



Every great revolution starts with a game... or in this case, a game that didn't quite work out. A team of creative minds, led by Stewart Butterfield, poured their hearts into building a quirky online game called "Glitch." They dreamed of creating a beautiful, collaborative world for players to explore.





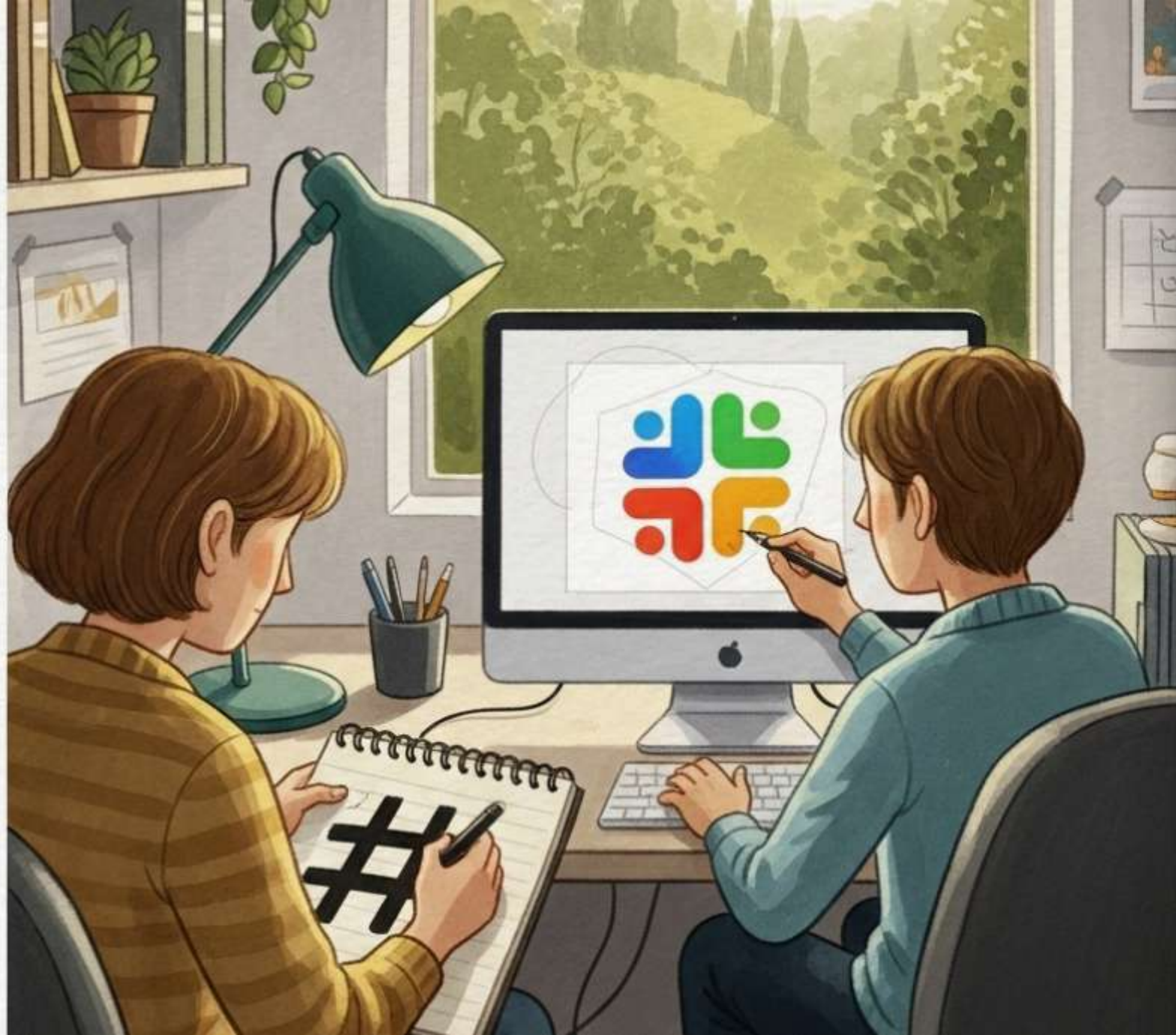
While building their game, the team, scattered across different cities, faced a challenge: communication. Email was messy and slow. So, they built their own tool—a simple, instant way to chat, share files, and keep everyone in sync. They didn't know it yet, but this side project was their true masterpiece.





The day came when they had to make a tough decision. "Glitch," the game they loved, was not going to be a success. With heavy hearts, they shut it down. But from the ashes of that dream, a new, more powerful idea emerged. What if their internal tool could help other companies?





They called their new idea "Slack." It was an acronym for a grand vision: a "Searchable Log of All Conversation and Knowledge." The goal was to rescue the working world from the chaos of overflowing email inboxes and create a central hub for every conversation.





