The course is designed to introduce business students to the application of investing concepts and disciplines to digital businesses. We will cover a wide range of digital business models in companies at a variety of stages of development.

The course is organized around major digital business models and industry verticals. After the introductory sessions, each week will closely examine a leading digital company (or companies) within the model/vertical at issue, as well as an emerging digital competitor. The analytical framework will be reflected in an Investment Committee Memorandum template that will serve as a basis for class discussion. The template incorporates the key decision-making variables.

The first half of each class will focus on the overall sector identified and leading company example. Discussion during this portion will revolve around a business school case and focus on a list of identified “key questions”. The second half will include Investment Committee Memo presentations by two student groups on the alternative digital business examined. Some sessions will include participation of relevant leading digital investors or executives who will provide perspective and feedback on student presentations.

In addition to weekly readings, the two textbooks for the class are: Value Investing: From Graham to Buffett and Beyond (VI) by Bruce Greenwald et al. and The Curse of the Mogul: What’s Wrong with the World’s Leading Media Companies (COM) by Jonathan Knee et al. In addition to the cases, the reading assignments for class combine chapters of the book with relevant background materials on the general sector and specific companies studied. Grading is based on

- Final examination (65%)
- Group presentations (25%)
- Class participation and attendance (10%)

Group Presentations and Class Participation. The class will be divided into 16 (sixteen) groups. The groups’ composition will be confirmed by the TA on the day following the second class (September 10th). Groups will be randomly assigned with an effort made to evenly distribute students with investing/banking backgrounds.
During the course of the semester each group will make one ten minute Investment Committee Memo presentation in which they defend their investment thesis (through a seven slide PowerPoint presentation) to the class. All group members will receive the same grade. The substance and delivery of the presentation together will represent the presentation portion of the overall class grade. Students not presenting are expected to participate in questioning and be subject to random questioning on any of the companies covered. Their questions and responses will be the basis of the class participation component of the grade.

**Final Exam.** The purpose of the final exam is to test your ability to apply the concepts taught in the class to a real investment. The exam will ask students to complete an Investment Committee Presentation on a specific investment proposal based on an information pack provided. The exam will be a one week take home distributed following the final class session. Exam may make use of any outside materials, but must be based on individual work.

**Syllabus**

*Note: Speakers are to be confirmed and there will typically be one per class. One insurgent will be examined per class.*

<table>
<thead>
<tr>
<th>September 3, 2019</th>
<th><strong>Introduction to Strategy and Industry Structure</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Topics:</strong></td>
<td>1. What the course is about and how it works</td>
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<td>2. Competitive Advantage</td>
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<td></td>
<td>3. Basic Structures of Media Industries</td>
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<td></td>
<td>4. Strategy and Industry Structure</td>
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<td>5. Impact of Digital on Industry Structure and Competitive Advantage</td>
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<tr>
<td><strong>Reading:</strong></td>
<td>- COM: Introduction, Chapters 2-4</td>
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<tr>
<th>September 10, 2019</th>
<th><strong>Introduction to Investing</strong></th>
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<tbody>
<tr>
<td><strong>Topics:</strong></td>
<td>1. Intro to Types of Investing</td>
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<td></td>
<td>- Stage</td>
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<td></td>
<td>- Style</td>
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<td></td>
<td>2. Investment Committee Presentation Template</td>
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<td>3. Intro to Valuation and cash flow</td>
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<td></td>
<td>4. Intro to TAM</td>
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<td></td>
<td>5. Intro to company comparability</td>
</tr>
<tr>
<td><strong>Reading:</strong></td>
<td>- VI: Chapter 1-5, 7</td>
</tr>
<tr>
<td></td>
<td>- Michael Mauboussin and Dan Callahan, “Total Addressable Market,” Credit Suisse, Sept. 1, 2015</td>
</tr>
</tbody>
</table>
Digital Investing in Practice

September 17, 2019

Topics:
1. Investment Committee Presentation template revisited
2. Early Stage Valuation
3. Later Stage Valuation
4. Digital Metrics and Methodologies
5. Sources of Digital Success and Failure

