



Moving the World's Files

Helping users store, access, and share files easily and securely from any device.

Seed Investor Presentation



ADD VISUAL

A collage of different devices (laptop, smartphone, tablet) with the Dropbox logo on their screens, showing the seamless syncing of files across multiple platforms. The devices should be placed on a clean, minimalistic background.

TREND

The online storage industry will grow to \$10B!?! by 2030.

GROWTH DRIVERS

- » 📱 Increasing number of devices and larger files
- » 📁 Growing remote and distributed teams
- » 💾 Falling bandwidth and storage prices

OPPORTUNITY

\$10B!?!

Online storage market by '30

15%!?!

Annual industry growth rate



ADD CHART

Create a line chart showing the historical and projected growth of the online storage industry from 2007 to 2030. The x-axis should represent years, and the y-axis should represent market size in billions of dollars. Include a trendline to visualize the growth rate.

PROBLEM

Yet, users are frustrated because storage is disorganized and inefficient.

❌ PROBLEMS

 **Working on multiple computers**

 **Sharing files across teams**

 **Uploading photos, videos to the web**

➔ OUTCOMES

 Email attachments

 USB drives

 Piecemeal solutions

PROBLEM

Yet, storage is disorganized and inefficient.


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Dropbox

SOLUTION

Effortless file storage and sharing

Helping users access, share, and protect files seamlessly across devices.

Synced files across devices

Automatic file syncing between computers and devices

Secure file backup

Files backed up on Amazon S3 for reliability

Easy file sharing

Drag-and-drop sharing with visual feedback



ADD VISUAL

A split-screen image showing a user dragging a file into their Dropbox folder on one side, and the file appearing on another device on the other side, demonstrating the seamless syncing and sharing capabilities of Dropbox.

Dropbox has simplified file storage and sharing across devices. (must end in a period, and use <12 words

FOUNDED Q1 2007

✓ Completed

- ✓ Launched in 2007
- ✓ Sync across computers
- ✓ Backed up files
- ✓ Accessible from anywhere
- ✓ Easy to share
- ✓ Deep OS integration

Q1 2022

⚙ In Progress

- ⚙ Expanding platform
- ⚙ Enhancing user experience
- ⚙ Strengthening security
- ⚙ Improving performance
- ⚙ Developing partnerships

Q3 2023 - Q1 2024

➔ Planned

- ➔ Increase user base
- ➔ Develop new features
- ➔ Expand globally

*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."*

— VentureBeat

MODEL

Operating on a B2B2C model with freemium pricing for individuals and per-seat licensing for SMBs.

CORE SERVICE

\$9.99!? /user/month

h

 Cloud storage & syncing

- » Sync files across devices
- » Backup & protect files
- » Easy file sharing

SECONDARY SERVICE





\$19.99!? /user/month

 Shared folder licenses

- » Replace backup & file share
- » Collaborate with teams
- » Reduce IT headcount

Providing seamless file storage and sharing for busy professionals.

FOR BUSY PROFESSIONALS

-  Effortless file synchronization
-  Secure backup solution
-  Easy remote access
-  Seamless sharing capabilities



ADD VISUAL

Show a split-screen image of two professionals working on different devices (laptop and smartphone) with the Dropbox interface open, demonstrating real-time file synchronization and collaboration. Include the Dropbox logo in the corner to emphasize brand recognition.

Users effortlessly sync, share, and backup files to enhance productivity.

