

As we build new businesses, what
lessons can we learn from
building Skype ?

Skype solved a problem
that lots of people run into
everyday

The whole world can talk for free.



3,318,855 downloads and counting...

Skype™ is P2P telephony that just works

- ✓ Make free phone calls - all over the world!
- ✓ Better sound quality than your regular phone
- ✓ Works through all firewalls, no configuration



[Download now \(it's free\)](#)

That was the result.

If it's going to be free, it has to be free.

Otherwise, you won't be able to afford
success

What Skype people did

Challenge the current way of doing things at every step.

While

Making it easy to use

Hiding the technology

Keeping costs as low as possible

Infinitely scalable with no point of weakness

To transform an industry, you
need to understand the industry

TELE2. Ring langt billigere

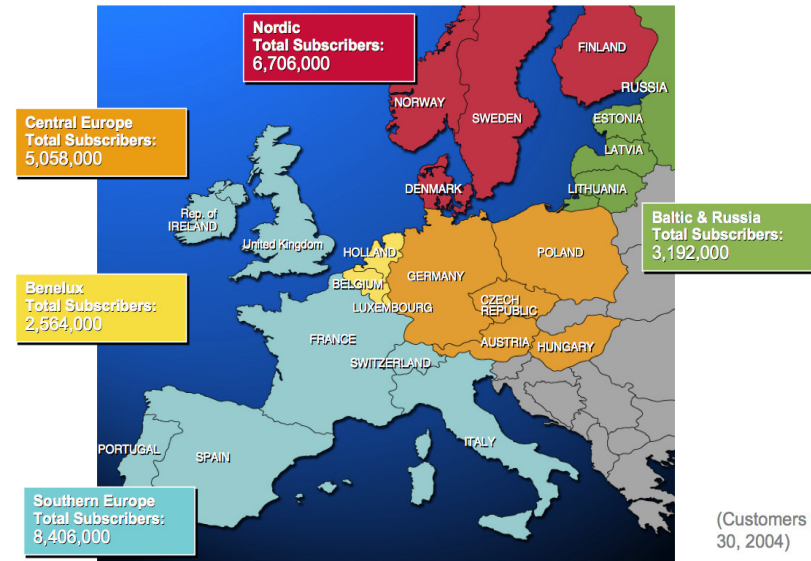
On November 5, 1997 Tele2 announced the launch of an Internet telephony service, the first to be commercially tested in Sweden. Tele2 plans to offer one thousand customers the facility of making calls from Sweden to the United States of America. The price of an Internet call during the test period will be substantially lower than the price of an ordinary fixed line telephone call.

Our mission

**“TO PROVIDE
PRICE LEADING
AND EASY-TO-USE
TELECOM SERVICES”**

25.9 million customers

TELE2



Internet 1996



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Type in words describing what you're looking for, then click Find.

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Egenskaber for Min post [?] [X]

Generelt | **Servere** | Forbindelse | Sikkerhed | Avanceret

Serveroplysninger

Serveren til indgående post er en **POP3** server.

Indgående post (POP)

Udgående post (SMTP)

Server til indgående post

Kontonavn:

Adgangskode:

Log på med g...


Server til udgående post

Min server kræ...

Egenskaber for Min post [?] [X]

Generelt | **Servere** | Forbindelse | Sikkerhed | Avanceret

E-mail-konto

 Skriv det navn, du vil bruge til at henvise til denne server, f.eks. Arbejde eller Microsoft-nyhedsserver.

Min post

Brugeroplysninger


Navn:

Organisation:

E-mail-adresse:

Svaradresse:

Medtag denne konto ved modtagelse af post eller synkronisering



TOTAL INTERNET ACCESS SOLUTIONS
ZyXEL

AT&FB40&C1&D2 eller ATB40&C1&D2

forklaring:
For alle ZyXEL ISDN adaptore følgende:

ISDN PPP protokol (det er den protokol Get2Net anvender)	AT B40
ISDN v.120 protokol	AT B20
ISDN v.110 protokol	AT B10
>ISDN v.75 protokol	AT B00

OBS: Med **Elite 2864** skal der dog tilføjes **B02** (0 som Ole) da modemmet ellers ringer analogt.
AT&F skal bruges med omhøvede de fleste ISDN adaptore har numre knyttet til sin(e) A/B adapter(e) og hvis modemmet får **AT&F** vil dette blive slettet!

Bundling med ZyXel:

813 JA50 KAS25 JS32 KSS25



mest Internet for pengene

The founding team of Skype combined the knowledge of building the largest P2P network in the world, building telephony systems and the benefits of an easy user experience

Keep it simple

Customers will flock to an obvious benefit that is easy to understand and easy to use

From a team with an attitude, focus and a rallying call

Skype was International from the start

"The regulation issues are a challenge (for the FCC). What extent could you apply regulation to a Luxembourg company with free software?"



