



**Sand Hill Rd** ↗

**Technology Pioneers: new trends on  
global investments  
Rebeca Hwang  
Barcelona, Spain  
June 17, 2010**

“Every generation has a revolution,” Thomas Jefferson

**The revolution of this generation is entrepreneurship**

*The Economist*

Special Report on Entrepreneurship

Mar 12<sup>th</sup>, 2009

facebook

PayPal™

Microsoft®

Google™

ebay®

Akamai

illumina®

Fastest growing genomics company

\$ 650M Revenue

Tufts license

In the US, startups have created most of the jobs in the last  
two decades

1. Can we predict which companies will be successful before they even start up?

2. How do multinationals the concept of open innovation and entrepreneurship as an opportunity for:

- branding,

- talent sourcing,

- market generation and

- outsourcing innovation?

# 1. The founding team

ChatRoulette created by Andrey Ternovskiy, 17;  
Facebook by Mark Zuckerberg, 19;  
Firefox, its creator Blake Ross, 17





**BILL GATES**

Founded Microsoft at 19 yrs old  
Harvard University  
\$53 Billion Net Worth



MARK ZUCKERBERG  
Founded Facebook at 19 yrs old  
Harvard University  
\$4 Billion Net Worth

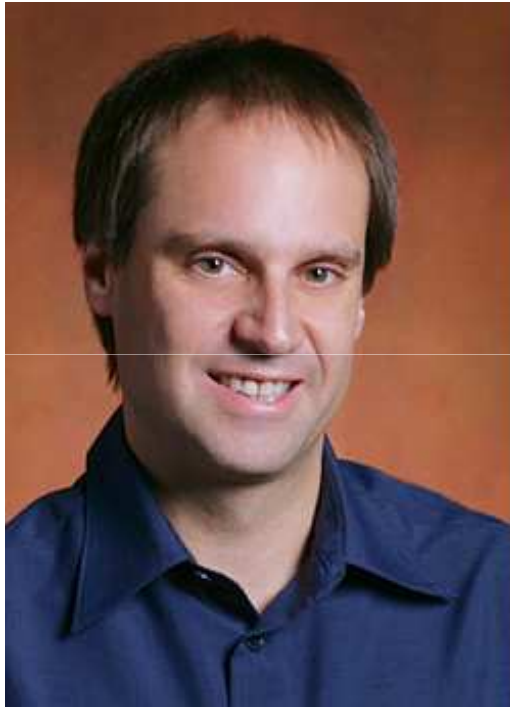


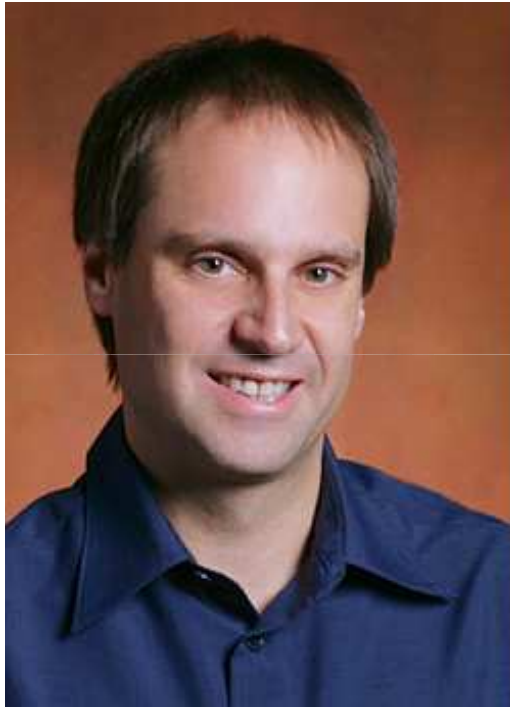


Before



Now

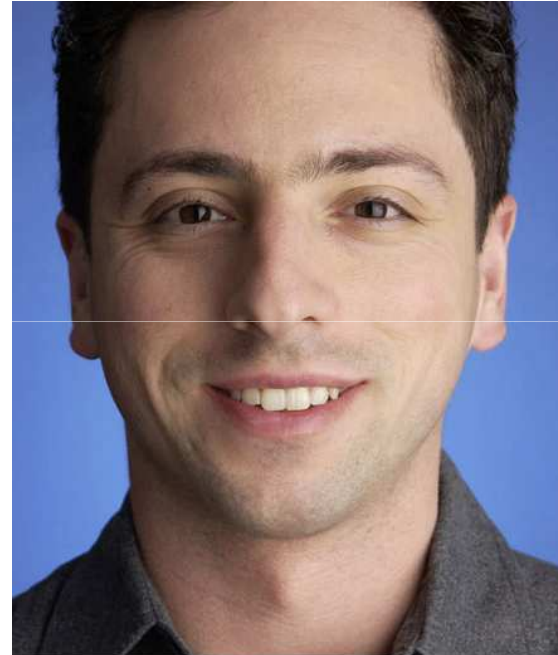


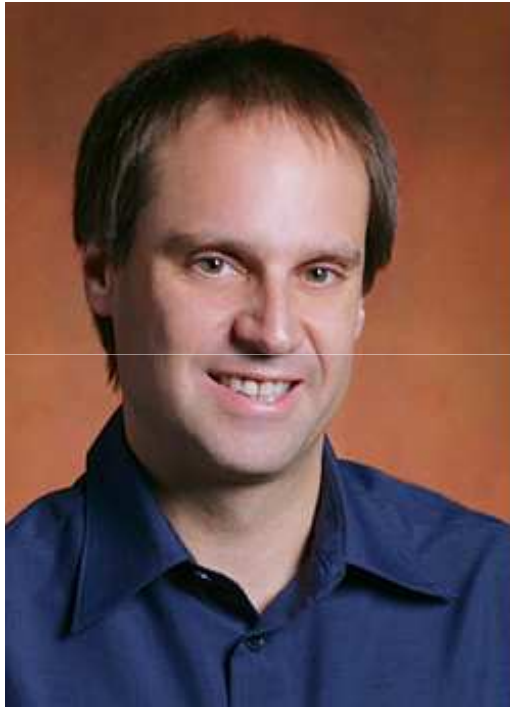


Jeff Skoll  
Founded Ebay at age 26  
Stanford University  
\$2 Billion Net Worth

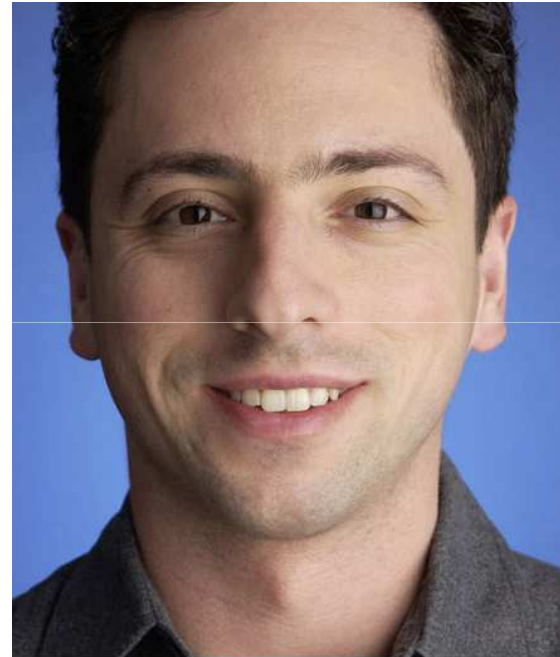


SERGEY BRIN  
Founded Google at 25 yrs old  
Stanford University  
\$17,5 Billion Net Worth





Before



Now





WARREN BUFFET  
Berkshire Hathaway  
University of Nebraska  
\$62 Billion Net Worth



EVAN WILLIAMS  
Founded Twitter at yrs old  
Nebraska University  
Twitter valued at \$1 Billion

