

Yelp

Question 1: Yelp is considering starting a service in a new market (say, Cape Town). What should it do to help mobilization? Discuss ideas from the case and see if you can come up with some of your own.

Question 2: What motivates reviewers to write reviews? What has the site done to encourage participation and increase the quality of reviews? What could it do in the future?

Question 3: Yelp is considering charging readers. What pricing schemes might they use? Would you recommend they adopt any of these schemes, or should they just keep the site free?

Question 4: How does Yelp create value for restaurants? What can it do to create more value for these restaurants? How can it create a pricing scheme to extract this value?