



Case Study - Entrepreneur

## Dan Moon, entrepreneur



An emerging entrepreneur based in the U.K. uses Box's web client and iPhone app to instantly share ideas with partners and coworkers on-the-go.

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*“The iPhone app really works. And with Box I can Tweet a file, add content to share on my LinkedIn profile and quickly email direct file links to anyone who needs it.”*

**Dan Moon**

Head of Business Operations at Velocity1

COO at MinuteBox

Director of Strawberryway

As part of three startups, Dan Moon is constantly on-the-go. Dan serves as Head of Business Operations of a telco startup, as well as COO for web startup MinuteBox.com, a site designed to help professionals sell their spare time. Meanwhile, Dan also runs his own consulting agency, Strawberryway, which specializes in business process management.

### Challenge

Always on the run, Dan needed a way to quickly get information to teammates and professional partners, as well as a means for attracting new clients. Dan looked at several other file sharing solutions, such as YouSendIt.com, but found that none of them offered the versatility he needed.

### Solution

In his search for a solution, Dan came across Box and was attracted to its widespread integration with third-party applications and mobile devices, particularly with the iPhone, Twitter and LinkedIn. Founded in 2005, Box.net now serves more than 50,000 companies from small businesses to Fortune 1000 companies that look to Box to simplify online content management, accelerate team productivity and connect employees with a familiar interface that anyone can use.

Dan uses Box's LinkedIn application to advertise his consulting agency's services and distribute marketing collateral right on his LinkedIn profile. "Using Box's integration with LinkedIn, I can share information about my consulting services on my profile page," Dan explained. "It's a great marketing tool because anyone who looks at my profile can download these files. I get a notification from Box whenever something is downloaded, so I know how many people are checking it out."

Box also allows Dan to instantly get files and ideas to the people who need them. "I'm quite big on being super mobile," he explained. "Box has been the way for me to get files up and out to people. The biggest benefit of Box is the ability to quickly share ideas from wherever I am, which is crucial for a startup."

Whichever startup he happens to be working for at any moment, Dan uses Box's iPhone app and Twitter integration to share files from any location. "The iPhone app really works. And with Box I can Tweet a file, add content to share on my LinkedIn profile and quickly email direct file links to anyone who needs it," Dan commented. "I can have something in my CEO's inbox ahead of the meeting. I don't have to wait four hours until I'm back in the office."

Even more importantly, Box helps Dan ensure that he always has the files he needs, whether he's at one of his startups or on the road. "Box is a place I can put anything and know I can get at the information whenever I need it."

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