

Inc. COMPANY of the YEAR

The Magazine for Growing Companies

Evernote

HOW IT GOT GREAT FAST

Building you a better brain

Evernote has achieved cult status in Tokyo. There are 32 Japanese books on the company.

Addictive product, awesome word of mouth, unconventional strategy. Saved by one perfectly timed e-mail
PAGE 70



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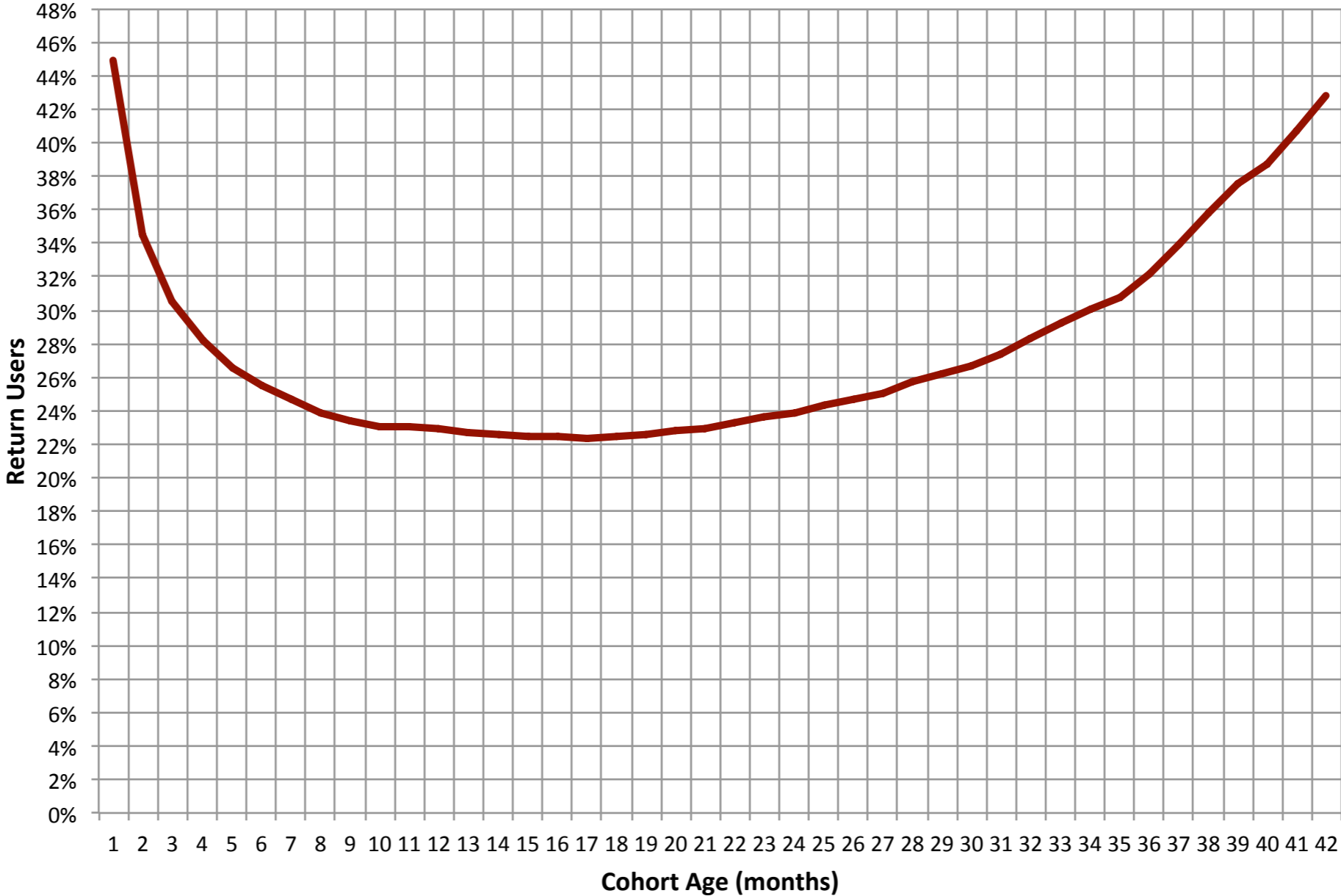
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A nerby packaging makeover PAGE 98
Poodle puffs priced right PAGE 92
Advice for future entrepreneurs PAGE 80

