



AALTOENTREPRENEURSHIPSOCIETY

goes

Silicon Valley
2010



aaltoes.com/siliconvalley



Welcome home.

A week of workshops, startups visits, company excursions, networking events and meetings with interesting people. An opportunity to meet Stanford University students, Silicon Valley veterans, VCs, lawyers, entrepreneurs and startups, as well as get to know Aaltoes and its members better.

Why are we going

- 1) Startups are here to meet their competitors, partners, investors.
- 2) Help Aaltoes team and future board to understand the culture: what needs to be done in Finland and how to build scalable startups.

California changes lives.

“All across the nation, there’s a strange generation, people in *motion*, people in *motion*”

- Scott McKenzie, *If you're going to San Francisco (be sure to wear some flowers in your hair)*

The Bay Area is a mindset: approach people with curiosity and genuineness. There's a distinct wholesomeness about many of the peninsula people, the hippie-movement didn't start here by accident.

On the other hand Californians are very competitive, ambitious and relentless. Other practical things (northern) California: everything starts and ends earlier, remember to bring your khakipants and hoodies also for

meetings, stack up business cards and keep e-mails short and to the point.

Find the right events:

Meetup.com – hosts a lot of different groups. Try Bootstrappers Breakfast, Lean Startup San Francisco, Hackers and Founders, Silicon Valley Google Technology Users, The San Francisco Ruby Meetup or The Silicon Valley NewTech

Meetup or something totally different.
theStartupDigest.com – weekly e-mail letter.
Webwallflower.com – monthly wrap of events.
Plancast.com – follow interesting people to see their plans.
Quora.com – questions concerning Valley? Here you'll find the answers.

For more info, read

Books

Silicon Valley Journey - Experience of Finnish IT Startups from Dot-Com to 2010 by Raija Rapo and Marita Seulamo-Vargas
Download it for free at <http://bit.ly/finland-sv> or grab it from the Garage.

Geek guide to Silicon Valley
by Ashlee Vance

Not all those who wonder are lost
by Steve Blank

The Monk and the Riddle
by Randy Komisar

The Art of the Start
by Guy Kawasaki

Founders at Work
by Jessica Livingston

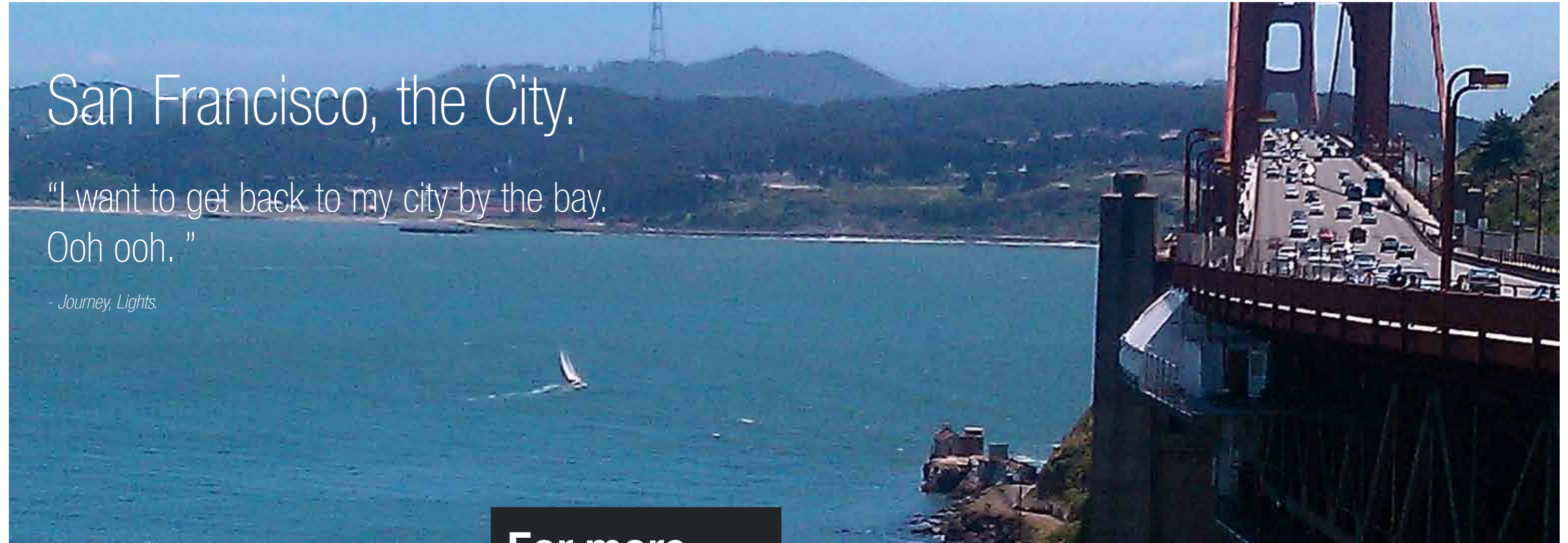
Pitching Hacks
by Babak Nivi and Naval

Hackers and Painters
by Paul Graham

San Francisco, the City.

