

FEEDLY AND THE CORPORATE MARKET



In March 2013, in one of their so called “Spring cleanings”, [Google announced the closure of Google Reader](#), an RSS reader with an extremely loyal community of users, just because [there was no real interest in the company](#) to keep it working.

The backlash of the announcement was huge: with most of its users being avid bloggers and very active social media users, the company saw [petitions](#) and incendiary articles, and the quest to find a substitute began.

Out of that quest, a unique winner emerged: Feedly. A little startup of twenty people in San Francisco, they fetched the opportunity, invested in an ambitious upgrade of their systems to keep up with the increased demand, published a blog post entitled “[Transitioning from Google Reader to Feedly](#)”, and [saw their number of active users skyrocket to more than three million in two weeks](#). A very positive [review from David Pogue in The Wall Street Journal](#) helped to ignite demand even more, as the team prepared to launch a freemium model: basic functionality for free, advanced features such as search, secure connection,



Evernote integration, etc. for a fee (\$5/month, \$45/year, or a limited offer for the first 5000 users, a lifetime payment of \$99... that got [totally sold out in less than eight hours](#)).

A year and a half later, things appear to be running pretty smoothly at Feedly. A growing user base with a high level of satisfaction, a culture that enforces talking to users and surveying them at all times for every little decision, and a sustained product development, with new features added every few weeks. However, a new challenge seems to be emerging: according to many analysts, news reading with advanced productivity features is becoming crucial to sustain an innovation culture. While some old time organizations still preclude their employees from reading newspapers or social networks during work time, others have realized that having employees acquire the so called “ambient intelligence” (reading about competitors, new developments, new products, reactions, trends, etc.) represents a fantastic way to keep them close to the innovation phenomenon, an asset that many companies regard as crucial in the fast moving environment we live in today.

The requirements for a corporate version of Feedly are not so complicated: social features to allow news sharing in a controlled environment, peer-rating systems to provide filters, and some advanced management capabilities. The market, if the

adoption rate is reasonable, could end up being extremely lucrative, and could change the economic dimension of the company.

However, Feedly's experience in commercialization for corporate environments is close to zero, and the adoption criteria seem to be very different from the typical ones for individual customers...

In the current scenario, the company would like your advice in the following issues:

- Do you think the product makes sense? What type of reception do you expect from the corporate market?
- What type of strategy, commercial actions, channels, etc. would you advise for the product launch? Which platforms and tools would you recommend and why?
- Would you recommend introducing a free, trial version first?

Feel free to answer the questions one by one, or to pool them all together in one essay. Please include any links you find relevant for your answer. As soon as you finish (max. 2 pages), please email a copy to enrique.dans@ie.edu from a clearly identifiable email account, and wait until you see your name appearing in my inbox on the screen.