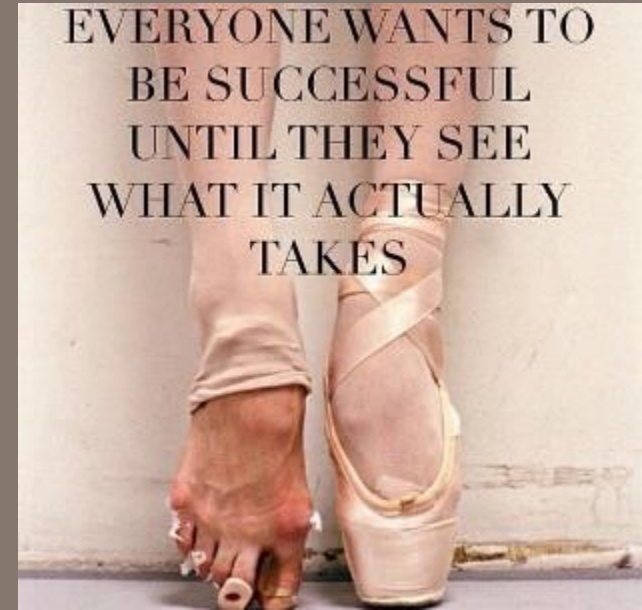




PIVOTS
STARTUP CASE STUDIES

EVERYONE WANTS TO
BE SUCCESSFUL
UNTIL THEY SEE
WHAT IT ACTUALLY
TAKES



ANGIE CHANG
MARCH 2015
GAZA SKY GEEKS

*Because sometimes failing — or at least
acknowledging you're on the wrong course —
is the best path toward success.*

CASE STUDY #1 – TWITTER



CASE STUDY #1 – TWITTER STARTED AS ODEO

Odeo was created in 2005 as a podcast service for users to find and subscribe to podcasts.

There was also a tool for users to create your own podcasts. Later that year however,

Apple announced that iTunes would include a podcasting platform - shipped in every one of the 200 million iPods Apple would eventually sell.

[Quicklist](#) | [Create Account](#) | [Log In](#)

The screenshot displays the Odeo website interface. At the top left is the Odeo logo with the tagline "Find. Play. Enjoy." Below the logo is a search bar with the placeholder text "Find video & audio from thousands of sites" and a "Search" button. To the left of the search bar is a "Browse Categories" section with a grid of links: Arts, Business, Comedy, Education, Entertainment, Hobbies, Lifestyle, People, Politics, Science, Spirituality, Sports, and Technology. To the right of the search bar is a grid of featured podcast thumbnails, including "5 live Football Daily", "MARKET REPORT", "BusinessWeek", "diggNATION", "Cisco Podcast", and "Filmspotting". Below the search bar and categories is a "Featured Episodes" section with a row of six episode thumbnails, each with a title and a link: "Studio Stories: Studio 4, part 1", "OBSIDIAN: Bonus 'Hijacked' Episode", "The 2008 Channel Frederator Awar...", "How to Make Curry to go with You...", "Travel to Fort Worth, Texas", and "Tftft299c - Improve your Photo...". At the bottom of the page are four navigation links: "Find what you're looking for.", "Our Company", "Actions", and "Legal Stuff".

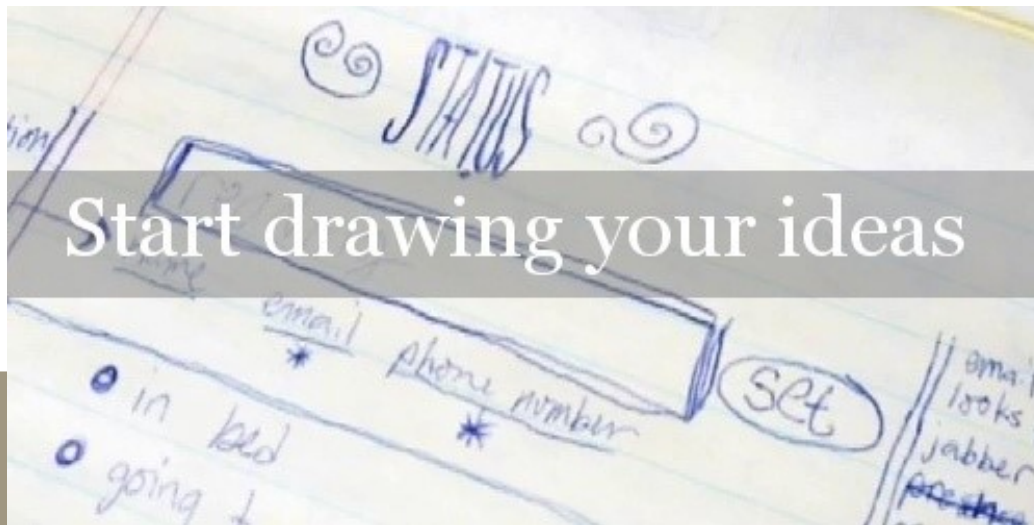
CASE STUDY #1 – PIVOT SOUGHT

The company realized the product needed a pivot.

The 14 employees began working on new ideas, looking for a new direction.

The best idea came from an employee named Jack Dorsey, who wanted to launch a product focused on **“status” updates by SMS to friends.**

In July 2006, TechCrunch reported Odeo released a new service called Twtr - “a sort of ‘group send’ SMS application”.






CASE STUDY #1 – EARLY TWITTER

The first Twtr frontpage:



Use twtr to stay in touch with your friends all the time. If you have a cell and can txt, you'll never be bored again...EVER!

What your friends are

-  **Kevin Systrom** babysitting ago
-  **Jeremy** home - boys to bec
-  **Katie** It's my birthday! about

.timeline

follow along with what your friends are doing throughout the day

- ★ **Florian** x [txt]
- ★ **Garett** x [txt]
- ★ **goldman** x [txt]

txt

(or)

What are you doing?

.what up?

send updates from your cell or from the web about whats in yr head

Sign in.

Mobile number (or email)

Password (or PIN)

Remember me

New? Sign up!

twtr works best when updated from your mobile phone. To verify you are you, we'll need your number.

Mobile number

CASE STUDY #1 – EARLY TWITTER

Twtr:



[Home](#) | [Timeline: You, Public](#) | [Invite!](#) | [Settings](#) | [Help](#)

What your friends are doing. (over the last 24 hours)



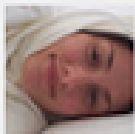
[RayReadyRay](#) Happy to have my coffee, but reminded of a less present scene from the movie Brain Candy, involving man enjoying his coffee. (2 minutes ago) [x](#)



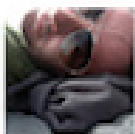
[Jack](#) enjoying the music of my friends. (39 minutes ago) [x](#)



[Florian](#) just bought my plane ticket. will get to san francisco on the 16th of september. just in time to still see the drawing restraint exhibition. (about 1 hour ago) [x](#)



[Crystal](#) listening to Erlend Øye and making up for lost time. (about 1 hour ago) [x](#)



[ev](#) Waiting for slow bagel. Board mtng in 20 (about 1 hour ago) [x](#)



CASE STUDY #1 – YEARS LATER...

