

EXHIBIT 186

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From: Ime Archibong </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=IME ARCHIBONG>
Sent: Wednesday, January 22, 2014 7:50 PM
To: Javier Olivan; Mike Vernal
Subject: Re: Messenger as a Platform

[smaller disto] No response needed, but I hear that Mark is now interested in exploring this a bit more. I know we have partner feed back coming your way for the Friday review, but let me know if/how we can best support you thinking through things.

From: Ime Archibong <ime@fb.com>
Date: Friday, September 13, 2013 12:00 PM
To: Javier Olivan <jolivan@fb.com>
Cc: Mike Vernal <vernal@fb.com>, Douglas Purdy <dmp@fb.com>, Chris Daniels <chrisd@fb.com>, Eddie O'Neil <ekoneil@fb.com>, Bryan Hurren <bryanhurren@fb.com>
Subject: Re: Messenger as a Platform

Javi -

We've done some early thinking but are now going out to partners to get a better understanding of what we could build that would be used.

Personally, I'm more passionate about your first use case (what Layer built) and would like to see us have an offering for developers and partners.

The second use case is something I haven't thought as much about but Evernote and Dropbox asked us if we'd be interested in building this.

Bryan is leading this thinking for us. Would it make sense to put some time on you and Vernal's calendar to present our findings when we're done?

Sent from my iPhone

On Sep 13, 2013, at 11:55 AM, "Javier Olivan" <jolivan@fb.com> wrote:

Cross posting here:

Do you guys have any thoughts on how this would look like?

The devil is probably on the details of this integration / how it works / what type of apps would make sense, etc... I haven't thought hard enough about this / which is why i am wondering on whether you guys have already some thoughts on high level:

Are we trying to enable developers to have messaging in their products? (that is what layer seemed to be doing from my limited quick read)

Are we trying to enable our messenger users to send special types of content from these apps in a rich media way? (in that case the devil is likely on what type of apps make real sense / bring real utility / the integration points)

From: Mike Vernal
Sent: Friday, September 13, 2013 11:43 AM
To: Ime Archibong; Douglas Purdy; Chris Daniels; Javier Olivan
Cc: Eddie O'Neil; Bryan Hurren
Subject: Re: Messenger as a Platform

+Javi (was having a side thread about this)

I think there's general excitement to eventually do this with messaging, but the near-term goals around messaging are much more focused on fundamentals (growing mobile-to-mobile messaging, fixing perception that Facebook Messaging is just about web chat, and fixing deliverability issues). But WhatsApp launching a competing platform is definitely something I'm super-paranoid about.

-mike

From: Ime Archibong <ime@fb.com>
Date: Thursday, September 12, 2013 6:27 AM
To: k a <vernal@fb.com>, Douglas Purdy <dmp@fb.com>, Chris Daniels <chrisd@fb.com>
Cc: Eddie O'Neil <ekoneil@fb.com>, Bryan Hurren <bryanhurren@fb.com>
Subject: FW: Messenger as a Platform

Just wanted to flag this for a couple other folks too b/c I actually think it's important that we get to a place where we can offer developers a solution for their communication needs. I realize that the roadmaps for having any solution is a ways out but I think it would be great for us to start signaling more aggressively to developers that we are serious about it. Bryan is leading the partnership effort for our team.

A few anecdotal data points to consider:

- **We know our big messenger competitors are trying to build this...** Evernote told us that they'd like to leverage FB for messeging instead having to go do integrations with the WeChats and WhatsApps of the world.
- **It simply feels right.** Vernal — I think the best example of this is the current Nike Challenge chat thread. Its been hilarious, but intuitively it feels like it should be powered by FB and syndicated to FB.
- **Broader ecosystem validation.** Layer won the TechCrunch Disrupt prize. External validation that ppl see value in this product.

