



PLENARY SESSION FACE TO FACE

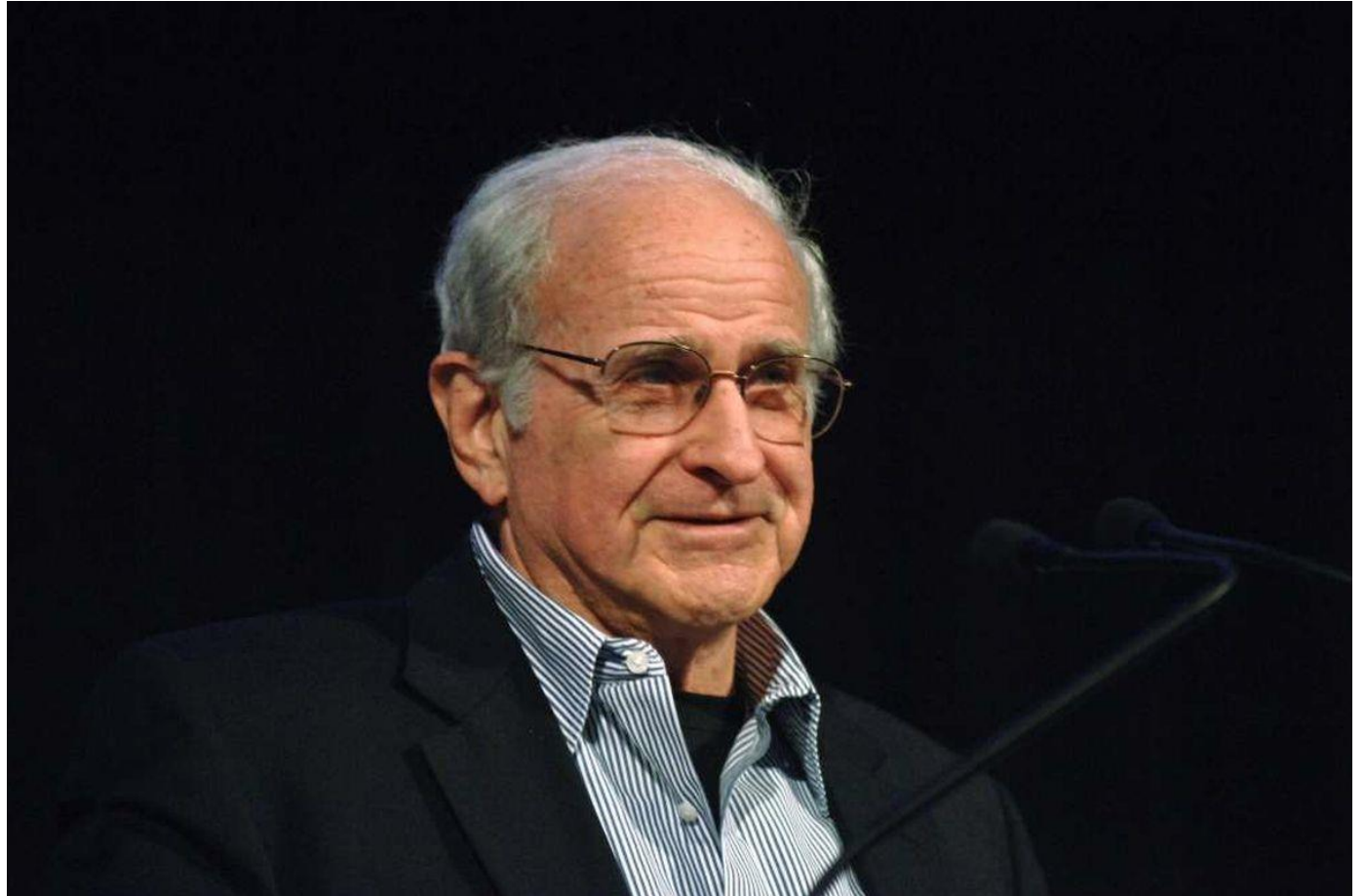
September 11, 2017

I WORK IN THE FIELD OF PRIVACY



AN IDEA

2000



“We have become the greatest data-generating society in human history”

