



Musk Warns Twitter May Lose Billions Next Year

Description

USA: Elon Musk told Twitter employees on Thursday the company may have a “net negative cash flow of several billion dollars” next year, adding that “bankruptcy is not out of the question” if the company can’t “bring in more cash than we spend.”

“We can’t scale to a billion users and take massive losses along the way, that’s not feasible,” Musk said, speaking at an all-hands meeting for Twitter’s product team. But “if you have a compelling product, people will buy it. That has been my experience at SpaceX and Tesla,” he said, adding that making Twitter more compelling involves adding video content and making Twitter more of a home for content creators by improving how they’re compensated.

Category

1. Economy-Business-Fin/Invest
2. Main

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