



Now That Twitter Belongs To Elon, Here Is What He Will Do To The Platform In His Own Words

Description

Now that the dramatic, if pointless and expensive, interlude of Musk trying to sabotage his own (extremely overpriced) purchase of Twitter is finally over with Musk conceding to buy the social network at the original proposed price of \$54.20.

So what's next? Will Musk keep Twitter as is, or will he burn it down, fire all its employees, and rebuild it from the ground up? Conveniently, Musk's Twitter-linked text messages, publicly released as part of the Twitter lawsuit legal disclosure, provide enough information for what Musk really wants in terms of a final product.

Buying Twitter is an accelerant to creating X, the everything app

— Elon Musk (@elonmusk) [October 4, 2022](#)

First, as stated in the following exchange with Valor CEO Antonio Gracias, Musk believes in free speech. So much so that he finds Russia Today “quite entertaining” with “lots of bullshit but some good points too.”

2022-03-05 02:06:44 (CST)	Wow...I saw your tweet re free speech. Wtf is going on Elon...	Antonio Gracias	(antonio gracias)
2022-03-05 02:07:43 (CST)	EU passed a law banning Russia Today and several other Russian news sources. We have been told to block their IP address.	Self	Antonio Gracias
2022-03-05 02:08:02 (CST)	Actually, I find their news quite entertaining	Self	Antonio Gracias
2022-03-05 02:08:35 (CST)	Lot of bullshit, but some good points too	Self	Antonio Gracias
2022-03-05 02:08:50 (CST)	This is fucking nuts...you are totally right. I 100% agree with you.	Antonio Gracias	Antonio Gracias
2022-03-05 02:09:39 (CST)	We should allow it precisely bc we hate it...that is the ping of the American constitution.	Antonio Gracias	Antonio Gracias
2022-03-05 02:09:47 (CST)	Exactly	Self	Antonio Gracias
2022-03-05 02:10:02 (CST)	Free speech matters most when it's someone you hate spouting what you think is bullshit. I am 100% with you Elon. To the fucking mattresses no matter whatthis is a principle we need to fucking defend with our lives or we are lost to the darkness.	Self	Antonio Gracias
2022-03-05 02:11:30 (CST)		Antonio Gracias	

Musk expressed similar sentiment in the following exchange with ex-wife [Talulah Jane \(TJ\) Riley](#), who was dismayed at the Babylon Bee's suspension and who proposed to “buy Twitter and make it

radically free speech"... or "delete it."

2022-03-24 12:39:20 (CDT)	Can you buy Twitter and then delete it, please? x	TJ		TJ
2022-03-24 12:40:30 (CDT)	America is going INSANE.	TJ		TJ
2022-03-24 12:43:38 (CDT)	The Babylon Bee got suspension is crazy. Ralayah and I were talking about it today. It was a fucking joke. Why has everyone become so puritanical?	TJ		TJ
2022-03-24 12:45:02 (CDT)	Or can you buy Twitter and make it radically free-speech?	TJ		TJ
2022-03-24 12:45:29 (CDT)	So much stupidity comes from Twitter x	TJ		TJ
2022-03-24 12:57:14 (CDT)	Maybe buy it and change it to properly support free speech x	Self		TJ
2022-03-24 12:52:21 (CDT)	Liked "Or can you buy Twitter and make it radically free-speech? "	Self		TJ

Musk then speaks to VC entrepreneur Jon Lonsdale, where they discuss Musk's desire to make Twitter an open source algo because it's important to "reign in big tech" and "our public square needs to not have arbitrary sketch censorship." Musk's response: **"what we have right now is hidden corruption!"**

