

# Tim Draper discusses funding Hotmail and Skype, and how it changed the world.

<https://silosolo.com/226555>

## Summary

The investment strategy focuses on the potential success of a company rather than how it could fail. This led to funding companies with no business model or revenue, such as Hotmail. The viral marketing strategy of adding a footer to every email account helped spread the product to millions of users. Hotmail and Skype had a significant impact on the world by providing free communication for everyone.

## Silo sample questions

- What is the investment strategy?
- Why did they fund companies with no business model or revenue?
- What was the viral marketing strategy used?
- What impact did Hotmail and Skype have?

## Topics

Investment strategy

Funding companies with no business model or revenue

The success of Hotmail and Skype

Inventing viral marketing

## Key Takeaways

- The investment strategy is based on the question 'what if it works?' instead of focusing on how a company could fail
- The decision to fund a company with no business model or revenue was based on the potential impact and importance of the idea
- The viral marketing strategy of adding a footer to every email account helped spread the product to millions of users
- The success of Hotmail and Skype in providing free communication had a significant impact on the world

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