TECHNOLOGY AND PARTNERSHIP!



Who is dropping the box?

- Dropbox, officially launched 2008, is a cloud-based file sharing and storage solution provider company.
- Has over "700 million registered users across 180 countries" (Dropbox, n.d.-b).
 - 16.79 million users are paying customers
 - 550,000 paying Dropbox Business teams users.
- Mission is "... to design a more enlightened way of working" (Dropbox, n.d.-a).
- 27 acquisitions for more than \$503M in the past 15 years (Tracxn, 2022).

Don't touch the code when it is working!!

- Building and using its own infrastructure.
- Partnerships with global firms through its 'Dropbox Reseller Program'.
- Broadening its product ecosystem through continuous meaningful acquisitions.
- A solid revenue generation model.
 - Generated a revenue of over \$2.15B in 2021.
 - Generated \$59M in revenue in the Q3 of 2022.
- Innovative + Alignment with market trends, for past 15 years.

The secret sauce

- The land-and-expand, bottom-up adoption strategy along with the referral program.
- Solution expansion from syncing files to syncing teams.
 - In 2007, it catered to the market need of having “...a simpler way to keep files in sync” (Dropbox, n.d.-a).
 - Today, it caters to the market need of “designing products that reduce busywork (Dropbox, n.d.-a).
- A series of integrations with third party applications have helped Dropbox stay relevant in the business.
- Successful partnerships, acquisitions, and investments.

The micro art of positioning



Over **100 ZB** of data will be kept in the cloud by **2025**, demonstrating the potential for online cloud storage (Fortune Business Insights, 2022)



26,611 businesses utilize Dropbox as their cloud storage service provider, making it a very large customer base (Enlyft, n.d.)



Second-largest shareholder in terms of cloud storage (Sumina, 2022)



Dropbox's focus on the **Product Led Growth** has always been their key strength



Dropbox does not employ zero-knowledge **encryption**, making the platform vulnerable (Barber, 2022)

Uncertainties that can change the Cloud



Technological

Increase in demand because of distributed workflow and increase in data consumption have contributed to a boom in the cloud storage market (GlobeNewswire, 2022)



Ecological

The carbon footprint of the cloud industry is currently larger than that of the aircraft business and is an alarming concern (Monserrate, 2022)



Legal

Copyright infringement, security breaches and nation-specific policies are all legal problems in the cloud sector that result in government investigations (Dispatch, 2018)

The 3 key ingredients for a heavenly recipe



Privacy and data sharing laws - Dropbox can face a lot of challenges in the data breach and privacy domain



Dropbox needs to build a broader **ecosystem** with variety of products through R&D, M&A

Green Technology as it will be one of the primary concerns in future



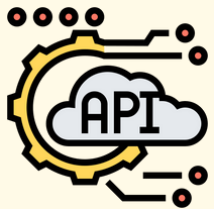
Improve **Customer experience** to grow rapidly through collaborations and partnerships

Need to become **thought leaders** to build the market rapport and focus on **upselling**

C ways of conquering desired states: Cybersecurity, Capability, Capacity



Cybersecurity: Have a **strong data security and encryption** mechanism while still maintaining the sync speed.



Capability: Provide **more features and integrations** to convert existing free users into paid customers.



Capacity: Have **higher performance and capacity** of the storage and a more **cost-effective strategy**.

Forming alliances in the short-term will lead to victory

- **Collaborate** with more companies by forming meaningful **partnerships**.
- **Collaborate** with more **social media influencers** that can affect user's decision to choose and share.



The long term bets to be successful

- **Research & development** in data security and encryption.
- Become the first-mover of cloud storage in **Metaverse** to potentially create a competitive advantage.
- **Merger and acquisition** to increase the market share.



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