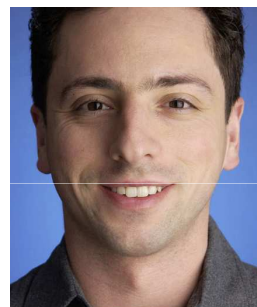




Before



Now



Dorky

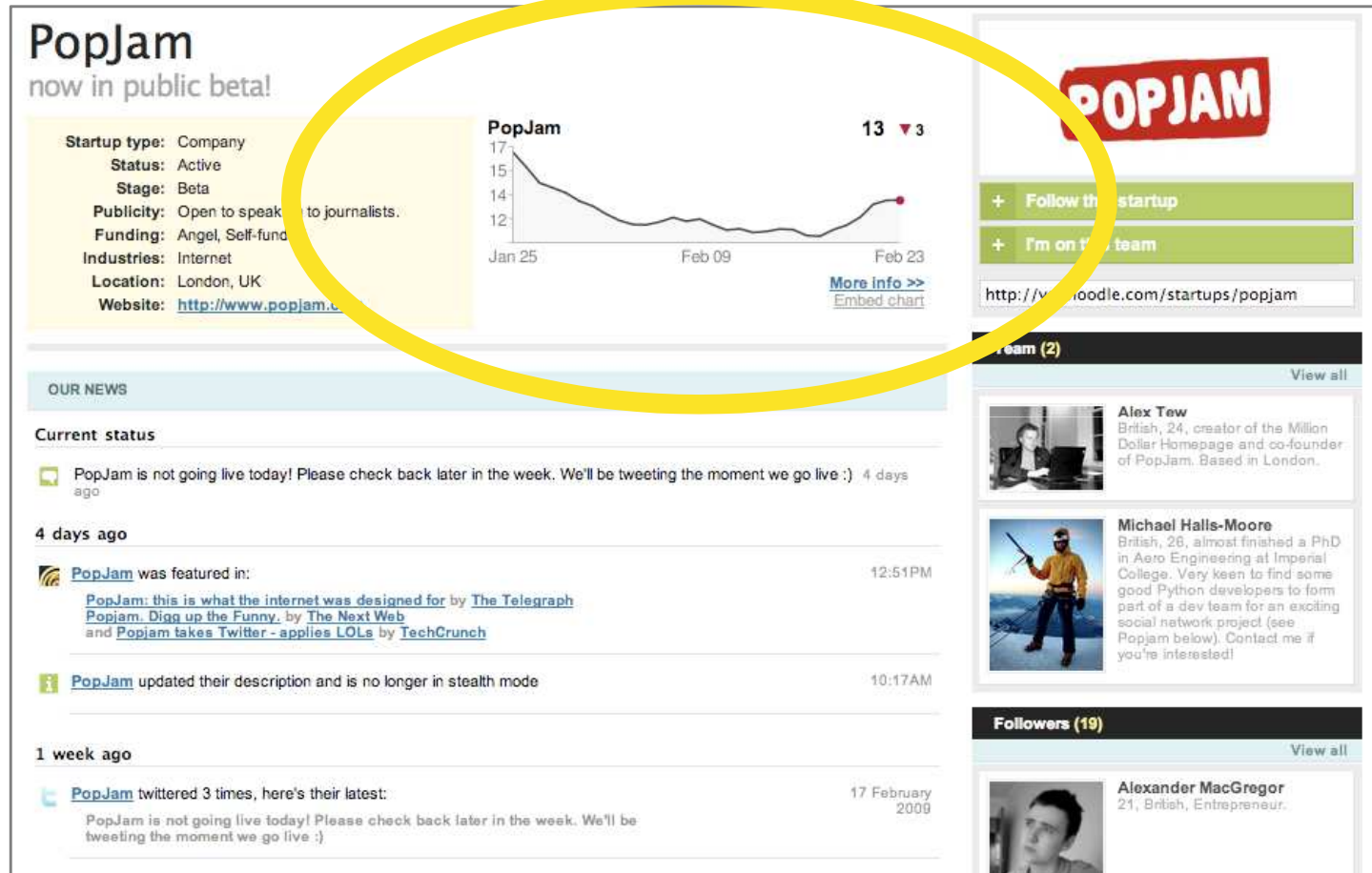
Cool

## Silicon Valley entrepreneurs:

- ✓ Don't ask for permission
- ✓ Challenge pre-existing norms and rules:
  - “A healthy disregard for the impossible”, Larry Page
- ✓ Don't expect a linear path
- ✓ Take bounded risks
- ✓ Accept failure
  - “Resume of failures”, When to quit?
- ✓ Are very lucky
  - “The harder you work, the luckier you get”
- ✓ Value reputation and in building long term professional relationships

