Cloud Giants – Meeting Aaron Levie, Co-Founder and CEO of Box

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On Cloud Giants, a podcast brought to you by Bessemer Venture Partners (BVP), Byron Deeter of BVP interviews entrepreneurs, founders and great leaders who have built world-changing cloud companies.

In this episode, Byron talks to Aaron Levie, one of the founders and the CEO of Box, a well-known cloud content management and file-sharing service for businesses.

Listeners will hear about:

- The origin story of Box—the challenges that Aaron and his friends faced during their college lives that inspired their idea to create a central file-sharing repository.
- His experiences on the difficult, yet exciting, journey to fund the idea—including how a cold e-mail led to an early investment of $300,000 by Mark Cuban, one of more than 100 parties they pitched to.
- The reasons why the company decided to focus on offering an “enterprise-only” solution and why he felt this was a key turning point for the company.
- Aaron’s perspective on the initial public offering in 2015—some of the jarring changes he experienced during and after the transition that led him to conclude the real work was only just beginning.

Listen to the full recording:

At WisdomTree, we offer an investment strategy that favors pure-play cloud companies. To find out more about our unique cloud computing Investment strategy, which leverages the expertise of Bessemer Venture Partners, visit our Cloud Computing Strategy page.

Important Risks Related to this Article

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There are risks associated with investing, including possible loss of principal. The Fund invests in cloud computing companies, which are heavily dependent on the Internet and utilizing a distributed network of servers over the Internet. Cloud computing companies may have limited product lines, markets, financial resources or personnel and are subject to the risks of changes in business cycles, world economic growth, technological progress and government regulation. These companies typically face intense competition and potentially rapid product obsolescence. Additionally, many cloud computing companies store sensitive consumer information and could be the target of cybersecurity attacks and other types of theft, which could have a negative impact on these companies and the Fund. Securities of cloud computing companies tend to be more volatile than securities of companies that rely less heavily on technology and, specifically, on the Internet. Cloud computing companies can typically engage in significant amounts of spending on research and development, and rapid changes to the field could have a material adverse effect on a company's operating results. The composition of the Index is heavily dependent on quantitative and qualitative information and data from one or more third parties, and the Index may not perform as intended. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

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