From: Konstantinos Papamiltiadis <kpapamiltiadis@fb.com>
Date: Thursday, September 12, 2013 5:45 AM
To: Ime Archibong <ime@fb.com>, Bryan Hurren <bryanhurren@fb.com>, Eddie O'Neil <ekoneil@fb.com>
Cc: Monica Walsh <mwalsh@fb.com>, Jackie Chang <jackie@fb.com>, Simon Cross <si@fb.com>
Subject: Re: Messenger as a Platform

I have already talked with Michelle at Songkick and they would love to test this. This was their #1 ask from Vernal when he met Michelle ad the team in June. They don't mind doing mobile only (Chatheads maybe rather than Titan) for now as they get 50% of their traffic on mobile these days.

Datings apps are also keen on integrating Messenger. OG is not the ideal for those folks, but private conversations are certainly important. Tinder, Hot or Not are good examples of app that use in-app messaging already.

From: Ime Archibong <ime@fb.com>
Date: Thursday, September 12, 2013 1:40 PM
To: Bryan Hurren <bryanhurren@fb.com>, Eddie O'Neil <ekoneil@fb.com>
Cc: Monica Walsh <mwalsh@fb.com>, Jackie Chang <jackie@fb.com>, Simon Cross <si@fb.com>, Bryan Hurren <bryanhurren@fb.com>, Konstantinos Papamiltiadis <kpapamiltiadis@fb.com>
Subject: Re: Messenger as a Platform

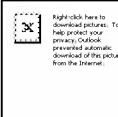
Eddie, Bryan — Looks like the developer community wants Messenger as a Platform. Layer won TechCrunch Disrupt: <http://techcrunch.com/2013/09/11/and-the-winner-of-techcrunch-disrupt-sf-2013-is-layer/>. No reason we should cede this space to them or anyone else.

+Team — Let's make sure that we're teeing up conversations with our head partners about leveraging us for scalable communications. I know that we recently beta launched a Titan integration with Netflix, but where are we with our other conversations with the other partners — i.e. Dropbox, Evernote, Nike+? I think we've discussed a few others. I'd like to make sure we're engaged now so they don't consider leveraging another service.

From: Ime Archibong <ime@fb.com>
Date: Monday, September 9, 2013 7:12 PM
To: Bryan Hurren <bryanhurren@fb.com>, Eddie O'Neil <ekoneil@fb.com>
Subject: Messenger as a Platform

In case you missed it - <http://techcrunch.com/2013/09/09/layer-brings-a-scalable-communications-platform-to-any-mobile-or-web-app/>

Layer Brings A Scalable Communications Platform To Any Mobile Or Web App



SARAH PEREZ

posted 3 hours ago

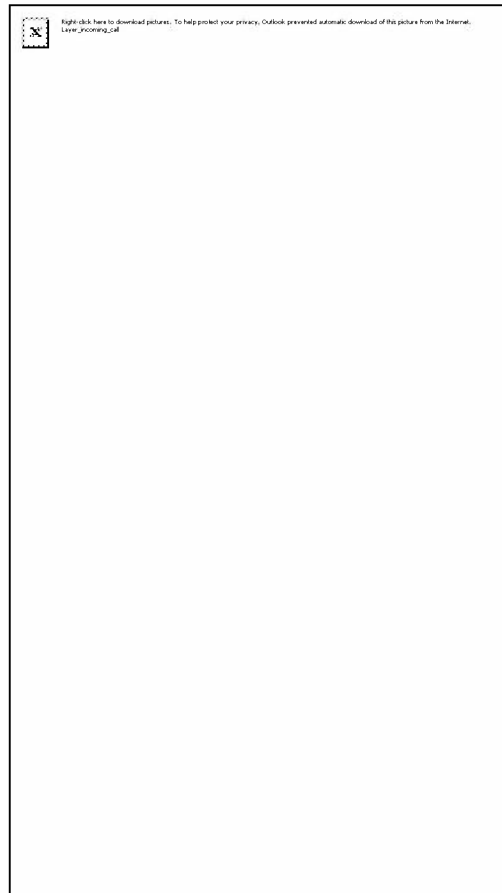
6 Comments



Layer, a new startup launching at TechCrunch Disrupt San Francisco 2013 today, is ambitiously attempting to build a communications fabric – a “layer,” if you will – for the Internet. The technology, initially available to developers in the form of mobile app SDKs and open sourced components, will enable text, voice, video, file-sharing and more across applications, whether those apps run on iOS, Android, or even the web. You can think of it as something like a Stripe for communications.

