

2:31

Monday, April 12

NYTimes



Facebook Buys Instagram for \$1
Billion

Lior Frenkel, CEO at nuSchool





Google wants Motorola
parents as a defense against
lawsuits related to its An-
droid operating software for
See > AOL, A8

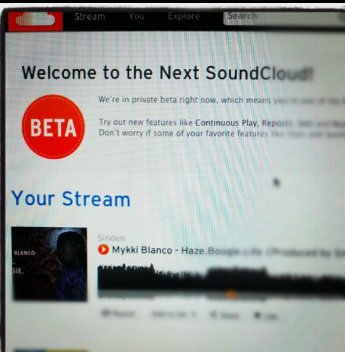
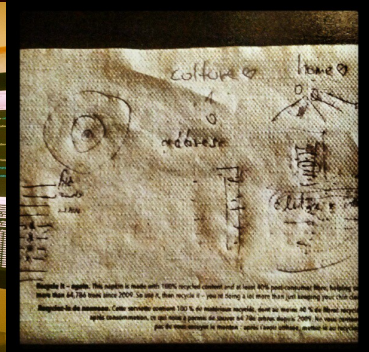
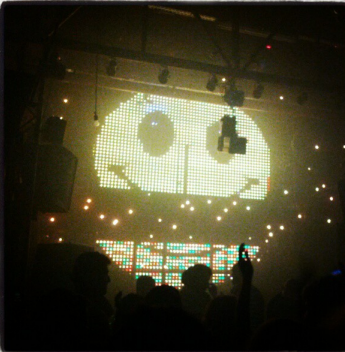
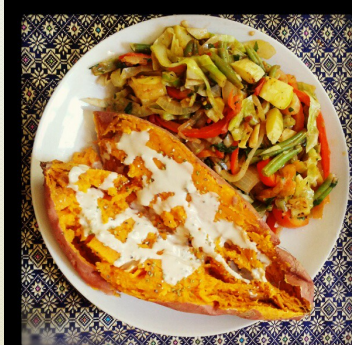
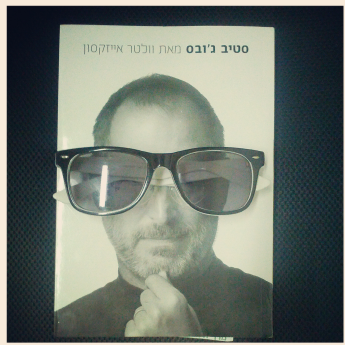
FACEBOOK TO PAY \$1B TO SNAP UP INSTAGRAM

PHOTO SHARING
WITH SMARTPHONES

Networking giant sees
big value in startup

BY JENNA WORTHAM
The New York Times

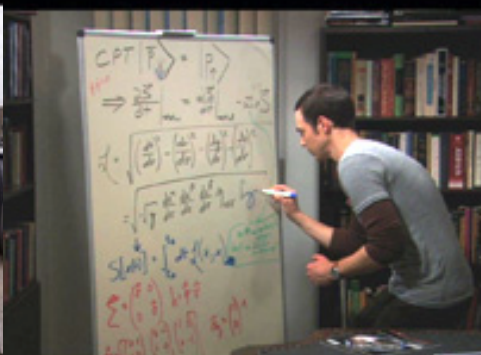
Facebook, the world's
largest social network



Entrepreneur



What my friends think I do



What my Mom thinks I do



What society thinks I do



What the government thinks I'm good for



What I think I do



What I really do



Kevin System

CEO, Instagram

3rd

San Francisco Bay Area | Internet

Current CEO at Instagram
Previous Nextstop.com, Google, Odeo, Inc.
Education BS, Management Science and Engineering at Stanford University

Connect

216 connections

Send Kevin an InMail

www.linkedin.com/in/kevinsystem

Contact Info

Experience

CEO

Instagram

Privately Held; 1-10 employees; Computer Software industry
January 2010 – Present (2 years 9 months) | San Francisco Bay Area

Product Manager

Nextstop.com

January 2009 – January 2010 (1 year 1 month)

Corporate Development Associate

Google

Public Company; 10,001+ employees; GOOG; Internet industry
March 2008 – January 2009 (11 months)

Associate Product Marketing Manager

Google

Public Company; 10,001+ employees; GOOG; Internet industry
July 2006 – March 2008 (1 year 9 months)

Ads by LinkedIn Members

Co-founder Mobile Venture

Co-founder is needed for a new Mobile/Web venture. R&D manager and passion



Start-Up? Need an Office?

