

## How did Blue Mountain Cards survive the dot com

Have you heard of Blue Mountain Cards? It all started back when ecards became big in the 1990s. Im not sure exactly how they built a business model on the idea of giving away a free ecard, but they did. Business models based on advertising revenue were quite frequent back then. This has not changed with people wanting to know where the real revenue is coming from. However, with web 2.0, you could argue that its started all over again. The ecard space is a funny one. The business model is essentially one where you are killing another business model, the paper greeting cards space. It seems like the classic case of doing something through technology that was previously manual. But I dont think its that simple. An ecard is not the same thing as a paper card. You buy a paper card at a store and physically write on it. 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. This is not unique, just look at tvs, video games or any other electronic based market.

How exactly did blue mountain cards dig out of this hole? Im not entirely sure, but I think that Blue Mountain Cards had a serious lead going into the game. They had a good plan. The top management at Blue Mountain Cards seemed to know that the ride would not last forever. So the company was sold while things were still really really hot in the dot com sector. What a move that was.. Looking back, there are many things I wish I had done differently.

So now its 2008 and what is a business model like Blue Mountain Cards still doing around? One view is that the original builders of the business picked an once-in-a-lifetime period to exit the business and made an unprecedented amount of money.. I often wonder if management teams like that are really lucky or create luck due to their experience. 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 text book is how Blue Mountain Cards got out at the top of the market. I guess thats where a little luck goes a long way.

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