



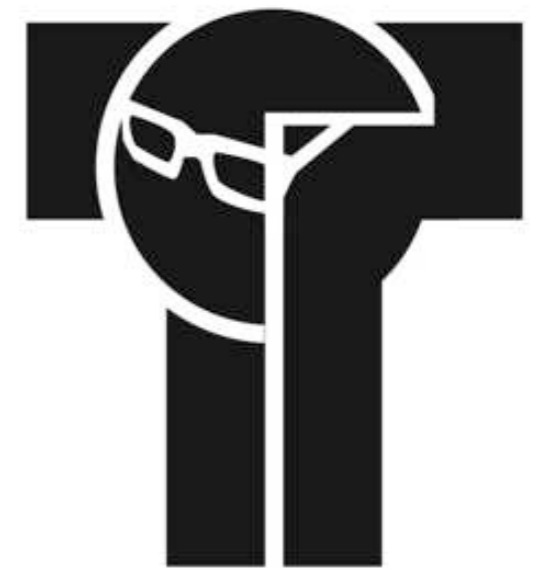
Adventures in the Bay

What I learned in 30 days on the road

Who am I?

Sean Tierney

JumpBox 



Decide why you're going and map out a plan

- Upcoming
- Meetup
- Confabb
- User Groups
- Barcamps
- Happy Dev House
- Facebook

Nov 10	2pm	Super Happy Dev House
Nov 11	6pm	Silicon Valley Barcamp
Nov 12	6pm	Silicon Valley Barcamp
	8am	Virtualization conference
Nov 13	8am	Virtualization conference
Nov 15	10am	Scoble Show
	7pm	North Bay Ruby Users Group
Nov 16	7:30am	SDforum in Palo Alto
	6pm	Startup Weekend in SF
Nov 17	6pm	Startup Weekend in SF
Nov 20	6pm	East Bay Ruby Meetup
Nov 21	6:30pm	BACFUG
Nov 26	7:15pm	Golden Gate Computer Society
Nov 27	6:30am	SF Ruby Meetup
Nov 28	5pm	Media Predicts '08: What's Hot- What's Not
Dec 5	12pm	SF New Tech Meetup
Dec 8	8am	Barcamp

Roadtriiiiiiiiip!!!

Essentials

- Transportation (AAA, tuneup before leaving)
- Communication (iPhone, Skype or iChat)
- Sleeping (sleeping bag & thermarest)



Secondary

- Pack clothes modularly
- “Offsite” backup system
- Car charger / FM modulator
- Books on tape
- Change for parking meters
- Extra laptop battery
- Extra biz cards
- Paper map/directions

Get Scrappy: couches and garage floors are your friends



Vacationing vs. Living Abroad

(pretend like you just moved there permanently)



Do the math on the parking

(ie. just take the tickets)

- Avg cost to be legit on parking = \$20/day
- Avg parking fine = \$35
- 4 fines in 31 days
- $20 \times \$20$ or $4 \times \$35$



The Pilgrimage itself is a great conversation starter

- You're more interesting when you're on the road
- You're more interesting when you're pursuing your dream



“Everybody, when they are young, knows what their personal legend is... It's your mission on earth. To realize it is a person's only real obligation. And, when you want something, all the universe conspires in helping you to achieve it.” –The Alchemist

Serendipity and Network Effects. Reach out and activate them.



You never know until
you ask - why not invite
your hero for a beer?

