

University of Utah School of Computing

CS 1060

Bonus Activity #4

Spring 2016

Due March 31, 2016 at the start of class

This is a bonus project, with a total of 3 possible points.

Write a 1 page essay (1-inch margin, 12 points font, single spaced) to describe the following scenario: If you were the Chief Technology Officer (CTO) of a startup company which is going to be competing with Twitter, what type of strategies would you employ, from both technology and business standpoint, to try to beat Twitter?

Your essay should contain discussions involving at least the following topics:

- From the technical perspective, what strategies did Twitter employ that benefit the growth of the company? What were the no-so-great strategies?
- From business perspective, what makes Twitter profitable? What aspect of the business makes Twitter not so profitable?
- Would Twitter ever going to be successful as a company 5 years from now?
- How would your new company beat Twitter? For example, how would the services provided by your company become superior compared to that of the Twitter? How would you make YOUR company profitable? How would you attract new users?

Please use your own words, and be creative.

You could potentially earn at most 3 points (of 100 points) towards your final grade. Points are awarded based on the quality of YOUR writing.

Hint: online research and some creative thinking of your own will help, however, you would need to write the essay on your own.