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Case: RIM Software Licensing

SI 680, ICD: Signaling and Contracting
Prof. Jeff MacKie-Mason

April 17, 2008

Read , pp. 149–153.

Come prepared to discuss the following:

1. Calculate the (approximate) total % growth (or decline) in Research in Motion's (RIM's) stock price (adjusted for splits) from Nov 2002 to end of Feb 2008. From this calculate the average annual compound rate of growth (or decline).
2. What is the average annual compound rate of growth (or decline) of the S&P 500 from Nov 2002 through Feb 2008?
3. What is Blackberry's approximate market share of "smartphones" (phones that can receive email) in the US (or North America) around the end of 2007 or start of 2008? What is your source for this measurement? Do you trust it?
4. How does RIM's licensing strategy help it in the growing battle with the iPhone? How does it hurt?