

# SNAPCHAT

S H A R E  
M E M O R I E S W I T H  
M I N I M A L  
C O M M I T M E N T

Users can send a photo or video to friends that they select, or they can create a story





FOUNDED BY **EVAN SPIEGEL**  
IN 2011



MILLION USERS

Demographics are mainly young men and women **under 24**



	PHOTOS & VIDEOS
	FILTERS & EFFECTS
	TEXT & STICKERS
	PERSONALIZE