**Ideas**

* Kevin Systrom:
  + Worked at google
  + Created Burbn which developed into Instagram
  + Burbn was a location based social app, which combines games and photos.
  + Burbn was too feature rich, had too much going on
  + Scotch was in between Burbn and Instagram
  + Kevin and co-creator shifted focus to their core asset; photo-sharing
  + Creator of Instagram
  + Popularised Filters
  + 800 million IG users with only 13 employees
  + Sold to Facebook for 1.5 billion
* Linus Torvalds:
  + Creator of the Linux kernel
  + Creator of git
  + Inspired by Richard Stallman lecture
  + Believes in free software
  + 30 years of Linux development
  + Created Linux because he couldn’t afford a UNIX based machine
  + Created bootleg pacman game for his custom OS
  + Github infinite contributors