



Instagram

Value Proposition: Follow your friends' lives through photography.

Founder(s) and Start Date: Kevin Systrom and Mike Krieger, 2010

Historical Milestones:

- Instagram was launched in October 2010 by Kevin Systrom and Mike Krieger and was originally released exclusively for the iPhone
- Facebook bought Instagram in April 2012
- Video capabilities were added to Instagram in June 2013

Source of Income: Currently, Instagram does not make money. It is supported through Facebook's revenue. In April 2014, Zuckerberg stated that "monetization isn't our near-term priority..."

User-Generated Content: Users can post photos and videos using a variety of filters and editing options.

Benefits for Users: 300 million people are able to visually follow the lives of their friends, family members, and celebrities.

Largest User Demographics: 18-29, women, minorities

Analytics: None provided by platform.

Further Reading:

- [About Instagram](#)
- [Instagram Valuation after Merger with Facebook](#)
- [How Instagram Plans to Make Money](#)
- [How Facebook Profits from Instagram](#)
- [Was Instagram Overvalued?](#)
- [How a Photo-Sharing App Achieved a \\$1 Billion Facebook Buyout in 18 Months](#)
- [Likes and Comments are Plummeting on Instagram](#)