Today, you can recognize Twitter as this:

Home Notifications Messages Discover Search Twitter Tweet

Gaza Sky Geeks
@GazaSkyGeeks
FOLLOWS YOU

We're #Gaza's first and only #startup #accelerator and coworking space seeking to transform the region's most talented #youth into #entrepreneurs!

Gaza, Palestine
GazaSkyGeeks.com

TWEETS 2,599 FOLLOWING 791 FOLLOWERS 1,750 FAVORITES 998 LISTS 5

Tweets Tweets & replies Photos & videos

Pinned Tweet
Gaza Sky Geeks @GazaSkyGeeks · Feb 25
"I will never forget my brief visit to Gaza. I'll be back again this year" - SV 'trep. YOU CAN JOIN US TOO. Apply at buff.ly/1D9sCax

Who to follow · Refresh · View all

O'Reilly Velocity @velocityc...
Followed by Suzanne Axtell ...
Follow

Jenn Hirsch @JenniferJHirsch
Followed by Carlo Almendral...
Follow

Gaza Sky Geeks retweeted

CASE STUDY #1 – EVOLUTION

Twitter has introduced some concepts, like the **hashtag** which started in 2007 with naysayers remarking “Pshh! The # is too techy to ever become widespread in usage. You nerd!”

Promoted tweets were introduced in 2010 as a business model.



Twitter for Business

Small business advertisers, [learn how](#) to get \$100 in free Twitter advertising from American Express.



Learn the Basics

- What is Twitter?
- Twitter Glossary
- Best Practices
- Twitter on the Go



Optimize Your Activity

- Case Studies
- Resources and Widgets
- API Integration



Marketers

- Promoted Tweets
- Promoted Accounts
- Promoted Trends
- Enhanced Profile Page
- Analytics

Small Business

- Promoted Tweets
- Promoted Accounts



CASE STUDY #1 – TWITTER (ONCE ODEO)

Takeaways from the case study:

- If what you're doing doesn't work, come up with entirely new ideas and start something from scratch.
- Create one simple solution.



Enter Twitter

- Answer the question “What are you doing now?” in 140 characters or less
- Follow friends
- Be followed

CASE STUDY #2 - FAB.COM

Fab. 

CASE STUDY #2 – THE START OF FAB

A social network launched to help gay men meet people and find things to do launched in 2010. Fabulis raised nearly \$1 million.

The screenshot shows the Fabulis website interface. At the top left is the logo "we are fabulis" with a star icon. To the right is a "Connect with Facebook" button. Below the logo is a navigation bar with "Top Cities" and "Top Lists" buttons. The main content area features a section titled "The most fabulis gay men in the world" with a subtext "As voted on by the fabulis community. A beta project of fabulis.com." Below this is a pagination bar showing numbers 1 through 5. The main list displays five entries, each with a rank, a profile picture, a name, a location, and several tags. On the right side, there is a section titled "Add Someone To The List (yourself perhaps?)" with a "Connect with Facebook" button. Below that is a "TOP LISTS" section with a table of categories and counts. At the bottom right is a "TOP CITIES" section with a table of cities and counts. At the very bottom right is a "Grab Our Gear!" section with a shopping cart icon and some product images.

The most fabulis gay men in the world
As voted on by the fabulis community. A beta project of fabulis.com.

1 2 3 4 5

1		Dan Leveille Los Angeles entrepreneur geek activist
2		Dennis Effing Busch Cedar City beauty queen beaver tranny
3		Jason Goldberg New York foodie entrepreneur geek
4		Rob Coe London activist model photographer
5		Chris Leydon London entrepreneur geek podcaster

TOP LISTS

student	407
geek	401
foodie	290
activist	223
writer	217

TOP CITIES

New York	706
Los Angeles	287
London	280
Fort Lauderdale	192
San Francisco	181

Grab Our Gear!

CASE STUDY #2 – ITERATING...

Here is a redesign:

The screenshot displays the Fabulis social media interface. At the top left is the 'fabulis' logo. To its right is a search bar with a magnifying glass icon and the text 'Search'. Below the logo and search bar is a large text input field containing 'What are you doing?' and a red 'Check-in' button. The top right corner shows the user's profile: 'Jason Account' with 54117 'fabulis bits' and icons for notifications, messages, and a clock. Below this are navigation tabs for 'People', 'Plans', and 'Cities'. A promotional banner on the right says 'Earn thousands of bits by asking and answering questions. Learn more' with a 'NEW' ribbon. The main feed area shows a location indicator 'You're near: New York' and a list of posts. Each post includes a profile picture, the user's name, the text of the post, and interaction options like 'Comments', 'fab', and 'Share'. The first post is by Tim Simms Turnbow about seeing Casablanca. The second is by Richard Payton about a Detroit rehearsal. The third is by Nishith Shah logging off. Below the third post is a 'Fabled by Jason Pao' section with a comment input field. The fourth post is by Jason Goldberg checked in at The Corner Cafe, also with a 'Fabled by Jason Pao' section and a comment input field. The right-hand sidebar contains a 'FILTER YOUR FEED' section with 'WHO' set to 'Following'. Below that is a 'FAB EXCLUSIVES' section listing events like 'Win Tickets to Sheryl Crow & Brandi Carlile!', 'The Gay Bachelor: Round #1', 'Maroon 5 Giveaway!', and 'Out Loud Comedy Festival'. At the bottom of the sidebar is a 'PROFILE VISITORS' section showing a row of profile pictures and the text 'unlocked 1'.

CASE STUDY #2 – LEARNING...

Fabulis was phased out the following year due to lack of traction.

One of the site's **popular** features was the “Gay Deal of the Day -- the website sold chocolates, underwear, tshirts, chairs, etc.

One day, the deal was for hamburgers - and **half of the buyers were women**. This caused the team to realize there is **a market for selling goods** to women.

fabulis



CASE STUDY #2 – THE PIVOT TO FAB.COM

Fabulis pivoted to **Fab.com** - a flash sale site for designer products. The founder doesn't like to disclose how much the **three-letter domain name** cost (probably a lot).

The screenshot displays the Fab.com website interface. At the top, a navigation bar includes the Fab. logo and icons for Sales, Shops, Feed, Calendar, Inspiration, Invite, and Mobile. A dark shopping cart icon is on the right. Below the navigation, a banner indicates a sale starting in 3 days and 18 hours, with a share button for earning cash and a Like button.