2022-03-24 12:57:06 (CDT)	I love your "Twitter algorithm should be open source" tweet - i'm actually speaking to over 100 members of congress tomorrow at the GOP policy retreat and this is one of the ideas i'm pushing for reigning in crazy big tech. Now I can cite you so i'll sound less crazy myself :). Our public squares need to not have arbitrary sketchy censorship.	Joe Lonsdale		Joe Lonsdale
2022-03-24 13:01:50 (CDT)	I honestly think social media is the scourge of modern life, and the worst of all is Twitter, because it's also a news stream as well as a social platform, and so has more real-world standing than Tik Tok etc. But it's very easy to exploit and is being used by radicals for social engineering on a massive scale. And this shit is infecting the world. Please do do something to fight woke-ism. I will do anything to help! x	TJ		TJ
2022-03-24 13:12:11 (CDT)	Liked "I love your "Twitter algorithm should be open source" tweet - i'm actually speaking to over 100 members of congress tomorrow at the GOP policy retreat and this is one of the ideas i'm pushing for reigning in crazy big tech. Now I can cite you so i'll sound less crazy myself :). Our public squares need to not have arbitrary sketchy censorship."	Self		Joe Lonsdale
2022-03-24 13:12:15 (CDT)	Absolutely	Self		Joe Lonsdale
2022-03-24 13:12:31 (CDT)	What we have right now is hidden corruption!	Self		Joe Lonsdale
2022-03-24 13:12:37 (CDT)	Loved "What we have right now is hidden corruption!"	Joe Lonsdale		Joe Lonsdale

As an aside, a few weeks later, after it emerged that Musk had purchased a sizable stake in Twitter, Jon Lonsdale made an interesting observation: "I bet you the board doesn't even get full reporting or see any report of the censorship decisions and little cabals going on there but they should – **the lefties on the board likely want plausible deniability!"**

2022-04-04 07:55:33 (CDT)	Excited to see the stake in Twitter - awesome. "Back door man" they are saying haha. Hope you're able to influence it. I bet you the board doesn't even get full reporting or see any report of the censorship decisions and little cabals going on there but they should - the lefties on the board likely want plausible deniability !	Joe Lonsdale		Joe Lonsdale
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Things get more interesting in this exchange with Twitter founder Jack Dorsey, in which Jack echoed not only that Twitter must be an "open source protocol" but that it "can't have an advertising model. Otherwise you have surface area that governments and advertisers will try to influence and control. If it has a centralized entity behind it, it will be attacked." Jack's conclusion: "this isn't complicated work, it just has to be done right so it's resilient to what has happened to twitter." After a lengthy back and forth, Musk tells Jack that "it's worth both trying to move Twitter in a better direction and doing something new that's decentralized."

2022-03-26 18:12:00 (CDT)	Yes, a new platform is needed. It can't be a company. This is why I left.	jack jack	jack jack
2022-03-26 18:12:02 (CDT)	https://twitter.com/elonmusk/status/1507777918042571257?s=20&src=3hOnQJG5ncB6ZuorSIWg	jack jack	jack jack
2022-03-26 20:13:30 (CDT)	Ok	Self	jack jack
2022-03-26 20:13:46 (CDT)	What should it look like?	Self	jack jack
2022-03-26 20:52:31 (CDT)	I believe it must be an open source protocol, funded by a foundation of sorts that doesn't own the protocol, only advances it. A bit like what Signal has done. It can't have an advertising model. Otherwise you have surface area that governments and advertisers will try to influence and control. If it has a centralized entity behind it, it will be attacked. This isn't complicated work, it just has to be done right so it's resilient to what has happened to twitter.	jack jack	jack jack
2022-03-26 20:58:04 (CDT)	Super interesting idea	Self	jack jack
2022-03-26 21:00:35 (CDT)	I'm off the twitter board mid May and then completely out of company. I intend to do this work and fix our mistakes. Twitter started as a protocol. It should have never been a company. That was the original sin.	jack jack	jack jack
2022-03-26 21:01:24 (CDT)	I'd like to help if I am able to	Self	jack jack
2022-03-26 21:03:23 (CDT)	I wanted to talk with you about it after I was all clear, because you care so much, get it's importance, and could def help in immeasurable ways. Back when we had the activist come in, I tried my hardest to get you on our board, and our board said no. That's about the time I decided I needed to work to leave, as hard as it was for me.	jack jack	jack jack
2022-03-26 21:20:42 (CDT)	Loved "I wanted to talk with you about it after I was all clear, because you care so much, get it's importance, and could def help in immeasurable ways. Back when we had the activist come in, I tried my hardest to get you on our board, and our board said no. That's about the time I decided I needed to work to leave, as hard as it was for me."	Self	jack jack
2022-03-26 21:34:59 (CDT)	Do you have a moment to talk?	Self	jack jack
2022-03-26 21:38:50 (CDT)	Got to head out to dinner but can for a minute	jack jack	jack jack
2022-03-26 21:51:53 (CDT)	I think the main reason is the board is just super risk averse and saw adding you as more risk, which I thought was completely stupid and backwards, but I only had one vote, and 3% of company, and no dual class shares. Hard set up. We can discuss more.	jack jack	jack jack
2022-03-26 21:53:17 (CDT)	Let's definitely discuss more	Self	jack jack
2022-03-26 21:54:23 (CDT)	I think it's worth both trying to move Twitter in a better direction and doing something new that's decentralized	Self	jack jack
2022-03-26 21:55:30 (CDT)	It's likely the best option. I just have doubts. But open	jack jack	jack jack
2022-03-26 21:55:50 (CDT)	Liked "It's likely the best option. I just have doubts. But open"	Self	jack jack

