

University of Utah School of Computing

CS 1060

Bonus Activity #5

Spring 2016

Due April 12, 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: what do you think are the key factors from both business and technology perspectives that enable NetFlix to beat Blockbuster in less than 10 years? If you were the CTO of a startup company which is going to be competing with NetFlix, what type of strategies would you employ, from both technology and business standpoint, to try to beat NetFlix?

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. And please, cite your references.