See rules from
previous slide



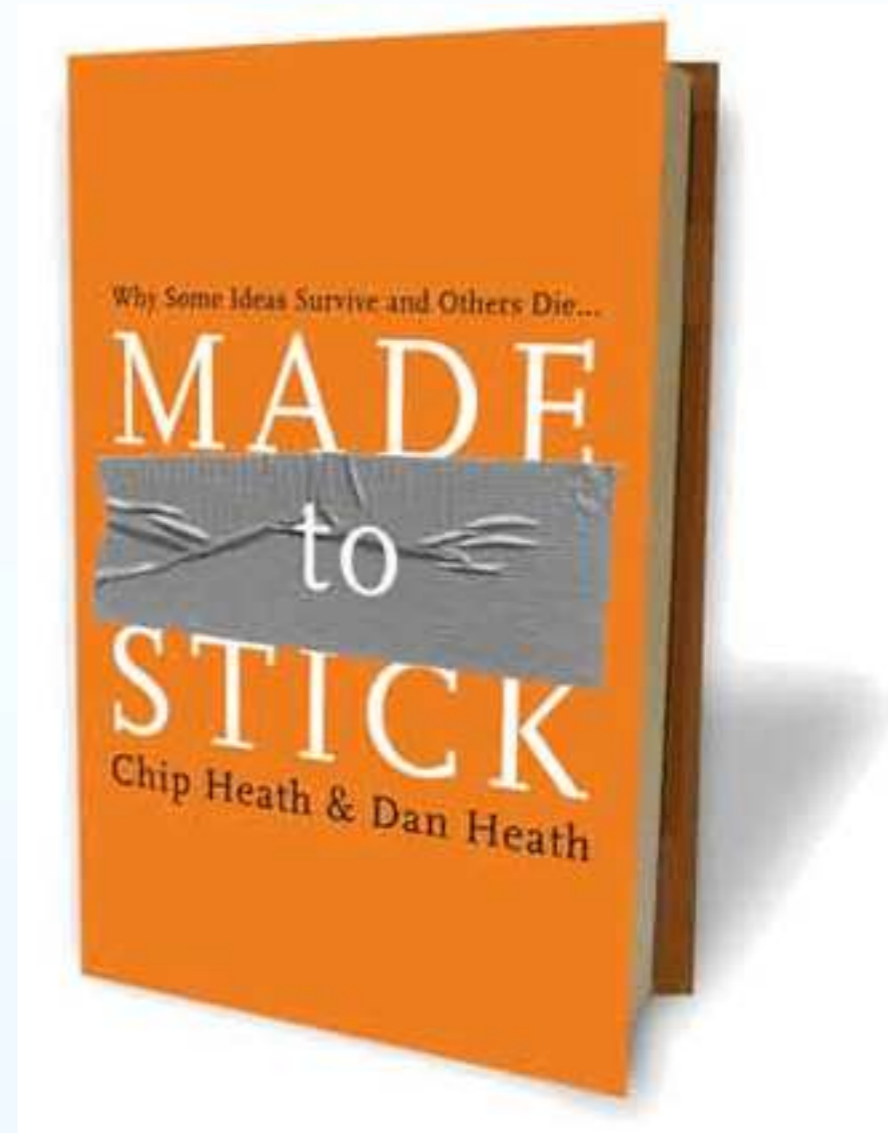
Chronicle your trip in real-time

- Helps **you** preserve the memories
- Helps **others** follow your progress
- stories from SF: </tag/sfroadtrip>



The screenshot shows a web log titled "Scrollin' On Dubz" by Sean Tierney. The header features a purple banner with a white mouse cursor icon and the text "Sean Tierney's Web Log". Below the header, there are navigation links for "Subscribe", "RSS", "Search", and "Categories". The main content area displays a blog post titled "Couch surfer extraordinaire" dated November 17th, 2007, by Sean. The post text describes the author's experience with couch surfing in San Francisco, mentioning a "demo" and a "Twitter account". Below the post, there is a section for "5 surprising things I've learned from living in SF the past week" dated November 14th, 2007, by Sean. The first item in this list is: "There are no gas stations in downtown San Francisco. If you enter the downtown area on an empty tank your best bet for finding gas is to park in a garage, buy a gallon of milk, dump it out and take the BART 5 mi west. In AZ there will be at least 3 gas stations on each corner so I usually rely".