The main content area features a large image of a wall graphic depicting a deer head with antlers and a tree. To the right of the image, the text reads: **Blik** Artist Designed Wall Graphics. Below this, a paragraph states: Looking to end the tyranny of limited options, **Blik** was founded by **Scott Flora and Jerinne Neils** and offers **self-adhesive surface graphics for your walls**. A different way to treat your space, these decals range from **child-friendly art to challenging modern designs**, to restful work that makes art out of your walls.

A quote from **Scott Flora and Jerinne Neils** is displayed: "At Blik, we believe a wall is a blank canvas just waiting for you to express yourself. We're thrilled to collaborate with some mind-blowingly awesome artists and brands to give you plenty of inspiring choices to help you do that. Love your walls!" The quote is attributed to Scott Flora and Jerinne Neils, Co-Founders of Blik.

Below the main content, three smaller images show different wall graphics: a colorful cityscape, a green tree, and a black and white maze.

On the right side of the page, a product listing for a **Storage Jar Large Blue** by Qualy is shown. The jar is a clear glass jar with a blue lid. The listing includes a **QUICK VIEW** button, a heart icon with the number 32, a Pin it button, a Like button, and a comment icon with the number 0. The price is listed as **\$15** (crossed out) and **\$26**. An **Add To Cart** button is located at the bottom right of the product listing.

CASE STUDY #2 – FAB ACQUIRED BY PCH

Five years later, Fab stumbled in the business (from predicting hits to inventory purchasing).

Once valued at \$1 billion, **Fab was recently acquired by PCH** for a rumored \$15 million to become the platform to sell their hardware products designed by startups they incubate.



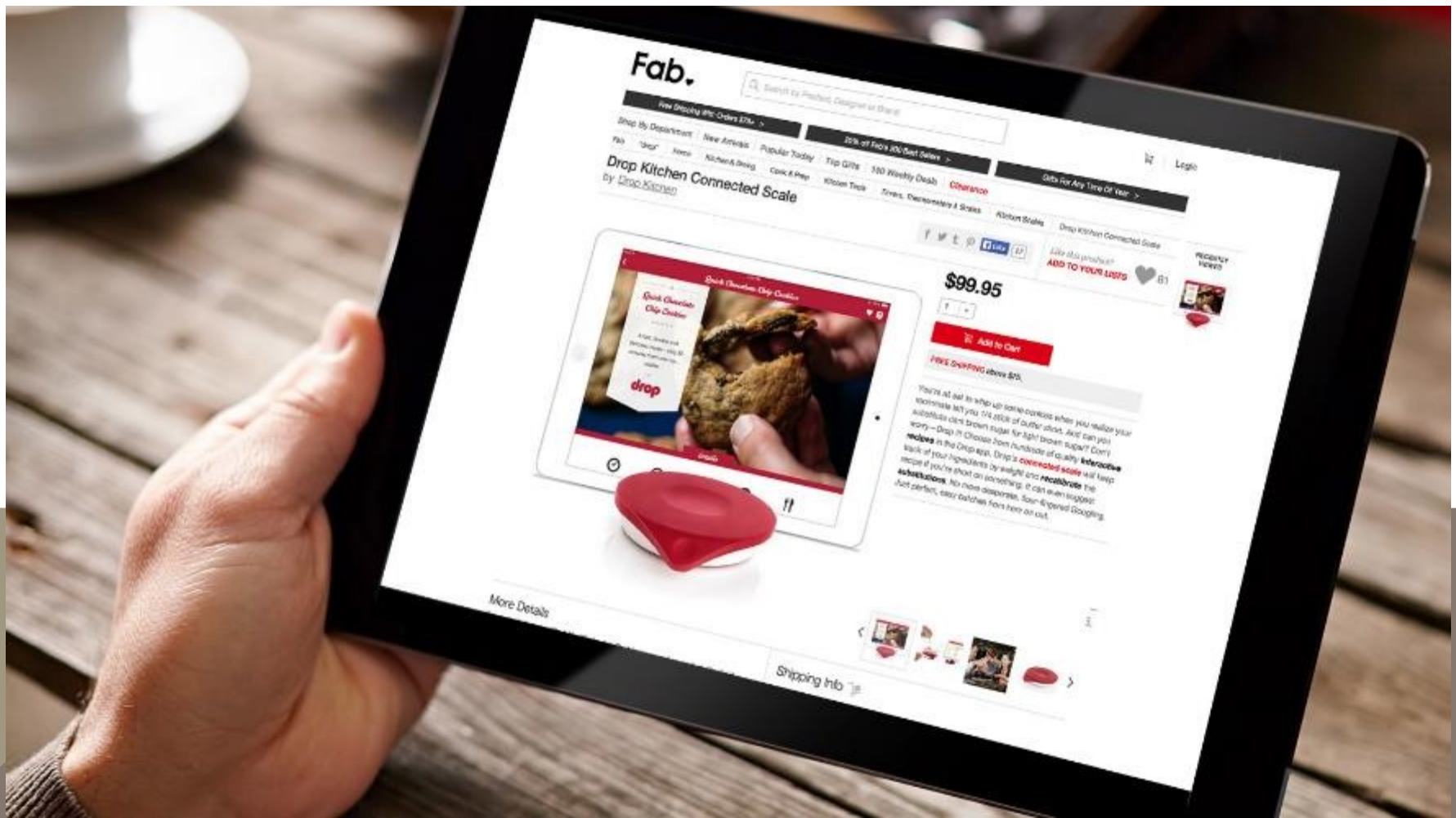
“We love the brand, the customer experience, and the focus on lifestyle products.”

Liam Casey, Founder and CEO, PCH

Goal is to change Fab into “The Netflix of Design”

CASE STUDY #2 – THE JOURNEY CONTINES!

PCH has expertise in managing a just-in-time supply chain and advocates lean inventory practices that reduce the risks associated with inventory buildup and the waste related to over-production.



CASE STUDY #2 – FAB.COM (ONCE FABULIS)

Takeaways from the case study:

- See how your users react to your initial launch.
- Watch what feature(s) they actually use and ask for.
- Adapt to your user's response(s).

Fab. 

CASE STUDY #3 – GROUPON



CASE STUDY #3 – STARTED AS THE POINT

Consumer activism site The Point launched in in 2007 and raised over \$6 million in funding to help crowdfund with a tipping point campaigns. However, the site never really took off.