## 2. The metrics

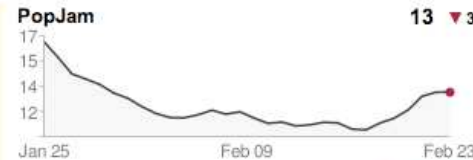
# Scores: Graph



**PopJam**  
now in public beta!

**Startup type:** Company  
**Status:** Active  
**Stage:** Beta  
**Publicity:** Open to speaking to journalists.  
**Funding:** Angel, Self-funded  
**Industries:** Internet  
**Location:** London, UK  
**Website:** <http://www.popjam.com>

**PopJam** 13 ▼ 3



Jan 25 Feb 09 Feb 23

[More info >>](#)  
[Embed chart](#)

<http://www.yoodle.com/startups/popjam>

**Team (2)** [View all](#)

**Alex Tew**  
British, 24, creator of the Million Dollar Homepage and co-founder of PopJam. Based in London.

**Michael Halls-Moore**  
British, 26, almost finished a PhD in Aero Engineering at Imperial College. Very keen to find some good Python developers to form part of a dev team for an exciting social network project (see Popjam below). Contact me if you're interested!

**Followers (19)** [View all](#)

**Alexander MacGregor**  
21, British, Entrepreneur.

**OUR NEWS**

**Current status**

PopJam is not going live today! Please check back later in the week. We'll be tweeting the moment we go live :) 4 days ago

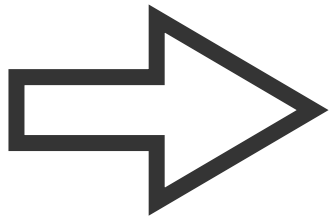
**4 days ago**

PopJam was featured in: 12:51 PM  
[PopJam: this is what the internet was designed for](#) by [The Telegraph](#)  
[Popjam. Digg up the Funny.](#) by [The Next Web](#)  
and [Popjam takes Twitter - applies LOLs](#) by [TechCrunch](#)

PopJam updated their description and is no longer in stealth mode 10:17 AM

**1 week ago**

PopJam twittered 3 times, here's their latest: 17 February 2008  
PopJam is not going live today! Please check back later in the week. We'll be tweeting the moment we go live ;)



# Indexes

## YouNoodle Scores

The largest-ever dynamic directory of active startups, compiled from proprietary tracking technology, a rapidly-growing community, and several leading startup data partners.

YouNoodle 500 Index



### What's a YouNoodle Score?

A YouNoodle Score is a quantitative measurement, on a scale of 0 to 100, of a startup's impact and importance based on its traction, activity, and buzz. The score is based on information pulled in from thousands of online sources: traffic, mainstream media, the blogosphere, conversations on Twitter, and other key factors.

### How big is the directory?

The directory includes 27,000 high potential companies, and pulls in over 150,000 startup news stories every day, allowing business owners, customers and investors to track the progress and news stories associated with any startup in real time.

[Read more >>](#)

### Wired Magazine 250

Startup	Score	▲▼
<a href="#">TinyURL</a>	79	8
<a href="#">SlideShare</a>	79	8
<a href="#">Spotify</a>	36	7
<a href="#">TwitPic</a>	54	6
<a href="#">Wis.dm</a>	31	6
<a href="#">Livestrong</a>	53	5
<a href="#">Autonomy</a>	17	5
<a href="#">Scour</a>	34	-8
<a href="#">CollegeHumor</a>	65	-8
<a href="#">Cull</a>	45	-9

[Embed chart](#)

### VentureBeat 250

Startup	Score	▲▼
<a href="#">Craigslist</a>	98	0
<a href="#">Facebook</a>	98	-1
<a href="#">Tagged</a>	97	-1
<a href="#">hi5</a>	97	0
<a href="#">Friendster</a>	97	-1
<a href="#">Dailymotion</a>	97	0
<a href="#">ImageShack</a>	97	-1
<a href="#">Conduit</a>	97	0
<a href="#">56.com</a>	96	0
<a href="#">Mininova</a>	96	-1