"I want to get back to my city by the bay.
Ooh ooh."

- Journey, Lights.



San Francisco, also the City, is known for its numerous hills. Spanish missionaries, the Gold Rush, an earthquake that destroyed the city, Summer of Love all formed what would begin renowned for its chilly summer fog, steep rolling hills, eclectic mix of Victorian and modern architecture and its famous landmarks, including the Golden Gate Bridge, Union Square, Lombard Street, Dolores Park, Chirardelli Square, cable cars, and Chinatown. Areas in San Francisco go from nice to seedy very quickly, beware in Tenderloin and Market St between 6th - 12th.

A popular quote incorrectly attributed to Mark Twain is "The coldest winter I ever spent was a summer in San Francisco." So don't be a tourist - pack enough clothes with you.

While in the City, try to unlock the socialite badge on Foursquare, visit Sightclass-cafe to see the Square App in action, see Moscone Center where Apple holds all of its press conferences, drink tea in Samovar or have a picnic in the hip Valencia park. Starbucks offer free wi-fi, as well as (among others) Morning Due Cafe (3689 17th St, Mission) and Cafe du Nord (2168 Market St.)

P.S Never ever say "Frisco", "SF" or "San Fran."

For more info, listen

Soundtrack for California

California dreamin' - Beach Boys
California Gurls - Katie Perry
California - Phantom Planet
California Blue - Roy Orbison
California Love - 2Pac
Heart of Gold - Neil Young
If you're going to San Francisco (be sure to wear some flowers in your hair) - Scott McKenzie
It Never Rains in Southern California - Albert Hammond
Lights - Journey

Download the complete playlist at <http://open.spotify.com/user/lindaliukas/playlist/6OUbNJcH4YXMY4NvIH0oQ1>

1 SOMA

AirBnb - a global network of accommodations offered by locals.
Heroku - deploy and host rails applications
Github - secure source code hosting
Twitter - share and discover what is happening right now.
Scribd - a social publishing site
Justin.tv - watch live video and chat with friends

2 Mission

Posterous - easiest publishing platform around
Typekit - use fonts the way you want to.
Flowtown - social media marketing made powerful
IO Ventures - super early stage startup fund

3 North Beach

Dogpatch Labs - connect entrepreneurs and help founders conceive and launch startups
Automattic - behind wordpress.com
Kicklabs - start-up companies can thrive in a creative and collaborative environment.

4 Potrero Hill

Digg - the best news, videos and pictures on the web
Zynga - connecting the world through games



For more startup-neighbourhoods, visit <http://bit.ly/garrysfstartups>

Silicon Valley State of Mind

“Why join the navy if you can be a pirate”

- Steve Jobs

Silicon Valley is the southern part of the San Francisco Bay Area. The “classic SV” along the south-western corner of the bay (Cupertino, Sunnyvale, Mountain View, Palo Alto, Menlo Park) dates from the old the 60s to 80s: the term originally referred to the region's large number of silicon chip innovators and manufacturers, but eventually came to refer to all the high-tech businesses in the area; it is now generally used as a metonym for the high-tech sector.

Silicon Valley is a unique mixture of research, univer-

sities, business and design that turned the area into a high-tech Mecca. Thousands of high technology companies are headquartered in Silicon Valley; among those, the following are in the Fortune 1000: Adobe Systems, Apple Inc, Cisco Systems, eBay, Google, Hewlett-Packard, Intel, Nvidia, Oracle Corporation, SanDisk, Sun Microsystems, Symantec and Yahoo. Stanford, which is the 2nd best school in the world, lies in the heart of the Valley.

While on campus, try running around the Dish (dish.stanford.edu), visit the Hoover Tower, Treehouse and the Rodarte Museum. DSchool (dschool.stanford.edu/) and STVP (stvp.stanford.edu) might also be of interest. Or why not take a peak at 165 University Avenue and it's tiny office space that has produced a stream of blockbuster companies including Google and PayPal.