01



Effortless Syncing

- Keep files in sync across computers
- Back up and access files from anywhere



02



Seamless Sharing

- Easily share files with others
- Drag-and-drop media onto the web



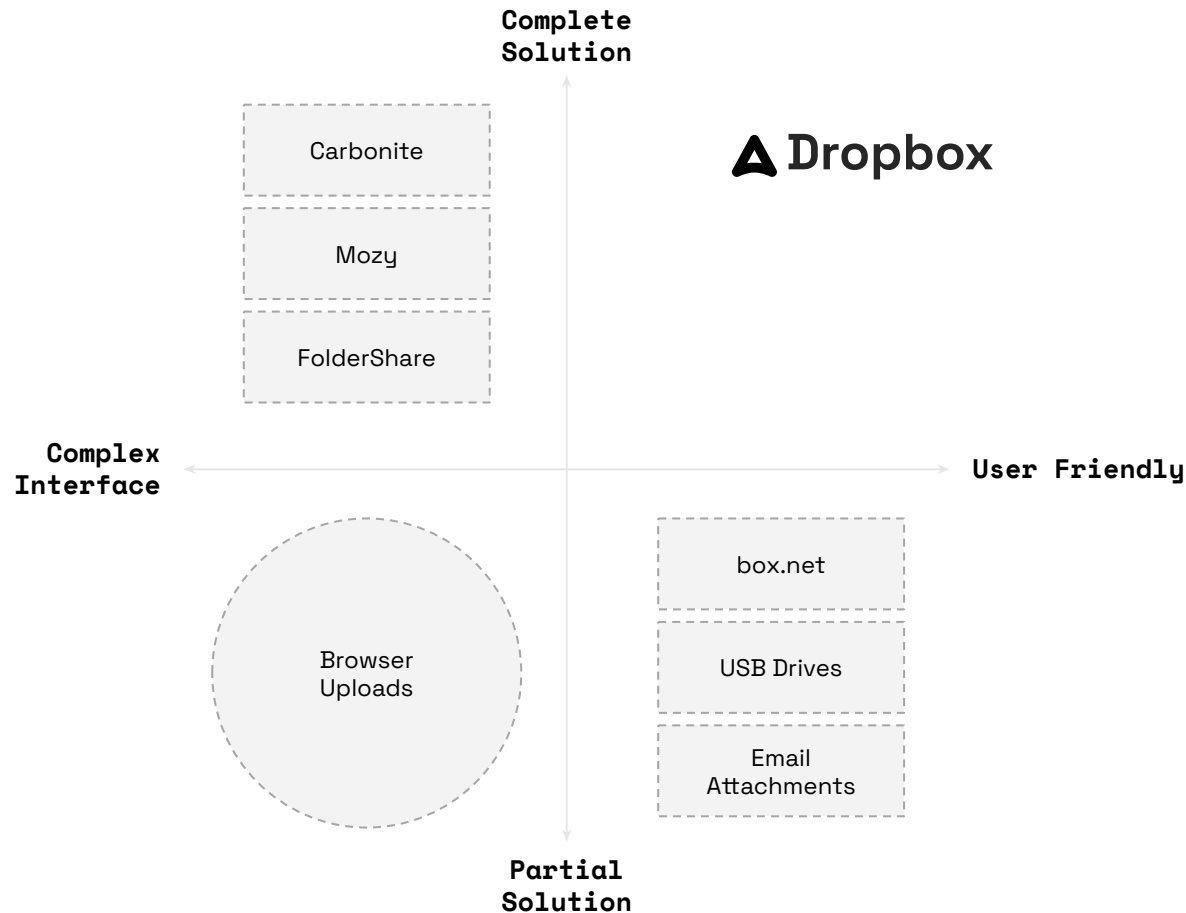
03



Reliable Backup

- Protect files from loss
- Undo changes and recover data

Dropbox uniquely simplifies file synchronization, backup, and sharing across devices.

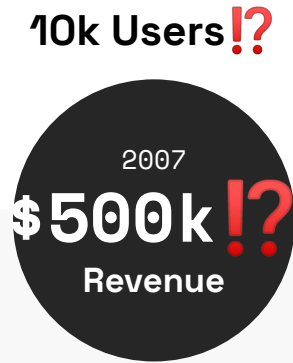


KEY DIFFERENTIATORS

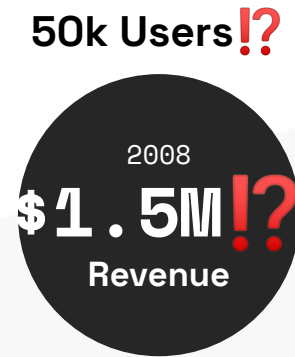
- ✓ Seamless file synchronization across devices
- ✓ Deep OS integration and user-friendly interface
- ✓ Comprehensive solution for storage, backup, and sharing

Driving growth with seamless OS integration and platform partnerships.

SALES PIPELINE



- Leverage early adopters
- Freemium model for individuals
- Viral elements: file sharing



- Expand to SMBs
- Shared folder per-seat license
- Platform partnerships



- Delegate access to web apps
- Optimize platform for UGC
- Enhance OS integration

OPPORTUNITY

Tapping a global \$50B market by 2025.

Launch

 ANNUAL MARKET OPPORTUNITY

\$50B

Cloud Storage

Estimate based on global cloud storage market size

TOTAL
AVAILABLE
MARKET

\$10B

Individuals & SMBs

Estimate based on targeting individuals and small-medium businesses

SERVICEABLE
AVAILABLE
MARKET

\$1B

File Sync & Backup

Estimate based on file synchronization and backup market size

SERVICEABLE
OBTAINABLE
MARKET

Expansion

ADDITIONAL OPPORTUNITIES

\$20B / yr

 International Expansion

\$30B / yr

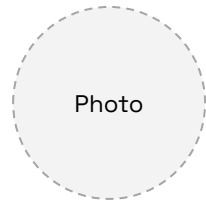
 Enterprise Market

\$15B / yr

 Mobile Integration

TEAM

Led by a talented team with strong expertise in software development and cloud storage.



