

SXSW NOTES & SUMMARY – 2014

This year's SXSW Interactive in Austin was an amazing experience where tons of useful information and actionable insights were shared. I've put together some session highlights and also listed a few innovative firms I learned about. Feel free to share with colleagues and hope to see you there next year or at SXSW V2V in Las Vegas – Lon Taylor

Great companies to check out:

- **Doctor.com** – CEO Andrei Zimiles gave an excellent presentation of this cutting edge firm's approach to helping the healthcare system become more efficient in the digital age.
- **iZettle.com** – Based in Stockholm, they are a fast growing payment platform for small businesses in 9 countries.
- **ThePhuse.com** – These folks from Toronto have 20+ employees and only 3 staff in their office. The founders provided excellent info on how they manage to run the firm with remote staff from around the globe.
- **Scanadu** – Presented their "Tricorder healthcare device" with Rod Roddenberry. The portable Star Trek inspired hockey puck sized device is amazing and will change lives by reducing the cost of healthcare exams.
- **Daqri.com** – Advertising format that allows users to view cars, stores and other products in 3D from a mobile device. Hard to describe but once you see it, you'll know why this technology is truly innovative.

Friday March 7, 2014

Founders Stories: Interviews with Startup Founders:

Firms from the Social Healthcare Startup Bootcamp talk about their experiences and offerings.

KEY TAKEAWAYS:

- Andrei Zimiles CEO of **Doctor.com** – Larger healthcare providers want to reach new people and are happy to pay via a subscription model. Company hit \$1Million in revenue in 9 months and the ACA has created lots of opportunity within a fractured industry that now must do real marketing to gain customers.
- **Medicast** – This new app is aiming to become the Uber of healthcare. CEO Sam Zebarjadi explained that in home care is growing and they can get an MD to people in 45 minutes. Costs for users are nominal and portable diagnoses equipment helps create a high level of care.
- Need to order a licensed massage therapist for less than hotels & spa's charge? **Zeel.com** helps screen and connect both parties providing fast scheduling times and reliability. Founder Samer Hamadeh set up yearly subscriptions that include a free massage table and the service helps therapists establish steady repeat customers.

Sat March 8, 2014

What Drives Word of Mouth?

Why do some products take off and others fail to gain traction? What drives buzz and viral communication?

PRESENTERS:

Jonah Berger – Professor of Marketing – Wharton School – Univ. of Pennsylvania

KEY TAKEAWAYS:

- Presented viral videos from Volvo – 72 million views
<http://www.youtube.com/watch?v=M7F1vfx5J10>
- Blendtec "Will it Blend" iPhone video – 3 million views
<http://www.youtube.com/watch?v=GAuhUTzNwiY>
- These have multiple appeal and create huge word of mouth because they show the inner remarkability of the product or create a "must see this" situation.
- Word Of Mouth is 10x as valuable than other forms of advertising.
- Only 7% of WOM is online!!!
- Jonah's book: **Contagious: Why Things Catch On** explains the six keys to creating a great WOM campaign or promotion that will have a chance at engaging people and driving them to your brand.

Saturday March 8, 2014

Design Thinking to Bring Water for All

Over the next 20 years in India, 220 million people will move from country settings to urban locations. How will demand for clean water and infrastructure be met?

PRESENTERS:

Gaurav Bhushan – Sr. Interaction Designer - Frog Design

Jennifer Lee Fuqua – Assoc. Program Director – Frog Design

KEY TAKEAWAYS:

- The research team from Frog used observation to learn more about the community.
- They found out that water only got turned on at 4am for the slum they visited.
- Ridding with water tanker trucks, they learned what's really going on – the current system is messy and politicians & gangs have some control of delivery methods and supply.
- A startup called Sarvajal “water for all” has come up with a unique ATM type business model that offers clean water via a franchise model. Water sells at 1 cent per liter so people in the slum have a choice vs. other less reliable options.
- Read the whole story at <http://bit.ly/1uzBt3d>

Sunday March 9, 2014

Re-orientating UX Design for the Internet of Things

By 2017 “mobile first” will be an irrelevant phrase as every “thing” will be mobile. The Internet of Things – IoT - is coming faster than you think.

PRESENTER:

Alfred Lui – Chief Design Officer – Seer Labs

KEY TAKEAWAYS:

- Digital design is moving from the square or rectangle to all sorts of shapes.
- Responsive UX design will be create many new opportunities and challenges.
- Cheap power, efficient CPU's, data everywhere and open cloud API's create an opportunity for the IoT to flourish.
- UX designers should start to think in terms of information as push, pull and also ambient. Proximity sensors will create ambient data and navigation disappears as we interact with things.
- The Nike Fuel band is an example of a great tool with an excellent ability to store and understand data.
- View the presentation slides at: <http://www.slideshare.net/alui0000>

Keynote Sessions:

- **Neil deGrasse Tyson** – One of the world's top astrophysicists, author, and science communicator. Host of the new Cosmos series, he explained how Carl Sagan helped him as a young student and how much fun science can be when you present ideas in way that the average person can understand. He is inspiring the next generation of scientists and engineers.
- **Mark Cuban** – Tech's favorite “shark” he talked about behind the scenes at Shark Tank and how he got started in technology. Persistence, a vision of the industry and lots of hard work was his mantra in terms of being successful in business. He believes there are tons of amazing business opportunities out there.
- **Edward Snowden** – After listening to him answer detailed questions and explain security issues, I was impressed. Not only does he really understand the security challenges facing everyone on the Internet, he gave concrete examples of how his actions have led to major improvements in the way Google, Yahoo and others have beefed up their SSL setups. Even after a very tough year, Ed said he would still release documents as our 4th amendment rights were being violated.
- **George Takei** – Oh Myyy! What can a guy in his 70's teach us about the Internet? Plenty! Turns out that George is teaming up with the AARP for Takei's Take to teach people of all ages about tech trends. A truly well-educated guy (Berkeley & UCLA), he understands the power of the web to transform ideas and promote justice for the causes he cares about most.