

# SNAPCHAT – BRILLIANT IDEA TURNED INTO REALITY

## INTRODUCTION

There are many companies in the world that started as small projects and then developed and turned into huge corporations. Snapchat is an example of such a company. The main purpose of the poster is to present the history and Snapchat's achievements.

## WHAT IS SNAPCHAT?

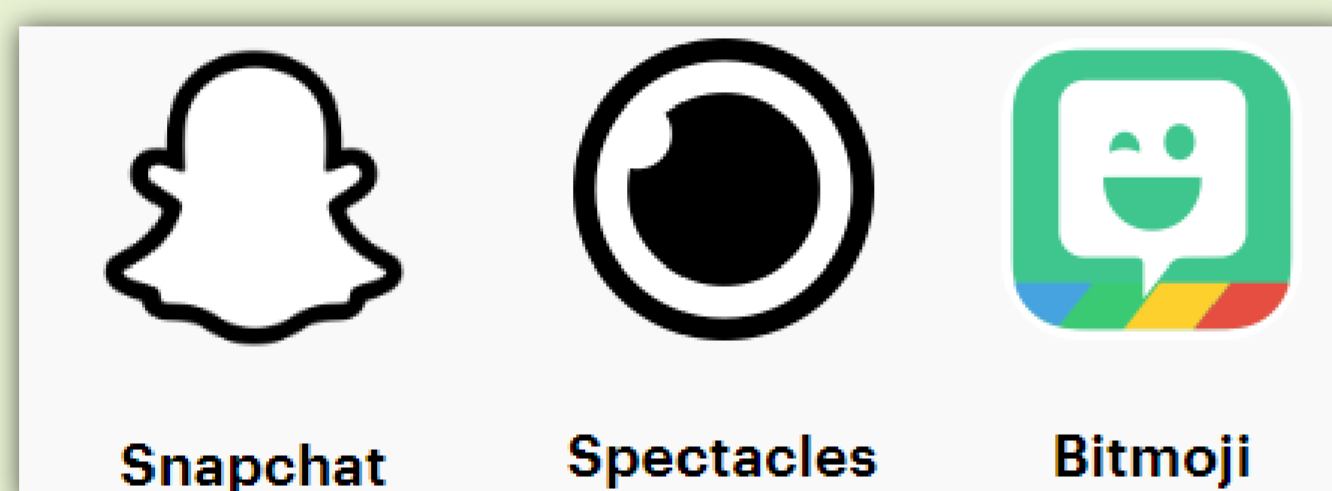
Snapchat is one of the most unique applications that allows users to send photo, video and text message that disappears just after several seconds. The main goal of the application is to enable its users to share their private life with friends, while keeping maximum level of privacy. Users can set the display time of photos and videos. In addition, different part of Snapchat is MyStory. The content that users upload there disappears after 24 hours.

## HISTORY

Snapchat was created by Evan Spiegel, Bobby Murphy and Reggie Brown in 2011. They were studying at Stanford University. It was allegedly Brown's idea of a social media app. He shared his idea with Spiegel. They asked Bobby Murphy to write the code which was used to build the application. The same year in July, the application was launched and called Picaboo. Then Spiegel and Brown made Murphy to leave a company. After a few months, due to a copyright claim by a photo book company with the same name, Picaboo was rebranded as Snapchat.

**Snap Inc.**

Source: [http://upload.wikimedia.org/wikipedia/commons/0/0c/Snap\\_Inc.\\_logo.svg](http://upload.wikimedia.org/wikipedia/commons/0/0c/Snap_Inc._logo.svg)



Source: <http://careers.snap.com/>

## VALUE

At the end of February 2020, share price of Snapchat was worth \$14 and the company's market cap is \$20 billion. Snapchat's revenue for 2019 is \$ 1.72 billion. It is likely that thanks to appropriate management, Snapchat will be constantly growing and increasing its value.

## USERS OF SNAPCHAT

At the end of 2019, Snapchat had about 218 million daily active users. The application is mainly used by people aged 13-24. About 61% of Snapchat users are female and 38% are male. The largest numbers of users using application every day:

