Notes on Groupon

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Innovation #1:
The early cash-out
Innovation #2: Cracking local.
Innovation #3: Guaranteed results
Innovation #4:
Pay advertisers up front
Innovation #5:
Give ads away for free
Innovation #6: 
The Groupon as commitment device
Potential strengths

• Groupon Now
• Mobile
• Product
• Getaways
• Targeting
Risk #1: Merchants desert Groupon
Risk #2: Consumers desert Groupon
Groupon's Quarterly Revenue per Subscriber in Boston
Risk #3:
Groupon falls afoul of the law
The Big Risk: Reputation