A quick tangent, in which we learn that it wasn't just Elon seeking to buy Twitter, so was the J.P. Morgan of crypto, Sam-Bankman Fried: look for SBF to have a prominent role in the company going forward.

2022-03-26 08:12:21 (CDT)	Hey - I saw your poll on twitter about Twitter and free speech. I'm not sure if this is what's on your mind, but my collaborator Sam Bankman-Fried (https://www.forbes.com/profile/sam-bankman-fried/?sh=5b254bf44403) has for a while been potentially interested in purchasing it and then making it better for the world. If you want to talk with him about a possible joint effort in that direction, his number is [REDACTED] and he's on Signal.	Will MacAskill	Will MacAskill
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And a second tangent: what is SBF's net worth and how much money could he put into twitter: short answer to both: a lot.

2022-03-30 17:33:40 (CDT)	Depends on how you define "huge"! He's worth \$24B, and his early employees (with shared values) bump that to \$30B. I asked about how much he could in principle contribute and he said: "\$1-3b would be easy" "\$3-8b I could do" "\$8-15b is maybe possible but would require financing"	Will MacAskill	Will MacAskill
2022-03-30 17:34:40 (CDT)	If you were interested to discuss the idea I asked and he said he'd be down to meet you in Austin	Will MacAskill	Will MacAskill
2022-03-30 17:42:07 (CDT)	He's based in the Bahamas normally. And I might visit Austin next week, if you'd be around?	Will MacAskill	Will MacAskill

Another interesting exchange, this time with Mathias Dopfner, CEO of German media conglomerate Axel Springer, which owns a bunch of tabloids such as Bild, in which he says that if Musk buys it, Alex Springer would be willing to run twitter.

2022-03-30 14:54:37 (CDT)	Why don't you buy Twitter? We run it for you. And establish a true platform of free speech. Would be a real contribution to democracy.	Mathias Dopfner	Mathias Dopfner
2022-03-30 14:58:12 (CDT)	Interesting idea	Self	Mathias Dopfner
2022-03-30 15:03:38 (CDT)	I'm serious. It's doable. Will be fun.	Mathias Dopfner	Mathias Dopfner

An especially interesting exchange took place minutes after Musk revealed his Twitter stake with a person who, unlike everyone else in the disclosure, demanded to be unnamed. Due to the "sensitive" nature of his proposal "navigating how to let right-wingers back on Twitter... especially the boss himself")we can only assume it is due to fear of being canceled by the radical left mob.