Michael Jackson - Tasuliste toodete direktor

Skype Name: [langdyss_21](#)



Niisiis, miks ma Skype'is töötan.

Ausalt öelda peamiselt seepärast, et selle üle on paljudel hea meel. Kunagi töötasin sell
suurendas klientide telefoniarveid nii, et võimalikult vähesed seda tähele paneksid. Teat
ärikooldes äratatakse. Aga nüüd on sellase lõpp - praegu olen see, kes telefoniarveid

**Skype: «Avec
responsables**

**ques pourront contrôler les
cations»**

min, publié le 17 novembre 2006
; voip, stratégie, interview, millions monde, échappent, log
professionnels

**business - Confronté aux craintes des directeurs
omatiques en matière de sécurité, le service de v
r IP peine à séduire les entreprises. Skype propose
sormais des outils d'administration, comme l'expli
son directeur des opérations.**



nt, Skype fait l'objet de nombreuses critiques de la part
é. «Skype est un canal caché, une porte ouverte aux fuit
n'est pas possible de lui d'appliquer la politique de sécuri
de l'entreprise», nous confie en juin dernier le consultant Hervé Schauer.
«C'est un gros spyware qui permet à Skype d'exécuter ce qu'il veut sur le PC
l'insu de l'utilisateur et de l'entreprise.»



4000+ Developers!



400+ Hardware devices!



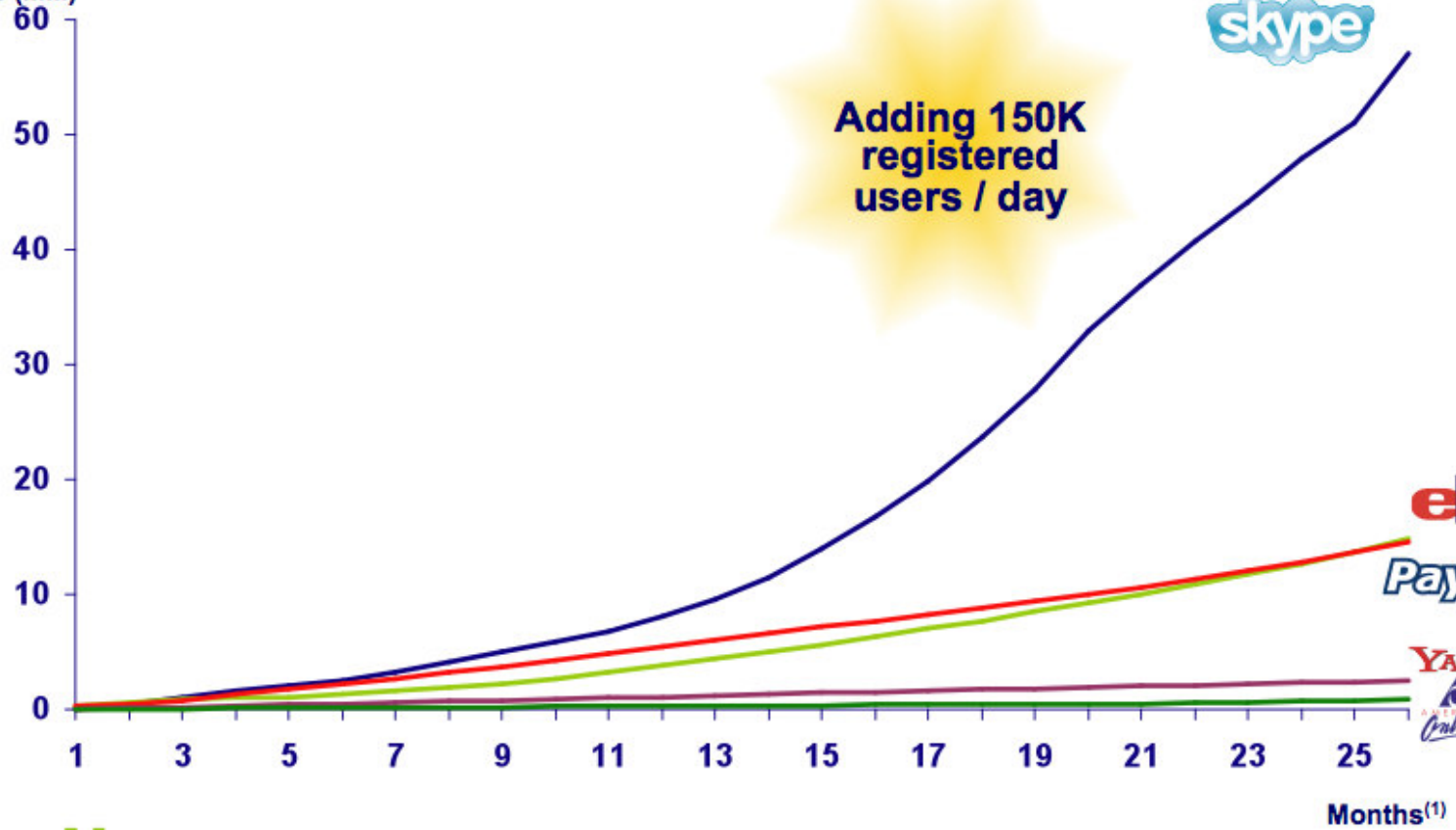
350+ Skype-enabled Applications!



