

After the dot com bust, Blue Mountain Cards is still standing

What is Blue Mountain Cards? It all started back when ecards became big in the 1990s. It seemed like everyone thought somehow giving away ecards was going to be a business model. Business models based on advertising revenue were quite frequent back then. This is a difference with today's focus on real revenue. However, with web 2.0, you could argue that it started all over again.

The ecard space is a funny one. This is the space that is eating the lunch from the old paper greeting card space that's been around forever and a day. In some ways it's a normal case study of technology advancement over a paper-based product. But you should look deeper. eCards are not exactly the same product as paper greeting cards. Paper cards come from a store and require you to mail them. An ecard comes from a company like Blue Mountain Cards and is completely electronic. The products here are just not the same. So we are actually seeing technology change the wants and desires of the buyer here. You see this also in PCs, telephones, TVs and other electronic products.

So what exactly did Blue Mountain Cards do that was so special? I'm not entirely sure, but I think that Blue Mountain Cards had a serious lead going into the game. They planned well.. It seems like the executives at Blue Mountain Cards knew they were onto something big, but that it wouldn't last. So Blue Mountain Cards management decided to sell the company while everything was still red-hot. An amazingly well-timed move. Looking back, there are many things I wish I had done differently.

How is that in 2008 Blue Mountain Cards is still a going concern? You could argue that the management team at Blue Mountain Cards were the luckiest people on earth to have gotten such a valuation at such a time when that was seen as appropriate. However, these were experienced people who were also making a serious move in a serious industry. This is not a small business. Regardless of their underlying financials, this business made a name for itself in a multi-billion dollar business space. I think this accounts for why they are here today. They built a brand and have a name worth something. The part that is not textbook is how Blue Mountain Cards got out at the top of the market. I guess that's where a little luck goes a long way.

About the Author

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