Holidays Promotion at TechLoft! The coolest space&start-up community in TLV



MBA without Bachelor

18 Months Top Ranked British MBA in Switzerland Online Studies !

How you're connected to Kevin

You



Guy Holtzman

Adam Valkin

Stephen Blum

Dror Shaked

Ouriel CHAYON

... and 27 others



Kevin's connections



3rd Kevin System

Viewers of this profile also viewed...



Mike Krieger

Instagram co-creator

mager

[settings](#)

FEED

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mager made plans to go to [SF Giants tweetup at AT&T Park](#)

[kevin](#) likes this.

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Topic: [Mobile Productivity](#)

Follow via:  

Drinking the Burbn: a new location game

Summary: *It's a bold move to build a social location app today, but Kevin Systorm doesn't care about that. I was introduced to Burbn by a friend who claimed, "it's like a Foursquare game".*



By Andrew Mager for [The Web Life](#) | April 29, 2010 -- 10:43 GMT (03:43 PDT)



Follow @ZDNet







#1 lesson

Do One Thing, and Do It Well







Instagram



thomasguy

7m



144 likes

thomasguy #austin





NEWS



Following

You



jayzombie left a comment on your photo: Nice **#zombiecar** find!

18 seconds ago



dantoffey liked your photo.

38 seconds ago



miekd started following you.

1 minute ago



dantoffey started following you.

1 minute ago



josh liked your photo.

1 minute ago



baileyelaine liked your photo.

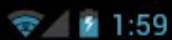
1 minute ago



baileyelaine liked your photo.

