



## Startups...Seattle...You?

Monday, October 22, 2012

6:00PM

Room: EEB 125

Ever consider working for startup?

Find out what it's like.

Come for the food, drink, and prizes.



**Hear first hand from successful leaders of the startup world.**

Questions? Contact [yamamoto@cs.washington.edu](mailto:yamamoto@cs.washington.edu)

# Sponsors and Participants



# Scholarships



Topix is sponsoring two \$2500 scholarships for the 2012-2013 school year. Details to follow.

# Startups...Seattle...You?

- Indeed, Why Startup? (Wayne Yamamoto, UW)
- BigCorp vs. Startup (Anthony Wu, LearnSprout)
- Show Me the Money: A View from VC (Chris Devore, Founder's Co-op)
- Why Seattle? (Chris DeVore, Founder's Co-op)
- What's Up with Silicon Valley? And Why Should I Care? (Chris Tolles, Topix)
- 5 Habits of Successful Startup Engineers (David Creemer, Flipboard)
- Internships: Why a Startup Is a Great Place for One (Robert Wu, Wibidata)
- Sift Science, Jason Tan
- Question and Answers

Why do a startup?

There are some great big technology companies to work for..

Google™

 Microsoft

facebook®

amazon.com®

...but are there even  
better alternatives?

~~Non-technology companies~~

~~Mid-sized companies~~

Small companies

Starting your own company

# Smaller and smaller...



topix

wibi!data

LearnSprout

sift science



**YOU!**

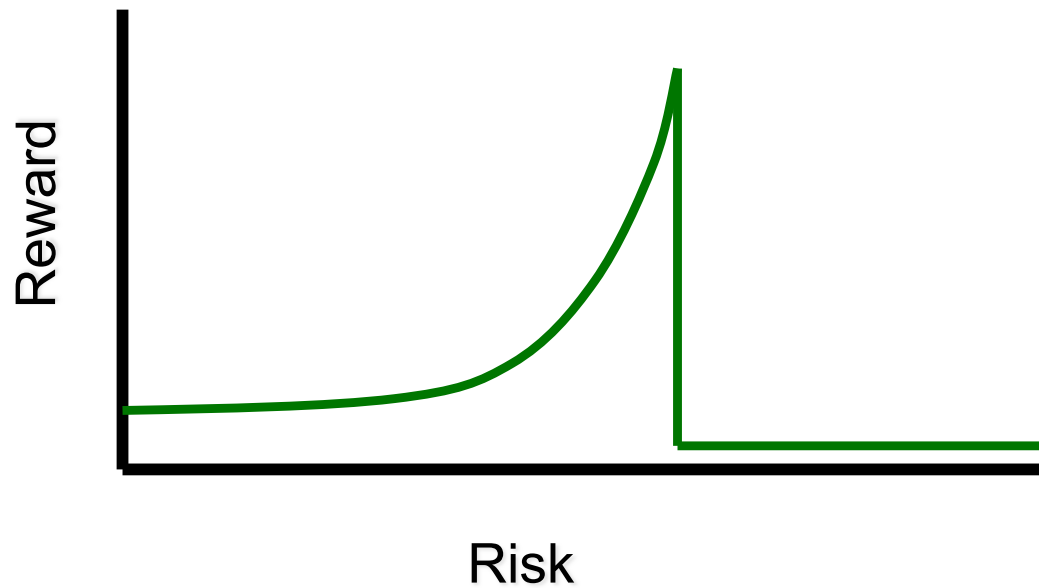


# Why smaller?

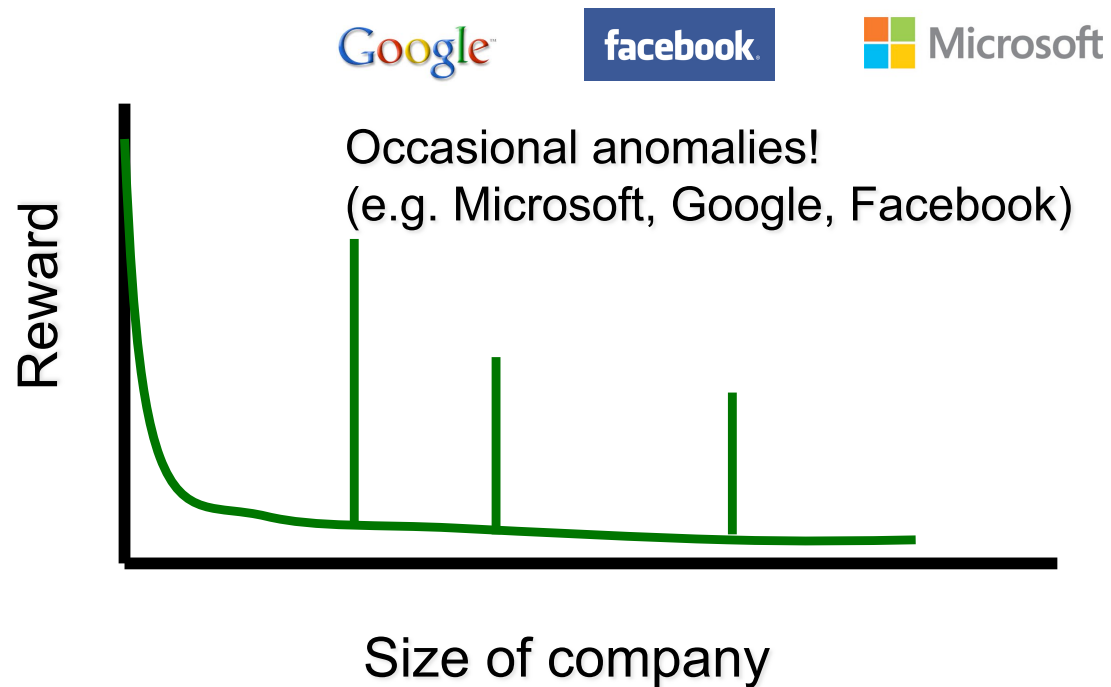
- You are passionate about an idea (you have an itch you want to scratch)
- You have a business idea
- You have a competitive desire to win
- You have the time
- You have cohorts
- You don't want to work for "the man"
- You think big
- Financial reward!