2022-04-04 08:52:30 (CDT)	Congratulations!! The above article was laying out some of the things that might happen: Step 1: Blame the platform for its users Step 2: Coordinated pressure campaign Step 3: Exodus of the Bluechecks Step 4: Deplatforming "But it will not be easy. It will be a war. Let the battle begin."	
2022-04-04 09:07:32 (CDT)	It will be a delicate game of letting right wingers back on Twitter and how to navigate that (especially the boss himself, if you're up for that) I would also lay out the standards early but have someone who has a savvy cultural/political view to be the VP of actual enforcement	
2022-04-04 09:08:17 (CDT)	A Blake Masters type	

Another exchange after Musk announced he was seeking a board seat is with the abovementioned Matthias Dopfner, head of Germany's Axel Springer, who does everything in his power to make his personal media outlets painstakingly, boringly, crushingly woke and politically correct, who we learn is really just another hypocrite and closet "anti-woke", suggesting to Musk that he create a marketplace for algos, **"e.g., if you're a snowflake and don't want content that offends you pick another algorithm."** If only Dopfner would do the same with his empire of snowflake-catering tabloids. Amusingly, Dopfner has some other "actionable" recos, such as "solve free speech." Oh ok. Here is the rest of what the CEO of one of the world's biggest tabloid empires (and recent acquiror of Politico) wants to do:

Status Quo: it is the de facto public town square, but It is a problem that it does not adhere to free speech principles. => so the core product is pretty good, but (i) it does not serve democracy, and (ii) the current business model is a dead end as reflected by flat share price.

Goal: Make Twitter the global backbone of free speech, an open market place of ideas that truly complies with the spirit of the first amendment and shift the business model to a combination of ad-supported and paid to support quality

Game Plan:

1.) "Solve Free Speech"

- 1-a) Step 1? Make it censorship-FREE by radically reducing Terms of Services (now hundreds of pages) to the following: Twitter users agree to:
 - (1) Use our service to send spam or scam users,
 - (2) Promote violence,
 - (3) Post illegal pornography.
- 1-b) Step 2: Make Twitter censorship-RESISTANT
 - Ensure censorship resistance by implementing measures that warrant that Twitter can't be censored long term, regardless of which government and management
 - How? Keep pushing projects at Twitter that have been working on developing a decentralized social network protocol (e.g., BlueSky). It's not easy, but the back-end must run on decentralized infrastructure, APIs should become open (back to the roots! Twitter started and became big with open APIs).
 - Twitter would be one of many clients to post and consume content.
 - Then create a marketplace for algorithms, e.g., if you're a snowflake and don't want content that offends you pick another algorithm.

2.) “Solve Share Price” – Current state of the business:

- Twitter’s ad revenues grow steadily and for the time being, are sufficient to fund operations.
- MAUs are flat, no structural growth
- Share price is flat, no confidence in the existing business model

2022-04-06 09:23:43 (CDT)	A short call about Twitter?	Mathias Döpfner	Mathias Döpfner
	<p># Status Quo: It is the de facto public town square, but it is a problem that it does not adhere to free speech principles. => so the core product is pretty good, but (i) it does not serve democracy, and (ii) the current business model is a dead end as reflected by flat share price.</p> <p># Goal: Make Twitter the global backbone of free speech, an open market place of ideas that truly complies with the spirit of the first amendment and shift the business model to a combination of ad-supported and paid to support quality</p> <p># Game Plan: 1.) „Solve Free Speech“ 1a) Step 1: Make it censorship-FREE by radically reducing Terms of Services (now hundreds of pages) to the following: Twitter users agree to: (1) Use our service to send spam or scam users, (2) Promote violence, (3) Post illegal pornography. 1b) Step 2: Make Twitter censorship-RESISTANT • Ensure censorship resistance by implementing measures that warrant that Twitter can't be censored long term, regardless of which government and management. • How? Keep pushing projects at Twitter that have been working on developing a decentralized social network protocol (e.g., Bluesky). It's not easy, but the backend must run on decentralized infrastructure, APIs should become open (back to the roots! Twitter started and became big with open APIs). • Twitter would be one of many clients to post and consume content. • Then create a marketplace for algorithms, e.g., if you're a snowflake and don't want content that offends you pick another algorithm. 2.) „Solve Share Price“ Current state of the business: • Twitter's ad revenues grow steadily and for the time being, are sufficient to fund operations. • MAUs are flat, no structural growth. • Share price is flat, no confidence in the existing business model and/or</p>		Mathias Döpfner

But while a lot of these ideas were inbounds to Musk, where things get really “insightful” is when Elon chats with his brother Kimbal, about his vision. We will publish these without commentary because, well, it’s well beyond our pay grade to comment on Musk’s “vision” – some peculiar cross between a social media, blockchain, a direct messaging app which stores messages forever, and all of it using some token (why not dogecoin).

