



- Acton had an internship in Apple and later in Yahoo before founding WhatsApp. Worked in the industry for 10 years before founding.
- Having industry experience before starting a start-up he had a better context of how a company actually works and also helps you tackle problems.
- Had great mentors, had the experience of seeing big infrastructure, helps you to not screw up as much.
- Both founders based on utility - helps people communicate.
 - No ads, no games, no gimmicks.
 - Straight forward.
- Viable actions for scaling globally:
 - Employee people from different cultures in order to also understand what stops people from using their services in other countries.
 - Control costs according to revenues in order to stay even.
- Focused on making a good consumer experience and that's why they have resisted creating APIs.
 - Have been contacted from various companies that what to create APIs but are conscious that connecting a 3rd party will include spam and they don't want people to start uninstalling their app because it stops to become useful.
- Feels that FB is a good match because they understand social media and how it works.
- Privacy of user data and how will it protect it from FB.
 - They will operate as independent companies.
 - WhatsApp does not have that much data, only based on phone numbers.
 - They don't have the bandwidth to go through the conversations and have no ambition to do so.
- Based on utility and universal on all parts of the world - this is where they see themselves placed in a competitive landscape. In order to determine what to build they ask themselves if it will be broadly useful globally. If the answer is no, they don't build it.
- Avoided talking to press in order to not lose focus. Say that if they talked to press they would lose focus on building the product which should be their real focus.