Due March 3, 2016 at the start of class

This is a bonus project, with a total of 3 possible points.

Write a 1 page essay (1-inch margin, 12 points font, single spaced), detailing why you think Instagram has succeeded as a company. Please state at least 2 reasons each, from both technology and business standpoint.

Please use your own words to describe these reasons.

You could potentially earn at most 3 points (of 100 points) towards your final grade. Points are awarded based on the quality of YOUR writing.

Hint: online research and some creative thinking of your own will help, for example, check out:


Be creative. And Good Luck!