



Dropbox

Moving the world's files

<http://www.getdropbox.com>

Storage is a mess



Dropbox
www.getdropbox.com

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**

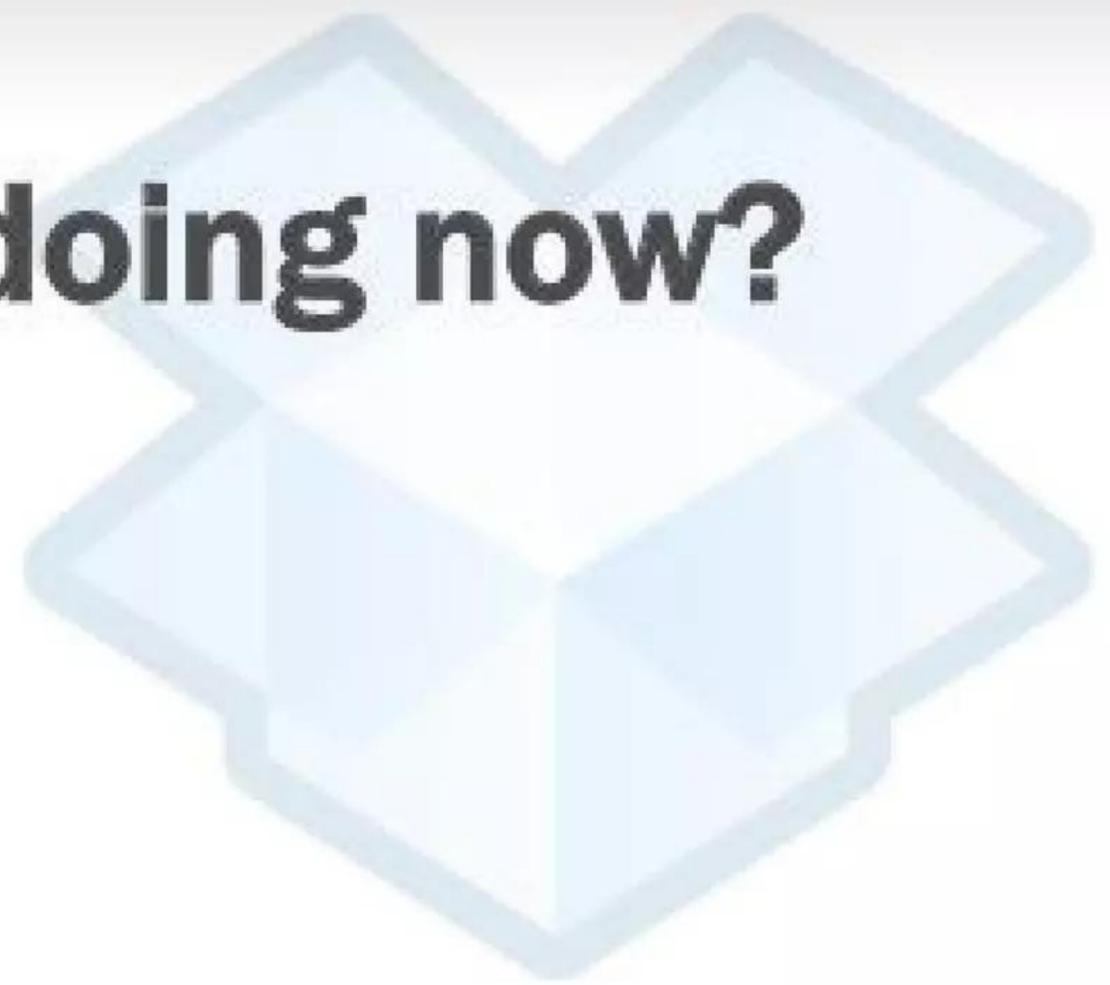


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What are people doing now?

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



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In a perfect world...