2022-04-09 03:20:00 (CDT)	I have an idea for a blockchain social media system that does both payments and short text messages/links like twitter. You have to pay a tiny amount to register your message on the chain, which will cut out the vast majority of spam and bots. There is no throat to choke, so free speech is guaranteed.	Self	Kimbal Musk
2022-04-09 08:22:10 (CDT)	The second piece of the puzzle is a massive real-time database that keeps a copy of all blockchain messages in memory, as well as all message sent to or received by you, your followers and those you follow.	Self	Kimbal Musk
2022-04-09 08:23:15 (CDT)	Third piece is a twitter-like app on your phone that accessed the database in the cloud.	Self	Kimbal Musk
2022-04-09 08:23:29 (CDT)	This could be massive	Self	Kimbal Musk
2022-04-09 10:03:26 (CDT)	I'd love to learn more. I've dug deep on Web3 (not crypto as much) and the voting powers are amazing and verified. Lots you could do here for this as well	Kimbal Musk	Kimbal Musk
2022-04-09 10:05:38 (CDT)	I think a new social media company is needed that is based on a blockchain and includes payments	Self	Kimbal Musk
2022-04-09 10:05:51 (CDT)	Would have them pay w a token associated w the service? You'd have to hold the token in your wallet to post. Doesn't have to expensive it will grow over time in value	Kimbal Musk	Kimbal Musk
2022-04-09 10:07:59 (CDT)	Blockchain prevents people from deleting tweets. Pros and cons, but let the games begin!	Kimbal Musk	Kimbal Musk
2022-04-09 10:10:33 (CDT)	Parag just called me and mentioned your text conversation. Can you talk?	Bret Taylor	Bret Taylor
2022-04-09 10:12:22 (CDT)	If you did use your own token, you would not need advertising it's a pay for use service but at a very low price	Kimbal Musk	Kimbal Musk
2022-04-09 10:13:18 (CDT)	With scale it will be a huge business purely for the benefit of the users. I hate advertisements	Kimbal Musk	Kimbal Musk
2022-04-09 10:13:45 (CDT)	Liked "With scale it will be a huge business purely for the benefit of the users. I hate advertisements"	Self	Kimbal Musk
2022-04-09 10:17:11 (CDT)	There are some good ads out there. The voting component of interested users (only vote if you want to) could vote on ads that add value. The advertisers would have to stake a much larger amount of tokens, but other than there is no charge for the ads. It will bring out the creatives and the ads can politically incorrect/art/activision/philanthropy	Kimbal Musk	Kimbal Musk
2022-04-09 10:55:09 (CDT)	Voting rights could also crowdsource kicking scammers out. It drives me crazy when I see people promoting the scam that you're giving away Bitcoin. Lots of bad people out there	Kimbal Musk	Kimbal Musk

Here Jason Calacanis also chimes in with some ideas. His comments on De Santis are amusing.

