Student Name: _______________________________

DropBox with Drew Houston Video

Instructions: Circle and clearly indicate the correct answer (True or False).

TRUE / FALSE 1. Drew Houston had never done computer programming prior to starting Dropbox, in fact he was a business major.

TRUE / FALSE 2. Prior to starting Dropbox, founder Drew Houston ran an SAT prep business.

TRUE / FALSE 3. Drew Houston came up with the idea for Dropbox when he took a four hour bus ride and forgot his thumb (USB flash) drive, and he began coding it on the bus ride.

TRUE / FALSE 4. When Drew Houston received the first venture funding for Dropbox he was able to get the money in his account quicker than most entrepreneurs as he had experience in wiring money and already had a large business bank account.

TRUE / FALSE 5. To market Dropbox, Drew Houston, found that both gorilla marketing and incentive referral methods didn’t work, so he ended up buying many Google AdWords that finally drove users to his website.

TRUE / FALSE 6. Steve Jobs called Dropbox a feature not a product when Apple tried to buy Dropbox.

TRUE / FALSE 7. When starting out, Dropbox brought people in off the street to try their software and observed, and later fixed, the problems people were having. Keeping and making the product simple to use is one of their key business strategies.

TRUE / FALSE 8. Drew Houston, founder of Dropbox, views his company’s mission as solving people’s problems (especially ones they don’t know they have).

TRUE / FALSE 9. Drew Houston, founder of Dropbox, refuses to wear clothes with the Dropbox logo on them as he tends to be a humble person who doesn’t like to self-promote.

TRUE / FALSE 10. Drew Houston, founder of Dropbox, believes that hiring the right people is of the utmost importance, and warns against lowering the hiring standards just because you need people to work on a project.