



Pinterest

Value Proposition: Plan for the future by collecting ideas.

Founder(s) and Start Date: Ben Silbermann, Evan Sharp and Paul Sciarra, 2009

Historical Milestones:

- Pinterest was launched in March 2010 by Ben Silbermann, Evan Sharp and Paul Sciarra
- In January 2013, Pinterest acquired the recipe aggregator Punchfork
- In June 2016, Pinterest acquired the custom keyboard company Flesky

Source of Income:

- Pinterest currently offers promoted pins, where businesses can pay to have certain pins show up on a potential buyer's main page.
- They are researching additional features that allow businesses to analyze who sees and repins their pins.

User-Generated Content: While users *do* have the ability to upload their own content, most of the content created by users are boards. Boards are aggregations of pins posted by other users, usually organized around a central theme: wedding ideas, home renovation, outfits for summer, etc.

Benefits for Users: Over 100 million people, mostly women, can bring ideas from across the internet to one, completely customizable place. These collections of ideas may help in utilizing small spaces, planning a wedding, or creating the best handmade decoration. Often, the information about where to purchase the products are attached to each *pin*, making shopping by idea board effortless.

Largest User Demographics: women under 50

Analytics: One simple click from the Pinterest homepage takes you to analytics.pinterest.com, where a full array of analytics show you data about your Pinterest profile, and data about the audience your pins reach.

Further Reading:

- [About Pinterest](#)
- [Why Pinterest Makes No Money](#)
- [Pinterest Valued at 5 Billion Dollars](#)
- [Pinterest Adds New Targeting Options](#)
- [How to Build a Huge Following on Pinterest](#)