[Embed chart](#)

### Telegraph UK Startups

Startup	Score	▲▼
<a href="#">OpenX</a>	47	8
<a href="#">Plastic Logic</a>	21	5
<a href="#">Playfish</a>	49	3
<a href="#">PlayStation Universe</a>	49	4
<a href="#">Cambridge Temperature Concepts</a>	5	2
<a href="#">Corizon</a>	7	2
<a href="#">truphone</a>	40	2
<a href="#">PopJam</a>	10	-6
<a href="#">Zemanta</a>	23	-7
<a href="#">Moo</a>	27	-7

[Embed chart](#)

### YouNoodle Score API Partners



Try our partners' applications! [Angelsoft](#) integrated the scores to provide powerful sorting options for angel investors. [Wired Magazine](#), [VentureBeat](#), and [The Telegraph](#) created indexes of the most interesting tech companies to watch. On startup pages at [CrunchBase](#) you can view a startup's 30-day trend and score. The prestigious competition, [Clean Tech Open](#), is using YouNoodle to track their alumni. [UK Trade and Investment](#) have been given first access to YouNoodle Startup Tracker, a real time dashboard to all activity globally.

## Fifty Tech Startups You Should Know

*BusinessWeek* and market researcher [YouNoodle](#) have teamed up to identify 50 tech startups flying under the radar. Our list includes fledgling tech companies—most started in 2005 and later—from the U.S., China, India, Israel, and Russia that are attracting some early buzz and are poised to grow beyond their regional or niche-market origins.

Special Report  
Slide Show

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

Company	Headquarters	YouNoodle Score*	Total Funding (in Millions of Dollars)	Year Funded	CEO
Cotendo	San Carlos, Calif.	12	7.0	2008	Ronni Zehavi
Proclivity Systems	New York	16	6.2	2006	Sheldon Gilbert
Monitise	London	21	19.0	2004	Alastair Lukies
Cloudera	Burlingame, Calif.	22	11.0	2008	Michael Olson
Bloom Energy	Sunnyvale, Calif.	22	N/A	2002	K.R. Sridhar
Positive Energy	Arlington, Va.	22	15.5	2007	Daniel Yates
Nila	Los Angeles	22	0.6	2004	Jim Sanfilippo
Fusion-io	Salt Lake City	23	66.5	2006	David Bradford
Raydiance	Petaluma, Calif.	24	20.0	2005	Barry Schuler
Pelago	Seattle	25	22.4	2006	Jeff Holden
SynapSense	Folsom, Calif.	26	11.0	2006	Peter Van Deventer
Modu	Kfar-Saba, Israel	27	85.0	2007	Dov Moran
Inrix	Kirkland, Wash.	29	31.1	2004	Bryan Misteale
Sermo	Cambridge, Mass.	29	37.5	2006	Daniel Palestrant



## Your Business

Bright ideas and professional advice for starting out or developing your business.

### LATEST NEWS

#### Mandelson defends help for small businesses



The Business Secretary hits back at critics of the loan scheme launched five weeks ago.

#### Spot the next success



Two Oxford graduates launch a tool to track the next big business online.

#### Thomas Green's MD Philip Evans caters for the "best of British"



A company specialising in British fare for expats and Anglophiles is looking for new franchisees to take it further afield. *Victoria Taylor* reports

## Alex

### TELEGRAPH HIGH GROWTH COMPANIES INDEX

Startup	Score	▲ ▼
<a href="#">OpenX</a>	47	8
<a href="#">Plastic Logic</a>	21	4
<a href="#">Playfish</a>	49	3
<a href="#">Tipped</a>	24	1
<a href="#">Corizon</a>	7	1
<a href="#">Xtera</a>	3	1
<a href="#">MakeUseOf</a>	43	1
<a href="#">Moo</a>	27	-5
<a href="#">Zemanta</a>	23	-5
<a href="#">PopJam</a>	10	-6

Startup's progress (0-100) scored by YouNoodle [More info >>](#)  
[Embed chart](#)

### MARKETS DATA

Index	Value	%	Change
FTSE 100	3,889.1	0.0	0.0
FTSE 250	6,008.8	0.0	0.0

## The TechCrunch Europe Top 100 Index

by Mike Butcher on July 10, 2009

26 Comments 

136 [retweet](#)

