

Penguin



Readers

HOW TO TURN DOWN A BILLION DOLLARS

The Snapchat Story



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CHAPTER ONE

The “million-dollar idea”

Evan Spiegel **was born** on June 4th 1990, in Los Angeles, California.

Evan’s parents were **lawyers**. His family lived in Pacific Palisades, a rich part of California. In the summer holidays, they helped to build houses for poor people in Mexico.



Evan Spiegel

At school, Evan loved computers, and he built his first computer at the age of eleven. He also loved writing, and he wrote for the school **newspaper**. **Companies advertised** in the newspaper because Evan talked nicely to them. They liked him.

In 2007, Evan was at **high school**. His parents were not together. Evan lived with his father in a

very big and expensive house, and he had lots of parties there. Evan asked the drinks company Red Bull for a job. They did not pay him, but they did pay for his parties!



Red Bull advertised their drinks at Evan's parties.

In 2008, Evan started studying at Stanford **University**. He learned to **design** things for computers, and he lived in a room at the university. A student lived in the room opposite him. The student's name was Reggie Brown.



Stanford University

Reggie Brown was born on January 17th 1990, in South Carolina, in the south of the United States of America. He studied English at Stanford University.

Reggie liked parties, too, and he and Evan were good friends. They **joined** an important **club** together. The name of the club was Kappa Sigma. Bobby Murphy also joined the club.

Bobby Murphy was born in California, on July 19th 1988. His mother came from the Philippines.

Bobby studied mathematics and computers at Stanford University. He was very different from Evan Spiegel and Reggie Brown. He was older and quieter, and he did not go to many parties.



Bobby Murphy

Bobby could write computer **code**, and he made a **website** with Evan.



Computer code

This website could help high school students learn about universities. Evan asked students from the Kappa Sigma club for help with their website. People helped Evan because they liked him. But they did not like the website, because there was nothing really new about it.

In 2011, Evan went to South Africa, and Reggie went to study in Oxford. They came back to Stanford University, but things did not go well for them. They had to leave the Kappa Sigma club because of their loud parties. Then Evan's girlfriend left him, and Reggie did not do well at university.

But, one day, Reggie had an **idea** for a **social-media site**. He thought, “I'd like to send **disappearing** photos!”

He ran to Evan's room because he wanted to tell Evan about his idea. Evan listened and said, “That's a **million-dollar** idea!”