For the best coffee of the Valley go to Philz Coffee (3191 Middlefield Rd), for the best celebrity spotting University Coffee (271 University Avenue) and for the best internet-fame the infamous Coffee where the iPhone 4 prototype was discovered (Gourmet Haus Staudt 2615 Broadway)

Have a beer at Antonio's Nut House (321 California Avenue, Palo Alto) and grab a sandwich from JJFs (520 College Ave). Drive down the Sand Hill Road, where most of the big VC firms are, visit Konditorei cafeteria (3130 Alpine Road) and listen to an authentic VC pitch or catch a glimpse of a Tesla car.

Drive past Mountain Views Google HQ and Y-Combinator. For some Garage-vibes, visit HackerDojo (140A South Whisman Rd)



For more info, try

[The secret history of Silicon Valley by Steve Blank](#)

<http://steveblank.com/category/secret-history-of-silicon-valley/>

[How to be Silicon Valley by Paul Graham](#)

<http://steveblank.com/category/secret-history-of-silicon-valley/>

[36 Hours in Silicon Valley](#)

<http://travel.nytimes.com/2010/09/05/travel/05hours.html?hpw>

[Don't Try This at Home - You can't build a new Silicon Valley just anywhere](#)

http://www.foreignpolicy.com/articles/2010/08/16/dont_try_this_at_home?page=0,0

[Gossip on the Valley](#)

<http://www.valleywag.gawker.com>

Northern California

San Francisco and Silicon Valley are only a part what Nor Cal offers. There is Napa to the north for wine. Tahoe to the east for snowboarding. Santa Cruz and Monterey Bay to the south for beaches/boardwalks/bonfires and a beautiful scenery.

Cheat-sheet for the Finnish startup scene

Finland is the epicenter of early open source: companies like MySQL and Linux originate from these northern latitudes. The startup culture here is as transparent and honest as the Finns themselves. Finnish taxpayers gladly support the public funding system and we have a stellar education system with an emphasis on R&D, providing talent-base from cleantech to high-tech. The most up-to-date info comes from Arctic Startup (www.arcticstartup.com), but here are some examples of Finnish success stories and future runner-ups:

Biggest exit

MySQL

MySQL is a relational database management system (RDBMS)[1] that runs as a server providing multi-user access to a number of databases. In January 2008, MySQL made a billion dollar exit to Sun (later Oracle). Finnish names behind it: Monty Widenius and Mårten Mickos

Consumer web

Jaiku

Jaiku is a social networking, micro-blogging and lifestreaming service comparable to Twitter, purchased by Google in October 2007. Finns behind it: Jyri Engeström, Petteri Koponen, Teemu Kurppa

Dopplr

Dopplr is a social networking service, that allows users to create itineraries of their travel plans, purchased by Nokia in September 2009. Finns behind it: Marko Ahtisaari

Sulake

Sulake's main focus is virtual worlds, casual multiplayer games and social networking. Main product is Habbo, a website aimed at teenagers with 8 million unique visitors monthly. Finns behind it: Sampo Karjalainen, Aapo Kyrölä

Gaming

Demoscene of early 1990s

The top names of Finnish IT industry rise from the demo scene subculture. Future Crew is a now-defunct group of Finnish computer coders and artists who created PC demos and software, active mostly between 1992 and 1994. Companies like Futuremark (3DMark), Remedy (Death Rally, Max Payne), Bugbear Entertainment (FlatOut, Glimmerati, Rally Trophy) and Bitboys (a graphics hardware company) were all started in whole or in part by members of Future Crew.

Remedy

Remedy Entertainment is a Finnish computer game developer founded in 1995 and based in Espoo, Finland. The company is best known for its Max Payne series of video games & Alan Wake

Playfish

Playfish, currently a property of Electronic Arts, is a developer of free-to-play social network games. In October 2008, they secured 17 million USD in venture capital funding from Accel Partners and Index Ventures. Finns behind it: Kristian Segerstrale

Rovio

Rovio Mobile is a computer game developer founded in 2003. The company is best known for its game Angry Birds, a catapult-puzzle game for the iPhone, which has since sold over 6.5 million copies.

