from: Mike Schroepfer

to: Mark Zuckerberg

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
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

to: Mark Zuckerberg, Mike Schroepfer

time: Fri Mar 09 10:45:59 PST 2012 (1331318759980)

subject: null

body

ok - what's next steps?
from: Mike Schroepfer

to: Mark Zuckerberg, Mike Schroepfer

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
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

to: Mark Zuckerberg

time: Fri Mar 09 10:50:32 PST 2012 (1331319032590)

subject: null

body

for a new entrant.
from: Mike Schroepfer

to: Mark Zuckerberg, Mike Schroepfer

time: Fri Mar 09 10:50:35 PST 2012 (1331319035077)

subject: null

body

Specially:
from: Mike Schroepfer

to: Mark Zuckerberg, Mike Schroepfer

time: Fri Mar 09 10:51:12 PST 2012 (1331319072364)

subject: null

body

we need to figure out:
from: Mike Schroepfer, Mike Schroepfer

to: Mark Zuckerberg

time: Fri Mar 09 10:51:15 PST 2012 (1331319075467)

subject: null

body

1) Do we keep the brand?
from: Mark Zuckerberg

to: Mike Schroepfer, Mark Zuckerberg

time: Fri Mar 09 10:51:47 PST 2012 (1331319107242)

subject:

body

Yes
from: Mike Schreepfer

to: Mark Zuckerberg

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

to: Mike Schroepfer, Mark Zuckerberg

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

to: Mike Schroepfer, Mark Zuckerberg

time: Fri Mar 09 10:52:29 PST 2012 (1331319149517)

subject:

body

I think yes on (2) as well.
from: Mark Zuckerberg (chnitts@fb.com),
to: Mike Schroepfer (mike@fb.com),
time: Fri Mar 09 10:52:37 PST 2012 (1331319157702)
subject:
body

I'd just keep it running. Insurance.
we'd need to release their android version
from: Mike Schroepfer

to: Mark Zuckerberg, Mike Schroepfer

time: Fri Mar 09 10:53:37 PST 2012 (1331319217196)

subject: null

body

and invest a few more engineers in it
from: Mark Zuckerberg

to: Mike Schroepfer, Mark Zuckerberg

time: Fri Mar 09 10:54:57 PST 2012 (1331319297143)

subject:

body

Yeah, we'd do that.
By insurance I don't mean starve it. Just let it run relatively independently.