1) How did Yelp overcome the mobilization hurdle?

2) What motivates reviewers to write reviews? What has the site done to encourage participation and increase the quality of reviews?

3) Should Yelp charge readers?

4) How have they tried to monetize so far? What else could they do?

5) How does Yelp create value for restaurants? What can it do to create more value for these restaurants?

6) What are Yelp’s competitive advantages? Are they sustainable?