The screenshot shows the homepage of 'the point' website. At the top left is the logo 'the point' with the tagline 'make something happen'. To the right are navigation links: 'START A CAMPAIGN', 'BROWSE CAMPAIGNS', and 'COMMUNITY'. Further right are links for 'Log in', 'Create Account', and 'Help', followed by a search bar with a 'SEARCH' button. The main heading is 'Easy and Effective Group Action.' Below it is a sub-headline: 'Whether you're raising money, organizing people, or trying to influence change: if you can't do it alone, you can do it on The Point.' To the right of this is a green box titled 'A Big New Idea That Can Change The World' with a 'HOW IT WORKS' button. Below the main heading is a section titled 'Explore Featured Campaign Channels or browse all campaigns' with three cards: 'Politics' (featuring a campaign 'Make Hemp a National Issue'), 'Technology' (featuring a campaign 'BOYCOTT EBAY FOR FAIR SELLER POLICIES'), and 'Environment' (featuring a campaign 'Make Hemp a National Issue'). To the right of this is a 'Success Story' section with a photo of a band and text about Jenny Gillespie. At the bottom, there are three sections: 'The Point is for people like you' with an illustration of diverse people, 'How people are using The Point' with an illustration of a balance scale, and 'Featured Campaign' with a link to 'Orphans International Haiti was hit by four hurricanes'.

the point
make something happen

Log in | Create Account | Help

START A CAMPAIGN | BROWSE CAMPAIGNS | COMMUNITY

SEARCH

Easy and Effective Group Action.

Whether you're raising money, organizing people, or trying to influence change: if you can't do it alone, you can do it on The Point.

A Big New Idea That Can Change The World

The Point applies the "tipping point" concept to group action.

HOW IT WORKS

Explore **Featured Campaign Channels** or [browse all campaigns](#)

Politics

FEATURED CAMPAIGN
Make Hemp a National Issue

Technology

FEATURED CAMPAIGN
BOYCOTT EBAY FOR FAIR SELLER POLICIES

Environment

FEATURED CAMPAIGN
Make Hemp a National Issue

Success Story

Chicago-based folk-pop rocker Jenny Gillespie recently finished recording material for an upcoming album with money she raised on The Point. [Read More](#)

The Point is for people like you

The Point isn't just for activists and philanthropists. All types of people are using The Point to find like-minded individuals and make things happen.

How people are using The Point

Featured Campaign

[Orphans International Haiti was hit by four hurricanes](#)

CASE STUDY #3 – THE POINT (NOW GROUPON)

The Point pivoted to a **new name and business model** a year later, offering **heavily discounted daily deals from local merchants** -- **only if** enough people have purchased the deal.

The screenshot displays the Groupon website interface. At the top, there is a navigation bar with a search box for "Email Me Los Angeles' Daily Deal", a "Subscribe" button, and social media links for Facebook, RSS, and Twitter. Below this is the Groupon logo with the tagline "Collective Buying Power". The main header area includes "Daily Deals on the Best in Los Angeles" and a dropdown menu for "Area: Los Angeles". A statistics box on the right shows "Total dollars saved: \$216,836,860" and "Total Groupons bought: 5,277,825".

The main content area features a navigation bar with "Today's Deal", "Recent Deals", "How Groupon Works", and "Discussion". A "Share This Deal" section includes "Facebook It!", "Tweet!", and "Quick! Email a friend!". The featured deal is titled "Today's Deal: \$30 for \$60 Worth of Mexican Cuisine and Drinks at La Velvet Margarita Cantina". Below the title is a "Buy!" button and a table showing the deal's value, discount, and savings.

Value	Discount	You Save
\$60	50%	\$30

Below the table is a "Buy it for a friend!" button and a "Time Left To Buy" section. To the right of the deal is a "Discuss the Deal" section with a user profile picture and a comment: "@RB - The Groupon is good for ALL drink specials... more". Below this is a "Join the discussion!" link and "6 comments".

At the bottom right, there is a "Today's Side Deal" section titled "Double Your Charitable Donation to DonorsChoose.org. Starting at \$10 for \$20 Worth of Aid for Public School Projects". This section includes a small image of a woman and children.

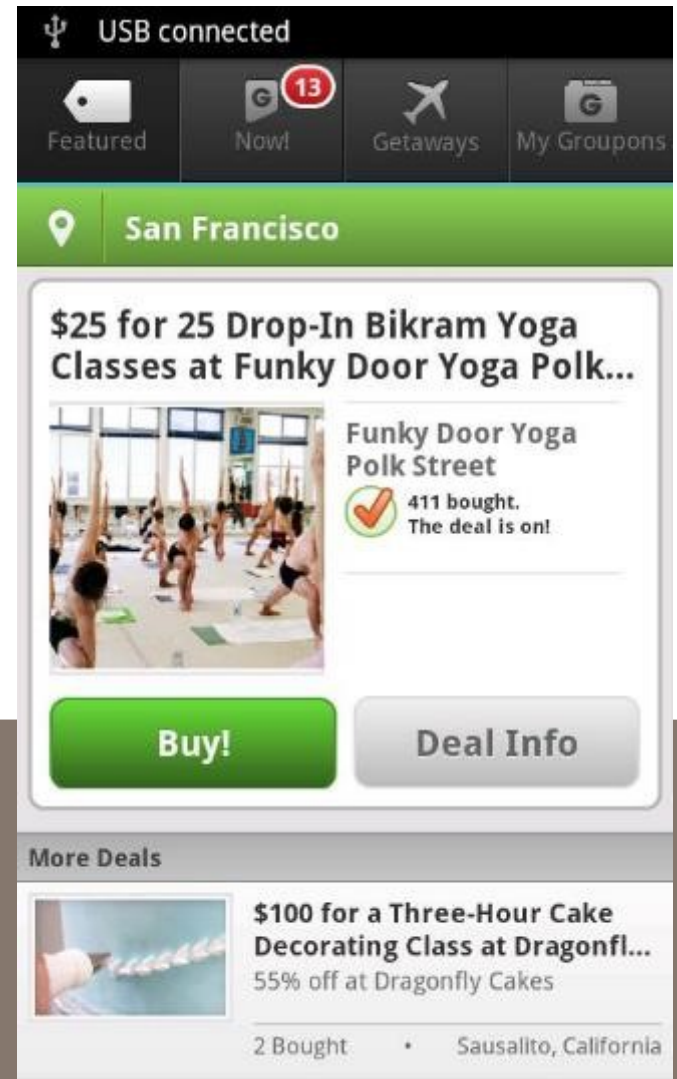
CASE STUDY #3 – WITTY HUMOR, EMAILS

Groupon employs a large number of **copywriters** who draft descriptions for the deals featured by **email and on the website**.

Groupon's **promotional text for the 'deals'** has been seen as a contributing factor to the popularity of the site, featuring **witty humor**.

Owing to Groupon's **market being primarily composed of female customers**, the daily deals are often focused on the health, fitness, and beauty markets.