PEOPLE WITH PASSION

2001



A MAN WITH A DOG

2002





BUILDING

2004







STRATEGY

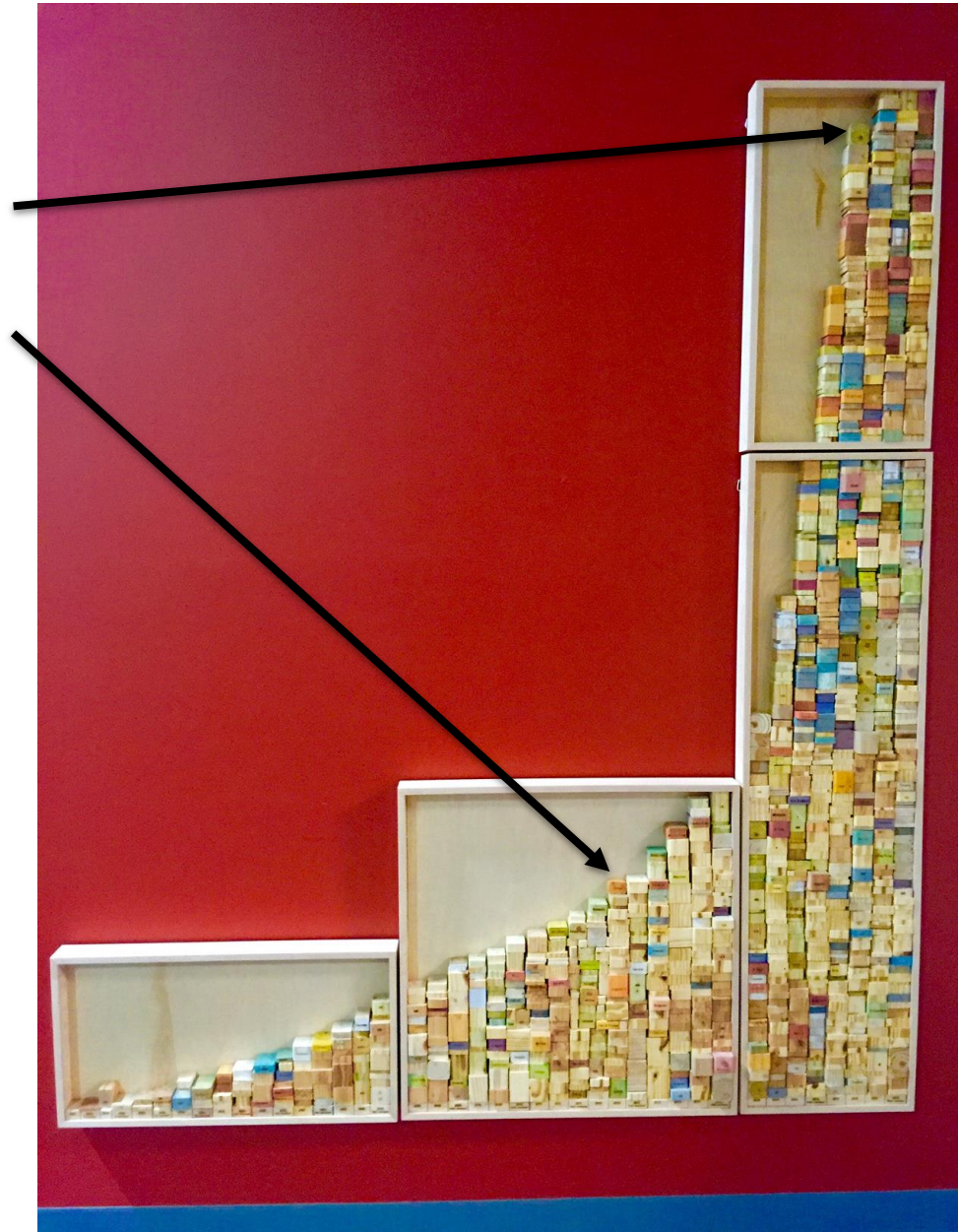
2010





GROWTH

2012







WHAT WE LEARNED

EARLY YEARS

Hire an entrepreneur with vision

Market yourself

Have friends (and volunteers)

Get Cash

Codify what you know

WHAT WE LEARNED


5 YEARS IN

Find a bootstrapping team

Deliver value to your members

Give those most invested a place to connect

Happy members are your best Net Promoters



WHAT WE LEARNED A DOZEN PLUS YEARS LATER

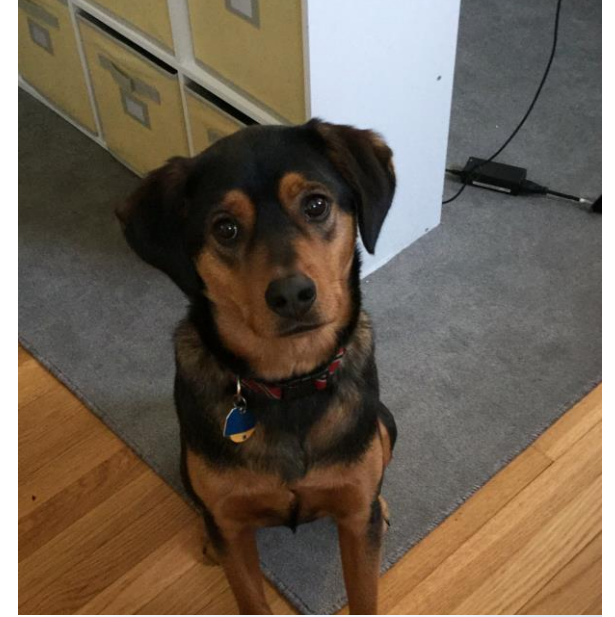
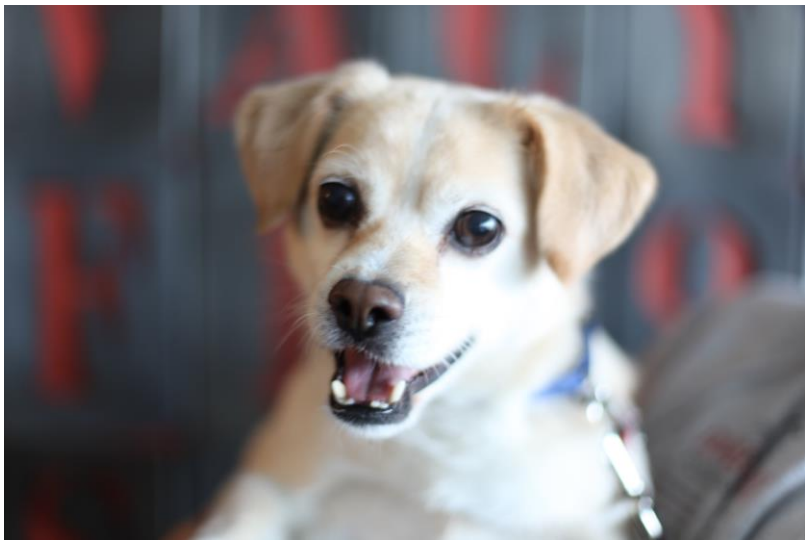
Know the market, capture the wave

Start scaling

TODAY

2017





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