	Back of the envelope... Twitter revenue per employee: \$58 rev / 8k employees = \$625K rev per employee in 2021 Google revenue per employee: \$2578 rev / 135K employee = \$1.9M per employee in 2021 Apple revenue per employee: \$3658 rev / 154k employees = \$2.37M per employee in fiscal 2021	Jason Calacanis (Jason Calacanis
2022-04-15 17:06:33 (CDT)	Twitter revenue per employee if 3k instead of 8k: \$58 rev / 3k employees = \$1.96m rev per employee in 2021 (more industry standard)	Jason Calacanis (Jason Calacanis
2022-04-15 17:08:07 (CDT)	Emphasized "Back of the envelope... Twitter revenue per employee: \$58 rev / 8k employees = \$625K rev per employee in 2021 Google revenue per employee: \$2578 rev / 135K employee = \$1.9M per employee in 2021 Apple revenue per employee: \$3658 rev / 154k employees = \$2.37M per employee in fiscal 2021"	Self		Jason Calacanis
2022-04-15 17:17:34 (CDT)	Insane potential for improvement	Self		Jason Calacanis
2022-04-15 17:21:45 (CDT)	<Attachment - image/gif - IMG_2241.Gif>	Jason Calacanis (Jason Calacanis
2022-04-15 17:21:45 (CDT)	Day zero	Jason Calacanis (Jason Calacanis
2022-04-15 17:22:12 (CDT)	Sharpen your blades boys 🗡️	Jason Calacanis (Jason Calacanis
2022-04-15 17:22:59 (CDT)	2 day a week Office requirement = 20% voluntary departures	Jason Calacanis (Jason Calacanis
2022-04-15 17:28:58 (CDT)	https://twitter.com/jason/status/1515094873337832448?si=10&t=CW7U7sH4ouVQsohpPwXk8	Jason Calacanis (Jason Calacanis
2022-04-15 17:29:11 (CDT)	I mean, the product road map is beyond obviously	Jason Calacanis (Jason Calacanis
2022-04-15 17:29:51 (CDT)	Premium feature abound... and twitter blue has exactly zero 🤔	Jason Calacanis (Jason Calacanis
2022-04-15 17:30:23 (CDT)	What committee came up with the list of dog shit features in Blue? It's worth paying to turn it off!	Jason Calacanis (Jason Calacanis
2022-04-15 17:44:35 (CDT)	Yeah, what an insane piece of shit!	Self		Jason Calacanis
2022-04-16 01:46:40 (CDT)	Maybe we don't talk twitter on twitter DM 🙄	Jason Calacanis (Jason Calacanis
2022-04-16 01:49:49 (CDT)	Was just thinking that haha	Self		Jason Calacanis
2022-04-16 01:50:38 (CDT)	Nothing said there so far is anything different from what I said publicly.	Self		Jason Calacanis
2022-04-16 01:51:10 (CDT)	Stw, Parag is still on a ten day vacation in Hawaii	Self		Jason Calacanis
2022-04-16 01:57:28 (CDT)	No reason to cut it short... In your first tour as ceo	Jason Calacanis (Jason Calacanis
2022-04-16 01:57:33 (CDT)	(III)	Jason Calacanis (Jason Calacanis
2022-04-16 01:57:46 (CDT)	Shouldn't he be in a war room right now?!	Jason Calacanis (Jason Calacanis
2022-04-16 02:00:43 (CDT)	Does doing occasional zoom calls while drinking fruity cocktails at the Four Seasons count?	Self		Jason Calacanis
2022-04-16 02:16:42 (CDT)	🙄	Jason Calacanis (Jason Calacanis
2022-04-16 14:01:16 (CDT)	Haha even Governor DeSantis just called me just now with ideas how to help you and outraged at that board and saying the public is rooting for you. Let me know if you or somebody on your side wants to chat w him. Would be fun to see you if you guys are around this weekend or the next few days.	Joe Lonsdale		Joe Lonsdale
2022-04-16 14:12:04 (CDT)	Haha cool	Self		Jason Calacanis
2022-04-16 15:34:33 (CDT)	https://twitter.com/jason/status/1515427895263480053?si=10&t=8uQrQ_PwC0rHhQa3gG5u8	Jason Calacanis (Jason Calacanis
2022-04-16 15:34:33 (CDT)	I'm starting a DAO	Jason Calacanis (Jason Calacanis
2022-04-16 15:34:36 (CDT)	🤖🤖🤖	Jason Calacanis (Jason Calacanis
2022-04-16 15:35:31 (CDT)	Money goes to buy twitter shares, if you don't wine money goes to open source twitter competitor 🤖🤖🤖	Jason Calacanis (Jason Calacanis

It continues a few days later, where Calacanis reveals he may be the next Twitter CEO, and Musk is receptive:

