

Twitter (HBS 9-710-455)

- 1) How did Twitter amass so many users?
- 2) Which Twitter users contribute contents and which ones do not? Why?
- 3) What is Twitter's competitive advantage? Is it sustainable?
- 4) What can Twitter do to raise ad revenue?
- 5) Can Twitter raise more revenue from other sources?
- 6) Use the data in the case to reach a valuation of Twitter.