1) Describe Facebook’s business model and any sustainable competitive advantages.

2) Why did Facebook prevail over MySpace, even though it had substantially bigger and had greater resources?

3) Facebook’s reliance on advertising is suggested to be troublesome. Why?

4) What is the value added of Facebook Connect?

5) Should Facebook develop a search product?

6) If you had an opportunity to invest in Facebook, how would you go about reaching a valuation? What data would you use?