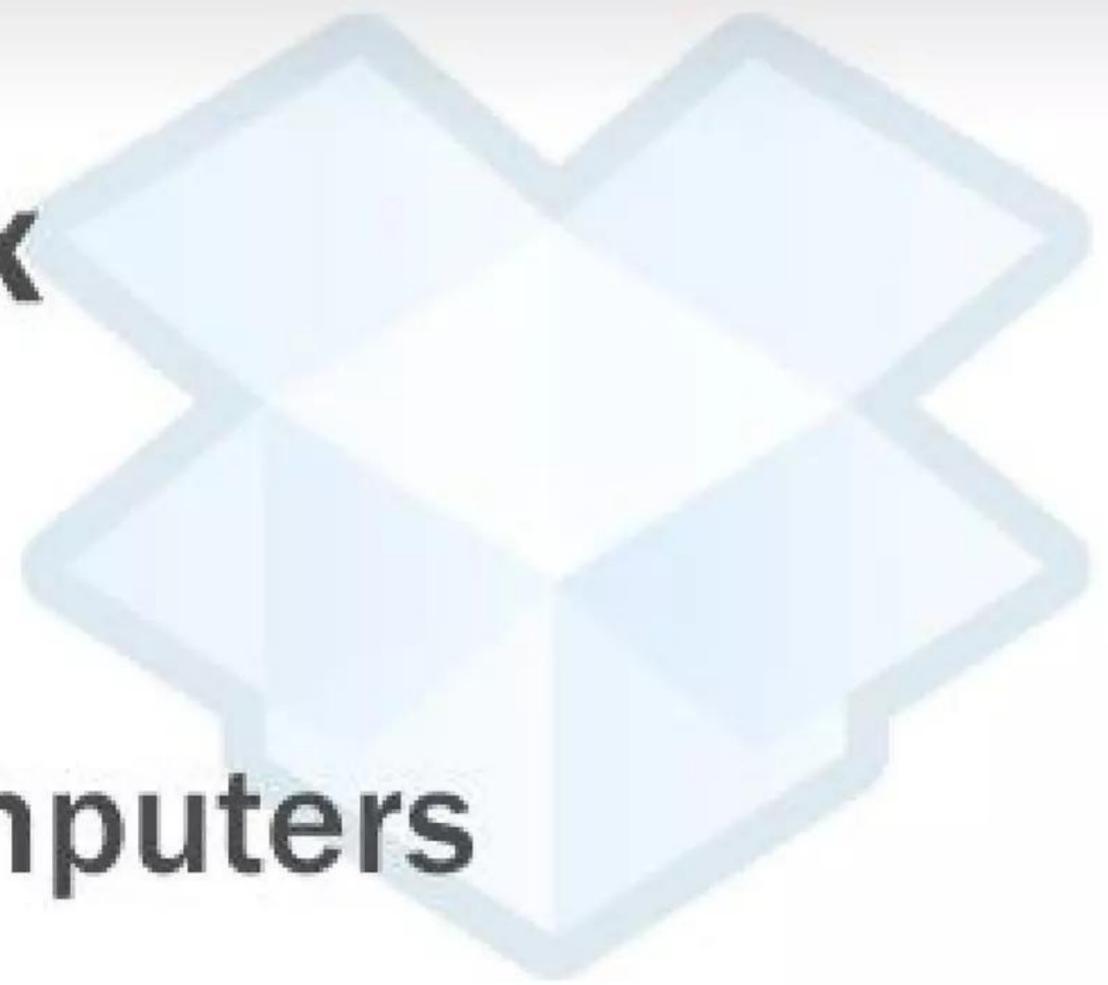
- **Your files available wherever you are, on any device**
- **Never worry about losing data, can always undo**
- **Sharing, putting media onto the web is drag-and-drop**



