Twitter Thread by Brandon Zhang



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CEOs interviewing other CEOs, Public Dating Shows, @sriramk + @aarthir becoming the next great show hosts.

I cannot read 2 tweets without seeing something on Clubhouse. A new room, a thread on Elon, a bull case on their $1B eval.

Let’s take a look at the rise of Clubhouse.

Clubhouse is a live-voice chat app.

People can join different rooms, where predetermined topics are set by hosts who help moderate the discussion.

With quarantine, it gave people the space to shoot the shit and listen to high-quality conversations.

Clubhouse was founded by @pdavison and @rohanseth .

Davison’s past projects show a bias towards products based on spontaneity:

Highlight: People-meeting location app
Shorts: Reveal your whole camera roll (Acq. Pinterest 2016)
Talkshow: Instant radio call-in shows

2 weeks ago, Elon made waves by appearing on the app. With hundreds of Clubhouse rooms created beforehand to pregame the conversation like a UFC fight.

However, Clubhouse has already attracted stars to the platform, with Drake, Oprah, and Virgil Abloh all making appearances.

However, star power alone cannot be the sole explainer for Clubhouse's rise.

What are some of the other factors that have played a role in their growth?

Point 1: Clubhouse plays on the stigma we have developed against phoning our friends without a purpose.

People miss the spontaneity & serendipity that physical encounters lead to.

Many discoveries in life are made from joining a conversation or bumping into someone at a cafe.

Point 2: Clubhouse captures the joys of conversation

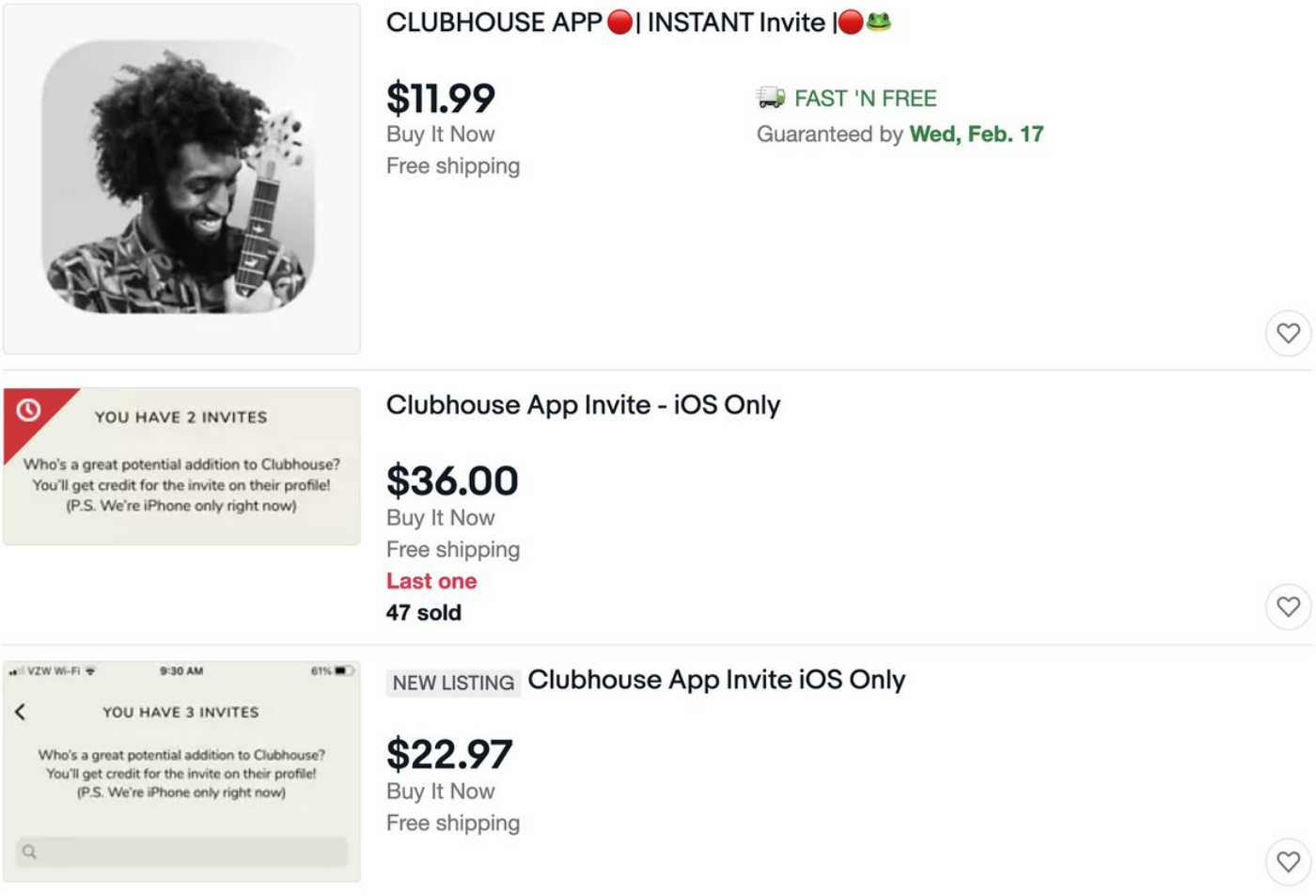
Conversations are where people can hype up one another's ideas + opps, and riff on life.

However, the right environment has to be present. Giving people ease of moving between rooms maximizes conversational energy.

Point 3: Clubhouse is currently invite-only.

The power of this FOMO driven marketing was illustrated after CH invitations were listed on ebay for over $40 each after guests such as Elon Musk and Steve Ballmer joined the platform.

Everyone wants to be part of the in-club.



Point 4: The majority of discussions on Clubhouse seem to be a mix of timely and edgy.

They don't require you to be there the whole time and welcomes the spontaneity of different questions from guests.

The invite-only format has generally curated people that participate.

Point 5: You get notified of different discussions by following different people.

Every time they join or host a discussion, you get a notification on your phone.

In each new room, you find yourself following different people. Growth within the platform is viral.

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https://t.co/ee7EtlrUPG

Let me know any topics you would want me to look at next!

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> — Brandon Zhang (@brandonthezhang) February 12, 2021