

Blog week 4

The company I'm writing about which was once a small start up is called "Instagram". The company was bought in 2012 by Meta inc. formerly known as Facebook for a deal worth \$1Billion between cash and stocks[2]. Instagram is a website and app where its users post pictures and videos for their friends or the public to see.

Instagram was founded in 2010 by Kevin Systrom. The app stemmed from one of Kevin's earlier apps called "Bourbn". This app's intentions were for people to check-in, post photos of themselves and to share their location. This app was similar to those on the market at the time as apps would often use this location based check in, however not many apps would allow its users to share photos with each other. This is what made Bourbn unique.

Systrom and his partner decided to reevaluate Boubn and the app's future. They decided to focus on the app's main feature of sharing photos and allowing users to like and comment under them. They took inspiration from other apps at the time and added the use of filters to the app and it was at this time the app was renamed Instagram, a combination of instant and telegram. Instagram was an instant hit with 250,000 downloads on the launch day. As the app grew larger Facebook made an offer worth \$1Billion which Systrom and his partner accepted. The app is still very popular and used widely by most young people.[1]

I find the story of Instagram very interesting as the app changed so much from its early stages of development. Systrom is clearly a very innovative person as he takes inspiration from current products and improves them while also not being afraid to take risks. I also think the story of Instagram shows that any simple startup can be successful with the right fine tuning.

[1] BLYSTONE, D. (2020). *The Story of Instagram: The Rise of the #1 Photo-Sharing Application*. Available:
<https://www.investopedia.com/articles/investing/102615/story-instagram-rise-1-photo0sharing-app.asp#:~:text=the%20iOS%20App-,The%20Instagram%20app%20was%20launched%20on%20Oct.,users%20had%20reached%20>. Last accessed 2nd Feb 2021.

[2] unknown. (). *Instagram*. Available:
<https://en.wikipedia.org/w/index.php?title=Instagram&action=history>. Last accessed 2nd Feb 2021.