**Midterm Exam**

Team members:

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Our Choose unicorn companies is **【Discord】**

**Discord** is a voice, video, and text communication service that focuses on community and gaming engagement. The platform offers customizable spaces for users to chat, play games, and hang out in a virtual environment. Discord primarily caters to the gaming community, providing tools for streaming, integration with games, and features for community building and management. It was founded in 2015 and is based in San Francisco, California.

**About** why I should invest in it.

**First**, Discord has rapidly gained popularity, especially among gamers, with over 150 million active monthly users. It serves as a hub for education, business, and social groups, providing monetization opportunities through subscriptions like "Discord Nitro.

**Second**, Strong Market Demand for Communication Platforms: The growth of remote work and virtual communities has boosted demand for versatile communication platforms like Discord, which offers voice, video, and text features, allowing it to capture a significant market share.

**Third**, Discord has received funding from major venture capital firms and tech giants like Sony, enhancing its credibility. Partnerships, such as with PlayStation, strengthen its gaming market position.