Partnerships with world-class companies!

But, above all Skype is a network effects business.

Number of Users (MM)



Adding 150K registered users / day

skype

eBay

PayPal

YAHOO!

AOL
Online

Months⁽¹⁾

Other network effects businesses

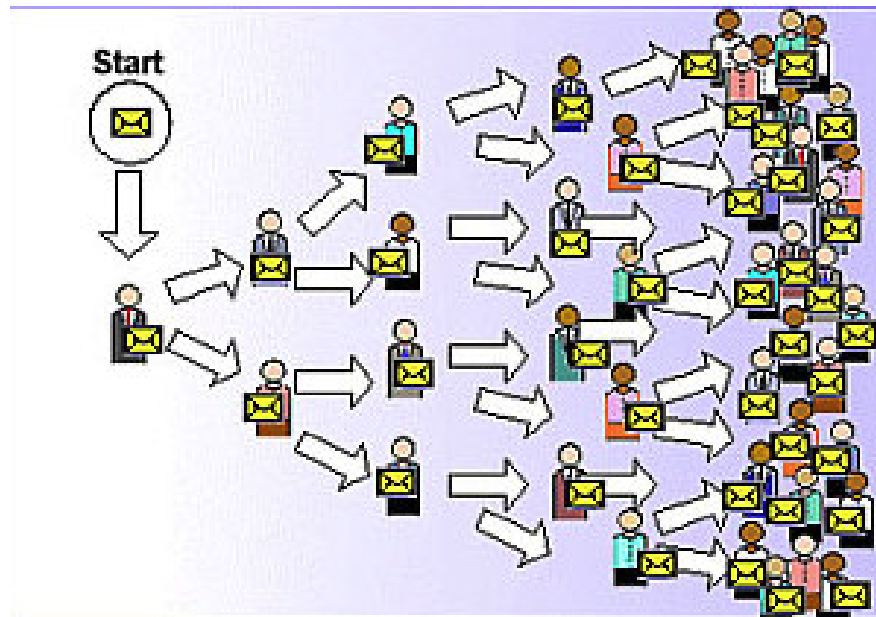
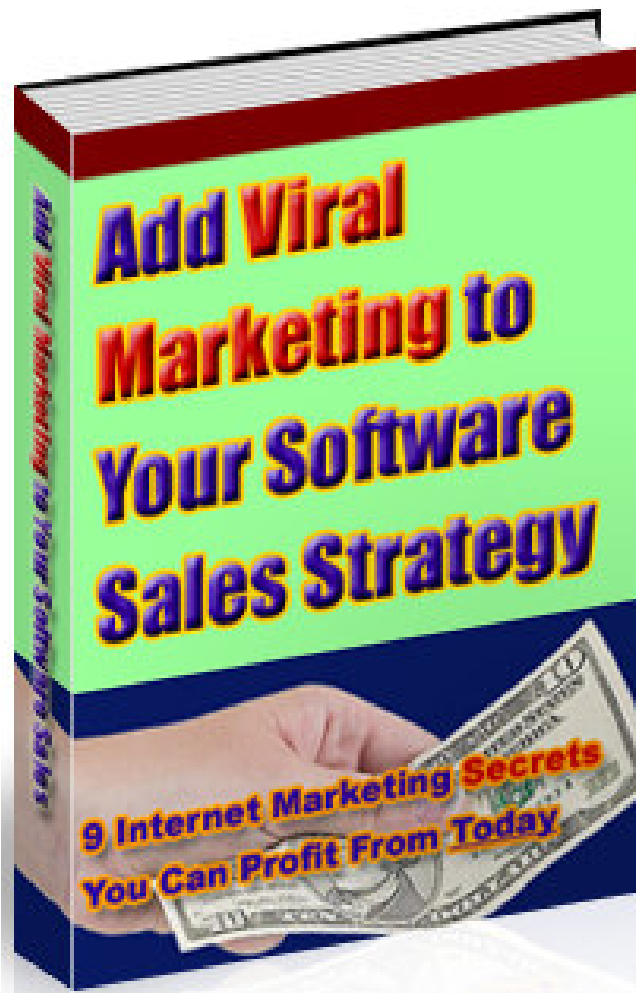
The screenshot shows the homepage of Dating.dk. At the top, there is a navigation bar with 'Start' and 'Post' buttons. Below this, a large banner features a woman's face and the text 'Velkommen til Da' and 'Bliv medlem gratis'. To the left, there is a login section with fields for 'Eksisterende bruger Brugernavn' and 'Adgangskode', and a 'Log ind' button. Below the login section, there are statistics: 'Profiler på Dating.dk 528.461' and 'Online profiler lige nu 1.864'. At the bottom, there are three profile cards for 'let_me_see' (20 år), 'Uniq Mand' (56 år), and 'BOLSCH6' (39 år).



