

Digital entrepreneurship & the dot-com bubbles

COM 370

Prof. Torres

Digital Entrepreneurship

- People that applies innovation to create new businesses on the internet

Dot-com bubble

- 1995–2000
- NASDAQ peaking at 5132.52

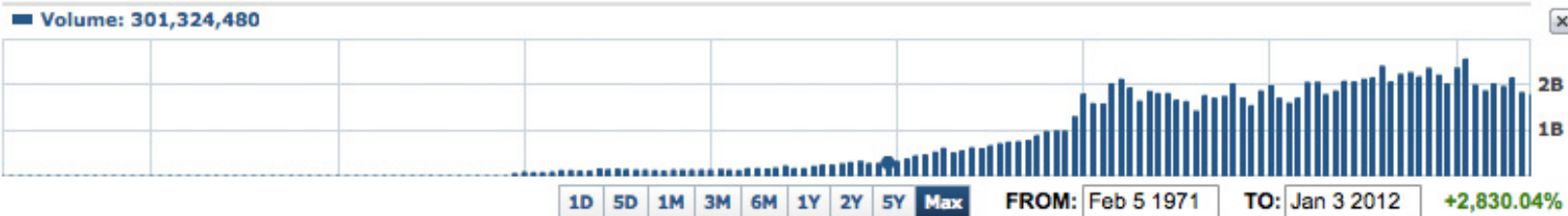
http://en.wikipedia.org/wiki/Dot_com_bubble

NASDAQ Composite (^IXIC) - Nasdaq

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3,083.19 ↓ 21.77 (0.70%) 11:12AM EDT

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Busts

- Boo.com fashion store
- GeoCities add your site to a virtual city
- Theglobe.com social network with clubs
- Pets.com sold pet products
- Lastminute.com deals online travel, gifts

All websites start somewhere

- Yahoo (1995)
- eBay (1995)
- Amazon (1995)
- Google (1998)
- Paypal (2000, merge; confinity & x.com)
- Wikipedia (2001)
- Facebook (2004)
- Yelp (2004)
- Youtube (2005)



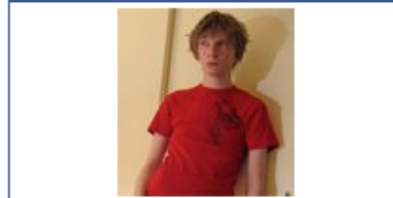
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Summer Jewish Adventure New York City



Picture



[Send Brian a Message](#)

[Poke Him!](#)

Connection

You are in a relationship with Brian.







Mutual Friends

You have **19 friends** in common with Brian.

Access

Brian is currently logged in from a non-residential location.

Friends at Puget Sound

		
Kerala Hise	Jennifer McFadden	Amy Graeber
		
Sarah Spurlock	Vu Tran	Briana Skirm

Information

Account Info:

Name: Brian Moore
 Member Since: May 21, 2005
 Last Update: July 19, 2005

Basic Info:

School: Puget Sound '09
 Status: Student
 Sex: Male
 Residence: Todd 311
 Birthday: 09/02/1986
 Home Town: Shorewood, WI 53211
 High School: Shorewood Hi '05

Contact Info:

Email: bmoore@ups.edu
 Screenname: DoctaBu
 Mobile: 414.702.7426
 Websites: <http://www.doctabu.com>
<http://www.livejournal.com/users/doctabu>
<http://www.flickr.com/photos/doctabu>

Personal Info:

Looking For: Friendship
 Interested In: Women
 Relationship Status: In a Relationship with Rachel Buethe (Tiny Tykes Day Care)
 Political Views: Very Liberal
 Interests: Film, Graphic Design, Video Editing, Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music, Sleeping, Being Crazy
 Favorite Music: Beck, The Beatles, They Might Be Giants, Phoenix, Paul Simon, OutKast, Avenue Q, Radiohead, Red Hot Chili Peppers, Steely Dan, Styx, U2, Zero 7
 Favorite Movies: Office Space, Garden State, Eternal Sunshine of the Spotless Mind, Triplets of Belleville, Amelie
 About Me: What is there to say? I dunno. I'm a wild 5'10" skinny-ass that wants to be creative. I like making movies and stuff like that.



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Founder Mentality

- “Aaron Sorkin was completely unable to understand the actual psychology of Mark or of Facebook. He can’t conceive of a world where social status or getting laid or, for that matter, doing drugs, is not the most important thing.”

Now

- Twitter (2006)
- Zynga, farmville (2007)
- Groupon (2008)
- Foursquare (2009)
- Face.com (2009)
- Instagram (2010)
- Pintrest(2010)
- Fab (2010)
- And new ones launch by the week

Silicon Valley Vs. Alley

- Silicon Valley = San Francisco
- Silicon Alley = NYC

Groups

- Startup weekend nyc.startupweekend.org/
- NYTech meetup www.meetup.com/ny-tech/
- Hackathons www.photohackday.org/
- General Assembly generalassemb.ly/
- SxSW festival sxsw.com/interactive

How a company raises \$\$

- Venture Capital (raise money!!)
 - Angel & FFF Investments (conv. note)
 - Seed investments (preferred shares)
 - Series A, B, C (preferred/ common shares)
- Bootstrap (so much for savings)
 - Out of pocket & FFF

Sample Networks online

- Gust
- <http://gust.com>
- Angel List
- <http://angel.co>