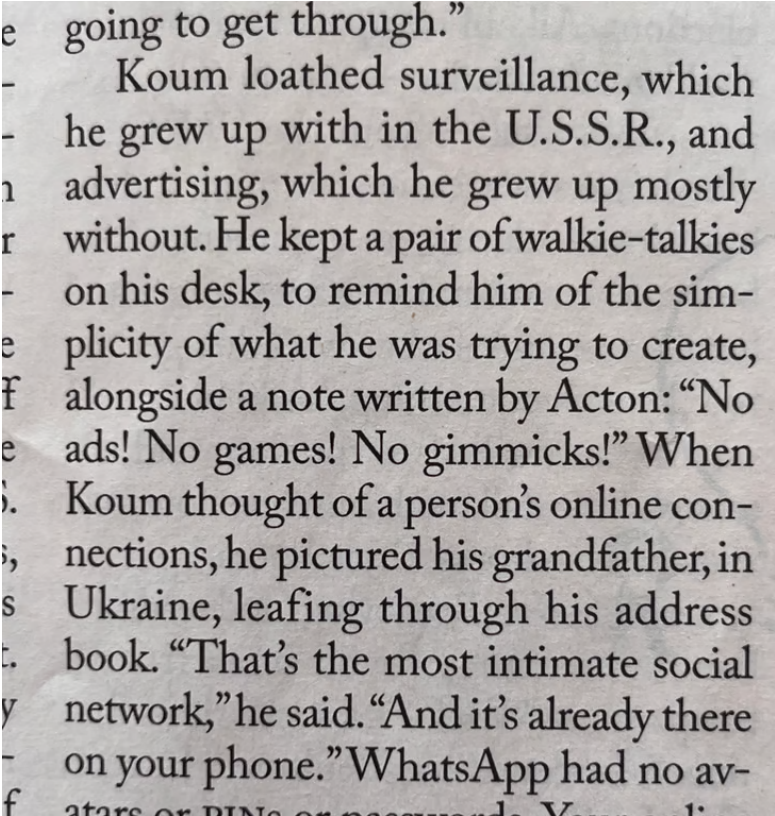


going to get through."

Koum loathed surveillance, which - he grew up with in the U.S.S.R., and advertising, which he grew up mostly without. He kept a pair of walkie-talkies on his desk, to remind him of the simplicity of what he was trying to create, alongside a note written by Acton: "No ads! No games! No gimmicks!" When Koum thought of a person's online connections, he pictured his grandfather, in Ukraine, leafing through his address . book. "That's the most intimate social network,"he said. "And it's already there on your phone."



Date: 2026-02-17  
Words: 93  
Time to read: 1 min

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