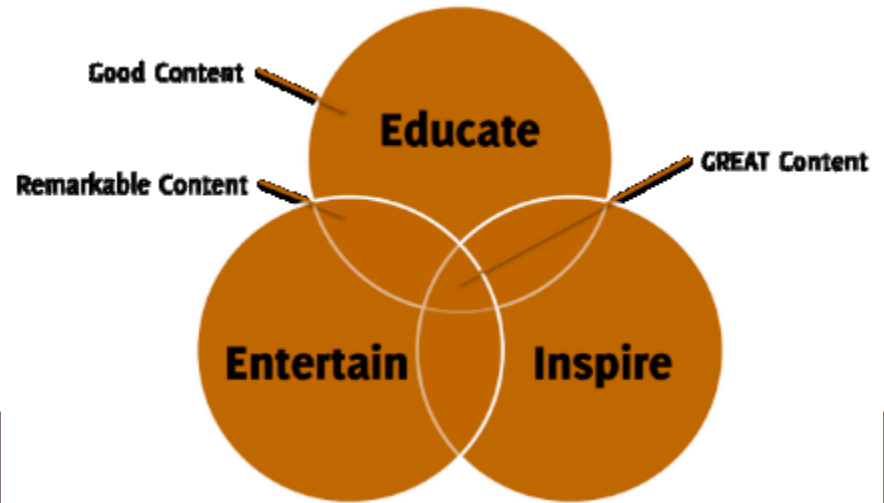
Groupon took off and experienced rapid growth, raising over a \$1 billion before going public on NASDAQ November 2011.



CASE STUDY #3 – GROUPON (ONCE THE POINT)

Takeaways from the case study:

- Witty email and website copy drove traffic.
- Remarkable deals.



CASE STUDY #4 – PINTEREST

The image shows the Pinterest logo, which consists of the word "Pinterest" in a white, cursive script font. The letter "P" is significantly larger and more stylized than the rest of the letters. The logo is centered on a solid red rectangular background.

Pinterest

CASE STUDY #4 – PINTEREST BEGAN AS TOTE!

Mobile app Tote provided tools for users to window shop with their phone in 2009.

The app let users save their favorite items, alerted them when clothes went on sale, and pointed them to nearby stores.

The app never took off for its intended goal of helping with buying, due to difficulty purchasing thru mobile...



TOTE

Shop your favorite stores from the iPhone

- Browse thousands of products from your favorite stores
- Save items you love
- Find Deals with price drop alerts
- Read about the latest fashion trends and local sales

DOWNLOAD 

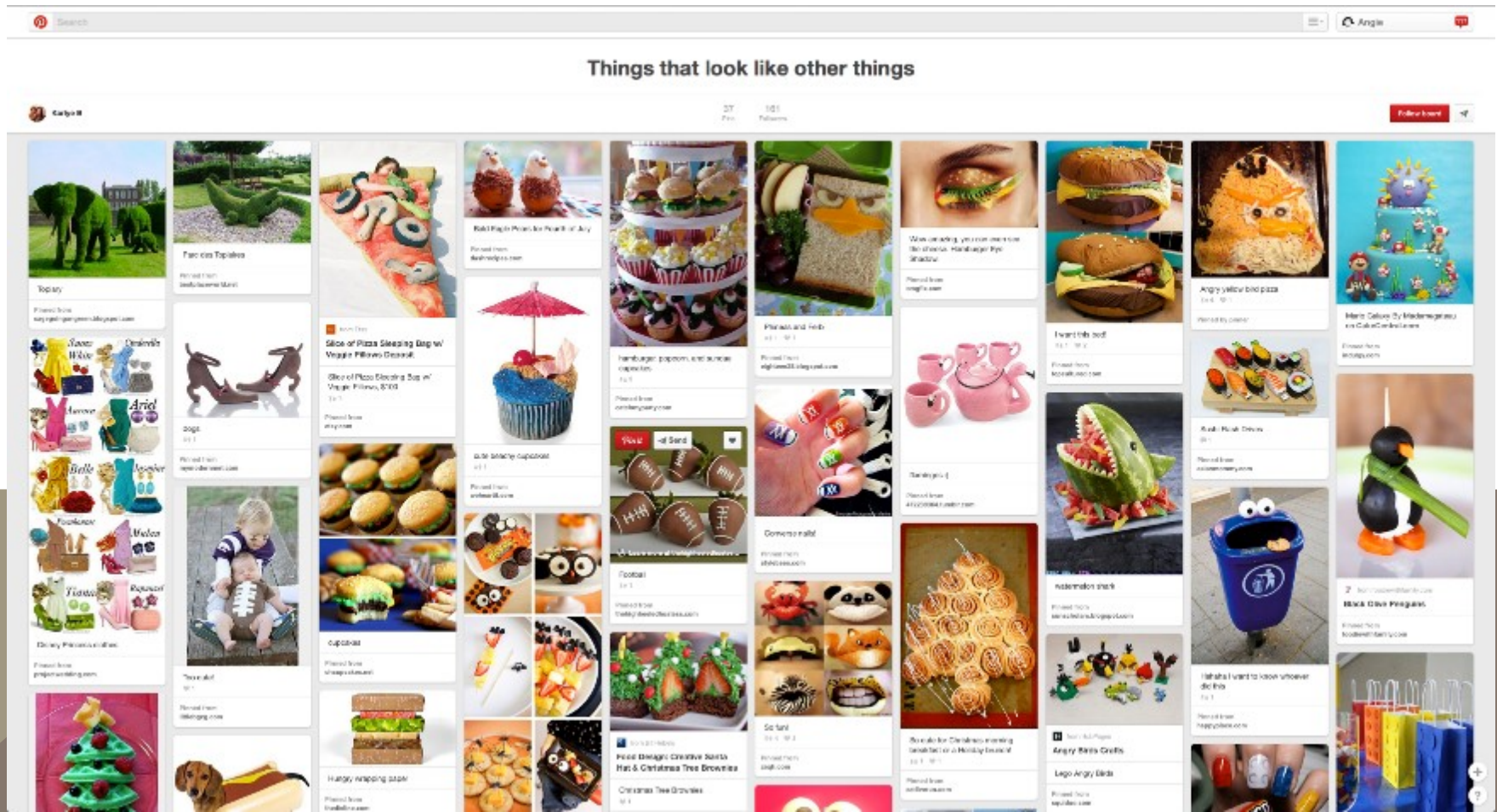
Download Tote free for iPhone + iPod Touch

Tote is a labor of love designed & developed by [Gold Brew Labs](#)

[About](#) • [Blog](#) • [Twitter](#) • [Support](#)

CASE STUDY #4 – USERS WERE COLLECTING

Directly fueled by the **growing mountain of coveted items** users were saving, the new website **Pinterest emerged in 2010 as a visually appealing way for users to display their collections** of coveted items. Here is a collection on Pinterest for example:



CASE STUDY #4 – BOARD EVOLUTION

Pinterest's recognizable grid was iterated on – **it didn't always look so nice!** Here is the evolution:



CASE STUDY #4 – PINTEREST GOING STRONG

How popular is it? Today, Pinterest is the 16th most visited website in the United States and 31st most visited website in the world!