The screenshot shows the dba.dk website interface. At the top, there is a navigation bar with 'dba.dk' and 'Indryk annonce'. Below this, there is a banner for 'Gratis pokerturning 10.000 kroner i præmier Hver aften 21.10'. The main content area shows a product listing for 'Lænestole efter eget design'. The listing includes a title, a description, a price, and a 'Køb nu' button. The product is a lounge chair with a red leather finish.



Virality



Virality is when I get a benefit
when you use the service

If the benefit is strong, I will be
your salesman

Community

Welcome back; your last visit was: 55 minutes ago

English

Forum	Topics	Replies
Platforms, community support Different platforms that you can use Skype on. Skype-to-Skype unofficial community support. Subforums: Skype for Windows, Skype for Mac OS X, Skype for Linux, Skype for Windows Mobile, Skype on mobile phones (not Windows Mobile)	32,455	129,897
Features Subforums: Calls, Skype Video, Chats, SkypeOut, SkypeIn (BETA), Skype Voicemail, Skype SMS (BETA), Skypecasts Beta, SkypeFish, SkypeFind, Skype Prime beta, Other features	10,190	42,085
General discussion Subforums: Skype General Discussion, Skype Suggestions, Skype for Business, Connectivity, network setups, Using these forums Forum Led by: Community Moderator, Staff Moderator		

“Ripplex”で Skype・Twitter がもっと楽しく！

詳しくはこちらをクリック！

Skype Journal

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So, where is the next Skype ?

It is somewhere close to

So, where is the next Skype ?

It is somewhere close to

A product that solves an everyday problem

So, where is the next Skype ?

It is somewhere close to

A product that solves an everyday problem
within its target group

From a team that knows what it wants and
what it doesn't

So, where is the next Skype ?

It is somewhere close to

A product that solves an everyday problem

From a team that knows what it wants and
what it doesn't

That is obsessive about the task

So, where is the next Skype ?

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With a naïve belief in global domination

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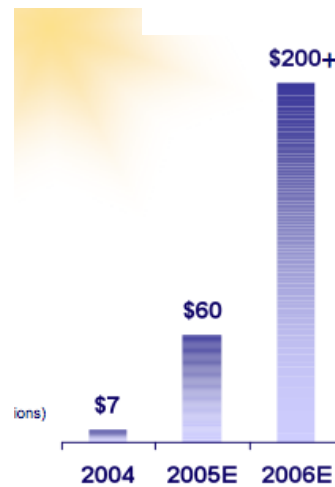
**That, above all, creates a network effects
business with inbuilt virality**

Skype 2008

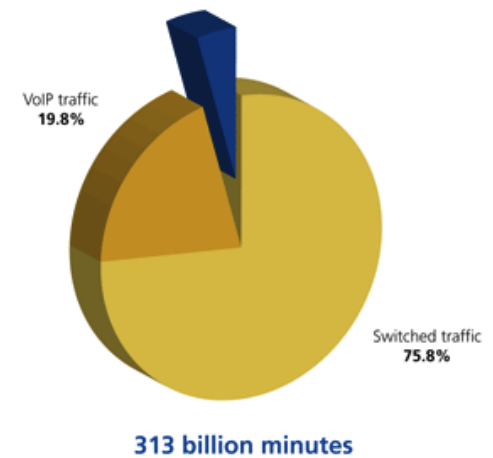


“To ‘Skype’ is to call someone over your computer”

USAToday (17 December 2004)



Le Point



If you know about a project like this, please give me a call