In 2013, instead of a massive launch, they did something clever. They offered a "preview release" and invited their friends at other companies to try it out. They listened intently to every piece of feedback, constantly improving the product based on what people actually needed.



Word began to spread like wildfire. People loved how Slack made work feel less like... well, work. It was fast, organized, and fun. Teams created channels for #projects, #announcements, and even #office-dogs. It grew organically, one happy team telling another.





Slack quickly became more than just a chat app. It evolved into a company's central nervous system. With powerful integrations, notifications from other tools like Google Drive and Twitter appeared right in the relevant channels. For the first time, everything was in one place.





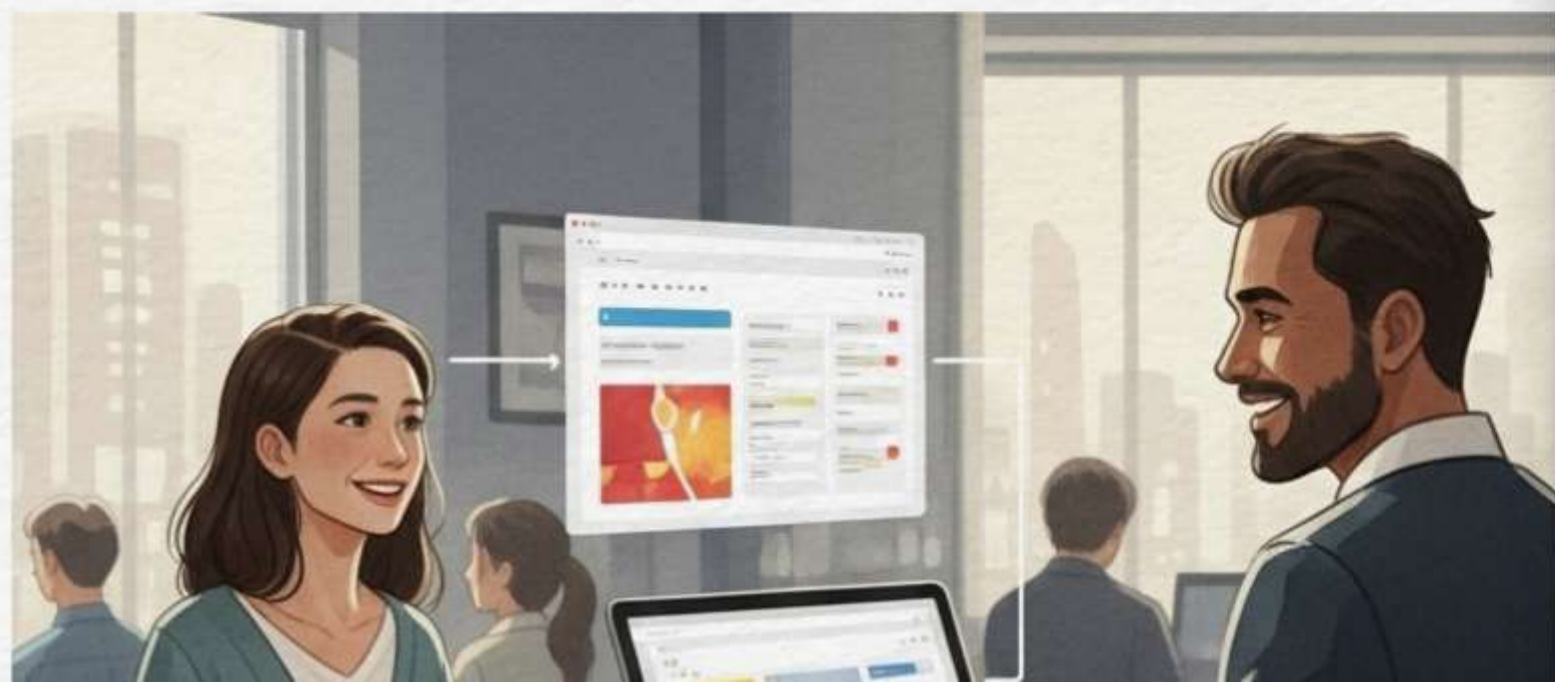
The mission was bold: to reduce the world's reliance on internal email. The endless "reply-all" chains and scattered information were replaced by transparent, organized channels that anyone on the team could join and search. Communication became clear and efficient.





The growth was historic. In just a couple of years, Slack became one of the fastest-growing business applications ever, used by millions of people around the globe. It had fundamentally changed what it meant to be an office and to work as a team.





From the beautiful failure of a video game, a communication revolution was born. The story of Slack is a powerful reminder that sometimes the most innovative ideas are created to solve your own problems, ultimately making work life simpler, more pleasant, and more productive for everyone.