1 minute ago





1:59

JOHNAPPLESEED

John Appleseed



19

photos

1

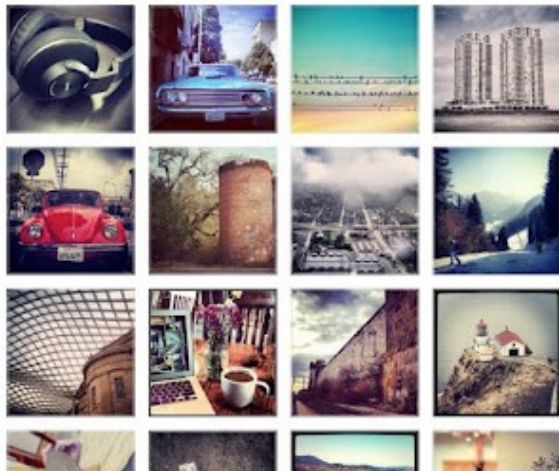
followers

67

following

Grid

List



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NEWS

Instagram Captures 100,000 Mobile Photo Addicts In Less Than A Week

Comment 0

Like 192

Tweet 501

Share 31

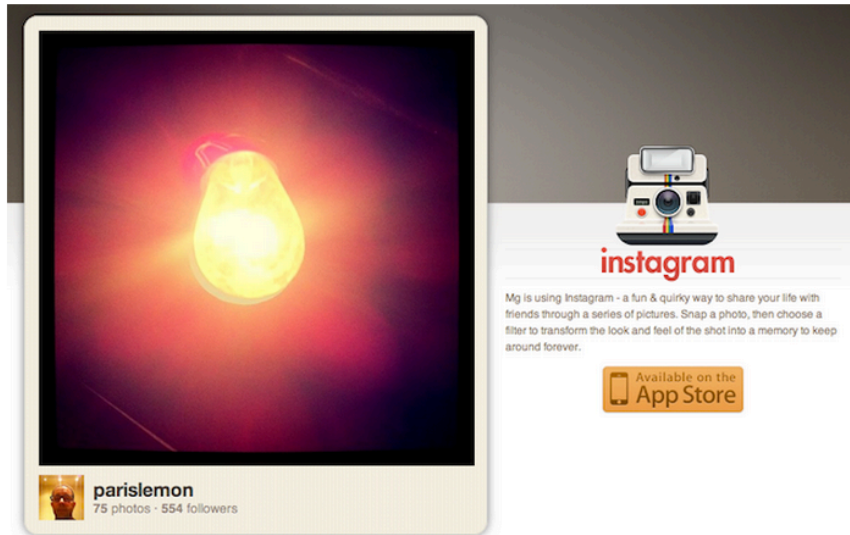
+1 0



MG SIEGLER ✓

Wednesday, October 13th, 2010

0 Comments



Instagram has had a good week. Seven days ago, after **months of testing**, they **released their first app** into Apple's App Store. Within a few days, my feeds on Twitter, Tumblr, and Facebook were inundated with Instagram images. I'm friends with a lot of early-adopter types, so I wondered if it just *seemed* like the app

Two months earlier...

iPhone 4



iPhone 4

This changes everything. Again.



The HDRI Magic





@shiralahav

But why not the iPhone camera app?



LOMO

ZENITH

ASA

ZENITH



@tchelus







#2 lesson

*“Timing is everything. But it’s
also the hardest thing to
control.”*

Marc Andreessen

Wait, Is Timing Really Everything?

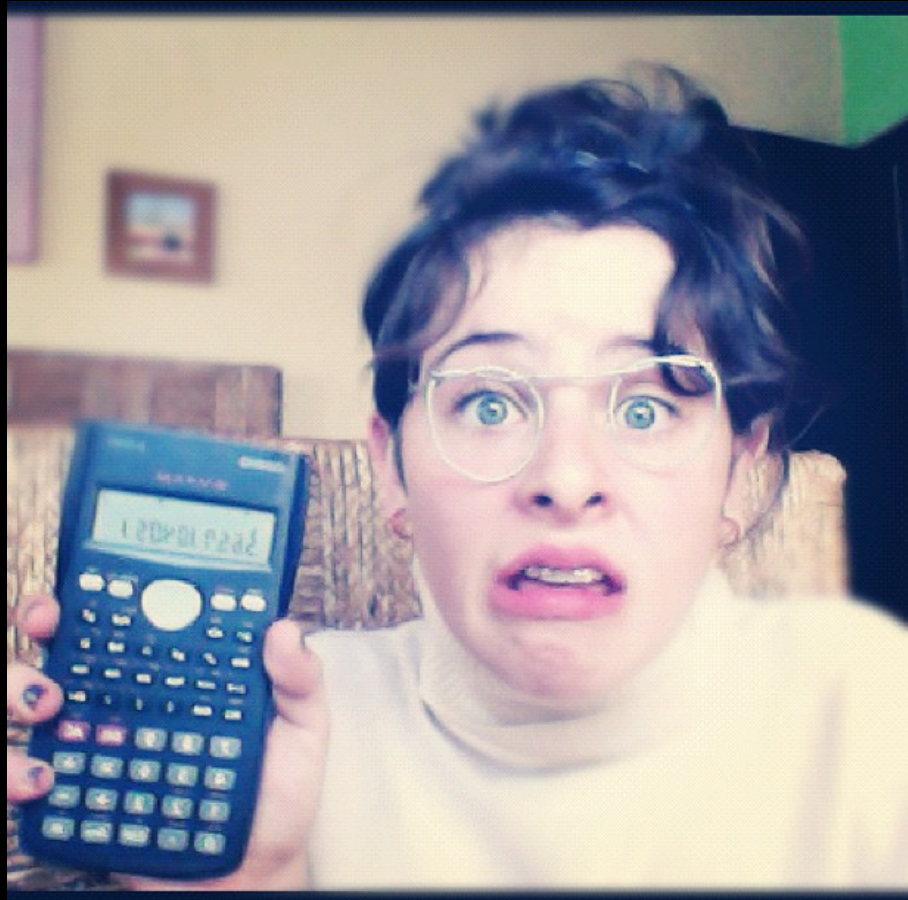


Hipstamatic®

Digital photography never looked so analog



	Instagram	Hipstamatic
Download	Free	\$1.99
Extra Filters	Free	\$.99
Avg. Revenue per User	None	\$8
Downloads in 2010	1 Million	1.7 Million



How did Instagram
beat out Hipstamatic?

