

## Facebook [HBS 9-808-128]

- 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?