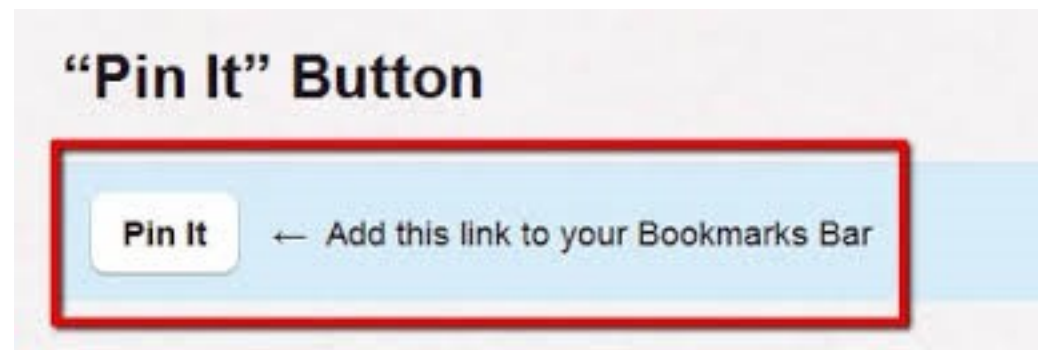
Today, Pinterest has raised over \$1 billion in funding and still looking for ways to monetize with brands.



CASE STUDY #4 – PINTEREST (ONCE TOTE)

Takeaways from the case study:

- What do users do? Watch how they behave.
- Then, create a straightforward yet appealing solution.



CASE STUDY #5 – UBER



CASE STUDY #5 – THE STORY OF UBERCAB

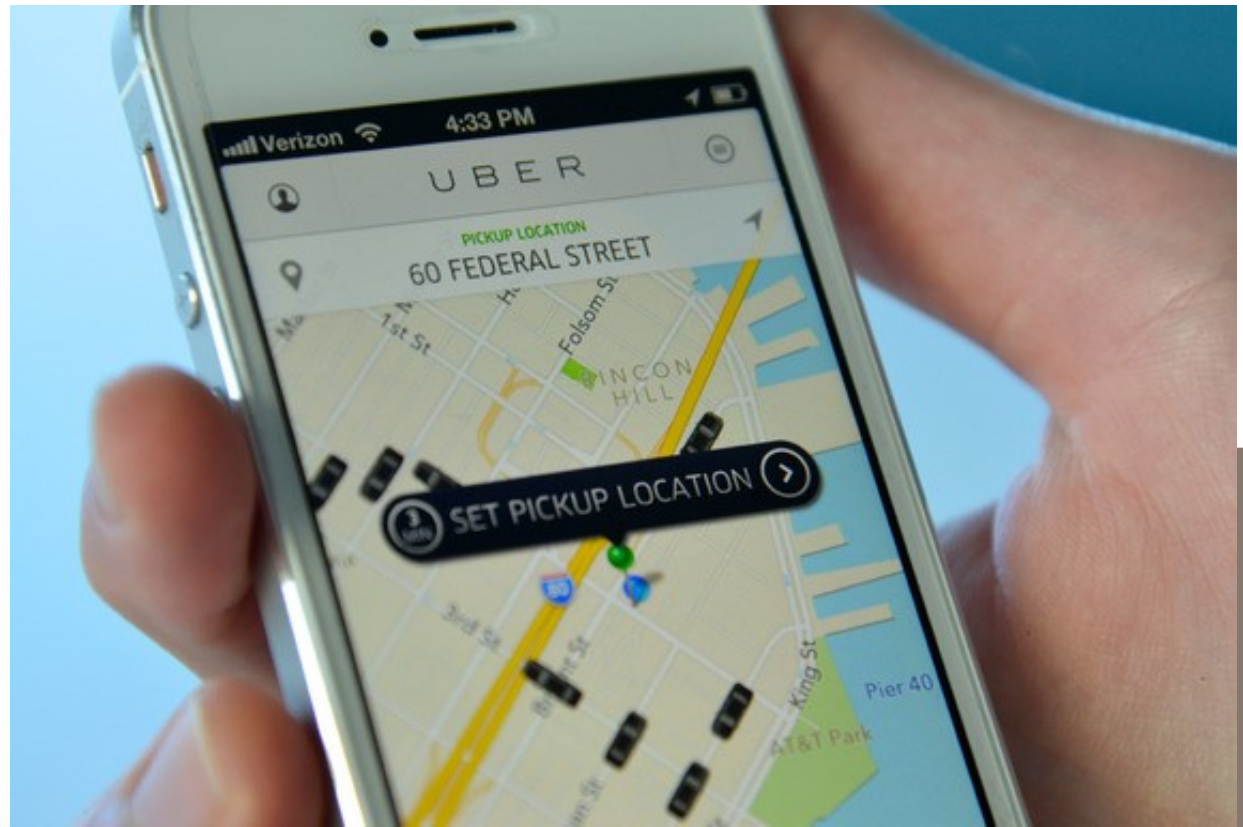
**In 2008, these guys in San Francisco (where finding a taxi on the street is difficult) had an idea:
to split the cost of a black car - and to hail the driver of that car by their iPhones.**



CASE STUDY #5 – THE LOCATION-AWARE APP

In 2009, the iPhone app was being developed to be able to location-track the user, send the closest available driver in a car over, and take payment for the ride seamlessly.

Here is one of the early versions of the UberCab app, and the later version of UBER app:






CASE STUDY #5 – TIERED SERVICE

In July 2012, **UBERx** launched as a lower cost version (competitive with taxi prices).