מיט איין תחת קען מען נישט שאַנצן אויף צוויי חתונות.

*Mit eyn tokhes
ken men nit tantsn
af tsvey khasenes.*



You can't dance
at two weddings
with one behind.



Don't put all your eggs
in one basket.

facebook.

LinkedIn®

YouTube



bebo



Technorati™

USTREAM.TV BETA



del.icio.us

flickr™



DropBox



WORDPRESS

La Génération



Quand les 18-30 ans réinventent la vie

Hipstamatic

- The best camera app
- You can share photos on other networks

Instagram

- The best mobile social network
- Share your photos here



Steve Jobs, 1990

Hipstamatic

– The best camera app

it has great features

Instagram

– The best mobile social network

it helps me communicate with
the world

#3 lesson

“To win big, you sometimes have to take big risks”

Bill Gates

Hipstamatic Out Of Film? Camera App Lays Off Engineers And Others



INGRID LUNDEN

Thursday, August 16th, 2012

9 Comments



Is **Hipstamatic**, the iPhone photo app that was an early hit on the App Store, on the rocks? TechCrunch understands that Synthetic, makers of the app, has recently had to let go of much of its engineering staff, among others, as part of a wider restructuring as it looks for cash. A number of public tweets (embedded below) also point to people leaving.

The news comes as a surprise, given that Synthetic says that it has been profitable since the



TIK TAK
EVERY SUNDAY
A.M.



Ben Moore's Profile
 Home Search Global Social Net Invite FAQ Logout

[thefacebook]

home search global social net invite faq logout

quick search go

- [My Profile \[edit \]](#)
- [My Friends](#)
- [My Groups](#)
- [My Parties](#)
- [My Messages](#)
- [My Account](#)
- [My Privacy](#)

Ben Moore's Profile

Puget Sound

Picture



[Send Ben a Message](#)
[Post Him](#)

Connection

You are in a relationship with Ben

Mutual Friends

You have 19 friends in common with Ben

Access

Ben is currently logged in from a non-residential location.

Friends at Puget Sound



Chris Hughes



Dustin Moskovitz



Chris Putnam



Chris Cox



Meredith Chin



Mark Zuckerberg

Information

Account Info:

Name: Ben Moore
 Member Since: May 21, 2005
 Last Update: July 19, 2005

Basic Info:

School: Puget Sound '09
 Status: Student
 Sex: Male
 Residence: Todd 311
 Birthday: 09/02/1986
 Home Town: Shorewood, WI 53211
 High School: Shorewood H '05

Contact Info:

Email: test@ups.edu
 Screenname: Dowood
 Mobile: 410.702.7406
 Websites:
<http://www.dowood.com>
<http://www.livejournal.com/users/dowood>
<http://www.flickr.com/photos/dowood>

Personal Info:

Looking For: Friendship
 Interested In: Women
 Relationship Status: In a Relationship with

Paulee Beleville

Political Views: Very Liberal

Interests: Film, Graphic Design, Video Editing, Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music, Sleeping, Being Crazy

Favorite Music: Beck, The Beatles, They Might Be Giants, Phoenix, Paul Simon, Outkast, Avenue Q, Radiohead, Red Hot Chili Peppers, Steely Dan, Sly&U2, Zero 7

Favorite Movies: Office Space, Garden State, Eternal Sunshine of the Spotless Mind, Triplets of Belleville, Amelie

About Me: What is there to say? I dunno. I'm a wild



@wasthatmychance

#4 lesson learned

*Make your customers
feel special*

13



You are watching omgpop132344422
guess the word SPOCK.