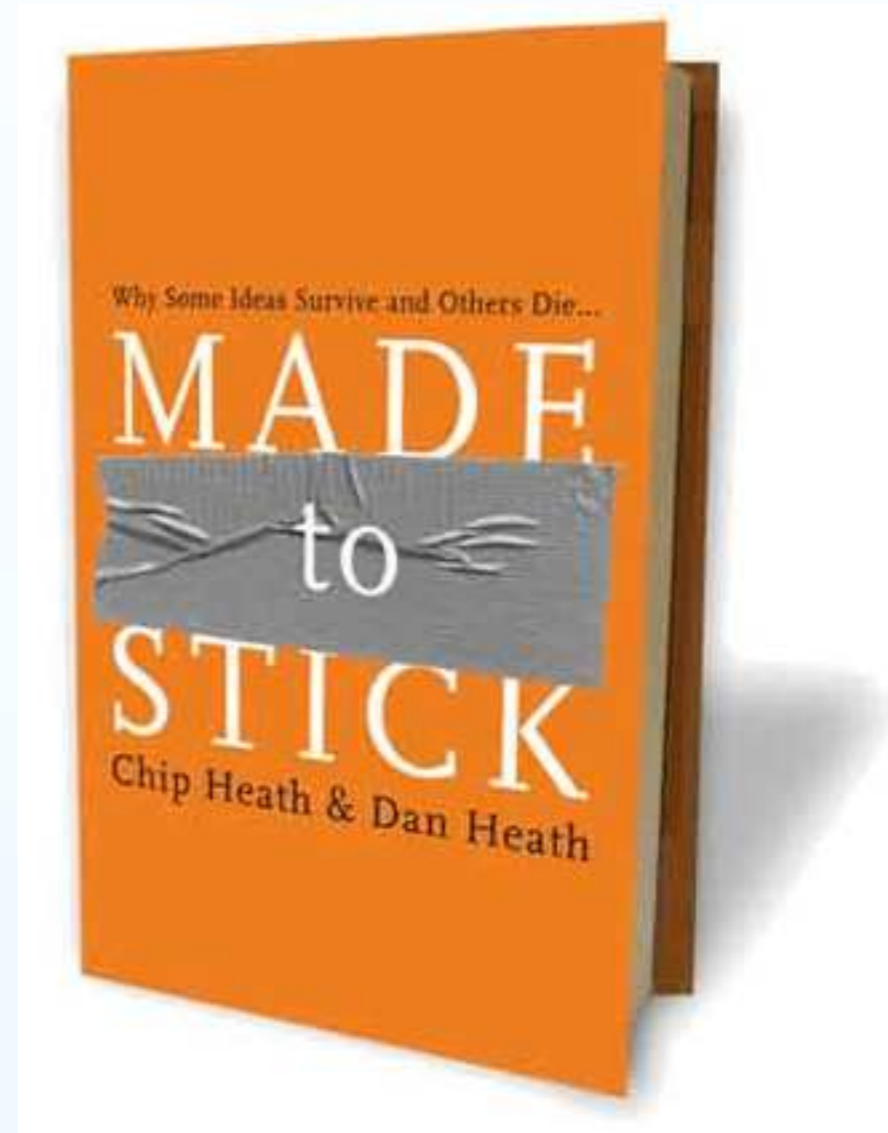
Make yourself “stick”



Transmissability = $f(\text{viral-ness} \times \text{stickiness})$

Make yourself “stick”

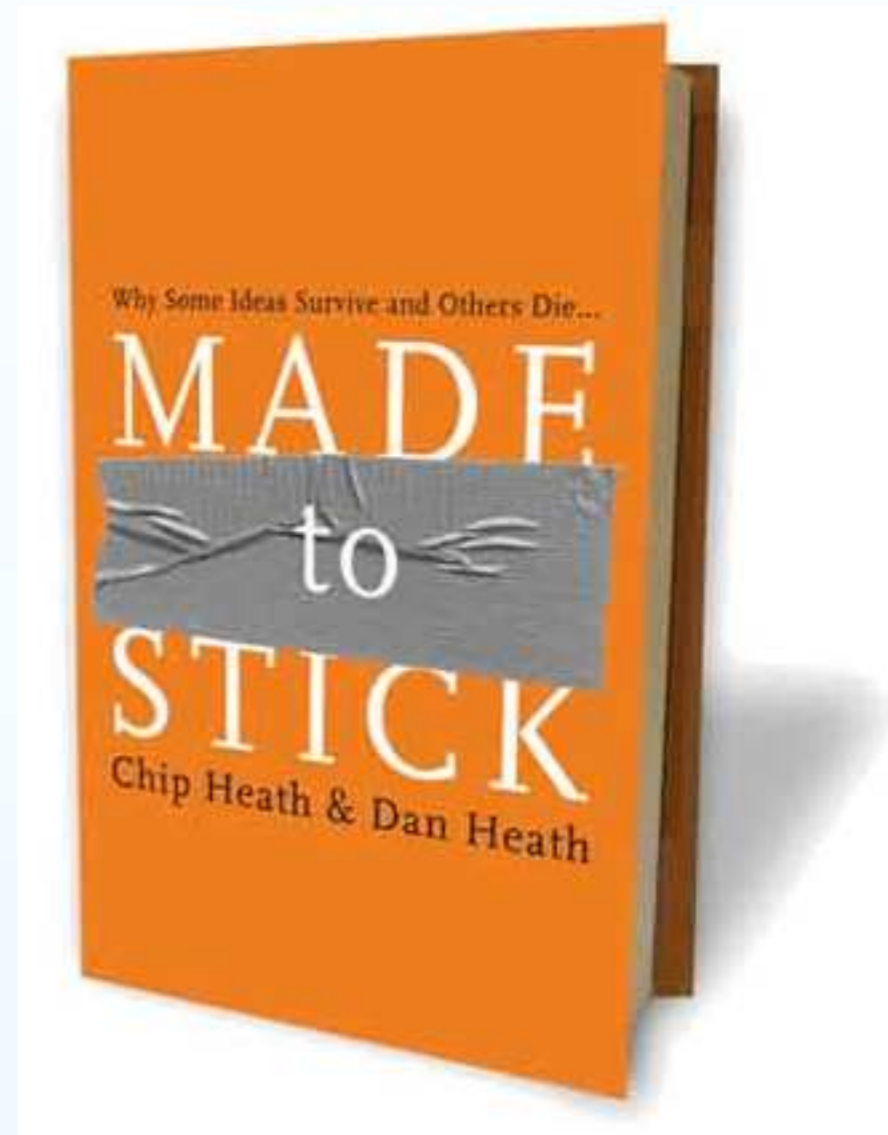
- Business cards, blog, interesting story, etc.... yawn