2022-04-23 21:06:51 (CDT)	These dipshits spent a years on twitter blue to give people exactly... Nothing they want!	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:07:10 (CDT)	Splitting revenue with video creators like YouTube could be huge unlock	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:07:28 (CDT)	We could literally give video creators 100% of their ad revenue up to \$1m then do split	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:07:31 (CDT)	Absolutely	Self ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:17:25 (CDT)	5 Teams: 5 Northstar metrics 1. Legacy Opps: uptime, speed 2. Membership team: remove bots while getting users to pay for "Real Name Memberships" \$5 a month \$50 a year. Includes 24 hours response to customer service 3. Payments: % of users that have connected a bank account/made a deposit 4. Creator Team: get creators to publish to twitter first (musicians, YouTubers, tiktokers, etc) by giving them the best % split in the industry (and promotion) 5. Transparency Team: make the Algorithm & Moderation understandable and fair	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:18:49 (CDT)	I think those are the 5 critical pieces... everyone agrees to "year one" sprint, including coming back to offices within the first 60 days (unless given special dispensation for extraordinary contribution)	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:19:22 (CDT)	Hard Reboot the organization	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:20:09 (CDT)	Feels like no one is setting priorities ruthlessly... 12,000 working on whatever they want??? No projects being cancelled?	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:21:12 (CDT)	Move HQ to Austin, rent gigafactory excess space	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:24:10 (CDT)	Want to be a strategic advisor if this works out?	Self ([REDACTED])	Mike Pop ([REDACTED])
2022-04-23 21:24:24 (CDT)	Want to be a strategic advisor to Twitter if this works out?	Self ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:25:06 (CDT)	100%	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:25:29 (CDT)	Board member, advisor, whatever... you have my sword	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:25:35 (CDT)	Loved "Board member, advisor, whatever... you have my sword"	Self ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:26:17 (CDT)	If 2, 3 or 4 unlock they are each 250b+ markets	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:26:41 (CDT)	Payments is \$250-500b, YouTube/creators is \$250b+	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:28:31 (CDT)	Membership no one has tried really... So hard to estimate: 1-5m paid members maybe @ \$50-100 a year? 250k corporate memberships @ 10k a year?	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:36:33 (CDT)	You are a mind reader	Self ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:40:44 (CDT)	Put me in the game coach!	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:40:48 (CDT)	👍	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:41:29 (CDT)	Twitter CEO is my dream job	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:43:39 (CDT)	https://apple.news/AIDqUaCmSguyd9S9krWlig	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:43:39 (CDT)	we should get Mr Beatz to create for twitter... we need to win the next two generations (millennials and Z are "meh" on twitter)	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-23 21:56:38 (CDT)	For sure	Self ([REDACTED])	Jason Calacanis ([REDACTED])

And some more ideas from Calacanis:

2022-04-25 15:12:00 (CDT)	Just had the best idea ever for monetization... if you pay .01 per follower per year, you can DM all your followers up to 1x a day.	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-25 15:12:22 (CDT)	500,000 follows = \$5,000 and I DM them when I have new podcast episode, or I'm doing an event... or my new book comes out	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-25 15:14:37 (CDT)	And let folks slice and dice... so, you could DM all your twitter followers in Berlin and invite them to the GigaRave	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-25 15:14:55 (CDT)	Oh my lord this would unlock the power of Twitter and goose revenue massively... Who wouldn't pay for this?!!?	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-25 15:15:37 (CDT)	and if you over use the tool and are annoying folks would unfollow you... so it's got a built in safe guard (unlike email spam)	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])
2022-04-25 15:16:11 (CDT)	Imagine we ask Justin Beaver to come back and let him DM his fans... he could sell \$3DM in merchandise or tickets instantly. Would be INSANE for power users and companies	Jason Calacanis ([REDACTED])	Jason Calacanis ([REDACTED])

Finally, some good news for the liberals out there:

2022-04-28 16:42:35 (CDT)	Twitter is obviously not going to be turned into some right wing nuthouse. Aiming to be as broadly inclusive as possible. Do the right thing for vast majority of Americans.	Self ([REDACTED])	Michael Kives ([REDACTED])
2022-04-28 16:45:43 (CDT)	Liked "Twitter is obviously not going to be turned into some right wing nuthouse. Aiming to be as broadly inclusive as possible. Do the right thing for vast majority of Americans."	Michael Kives ([REDACTED])	Michael Kives ([REDACTED])

While those were some of the key exchanges, there is much more in the full Musk text message discovery below:

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