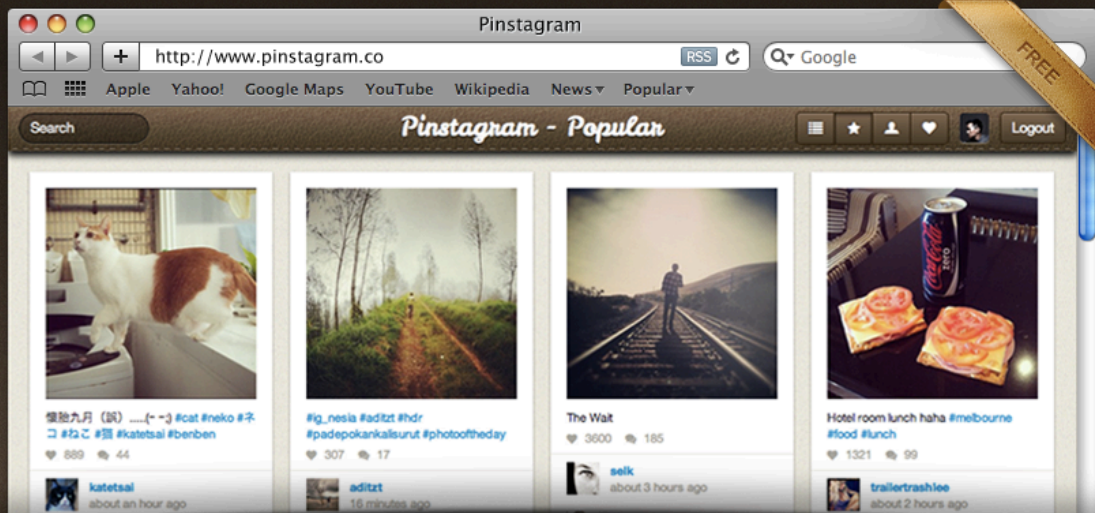
correct!

S P O C K



@frizzkissaddict

Introducing the best way to enjoy Instagram on the web and iPad



Sign In with Instagram

Tweet 3,671

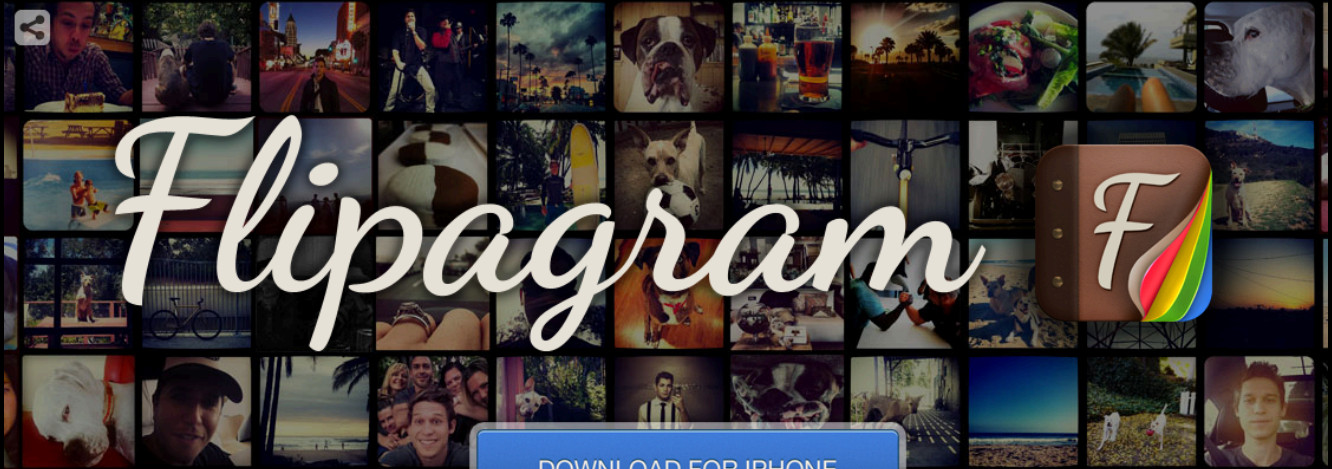
Pinterest 5K+

+1 354

Like

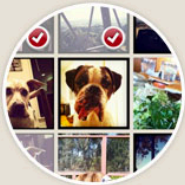
Send

15,193 people like this. Be the first of your friends



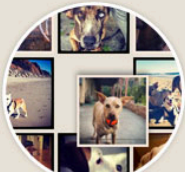
DOWNLOAD FOR IPHONE

In 4 easy steps, turn your Instagram photos into fun, captivating video slideshows to share with friends, family, and your social network!



