

LIS-3353

The “Scene”



# On “startups”

“I've got a great idea,” says the non-programmer, “I just need a geek to code it up for me and we (meaning I) will make millions!”

(Execution is key.)



# Technology disconnect:

- Not difficult to see why; to the layperson:
  - - it looks like magic
  - - open source contribution is undervalued
  - - many ideas have not yet been successfully executed



# Speaking of:

Always be cognizant of:

How much of the tech did the company get for free?

aka

what REALLY was the “value-add?”



# On Management-

## The Mythical Man Month:

- Ditchdigging:  
If 1 person can dig 1 ditch in 1 day--

Then 2 people can dig 2 in a 1 day

8 people can dig 1 in an hour.

But what about websites or apps?



# The *Mythical Man Month*

In IT (and frequently, other projects)

Increasing workers increases complexity, and may actually INCREASE completion time.

(related, website by committee)



# Silicon Valley and (vs?) the Real World



# “Silicon Valley” and lots of funny words

“Monetize” “Cloud” “Acqui-hire”

“Disrupt” “Culture fit”

“Angel” “emotional intelligence”

“Unicorn”

“Pivot”



# “Silicon Valley”

High “skilled” labor demand

Real estate prices currently sky-high

Many many startups

- some only pay in “equity”

(Equity = shares/ownership/stock)



# “Silicon Valley” Angels and Unicorns!!

- Venture Capital / Angel Investors
- Provide money/startup/capital
- Keep quite a bit of equity.



# “Silicon Valley” and “Irrational Exuberance?”

- Bubble – Overinvestment in projects that doesn't pay off.
- 
- First bubble – 1999



# “Silicon Valley” and “Irrational Exuberance?”

- Today? Definitely “bubbly”

BUT.

There is LOTS of money going around...but  
where?



# “Silicon Valley” and “Irrational Exuberance?”

Facebook?

Google?



# “Silicon Valley” and “Irrational Exuberance?”

Amazon Web Services is profitable (the  
“cloud” stuff)

The “Amazon” you use IS NOT. wat



# “Gold Rush” Analogy?

- A lot of people moved out to California to search for gold:
  - - Most didn't find it.
  - - Some lucky people did
  - - Some people sold shovels



# The Real World

(which includes SV, but doesn't define it.)

- Silicon Valley, for better and worse, is perceived as the “leader” right now.
- Some of that is universally applicable, some is not...



What Silicon Valley might not be so great at...

“Brogrammer” culture

Stability

Not everything is an algorithm

Politics (in every sense of the word)

Narrow Minded? What is the end goal, really?

- (are they all essentially advertising companies?)



# What Silicon Valley might not be so great at...

Aka: One strategy is “get eyeballs first” and “monetize later”

THOUGH, that is increasingly looking like the same old Microsoft story, but for Facebook/Google:

AKA, build it. Wait for the above to buy you out. It will probably never see the light of day. (though in our case, it will for a few weeks and then, bye)



# “Traditional” workspaces

- “Dogfooding” by necessity
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- More conservative
- Older workers (including the entrepreneurs)
- Regular hours
- Stability
- Greater respect for privacy et al?