The company was founded in March by CEO **Tomaž Štolfa**, founder of vox.io, and Executive Chairman **Ron Palmeri**, who previously launched a number of notable companies as managing director of Minor Ventures, including Grand Central (now Google Voice), OpenDNS, Scout Labs and Swivel. Palmeri is also the founder of **MkII Ventures**, and co-founder of TechCrunch Disrupt SF 2011 **runner-up** Prism Skylabs.

Explains Štolfa, most developers today want to focus on the final experience, not building the infrastructure for each application feature. “If they want to build maps in their product, they don’t have to rebuild the entire maps stack,” he says. “If they want to accept a credit card payment, they don’t have to rebuild the entire credit card stack. But they have to rebuild the entire communications stack if they want to send a message from one user to another.”



In doing so, developers have to solve some very difficult problems – authentication, security, cross-device synchronization, offline message management, and more. To just get a few of these things right, a good team might need a few months at least. To get all of them right, they would probably need more like six or nine months.

Layer’s alternative, then, involves adding fewer than 10 lines of code to integrate messaging into app. It’s also fewer than 10 lines of code to add other things, like voice or video. The idea is to simplify the process of adding these communications capabilities to apps, while also eliminating concerns surrounding infrastructure, or how to manage scaling.

Initially, Layer is going to be available as an iOS or Android SDK for mobile app developers, but the team plans to introduce web support soon. They’re also offering a set of open source components called the Layer UI kit. These components (for iOS 7 and Android) work with the SDK, allowing developers to quickly build out specific user interface features, like an address book or a message sorter, for example.

“Those things are to make it easy for developers to understand how services can be exposed in the client,” explains Palmeri. “The SDK is the thing that allows us to do very secure connectivity from a device to the cloud. But the cloud itself is where the scale comes in.” He likens this extensible architecture to something like Amazon Web Services – where a developer pays as they scale, but it remains more affordable than building out their own infrastructure instead.

The company plans to incentivize app developers to stay on the platform, even as they grow, by pricing it as free to start, then charging affordably for the cloud infrastructure when the developers become successful. (Pricing has not yet been set, however.)

The benefit to having a lot of apps using Layer is the network effects it could bring. Imagine, for example, that all the messaging apps out there (e.g., Path, Whatsapp, LINE, WeChat, Viber, MessageMe, etc.) could actually talk to each other. Users could then choose their preferred platform based on design or feature set, and not just which app had the most of their friends using it.

And as more apps adopt the technology, user demand could push other apps to do the same. Eventually, Layer plans to open source more than the UI, which could mean that bigger companies (think Google, Facebook, Microsoft/Skype) could interconnect with Layer-enabled applications, too, via APIs.

To be clear, Layer isn’t only for text-based messaging. As noted above, it’s designed to support any sort of communication, including voice calls, file and photo sharing, or even video. And the company is working to make media sharing more robust as well, so that when users send each other a link – like a link to an Instagram photo, for instance – the recipient would also see a preview of that content in the app (not entirely unlike how **Twitter Cards** work today, e.g.).

On stage, the company demonstrated some of the advantages of building apps with Layer, showing off how cross-platform communications could be smarter by syncing message state across devices. As a notification is read on one device, the notification is killed on others. This sort of intelligence would be built into Layer’s SDK.



The company is putting together a small but representative sample of 50 beta testers, who will integrate Layer into their apps. These include everything from a communications service for doctors and nurses, to a dating app, and even an app for children.

Interested developers are able to **register their interest here**, for when the platform opens up more broadly. In the meantime, the Layer website will feature sample code and guides, to help developers better understand the technologies.

Layer is advised by Jeremie Miller (inventor of XMPP), Jure Leskovec (Computer Science professor at Stanford), John Maeda (President of RISD), Dom Leca (Sparrow, Google), and Ryan Sarver (Twitter Platform).

Disclosure: One of Layer's seed investors is CrunchFund, a firm founded by Michael Arrington, who also founded TechCrunch. CrunchFund is not involved in selecting Battlefield participants.