B2B

Trema

Trema (today: Wall Street Systems) is the global leader in software solutions for central banks and corporate treasuries of Fortune 500 companies. Names behind it: Moaffak Ahmed

F-Secure

F-Secure Corporation (formerly Data Fellows) is an anti-virus and computer security software. Finns behind it: Risto Siilasmaa, Mikko Hypönen

SSH

SSH Communications Security (OMX: SSH1V) was founded by Tatu Ylönen in 1995. It is known as the original developer of the Secure Shell protocol.

Solid Information Technology

Solid Information Technology Corporation provides database technology solutions for original equipment manufacturers and enterprise customers. As of 2008 Solid operates as a subsidiary of International Business Machines Corp. (NYSE:IBM)

Up-and-coming

Applifier

AudioDraft

Balancion

Canatu

Dazzboard

Eniram

Everyplay

Foodie.fm

Footbalance

Flowdock

Gigswiz

Hitatlantis

Heiaheia

Huikea

Hitatlantis

IHQLife

Muxlim

MySites

Sofanatics

Senseg

Oncos

The Switch

Wreck-a-movie

Room for more, suggest!

Who's who in the Valley?

Fame is fickle and new celebrities are made overnight in the Valley. Some names however pop up. Here's a selection of faces for you to memorise.

Michael Arrington



Michael Arrington is the founder and co-editor of TechCrunch. Magazines such as Wired and Forbes have named Arrington one of the most powerful people on the Internet.

Paul Graham



Paul Graham is an essayist, programmer, and investor. In 2005 he was one of the founders of Y Combinator. Read Paul's essays at <http://www.paulgraham.com/articles.html>

Ron Conway



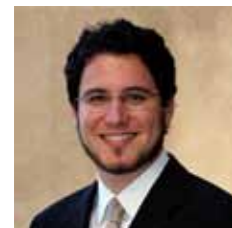
Ron Conway is an angel and an early stage investor in for example Google, Ask Jeeves and PayPal. Since 2005, he has been investing independently.

Dave McClure



Dave is a venture capitalist & founding partner at 500 Startups. Dave's also famous for Metrics for Pirates: <http://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version>

Eric Ries



Eric Ries is the creator of the Lean Startup methodology and the author of the popular entrepreneurship blog Startup Lessons Learned.

Marc Andreessen



Marc Andreessen is an investor, blogger, and a multi-millionaire software engineer best known as co-author of Mosaic, and co-founder of Netscape.

John Doerr



L. John Doerr is a venture capitalist at Kleiner Perkins Caufield & Byers. His funded ventures have created an estimated 150,000 jobs through Compaq, Netscape, Symantec, Sun Microsystems, Amazon.com, Google and others.

Steve Blank



Steven Blank is a founding and part of 8 startup companies in Silicon Valley. He is also the author of the Customer Development model for early stage companies.

Tina Seelig



Tina Seelig is the Executive Director for the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University's School of Engineering.

Jessica Livingston



Jessica Livingston is an author of Founders at Work -book and a founding partner of the seed stage venture firm Y Combinator.

Jason Calacanis



Jason Calacanis hosts the podcast "This Week In Startups". He's the CEO of Mahalo.com and former GM of Netscape.

John Gruber



John Gruber is a blogger at Daring Fireball, a technology blog on Apple related things. He co-hosts a podcast called The Talk Show with Dan Benjamin.

Hiten Shah



Hiten curates Kissmetrics Twitter-feed on metrics, product & marketing. Check out <http://twitter.com/kissmetrics>

Guy Kawasaki



Guy Kawasaki is a Silicon Valley venture capitalist. Known for his book, The Art of the Start he now leads Garage Technology Ventures.

Evan & Biz



Evan Williams and Biz Stone are the creators of Twitter. Jack Dorsey, one of the original founders, left to work on Squareup.com

Mark Zuckerberg



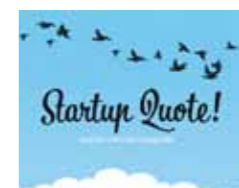
Zuckerberg co-founded Facebook. As of March 2010, he is the youngest billionaire in the world.

Kevin Rose



Kevin is a technology angel investor, and the founder of Digg. He loves tea and co-hosts DiggNation weekly at <http://revision3.com/diggnation/>

Who's missing?



Suggestions for page 2? Shoot! Meanwhile, take a look at <http://startupquote.com/> for more heroes of the Valley

Version 1.0

26.9.2010

Feedback, questions, comments?

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Version history

Next release:

- Programme outline
- Practicalities: renting a car, getting around
- Who are we meeting
- Working spaces and incubators
- Reading list for the road
- Pitch Aaltoes