

PINTEREST



2009

Founded by Ben Silbermann,
Evan Sharp and Paul Sciarra

2013

Pinterest acquired the
recipe aggregator
Punchfork

2016

Pinterest acquired the
custom keyboard company
Flesky

Plan for
the future
by
collecting
ideas

MAIN SOURCE OF INCOME

Promoted pins

Businesses pay to have certain pins
show up on a potential buyer's main
page

USER GENERATED 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.