



The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With **the objective for you to start thinking about the next new business model of Sigma.**

Let's think **beyond imagination.**

How do you turn communication + gaming into a 7 billion dollar company?



Business Model: Premium subscription packaging



Jason Citron
Founder & CEO



Stanislav Vishnevskiy
Founder and CTO

www.discord.com

Launched: 2015

Headquarters: San Francisco

Funding: \$479.3 million

Valuation: \$7 billion

Discord was started to solve a big problem: how to communicate with friends around the world while playing games online. Since childhood, founders Jason Citron and Stan Vishnevskiy both shared a love of video games, cherishing the friendships and connections that formed while playing them. At the time, all the tools built for this job were slow, unreliable, and complex. Jason and Stan knew they could make a better service that encouraged talking, helped form memories, and recreated the feeling of togetherness all found through gaming.

Discord allows public and private groups to gather and chat by text, audio and video via their social platform. The San Francisco-based company claims about 150 million active users per month. That's approaching the size of Twitter's 199 million daily active users. Discord makes money by selling subscriptions to a premium service that lets you customize your profile and upload high-resolution images and videos



Find out more by scanning the QR code