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Dropbox

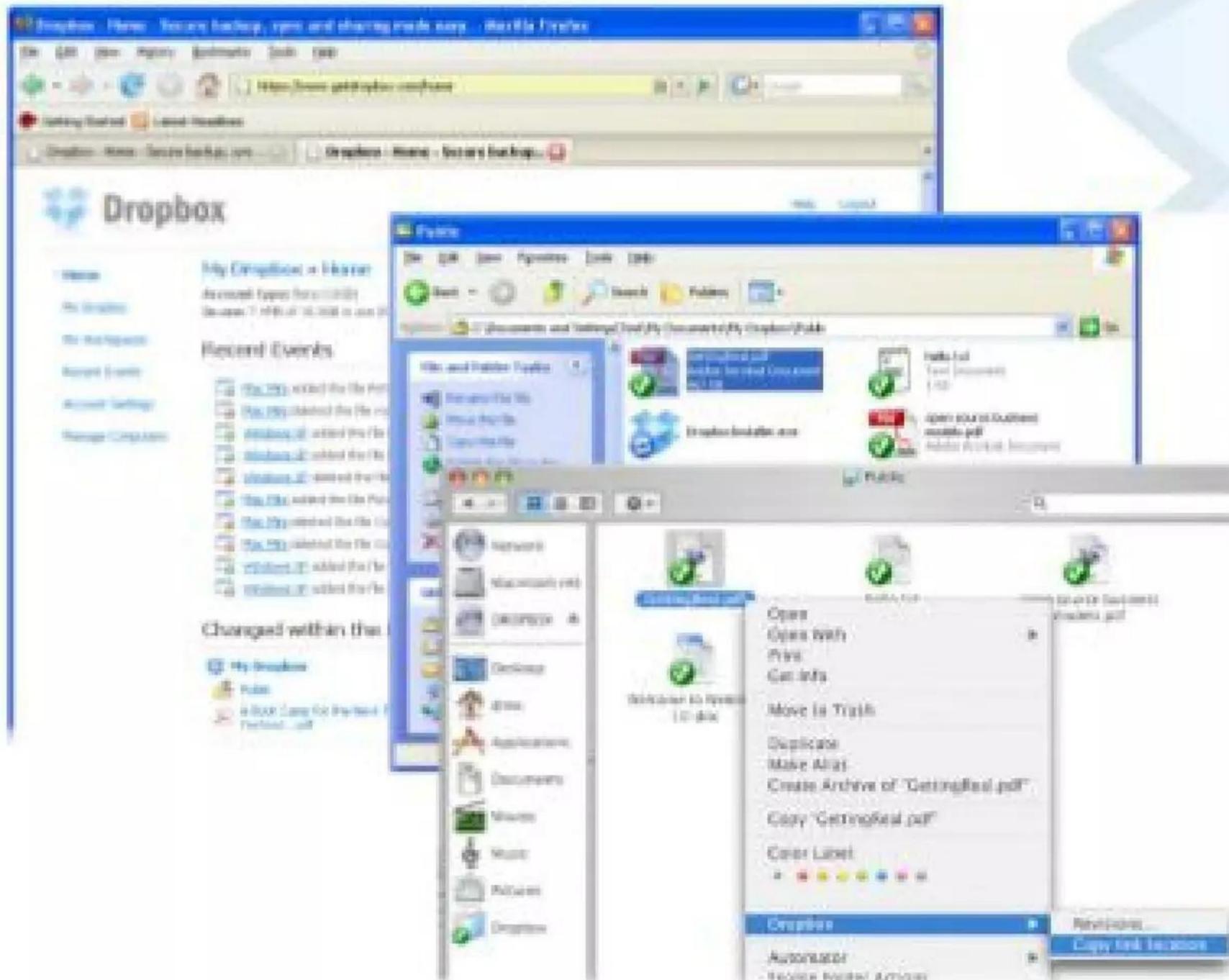


- **Keeps files:**
 - **In sync across computers**
 - **Backed up**
 - **Accessible from anywhere**
 - **Easy to share**
- **It just works**



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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

	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



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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**



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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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Restart!

Write your story

Open up Word and write the story you want to tell in bullet points.

One point per slide.

That's your deck condensed to what matters

Steps to creating an **engaging deck**

Share **YOUR** story, not others

You've been approaching writing your deck wrong.

You read templates and think they will help. But you feel lost and your deck doesn't feel right.

You need to make your deck your own. But how? Here's a quick guide.

Max

25 slides

If you have big text and images



Map the bullets to slide headers.

Each bullet is a slide.

Tap down and read it.

Do you get the story with no other content?

Compelling content



Engage

Support your story

You can use a sub header to support the header with data.

Add body content with 3-6 supporting points which you link to images. These only pertain to the header



Add Emotive Imagery

Imagery supports your content (1k words). Infographic like, illustrative content is best (but takes time). A simple, powerful image is a great start



Audit and Reduce text

Less is MORE here. It's also faster to write! You need to know how to talk (sell) to the slides. Spend time practicing instead of writing an essay

Now you have a story mapped in your header, you need to make it **credible**. The purpose of everything other than the header is to back up your claim. This is sales material. If something doesn't sell, delete it.

Take the Flick Test

A concept we invented to tell if your deck works
Press down every 5 seconds. Can you understand each slide and the 'story' you are telling (from step 1)?



We Love Our Job Let us help

Why waste 6 months with an ineffective deck?

Invest in time. They aren't making any more of it.
We've supported founders for years with free
content. The impact wasn't enough

Fundraising is a bitch. We've been through it.
We founded Perfect Pitch Deck not just to make money.
We founded it because it solves a problem for millions
of founders dealing with the same crazy, pointless crap.
Pitch decks are hard as you need specialty knowledge,
ONLY to get the cash you need to grow.
It doesn't make your startup. It should be easier.
Now it is.

Audit your
Format



→ **Design matters**

Check your font sizes and type. Review your colours. Is there contrast? Check the imagery...

Get
Pro Help



Perfect Pitch Deck does one thing
Pitch decks. As ex-VCs we know how to raise and
what VCs want. As founders we care about you
(because we know how much raising sucks)

Are you
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Let's fix your deck. Head over for a free pitch deck audit:

www.perfectpitchdeck.com

 help@perfectpitchdeck.com



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