Aren't startups risky?

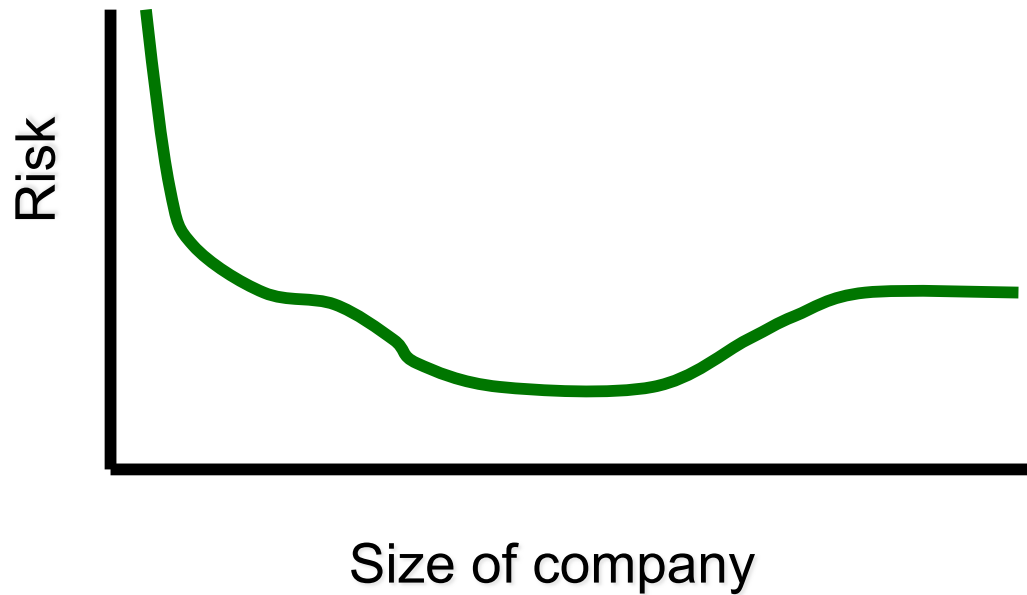
# Why: Risk vs. Reward



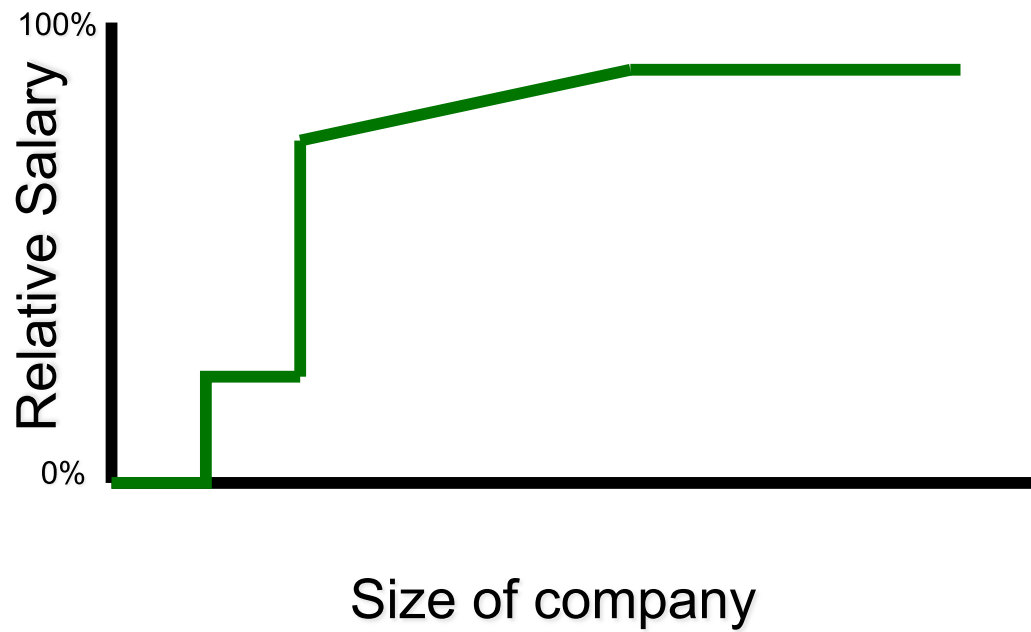
# Why: Size vs. Reward



# Why: Size vs. Risk



# Why: Size vs. Salary



# Why: Size vs. Marketability

“Being responsible for a gigantic failure and learning from it is a highly valuable experience” 100 employees

“I’d rather hire someone that has failed in startup than someone that took the ‘safe’ path of a big company”

Marketability

Size of company



# Are startups risky?

- External risk
  - Family, stability, structure, time
- Internal risk
  - ~~Financial~~
  - ~~Skills~~
  - ~~Diversity~~
  - ~~Marketability~~
  - Career development ???



# Enough.

Let's find out why a startup might be right for you!

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