

THE EVOLUTION OF

OCTOBER 2022

Elon Musk buys Twitter and takes it private.

Musk disbands the company's board of directors and appoints himself as CEO.



Musk fires several top executives, including CEO Parag Agrawal and CFO Ned Segal.

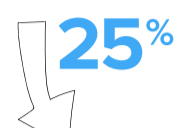
NOVEMBER 2022

Musk announces plans to relax Twitter's content moderation policies.

Musk says he wants to make Twitter more transparent and accountable to its users.

DECEMBER 2022

Musk begins to lay off Twitter employees, with the goal of reducing the company's workforce by 25%.



Musk says he wants to make Twitter more profitable by increasing advertising revenue and developing new monetization streams.

Musk announces plans to introduce a new subscription service called Twitter Blue, which will offer users exclusive features and benefits.

JANUARY 2023

Musk launches Twitter Blue, which offers users features such as ad-free browsing, undo tweet and the ability to customize the Twitter app.

Musk says he wants to make Twitter more accessible to people around the world by translating tweets into multiple languages.



Musk announces plans to introduce a new feature called Twitter Verified, which will allow users to verify their identity on the platform.

FEBRUARY 2023

Musk announces plans to open-source Twitter's algorithm, which will allow users to see how their tweets are ranked and promoted.

Musk announces plans to introduce a new feature called Twitter Spaces, which will allow users to host live audio conversations on the platform.



Musk says he wants to make Twitter more secure by implementing new security features and combating spam and bots.

MARCH 2023

Musk announces plans to introduce a new feature called Twitter Notes, which will allow users to write long-form content on the platform.

Musk launches Twitter Spaces, which allows users to host live audio conversations on the platform.

Musk says he wants to make Twitter more user-friendly by making it easier to find and follow the accounts that users are interested in.

APRIL 2023

Musk launches Twitter Notes, which allows users to write long-form content on the platform.

Musk says he wants to make Twitter more engaging by making it easier for users to discover new content and connect with other users.

Musk announces plans to introduce a new feature called Twitter Communities, which will allow users to create and join groups of people who share their interests.

MAY 2023

Musk launches Twitter Communities, which allows users to create and join groups of people who share their interests.



Musk says he wants to make Twitter more of a one-stop shop for users by offering them a variety of features and services.

Musk announces plans to introduce a new feature called Twitter Payments, which will allow users to send and receive money on the platform.

JUNE 2023

Musk says he wants to make X the "everything app" by offering users a wide range of features and services, including social networking, messaging, payments and shopping.



Musk announces plans to rebrand Twitter as X.

Musk says he wants to make X more accessible to people around the world by developing new features and services that are tailored to the needs of different cultures and markets.

JULY 2023

Musk rebrands Twitter as X.

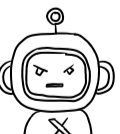
Musk says he is working on developing new features and services for X, including a marketplace where users can buy and sell goods and services.

Musk launches X Payments, which allows users to send and receive money on the platform.

AUGUST 2023

Musk says he wants to make X more profitable by increasing advertising revenue and developing new monetization streams.

Musk says he is moving X to a small monthly payment for all users to deal with bots.



Musk announces plans to introduce a new feature called X Pro, which will offer users access to exclusive features and benefits.

Musk says he is working on making X more secure and reliable.

SEPTEMBER 2023

Musk announces that X is now available in over 100 languages.

Musk says in a live-streamed conversation with Israeli Prime Minister Benjamin Netanyahu that X is "moving to a small monthly payment" for all users to deal with bots.



Musk says that X is on track to reach profitability by the end of the year.