



# Pinterest

*di Paolo Franzese*

Fonte: <http://en.wikipedia.org/wiki/Pinterest>

Work on Pinterest began in December 2009 and the site achieved [closed beta](#) status in March 2010. The site proceeded to operate in invitation-only [open beta](#). Later, the site made registration possible after an email request. On August 16, 2011, [Time magazine](#) published Pinterest in its “50 Best Websites of 2011” column.<sup>[5]</sup>

Cold Brew Labs is the corporate name for the company that owns Pinterest.

The Pinterest app for [iPhone](#) was last updated in August 2011.<sup>[6]</sup> The company also has a mobile website.

In October 2011, the company secured \$27 million in funding from [Andreessen Horowitz](#), which valued the company at [USD](#) \$200 million.<sup>[7]</sup> Earlier in the year, it had been valued through venture financing at only \$40 million.<sup>[8]</sup>

In December 2011, the site entered the top 10 [social networks](#) according to [Hitwise](#) data with 11 million total visits per week.<sup>[9]</sup>

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Da un articolo scritto da Paolo Franzese il 5 Luglio 2012