Photo

Drew Houston
Founder & CEO

S.B. MIT EECS

First startup gig at 14,
founded online SAT prep co

Online SAT
Prep Co

ADD NOTABLE
COMPANY
LOGO



Photo

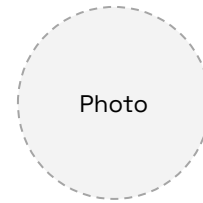
Arash Ferdowsi
Co-founder & CTO

S.B. MIT EECS (on leave)

Prior experience at Google

Google

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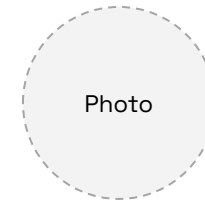
Photo

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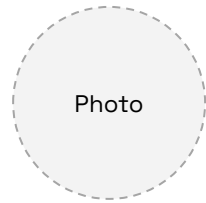
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ADVISORS

Advised by experienced professionals with diverse expertise in technology and business.



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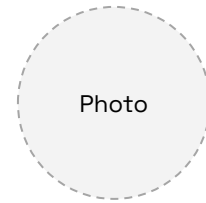


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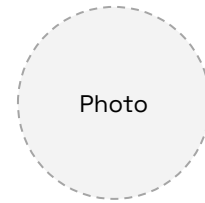


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Projecting \$20M in revenue by end of 2011.

	2007	2008	2009	2010	2011
Users	0	1,000,000!?	5,000,000!?	10,000,000!?	20,000,000!?
Total Revenue	\$0	\$1,000,000!?	\$5,000,000!?	\$10,000,000!?	\$20,000,000!?
<hr/>					
General & Admin.	\$100,000!?	\$150,000!?	\$200,000!?	\$250,000!?	\$300,000!?
Product Dev't	\$200,000!?	\$250,000!?	\$300,000!?	\$350,000!?	\$400,000!?
Marketing & Sales	\$100,000!?	\$150,000!?	\$200,000!?	\$250,000!?	\$300,000!?
Total Expenses	\$400,000	\$550,000	\$700,000	\$850,000	\$1,000,000
<hr/>					
Operating Profit	(\$400,000)	\$450,000	\$4,300,000	\$9,150,000	\$19,000,000
Operating Margin	-100%	45%	86%	92%	95%



ADD CHART

Create a bar chart showing the projected revenue growth from Y1 to Y5, with each year on the x-axis and the revenue in millions on the y-axis. Use different colors for each year to visually represent the growth. Include data labels for each bar to show the exact revenue amount.

Raising \$2M!?! to reach \$10M!?! in revenue by end of 2009!?!.

\$2M!?!

18!?! Months of Runway

30%

General and Administrative

40%

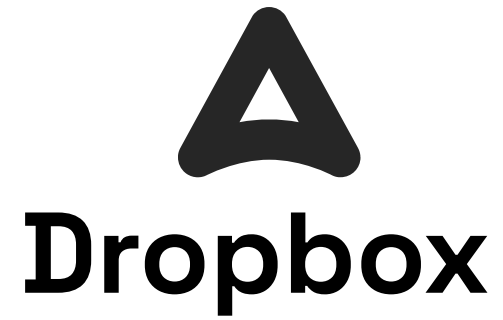
Product Development

30%

Marketing and Sales

INVESTMENT WILL ENABLE...

- ✓ Expanding our user base through targeted marketing and partnerships
- ✓ Enhancing product features, improving OS integration, and developing open APIs
- ✓ Building a robust platform to broker user-generated content from desktop to web

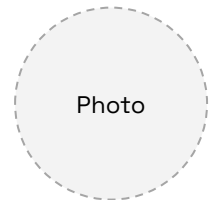


WHY NOW

Growing market with lots of devices and
bigger files

Increasingly distributed and remote
teams

Falling bandwidth and storage prices



Drew Houston

CEO

ADD YOUR EMAIL HERE



ADD VISUAL

A photo of a computer, tablet, and smartphone displaying the
Dropbox interface, showcasing seamless file syncing across
devices



Pitches.ai



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your purchase!**

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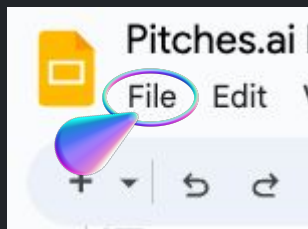


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01

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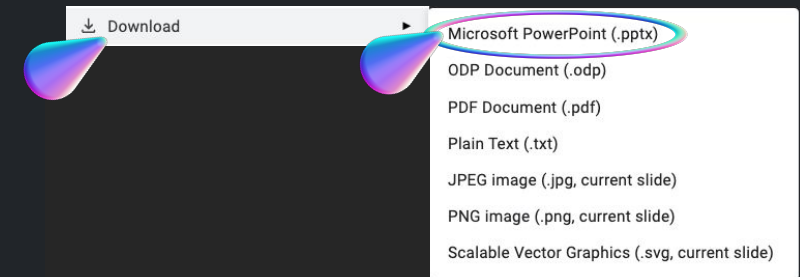
02

Select **MAKE A COPY** and then **ENTIRE PRESENTATION**



03

Or, select **DOWNLOAD** and choose a filetype



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Take this content and pass it off to a designer or add your own branding in terms of fonts, colors, and images!



**Add your own
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suggestions**



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and product shots**



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**Double check all
stats and facts**



**Check financials
and projections**



**Check every single
line of copy in here**



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