Reading:
- COM: Chapter 5
- Investment Committee Memorandum Template

Speakers:
- Eric Hippeau, Managing Director, Lerer Hippeau Ventures (Tentative)
- Richard Sarnoff, Chairman of Media, Entertainment and Education, KKR Private Equity (Tentative)
- Eric J. Lee, General Partner, Welsh, Carson, Anderson & Stowe (Tentative)

Travel (Professor Philips)

September 24, 2019

Incumbent:
- Trip Advisor

Insurgent:
- Sojern or TBD

Key Questions:

1. What’s appealing about TripAdvisor for consumers and hotel owners? How does the company balance competing interest?
2. What’s TripAdvisor’s business model? How does its monetization model compare to other sites with user generate content, such as Yelp?
3. Why is TripAdvisor so much better known for its hotel reviews than its restaurant reviews? Does the restaurant category represent a big opportunity for the company?
4. Can TripAdvisor replicate its success in its core business in other categories—such as China, vacation rentals, and in flights? What does the competitive landscape look like in these areas?
5. How should the CEO prioritize the company’s growth options?

Reading:
- Sunil Gupta et al., “Trip Advisor”, *Harvard Business School Case*, June 2012
October 1, 2019  
**P2P Finance (Professor Knee)**

**Incumbent:**
- Lending Club

**Insurgent:**
- Prosper or TBD

**Key Questions:**

1. What are the key dimensions of competition in p2p lending? How are these reflected in the differences in approach taken by Lending Club and Prosper?
2. Does this lend themselves competitive advantages at scale and, if so, what would those advantages be?
3. What is the most critical link in the industry value chain and who has or can get leverage over this economic pressure point?
4. Does Prosper have a first mover advantage? If so, how can it best press that advantage and what if anything can Lending Club do to overcome its apparent disadvantage?
5. What do your thoughts on industry structure suggest about long run profitability of the sector? What comparable might you look to for a view of steady state margin?

**Reading:**
- Peter Tufano et al., “Lending Club”, Harvard Business School Case, December 2010

October 8, 2019  
**Social Networking (Professor Philips)**

**Incumbent:**
- LinkedIn

**Insurgent:**
- Handshake

**Key Questions:**

**Reading:**
- LinkedIn Pitch to Greylock
Speaker:
- Garrett Lord, CEO, Handshake (Tentative)

October 29, 2019 **Marketplace Exchange / Businesses (Professor Philips)**

Incumbent:
- eBay
- Amazon.com

Insurgent:
- 1stdibs

Key Questions:

1. What are the key drivers of profitability in eBay’s business model?
2. What are the key drivers of profitability in Amazon’s retail business model? How does its retail business model interact with that of eBay?
3. In shifting to a retail and platform business model, how successful was Amazon in overcoming barriers to entry in the third-party seller market? What business choices were critical in altering the competitive dynamic?
4. What would you recommend to eBay going forward, and why?

Reading:
- Ramon Casadesus-Masanell, “eBay, Inc. and Amazon.com (A)(B), Harvard Business School Case, April 2012

Speaker:
- David Rosenblatt, CEO, 1stdibs (Tentative)

November 12, 2019 **Content Companies (Professor Knee)**

Incumbent:
- New York Times

Insurgent:
- Bustle or TBD

Key Questions:

1. What are the sources of competitive advantage for the online NYT product and are these different from the historic print product?
2. At the time of the case, the New York Times had just sold its local "regional media group" but still owned The Boston Globe. What do you think were the competitive advantages
of these properties relative to the core NYT product and their respective online potential?
3. How big do you think the NYTimes digital business can be and what do you think it's profit margin will be at scale?
4. What does this mean for how big and profitable the Huffington Post and Business Insider can be?
5. Are there other companies about which financial information is available that you would use as benchmarks to help answer questions 3 and 4?

