

Snapchat

Advances in the app

- Founded in 2011 by Evan Spiegel, Reggie Brown, and Bobby Murphy (Stanford University students, Juniors)
- Social media app that enabled users to post photos and videos that disappeared from the site after a few moments.
- Approached Bobby Murphy to write the code used to build the app.
- “Picaboo” released in July 2011
- Relaunched the company as Snapchat in September 2011 and forced founder (Brown) out of the company
- Brown settled for 157\$ million in September 2014 and credited as a co-founder of snapchat.
- The reason it was a hit – they did not want their social media history coming back to haunt them.
- 2012 – Launched in the Android Store
- 2012 – Introduced video to the app
- 2013 – Stories and chat
- May 2014 – talk to one another in the chat window via a live video chat.
 - “Our story” function that enables user all over the world to post photos and videos from the same public events.
 - Later in year, Geofilters – customize content and post location at the time of post.
 - Snapcash – send and receive cash from other users and deposit to account.
 - December – Community Geofilter – consumers generate their own filters and buy branded filters for their own use.
- August 2014 – 40% of adults in the US were using snapchat
- January 2015 – Discover and Lenses (filters)
- 2015 – 75 million users monthly
- 2016 – Snapstreaks came out
- 2016 – “Memories” and “Bitmojis” introduced
 - 150 million daily users
- 2017 – Snap Inc goes public
- November 2017 – Snapchat changes stories feed to an algorithmic feed
- April 2018 – Reverse-chronological stories after backlash
- By 2018 – 99% of revenue came from advertising.
 - 6 billion videos daily

Hurdles in the app

- Reginald Brown sues Snapchat; he originally came up with the idea and the two co-founders changed passwords to shut him out of the servers.
- 2013 hacked by an anonymous group revealing personal info of 4.6 billion users
- Settled with the U.S. Federal Trade Commission – accused the company of exaggerating the process it used to protect user privacy. Monitored for the next 20 years.
- 2013 – Mark Zuckerberg attempted to buy for 3 billion – refused
- 2015 – Lawsuit from company staffer – company only interested in expanding into “rich” countries and stays away from countries like India
 - o Stock fell by 1%.
- 2016 – Google offers to buy for 30 billion dollars – denied

Entrepreneurial Lessons

- Key Attributes of Entrepreneurs

- Purpose
 - What you want to do and what is the final goal
- Passion
 - When you have a well-defined purpose, you will stick to your passion and overcome rejection.
- Perseverance
 - Gets you through times when passion does not.
- Making the right team
 - Having a group that shares the same vision, purpose, and passion.
- Pioneering spirit
 - Thinking outside the box and doing something no one has done.

- A good time for startup

- Working on a project or rolling out something while in school is a good idea, especially at FSU since it's a high ranked university, we will be able to network and get attraction from other students/athletes within FSU.

- Doing Business

- Simplicity is what a customer wants.
- Understanding the customer's need/preference
- Remaining true to the principle of what the company is started on.
- Not to sign up deals with business offering standard terms.
 - Complicated business deals and negotiations.

- Don't Chase Money

- Stick to what the goal is no matter what.
- Having a vision and proving it.

- Competition

- Not defining your business in terms of other people.
- Do what you believe and what you want to do.