



Snapchat

Value Proposition: Share memories with minimal commitment.

Founder(s) and Start Date: Evan Spiegel, 2011

Historical Milestones:

- Snapchat (originally called Picaboo) was launched in July 2011. Name was changed to Snapchat in Fall, 2011.
- In April 2012, total users hit 100,000
- In 2012, Snapchat launched on Android and released video chat
- In October 2013, Snapchat launched Snapchat stories
- In December 2013, Snapchat added timestamps, filters, temperature and speed overlays, and the ability to replay snaps
- In 2014, Snapchat added text conversations, Snapcash, and video

Source of Income:

Snapchat currently makes no money. It survives on funding from outside investors.

User-Generated Content: Snapchat allows users to take photos and videos, add filters (including location-specific filters), effects (face swapping, for example), write messages, add stickers, and draw on these photos and videos. The user can then send that photo or video to friends that they select, or they can create a story (which is visible to all friends for 24 hours). Users also have the option to create a photo or video, and then send it to a public story, which is available for anyone in the area to see.

Benefits for Users: Over 150 million people use Snapchat to connect with friends and family, send embarrassing photos, document vacations, parties, concerts, etc. The app is valuable because: 1) photos and videos do not have to be downloaded or saved to send to family and friends (saves space on mobile devices), and 2) the photos and videos disappear within 10 seconds of viewing.

Largest User Demographics: young men and women under 24

Analytics: No formal analytics are provided by this platform. You can, however, see how many times a story has been viewed, who has viewed your story, whether or not the story has been replayed, and whether or not any screenshots have been taken.

Further Reading:

- [History of Snapchat](#)
- [Snapchat Demographics](#)
- [How Does Snapchat Make Money?](#)
- [Snapchat's 10 Billion Dollar Valuation](#)
- [Snapchat Statistics](#)