Reading:
- Justin Fox, “A New Golden Age of Media”, Justin Fox, April 16, 2014

Speaker:
- William Bardeen, Senior Vice President, New York Times (Tentative)

November 19, 2019 On-Demand Economy (Professor Philips)

Incumbent:
- Uber

Insurgent:
- Lyft or TBD

Key Questions:
1. What benefits to consumers did Uber originally offer versus taxis and limousine services?
2. What forms of competitive advantage does Uber have? How strong are they? Are they local, national, or global?
3. Is regulation a competitive advantage in the taxi / ride-sharing business? Who does it help?
4. How big is Uber’s addressable market? Can they continue to expand into new businesses? What advantages do they bring in delivering meals, etc?

Reading:
- Aswath Damodaran, “Uber Isn’t Worth $17 Billion”, FiveThirtyEightEconomics, June 18, 2014
- Clayton Christensen et al., What is Disruptive Innovation? Harvard Business Review, December 2015
Speaker:
- Josh Mohrer, former General Manager, Uber New York (Tentative)

November 26, 2019  Wearables (Professor Knee)

Incumbent:
- Fitbit

Insurgent:
- LifeBEAM or Mirror or TBD

Key Questions:
1. Is Fitbit primarily a hardware or a software company? Does it have a competitive advantage and, if so, does it relate to the hardware or software aspect of its business?
2. How do you think about Fitbit's TAM? Which market segments do you view as most attractive from a potential growth and potential profitability perspective?
3. What are the three biggest risks associated with an investment in Fitbit?

Reading:

Speaker:
- Omri Yoffe, Co-Founder and CEO, VI (Tentative)
- Brynn Putnam, CEO, Mirror (Tentative)

December 3, 2019  B2B/Saas (Professor Knee)

Incumbent:
- Salesforce.com

Insurgent:
- Blackline

Key Questions:
1. What is the right way to think of the relative cost to an smb customer of a SaaS and an enterprise solution? On a per user basis, what is the difference between the cost of an SMB SaaS customer and a large enterprise customer?
2. What are the respective sources of competitive advantage for SaaS and enterprise software businesses?
3. What are the respective margins for SaaS and enterprise software businesses? Which do you think is a better business?
4. Which do you think is more likely -- that Salesforce.com successfully moves into larger enterprises or that Oracle successfully moves into the SMB market?

5. What is the right product and sales strategy for Oracle in the SMB market?

Reading:
- Blackline Management Presentation

Speaker:
- Therese Tucker, CEO, Blackline (Tentative)

December 10, 2019  Wrap-up and Conclusions

ATTENDANCE POLICY
Students are required to attend each class. Students should reach out to the instructor or TA to seek an excused absence (for religious observances; personal, medical, and family emergencies; military service; court appearances such as jury duty). Note that if a category of absence provides a legitimate basis for excuse, if the student has adequate notice it is his/her responsibility to arrange for the class to be taped. Only after the student confirms that the tape has been viewed is an excuse granted. Unexcused absences will affect your course grade. It is the student’s responsibility to confirm the accuracy of attendance records with the TA on an ongoing basis.

- Students that miss more than 25% of their classes (3 unexcused absences) will at most receive a P for the course grade
- Students that miss more than 50% of their classes (6 unexcused absences) will receive a F for the course grade

INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias.

Columbia Business School will make reasonable accommodations for persons with documented disabilities. Students are encouraged to contact the Columbia University’s Office of Disability Services for information about registration. Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online at www.health.columbia.edu/docs/services/ods/index.html or by contacting (212) 854-2388.

Columbia Business School is committed to maintaining a safe environment for students, staff and faculty. Because of this commitment and because of federal and state regulations, we must advise you that if
you tell any of your instructors about sexual harassment or gender-based misconduct involving a member of the campus community, your instructor is required to report this information to a Title IX Coordinator. They will treat this information as private, but will need to follow up with you and possibly look into the matter. Counseling and Psychological Services, the Office of the University Chaplain, and the Ombuds Office for Gender-Based Misconduct are confidential resources available for students, staff and faculty. “Gender-based misconduct” includes sexual assault, stalking, sexual harassment, dating violence, domestic violence, sexual exploitation, and gender-based harassment. For more information, see http://sexualrespect.columbia.edu/gender-based-misconduct-policy-students.