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Make yourself “stick”

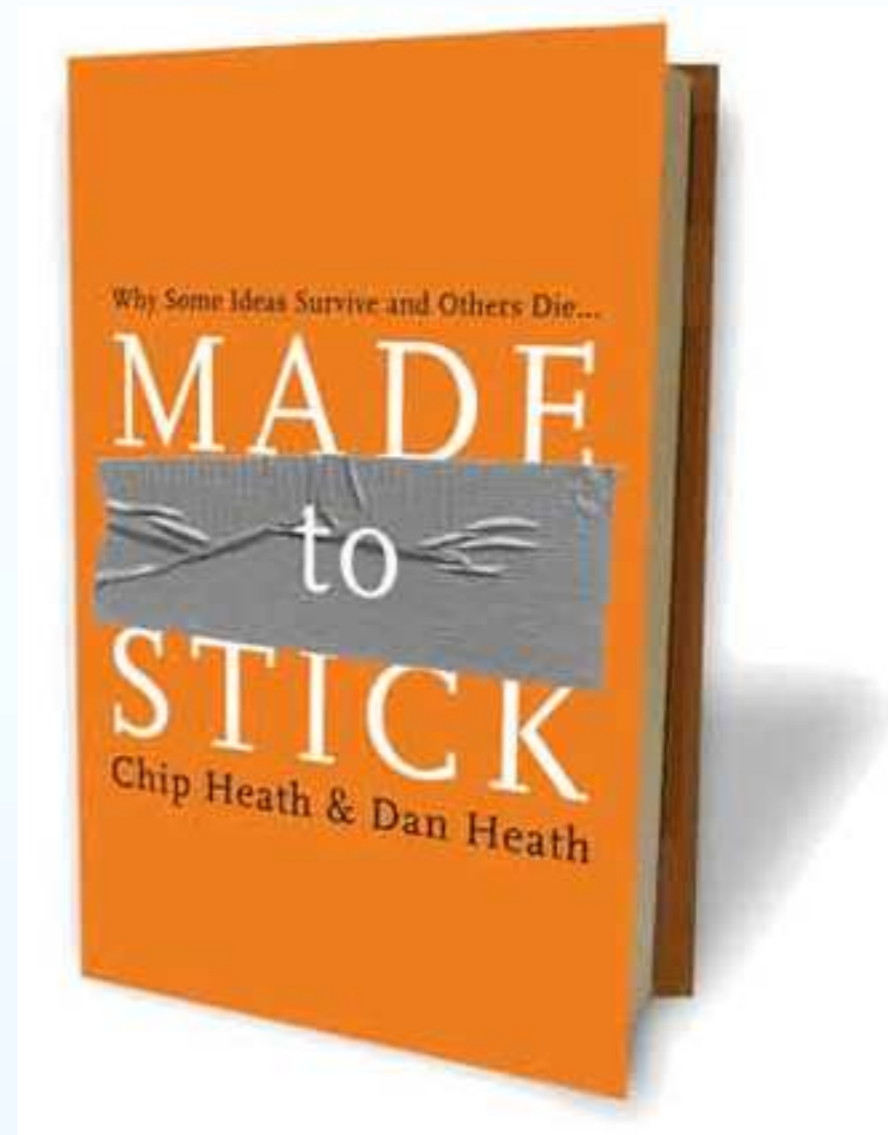
- Business cards, blog, interesting story, etc.... yawn
- Effective networking is all about one thing:



