

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED] Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:44:16 PST 2012 (1331318656229)
- subject: null
- body

not losing strategic position in photos is worth a lot of money

- from: Mark Zuckerberg [REDACTED]
- to: Mike Schroepfer [REDACTED], Mark Zuckerberg [REDACTED]
- time: Fri Mar 09 10:45:29 PST 2012 (1331318729568)
- subject:
- body

I generally think we should do this. I think we should be willing to pay even more -- unless we learn something about their business that is weaker than we'd thought.

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:45:59 PST 2012 (1331318759980)
- subject: null
- body

ok - what's next steps?

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:50:08 PST 2012 (1331319008296)
- subject: null
- body

and we should think seriously about what we'd do with it and snap

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:50:29 PST 2012 (1331319029760)
- subject: null
- body

the biggest risk imho is that we either quickly or slowly kill instagram but not investing in i - and open up a window

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED] Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:50:32 PST 2012 (1331319032590)
- subject: null
- body

for a new entrant.

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:50:35 PST 2012 (1331319035077)
- subject: null
- body

Specially:

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:51:12 PST 2012 (1331319072364)
- subject: null
- body

we need to figure out:



- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:51:15 PST 2012 (1331319075467)
- subject: null
- body

1) Do we keep the brand?

- from: Mark Zuckerberg [REDACTED]
- to: Mike Schroepfer [REDACTED], Mark Zuckerberg [REDACTED]
- time: Fri Mar 09 10:51:47 PST 2012 (1331319107242)
- subject:
- body

Yes

- from: Mike Schroepfer [REDACTED]
- to: Mark Zuckerberg [REDACTED], Mike Schroepfer [REDACTED]
- time: Fri Mar 09 10:52:05 PST 2012 (1331319125307)
- subject: null
- body

2) Do we keep the ability to publish to multiple networks (twitter, et. all)

- from: Mark Zuckerberg [REDACTED]
- to: Mike Schroepfer [REDACTED], Mark Zuckerberg [REDACTED]
- time: Fri Mar 09 10:52:20 PST 2012 (1331319140896)
- subject:
- body

I think the real question is whether we still launch Snap.

- from: Mark Zuckerberg ([REDACTED])
- to: Mike Schroepfer([REDACTED]), Mark Zuckerberg([REDACTED]),
- time: Fri Mar 09 10:52:29 PST 2012 (1331319149517)
- subject:
- body

I think yes on (2) as well.

- from: Mark Zuckerberg ([REDACTED])
- to: Mike Schroepfer([REDACTED]), Mark Zuckerberg([REDACTED]),
- time: Fri Mar 09 10:52:37 PST 2012 (1331319157702)
- subject:
- body

I'd just keep it running. Insurance.

- from: Mike Schroepfer ([REDACTED])
- to: Mark Zuckerberg([REDACTED]), Mike Schroepfer([REDACTED])
- time: Fri Mar 09 10:53:29 PST 2012 (1331319209356)
- subject: null
- body

we'd need to release their android version

- from: Mike Schroepfer ([REDACTED])
- to: Mark Zuckerberg([REDACTED]), Mike Schroepfer([REDACTED]),
- time: Fri Mar 09 10:53:37 PST 2012 (1331319217196)
- subject: null
- body

and invest a few more engineers in it



- from: Mark Zuckerberg ([REDACTED])
- to: Mike Schroepfer ([REDACTED]), Mark Zuckerberg ([REDACTED])
- time: Fri Mar 09 10:54:57 PST 2012 (1331319297143)
- subject:
- body

Yeah, we'd do that.

- from: Mark Zuckerberg ([REDACTED])
- to: Mike Schroepfer([REDACTED]), Mark Zuckerberg([REDACTED]),
- time: Fri Mar 09 10:55:14 PST 2012 (1331319314967)
- subject:
- body

By insurance I don't mean starve it. Just let it run relatively independently.