



# EXPONENTIAL ROADMAP

Company:  
**Dropbox**



Your exponential endgame:  
Backing up the world's information

10<sup>x</sup>

- Milestone 4: Initial Public Offering, any day now...
- Milestone 3: Partnership with Microsoft. Integrated Dropbox support in Office 360
- Milestone 2: 100 million users!
- Milestone 1: Launch of service, version 1.0, at TechCrunch conference

5+ billion USD valuation (speculated)

240 million USD (revenue)

1+ billion USD valuation

Seed funding from Y Combinator

Where you are today:  
USB keys always get lost.  
Let's make a fake demo that shows how easy online backup could be!

2007 2008 2012 2014 2015 ...

10<sup>x</sup> labs  
PROTOTYPING

What exponential technologies will you leverage?

- \* Cloud-computing, such as Amazon Web Services
- \* Hard-drive storage
- \* Mobile devices

Which additional skills do you require in your team?

- \* Cloud computing engineers
- \* Python developers
- \* iOS & Android developers
- \* UI designers

What strategic partnerships does your venture require?

- \* Sony Ericsson
- \* Samsung
- \* Microsoft

What is your next step?

*in 2007*

\* We have a functional backend, so now we'll make a fake video that shows the intended front end experience. With that, we will get accepted into the Y Combinator Accelerator.

\* From there, we launch the product and trust in TechCrunch!