By the Numbers: How I built a Web 2.0, User-Generated Content, Citizen Journalism, Long-Tail, Social Media Site for $12,107.09

Tuesday, August 14, 2007
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:

By the Numbers: How I built a Web 2.0, User-Generated Content, Citizen Journalism, Long-Tail, Social Media Site for $12,107.09

Guy Kawasaki, Truemors and Garage Technology Ventures

In this talk Guy will explain why and how he launched Truemors.com using open-source software, contractors, favors, and cajoling.

He will also cover the current entrepreneurial and venture-capital funding conditions.

Guy Kawasaki is the co-founder of Truemors and a managing director of Garage Technology Ventures. He is also a columnist for Entrepreneur Magazine. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of eight books including The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.