UBERx drivers aren't in fancy black cars anymore - **just normal people driving normal cars.**



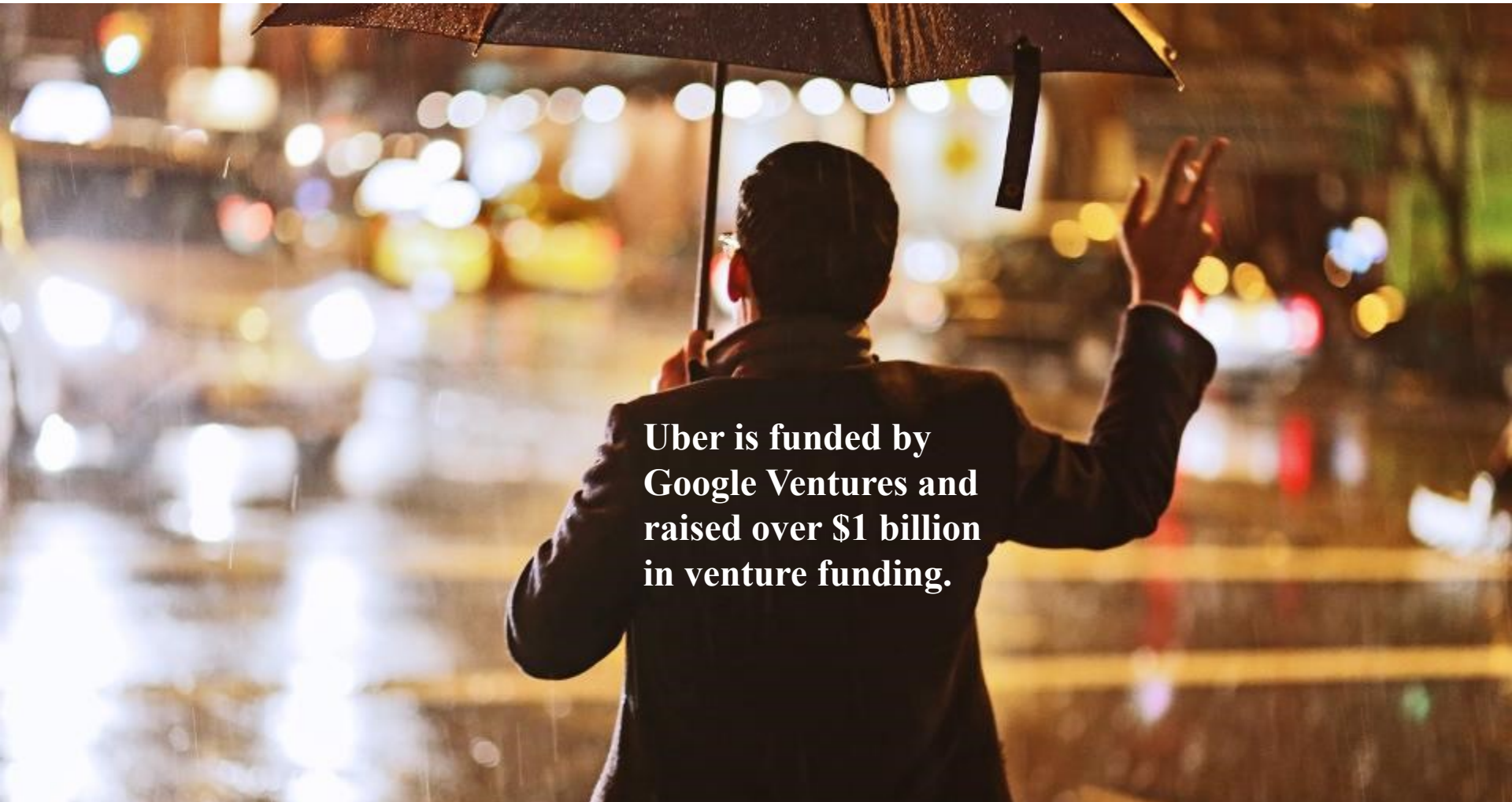
San Francisco Pricing			
	 UBERx	 BLACK	 SUV
Base Fare start with this fare	\$5	\$8	\$15
Per Mile speed over 11 mph	\$3.25	\$4.90	\$5.25
Per Minute speed at or below 11 mph	\$0.75	\$1.25	\$1.35
Minimum Fare	\$10	\$15	\$25

Choices! The expensive black car version is “BLACK”. You can also call for an SUV...

CASE STUDY #5 – TODAY

This month, UBER cars outnumber yellow taxis in New York.

No more of this kind of scene in San Francisco:



**Uber is funded by
Google Ventures and
raised over \$1 billion
in venture funding.**

CASE STUDY #5 – MORE ENTREPRENEURS

This “on-demand” solution is why startups today are pitching themselves as “Uber-for-X”.



Awesome Uber-for-X apps:

[Sprig](#), [Munchery](#), [SpoonRocket](#), [Push for Pizza](#): Uber for food.

[Foxtrot](#), [Minibar](#): Uber for alcohol.

[Hotel Tonight](#): Uber for last minute hotels.

[YPlan](#): Uber for last minute events.

[Nimbl](#): Uber for cash delivery.

[Homejoy](#), [Handybook](#), [Exec](#) (acquired by Handybook): Uber for home cleaning.

[Vatler](#), [ZIRX](#): Uber for valet-ing your car.

[Plowz and Mowz](#): Uber for lawn mowing.

[Lyft](#): Uber with fist bumps and pink mustaches.

[Postmates](#): Uber for courier services.

[BloomThat](#), [Proflowers](#), [Floristnow](#): Uber for flowers.

[SixDoors](#): Uber for flowers and gifts.

[Icecream.io](#): Uber for ice cream.

[Eaze](#), [Canary](#), [Meadow](#): Uber for marijuana delivery

[Flywheel](#), [MyTaxi](#), [Hailo](#), [Taxi Hawk](#): Uber for taxis.

[Zeel](#), [Unwind](#), [Soothe](#): Uber for massages.

[Tablelist](#), [BottlesTonight](#): Uber for nightclubs (bottle service).

[Instacart](#): Uber for grocery shopping.

[FlyCleaners](#), [Wash.io](#), [Cleanly](#): Uber for laundry.

[Boxed](#): Uber for bulked goods (Costco).

CASE STUDY #5 – THE FIGHT

What the rosy success of UBER doesn't make obvious is that the company has spent much of its startup life fighting in courts, public utility commissions and city councils for the ability to offer their service.

Innovation and regulation don't work together. Regulated industries — including strictly licensed services from lawyers and doctors, public utilities such as power and water companies, and government-provided services including roads, bridges, and the post office operate outside market-based systems.

Competition is prohibited, even criminalized. Since innovative technologies are a particularly ruthless kind of competitor, they are often directly or indirectly banned.

UBER has spent a great deal of money and time on lobbying.

Lobbying (also **lobby**) is the act of attempting to influence decisions made by officials in the government, most often legislators or members of regulatory agencies.



CASE STUDY #5 – SMART LOBBYING

UBER has hired an army of contract lobbyists - some of the most skilled and politically connected representatives in at least 50 U.S. cities and states:



Lobbying (also **lobby**) is the act of attempting to influence decisions made by officials in the government, most often legislators or members of regulatory agencies.