Today we launch the **TechCrunch Europe Top 100**. This is a new, constantly updated Index of the most innovative and highest-potential European tech companies, as compiled by our partner **YouNoodle**. As

### Techcrunch Europe Top 100

	Startup	Score	 
	<a href="#">Dailymotion</a>	94	-3.3
	<a href="#">Netlog</a>	93	-3.1
	<a href="#">Miniclip</a>	90	-3.3
	<a href="#">King</a>	86	-0.5
	<a href="#">badoo</a>	86	-9.6
	<a href="#">Playfish</a>	85	4.8
	<a href="#">Deezer</a>	82	1.1
	<a href="#">eBuddy</a>	81	1.2



Featured Post: July 23, 2009 | [Camille Ricketts](#)

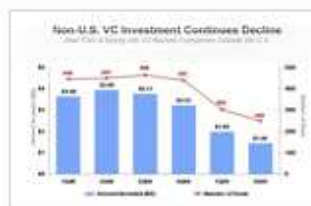
## Microsoft maintains weak optimism as revenue dives

Today, Microsoft announced revenue of \$13.1 billion for its fourth quarter ended June 30 — a 17 percent drop since last year. At the same time, its net income fell 29 percent. Attributing these declines to the softening PC and server markets, the company argued... [Continue Reading](#) ▶

July 23, 2009 | [Camille Ricketts](#)

### International venture capital plummets 63 percent in Q2

Overseas markets saw a sharp drop in venture capital investing in the second quarter, falling 63 percent since last year to \$1.46 billion across 250 deals — the lowest it's been for six years, according to Dow Jones VentureSource. To put this in context, \$5.27... [Continue Reading](#) ▶



July 23, 2009 | [Paul Boutin](#)

### NPD analyst: Apple now gets 91% of spending on \$1,000-plus computers

My fellow San Franciscans have been in-your-face Apple zealots for decades. But industry analysts NPD now claim shockingly that we've become the norm. NPD analysts are going around saying that nine out of ten dollars spent in the U.S. on computers costing \$1,000 or more... [Continue Reading](#) ▶



[Anthony Ha](#), Writer, VentureBeat

[Camille Ricketts](#), Writer, GreenBeat

[Paul Boutin](#), Writer, VentureBeat

[Matthaus Krzykowski](#), Mobile Consultant & Coordinator

### VENTUREBEAT START-UP INDEX

An index of the hottest startups, measured by trends in their traffic, news coverage, buzz and funding.

Startup	Score	▲ ▼
<a href="#">Spotify</a>	68	17.3
<a href="#">Ping.fm</a>	64	14.8
<a href="#">TiVo</a>	56	11.9
<a href="#">Posterous</a>	62	11.4
<a href="#">Danger</a>	13	-12.6
<a href="#">Wis.dm</a>	11	-16.2

### HOTELS OF THE WEST

THESE DAYS YOUR BUSINESS TRIPS MATTER MORE THAN EVER.

THE PROFESSIONAL PURSUITS PACKAGE. Leave nothing to chance. Click for details.

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Travel

Columns

Classifieds

Jobs

Technology | Markets | Small Business | Chron 200 | Real Estate

## Business

Thursday July 23, 2009 Updated 2:09 PM PDT

### Bay Area Startup Index

Startup	Score	▲ ▼
 Mochi Media	67	34.2
 Infectious	29	12.9
 Posterous	62	11.4
 PBworks	61	9.1
 Evernote	63	8.6
 seesmic	41	8.4
 Dropbox	55	8.4
 BitTorrent	58	-10.1
 Dash	19	-10.2
 Danger	13	-12.6

Startup's progress (0-100) scored by YouNoodle [More info »](#)  
[Embed chart](#)

Investors aren't giving up on the stock market's rally, but they're not making big bets either. Stocks ended a quiet day mixed...

### EBay profit dips; PayPal, Skype growth no help

The recession continued to hurt eBay Inc. in the second quarter, as earnings and revenue fell amid a drop in sales in the main online...

### Barber builds loyalty over almost 50 years

The economy might be in turmoil, but the world looks pretty good from the corner chair at Montclair Barber Shop in Oakland. There...