Transmissability = f(viral-ness x stickiness)

Make yourself “stick”

- Business cards, blog, interesting story, etc.... yawn
- Effective networking is all about one thing:
- connecting deeply with people

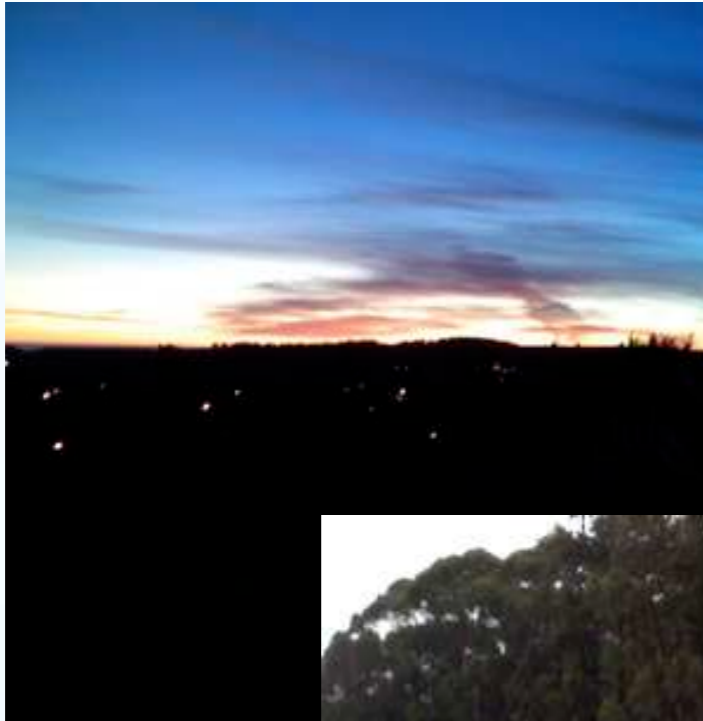


Transmissability = $f(\text{viral-ness} \times \text{stickiness})$

Ultimately it's about the relationships



Ask for help.
...and say thanks when you get it



iPhone is gold on the road

* insofar as it doesn't take you out of the moment



- Mapping & Directions
- Tunes
- Mail & web w/o laptop
- Alarm clock
- Camera
- Calendar

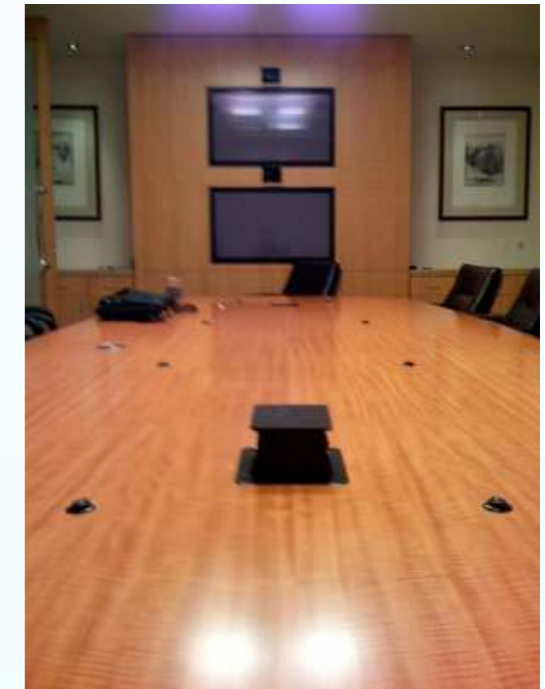
Coffee shop = your foreign embassy

- Good wifi & power
- Plentiful beverages
- Bustle and vibe
- Proximity to food
- Interesting people



VC's

While their
offices
may be
intimidating...



