

Yelp (HBS 9-709-412)

1) How did Yelp overcome the mobilization hurdle?

[Note: The “mobilization hurdle” is the number of users required for a network to be self-sustaining.]

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

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

4) Should Yelp charge readers?

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

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