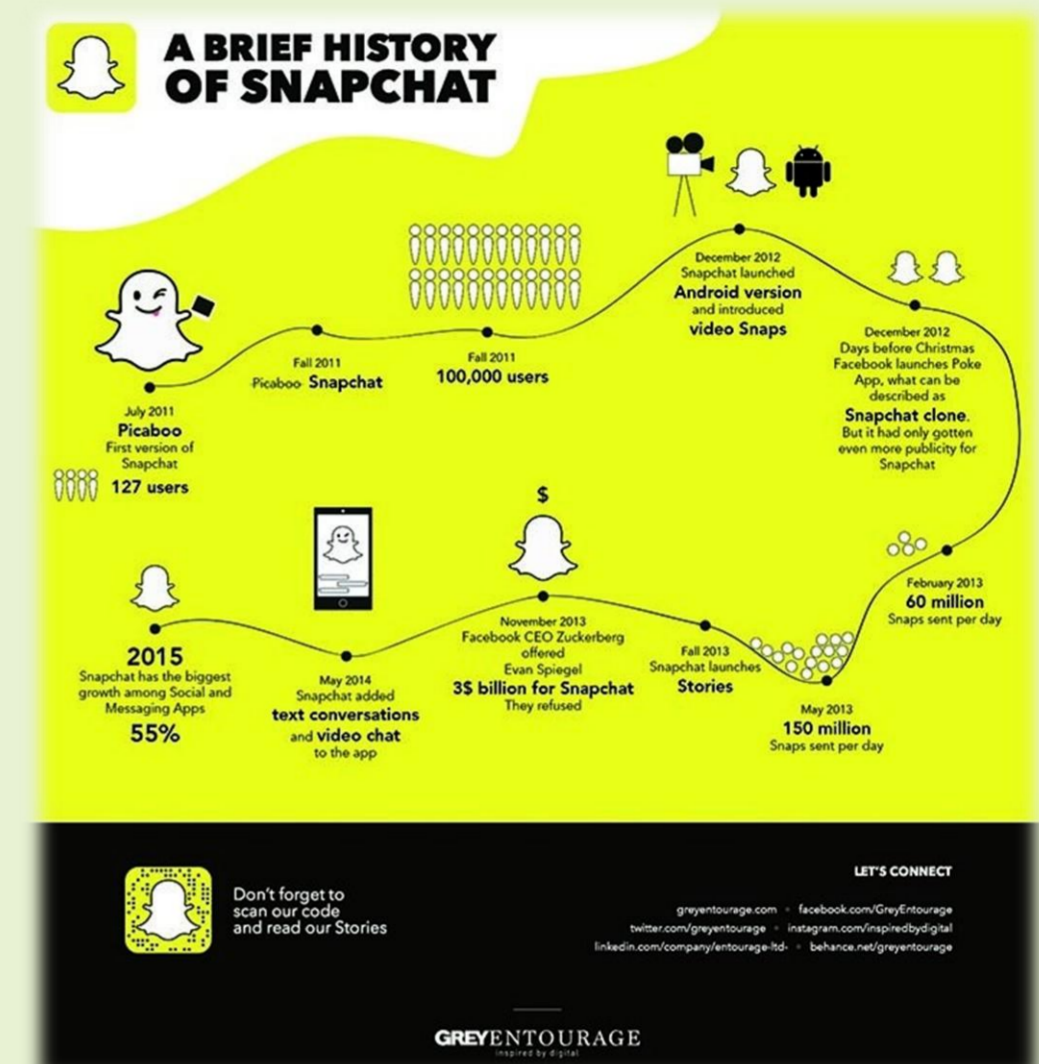
- North America – 86 million
- Europe – 67 million
- Others – 64 million



Source: <http://time.com/504101/snapchat-app-redesign-tips/>

## SUMMARY

Snapchat is an example that the ideas of young students can turn into a large and prosperous company. It is important that the idea is innovative and targeted at a specific group. Snapchat has more and more users, because people want to show part of their life on photos and videos only for a moment. In addition, Snapchat achieves great results despite the fact that is on the market less than 10 years.



Source: <http://o-m.pl/artyku/snapchat-nowa-zabawka-czy-powazne-narzedzie-marketingowe>

## DEVELOPMENT

In March 2016, Snapchat bought Bitstrips. It is a media and technology company which launched a spin-off app known as Bitmoji. That application allows users to create personalized stickers for use in messaging apps. In September, company showed their smartglasses known as Spectacles for the first time. In order not to be associated only with social app they changed their name to Snap Inc.



Source: <http://www.spectacles.com/pl/shop/spectacles-3>

## PROBLEMS

Unfortunately, Snapchat had a huge problems in 2013, when application was hacked by an anonymous group. Personal data of 4.6 million users was leaked. Snapchat apologized for a leakage and promised to repair the breach. Since then, the company hasn't had any major security incident.

## INTERESTING FACTS

- On average users of Snapchat open the app 30 times per day.
- Snapchat stories are created 400 million times per day.
- About 95% of app users claim that Snapchat makes them feel happy.
- Snapchatters spend 49.5 minutes per day on app.
- Every second about 20,000 photos are shared.
- Per minute 2,083,333 Snaps are sent.
- United State, France, India and United Kingdom are countries with the largest number of Snapchat users.

Source: <http://www.omnicoreagency.com/snapchat-statistics/>



Source: <http://seeklogo.com/vector-logo/352305/snapchat>

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