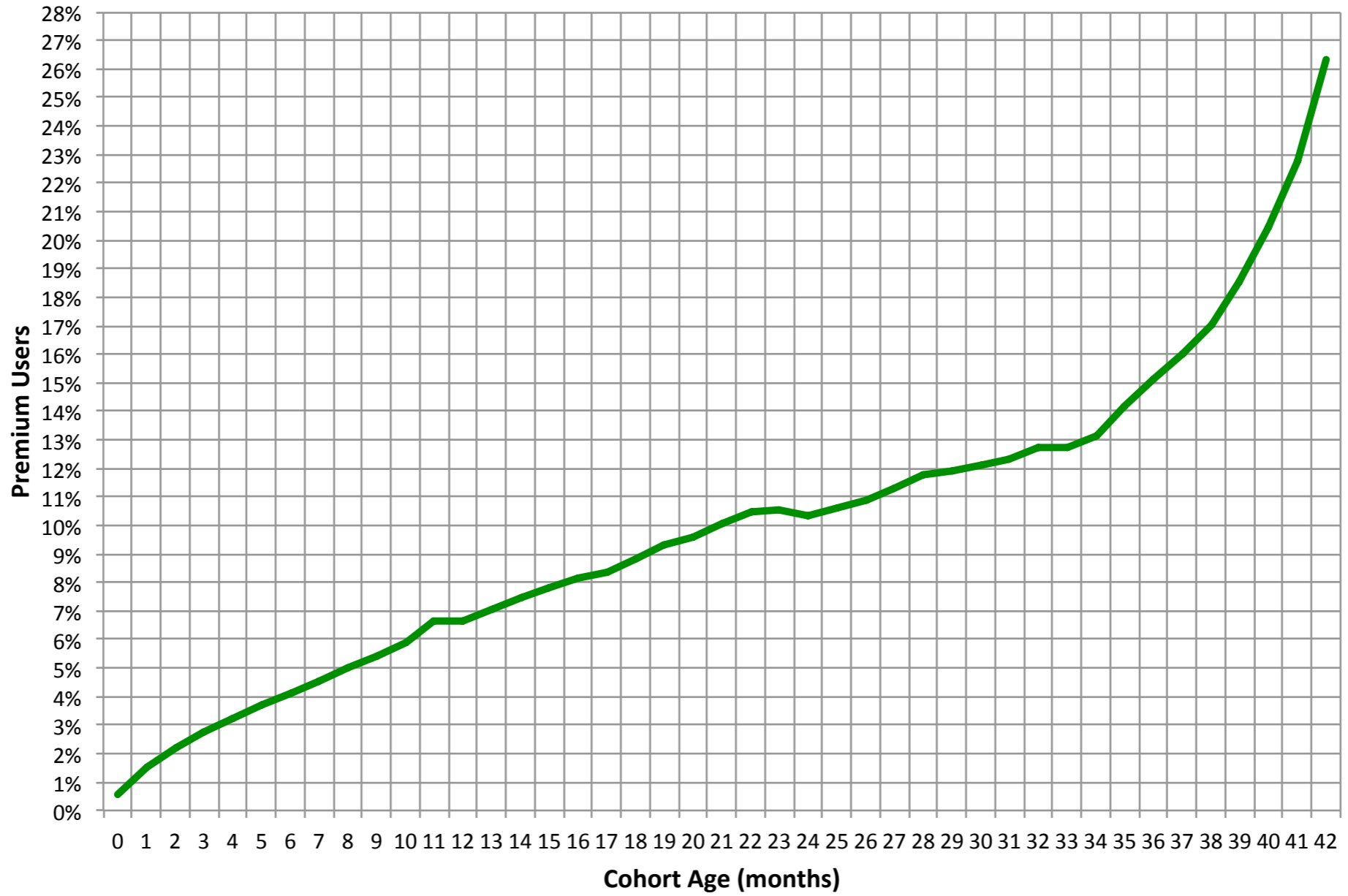
20 MILLION USERS

But how do they behave?

Percentage of Monthly Return Users by Cohort Age



Percentage of Premium Users by Cohort Age





Evernote Food



Evernote Hello