

Facebook

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Products

- World's Largest Social Network

History

- Founded by Mark Zuckerberg in 2004
- Initially an exclusive network for Harvard Student
- Within 4 months added 30 more college networks
- In 2007 approximately 200,000 users signed up daily despite controversies

Money

- Makes its revenue through advertising
- Markets your private information to companies who manipulate their ads to suit your interests
- Takes as much data from Google and Microsoft but considerably lesser than Yahoo

Money Continued...

- Their first investor, founder of PayPal invested \$500K
- Current valuation: \$50 bn

YEAR	REVENUE	GROWTH
2006	\$52 bn	-----
2007	\$150 bn	188%
• 2008	\$280 bn	87%
2009	\$775 bn	177%
2010	\$2000 bn	158%

Target Market

- Initially for only college students
- Today: any individual or business

Competitors

- MySpace
- Friendster
- LinkedIn
- Tagged
- Twitter

Secret Sauce

- Newsfeed Optimization
- Customizable Privacy Settings
- Addictive

Prediction

- Currently has 500 mn users; might grow to 700 mn by the end of 2012