CASE STUDY #5 – SMART MARKETING

Across the country, the company has been fined, sued and repeatedly issued cease-and-desist orders.

UBER's city-by-city expansion involves rallying their users - to pressure government officials, and unleashing their well-connected lobbyists to influence lawmakers.

For example in the State of Illinois, UBER emailed all their users in the state to ask them to sign a digital petition asking the governor to veto a measure that would put UBER out of business.

UBER also inserted a splash screen when users opened the smartphone app in the state, asking the user to get involved. **It worked.**



SAVE ^DuberX IN ILLINOIS



CASE STUDY #5 – UBER (ONCE UBERCAB)

Takeaways from the case study:

- Solve a problem with a seamless, responsive solution.
- Gain a reputation for being fast, responsive.
- Leverage your users.



CASE STUDY #6 – INSTAGRAM



Instagram

CASE STUDY #6 – STARTED AS BURBN

Location-based social network Burbn launched in October 2010 as a browser-based mobile app using HTML5. **The photo upload feature turned out to be the most-used feature.** This led to Burbn's pivot to an iPhone app exclusively focused on photo-sharing.



CASE STUDY #6 – TWO MONTH PIVOT

For 8 weeks, the founders stripped Burbn from its overloaded feature bloat to one main feature. They worked day and night to perfect Instagram. They shared it with friends, tested it in beta, and fixed bugs. The decision to use 11 filters was pared down from over 30 filters.



Instagram was released in October 2010 and became an immediate hit with 100,000 downloads in the first week. The free app was a simple photo-sharing tool. You can also **easily share your Instagram photo to your Twitter, Facebook, Tumblr, and Flickr accounts.**

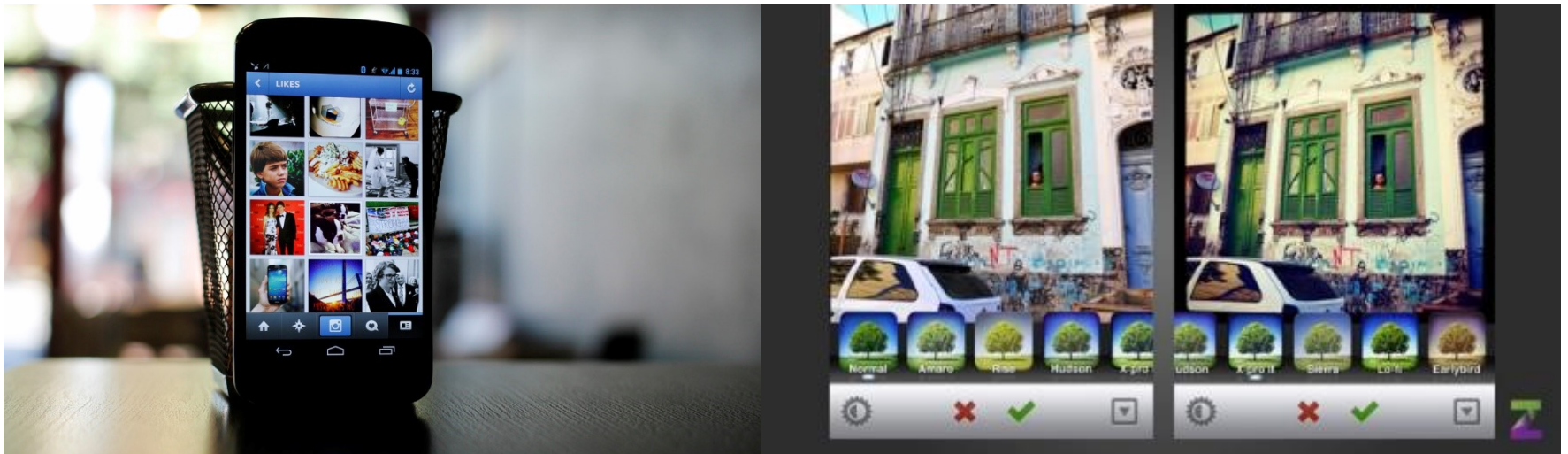
The photo filters serve to make the mundane spectacular.

In 10 weeks, Instagram had 1 million users.

There is also the element of luck and timing – iPhone 4 had just launched and users were new to using their powerful smartphones as digital cameras.

CASE STUDY #6 – INSTAGRAM

The two founders of Instagram agreed: "We decided that if we were going to build a company, we wanted to focus on being really good at one thing." Instagram is fast, fun and addictive.



In April 2012, Facebook bought Instagram (12 employees) for \$1 billion.

Why? Instagram had 30 million registered users, and photos are a key driver of user "engagement" - or how long someone spends on Facebook.

CASE STUDY #6 – INSTAGRAM

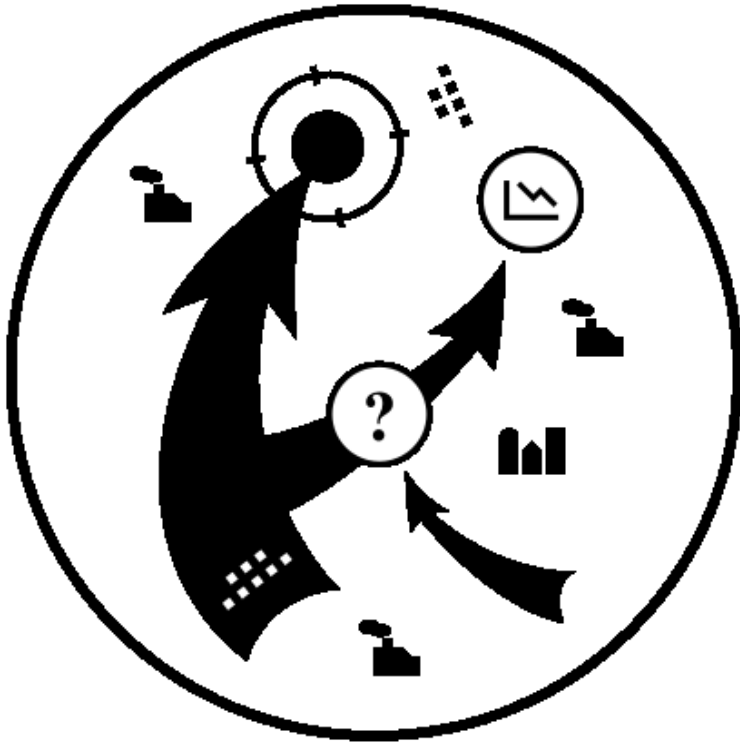
Takeaways from the case study:

- Simple is better. Less is more.
- You can launch a product in two months.
- Key traits - speed, ease of use, fun & easy to share!



Instagram

BUSINESS STRATEGY



SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

CREATE OPPORTUNITIES!