











In Good Company

Tech Startups: How Long to **1,000,000 Users?**

					
	Rabbit TV (FreeCast Inc)	Dropbox	Facebook	Foursquare	Pinterest
Type	Paid Subscribers	Free Users	Free Users	Free Downloads	Unique Visitors
How Long?	6 months	7 months	10 months	13 months	20 months
Description	Over-the-top VOD & PPV eMedia guide subscription service	File storing and sharing company	Social Network	Check-in based location app	Photo sharing and design discovery site. A virtual pin board.
					
	Twitter	Tumblr.	Hulu Plus	Kickstarter	Netflix
Type	Free Users	Free Users	Paid Subscribers	Backers	Paid Subscribers
How Long?	24 months	24 months	25 months*	30 months	45 months**
Description	Micro-blogging network	Social blogging platform	Web-based subscription VOD service	Crowdsourced funding website for ideas	Subscription on-demand streaming media service

Primary Source: Business Insider - <http://www.businessinsider.com/one-million-users-startups-2012-1?op=1>

* Source: Reuters - <http://www.reuters.com/article/2011/09/21/us-hulu-subscribers-idUSTRE78K7DT20110921>

** Source: Netflix.com - <http://ir.netflix.com/releasedetail.cfm?ReleaseID=112747>