

# Building the Skype brand

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# Hello!

Blahblah about me.

What's this  
"Skype" thing?



An application you  
use to talk through  
the internet.





An application you  
use to talk through  
the internet.

For free. Forever.



# A small, big company.

160 people in 15 countries.



# The people of Skype

Assistant Vice President, Business Development  
Business Development, Wifi Alliance Manager,  
Greater China Product Manager, Embedded  
Systems & Linux Desktop Usability Manager  
Interaction designer Localization Manager  
Partner Integration Manager CEO  
Security Ops Carrier Ops Customer Support  
Data miner Community Manager QA Manager  
Developer (backend) User Interface Developer,  
Windows Library Developer Web Developer  
Financial Controller Head of Recruitment  
Marketing PR Legal Counsel





Why make Skype?





# No more paying for talking

What if people could transfer their words - like a phone without the phone.

And without the phonebill.



skype™

# Where are we now?

3 million people online as we speak.

45 million registered users.

10 billion minutes served.



From 0 to  
45 million without  
paying to get users.





*“We’re the users, so we dictate how in the end this program is gonna go. Skype is as much our product as it is theirs. We don’t develop it, but we’re the userbase. We’re the customer.”*

– davidthemarine



The brand is the  
product is the brand.



Do simple things  
really well.





Release all the time.



# Evolve



Open up





# Viral features



# Stuff we like

Free.

Share.

Whole  
world.

Calls.

Baboon.



# Stuff we don't like

Telephony.

Peer-to-peer.

VoIP.

Bill.

supercalifragalisticexpialadocious.





# Questions.

(btw, we're hiring...  
[skype.com/jobs](https://skype.com/jobs))

Skype Me: 'maltthe'