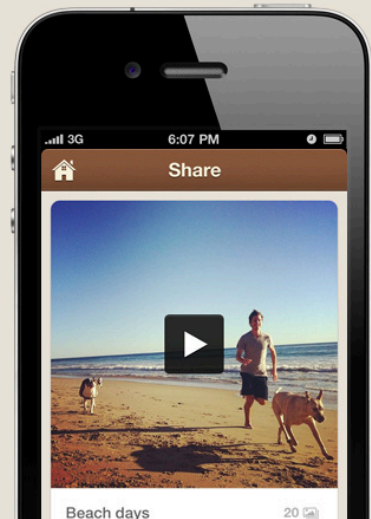
Select

Select your Instagram photos to be included in the Flipagram video.



Sort

Sort them in the order you'd like or leave them as is.





ANOTHER TOY FROM

[boobstagram]

Montrer ses seins sur le web c'est bien, les montrer à son médecin c'est mieux.
Showing your boobs on the web is good, showing them to your doctor is better.

[Archives](#) [Au hasard](#) [RSS](#) [Why-Pourquoi](#) [Photo](#) [Contact](#) [KeepCalm](#)

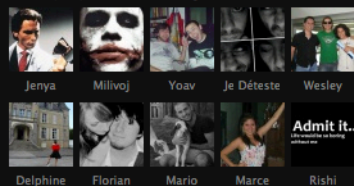
Find us on Facebook



Boobstagram



7,990 people like Boobstagram.



Facebook social plugin



#boobstagram



boobstagram
boobstagram

boobstagram **Keep calm & fight cancer**
pic.twitter.com/TI1qW1DB
7 minutes ago · reply · retweet · favorite

LudovicMorisset @boobstagram : **Liam Neeson Très Investi contre le #Cancer du #Sein** socialfuzz.net/2012/10/liam-n... via @sofuzzy
2 hours ago · reply · retweet · favorite

boobstagram **Keep calm & show your boobs** pic.twitter.com/ImSusTzf
3 hours ago · reply · retweet · favorite



[Join the conversation](#)

#5 lesson

*“Open platform” will help you
enhance your product, and
widen your users network*

#1 *Did one thing, and did it well*

#2 *Perfect Timing*

#3 *Took big risks and won*

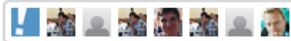
#4 *Users that feel special*

#5 *Open Platform*



1 billion dollars!

Instagram Acquisition Affirms, Facebook Is A Bad Investment



13 comments, 13 called-out

[+ Comment now](#)

I don't hate [Facebook](#). Though I find it increasingly useless as a social networking tool, I have a great respect for what [Mark Zuckerberg](#) has built. The social network permeates practically the entire web and stringing together



90

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53

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27

[in Share](#)



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CNET > News > Molly Rants

Facebook buys Instagram...but for what?

Facebook doesn't need users, community, or a startup that's not yet profitable, no matter how hip it is, says Molly Wood. What's this huge purchase really about?



by Molly Wood | April 9, 2012 2:09 PM PDT

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72

More +

Comments 76

There's a lot of speculation today about why Facebook would spend \$1 billion to acquire the uber-hip photo-sharing app Instagram. To some, it seems obvious; to others, it's the biggest sign yet of a growing Web bubble. To me, it just raises question after question, and the biggest one is "why." What does Facebook gain from buying Instagram? Let's look at some of the possible reasons, shall we?

It's behind me...


Isn't it..?





@alexsurfing





Your Facebook data is worth:

\$101.64

Refresh — we update every minute during market hours.

share
 tweet

Here's how many times more or less valuable than an average user each of your profile attributes makes you — a multiple of **2.00** makes you twice as valuable, while a multiple of **0.50** makes you half as valuable (also see **Our algorithm** below):



5M Photos Every Day.

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
APPROPRIATE AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

www.filmratings.com

www.mpa.org

funny OR DIE

No groundbreaking technology

No startup management experience

Only 6 employees

Instagram was not the first





Thank You

@hamutsi
Lior Frenkel, nuSchool