They aren't.

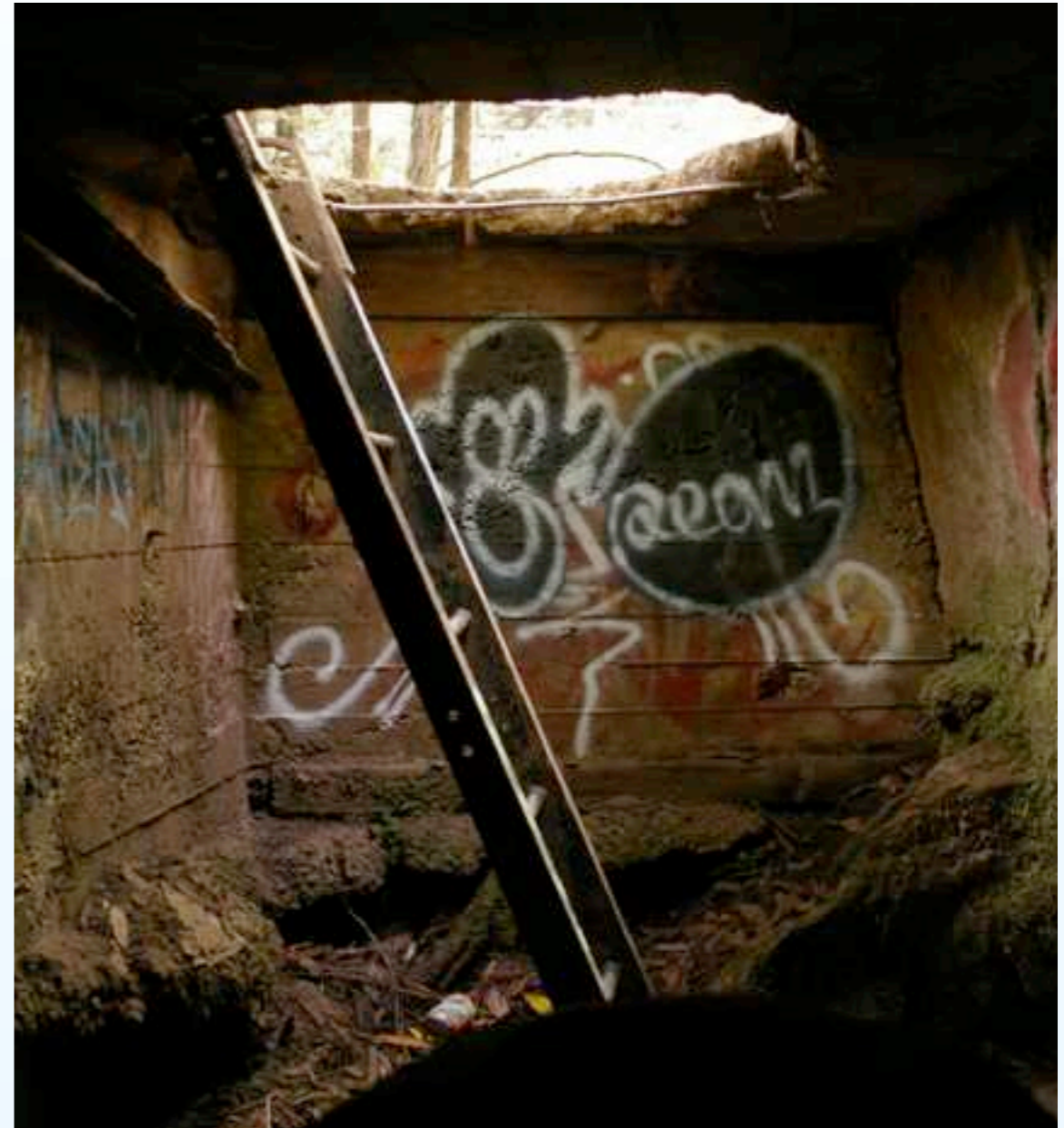
Save your receipts

- Will help you reconstruct the trip after the fact
- Learn spending habits to better plan for the next one
- 31 days in the Bay for \$2078.32



“Underground Railroad” concept

- Series of “safe houses” friendly to startups
- Free or cheap places to stay that also provide mentorship
- Supplement what’s missing for those companies that don’t have a presence in the Bay





Questions?

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