

Homework 5

DocuSign (DOCU) Company Overview

Submit your answers to the following questions in a pdf file. Your answers should be concise, i.e., brief but comprehensive. **Be prepared to discuss your responses in class.**

1. What type of business is DOCU? i.e. How does DOCU make money?
2. What industry does DOCU operate in?
3. Describe DOCU's key products/services.
4. Describe DOCU's main customers.
5. Describe DOCU's competitors.
6. Does DOCU have any key competitive advantages?
7. What is at least one major risk facing DOCU?
8. What is DOCU's path to growth?