### Atlanta blogger wins Murphy-Goode's 'dream job'

Being first pays off. Hardy Wallace of Atlanta caught a plane to San Francisco and woke up at the crack of dawn to be first in line at...

- New Edition
- Study: Facebook
- How misspell

### Featured Business



T  
W  
C  
M



N  
S  
P  
M

### Recent Business

The Bottom Line  
Computing Q&A  
Money Talk

## The Top Angels in Tech

It's no surprise that most angel investors are successful entrepreneurs. You can see that in the list of names below—Jeff Bezos, Reid Hoffman, Marc Andreessen, to single out a few. But are they as successful in the role of angel investor? *Bloomberg BusinessWeek* asked researcher YouNoodle to analyze the investment track record of this group of well-known tech personalities whose activity as angels has stayed largely hidden until now.

[Story: How We Ranked the Top Angels](#)

[Story: Google's Angels](#)

[Slide Show: Google's Real Power—Angel Investors](#)

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2010 Rank ▲	Investor	Number of Angel Investments	Percent of Companies Operating, Acquired, or Public (not dead)	Number of Employees*	Amount of Funding Received (in Millions)*	Best Financial Performance** (Rank)	Most Influential*** (Rank)	Most Diverse Portfolio**** (Rank)	Investment focus
1	Chris Dixon	23	100	3,283	1,071.8	1	11	1	B2B internet services, Consumer Internet
2	Ron Conway	190	97	29,703	3,407.0	2	1	12	Consumer Internet, Mobile
3	Reid Hoffman	49	96	69,796	2,270.9	4	3	24	Consumer Internet, Social Networking, Gaming
4	Esther Dyson	60	98	5,357	480.5	3	16	25	Consumer Internet, Social Networking, Space Exploration
5	Peter Thiel	26	92	69,499	1,577.4	8	2	9	Consumer Internet, Mobile, B2B internet services
6	Marc Andreessen	53	100	3,835	1,157.6	6	6	20	Cloud Computing, Virtualization, SaaS, Consumer Software
7	Jeff Bezos	18	100	21,028	482.9	5	12	16	Online Marketplaces, Space Exploration
8	Chris Sacca	31	94	593	296.4	16	9	6	Consumer Internet, B2B Internet Services

### 3. The campaigns and community

“What is appealing about YouNoodle to me is the university connection,” said Mr. Leeman, an entrepreneur turned angel investor. “There are at least half a dozen stories of two grad students from Stanford starting something that turns into something wonderful.” Even though he attended Stanford and lives near the campus, **“it’s difficult to get access to what the students are doing,”** he said.



Jessica Brandt Lifland for The New York Times

**LET'S MEET** From left, Manoj Duggirala, Priyank Chodiseti and Jan Leeman at the California offices of GiveandTake.

By DAN FOST

Published: September 30, 2008

**The New York Times**

# Chas Wagner

MBA student looking to get aligned with a kick-ass start up this summer and beyond

**Headline:** Club Leader

**Work status:** Full-Time Student

**Industries:** Computing, Financial, Gaming, Information Technology, Internet, Media, Mobile, Sports, Travel

**Skills:** Business, Entrepreneurship, Investment

**Interested in:** Brainstorming, Finding business partners, Finding cofounders, Finding engineers, Finding team mates, Helping friends, Internships, Joining a startup, Learning about entrepreneurship, Meeting new people, Participating in a competition, Promoting my startups, Recruiting for my startup, Starting a company

**Schools:** Bucknell University, University of Pittsburgh

## WORK EXPERIENCE

**Employer:** ParkWhiz

**Position:** Sales Associate

**Time period:** February 2010 - Present

**Description:** I am working in a sales and business development capacity for ParkWhiz, an online parking solutions company. ParkWhiz bring together buyers and seller of parking to allow for online, secure parking reservations to sporting events, concerts and shows. The company was founded in Chicago and rapidly expanding into Boston, New York, Dallas, Atlanta and Pittsburgh

**Employer:** blackrock, inc.

**Position:** Fixed Income Analyst

**Time period:** June 2007 - April 2009



✉ Send a message

+ Add to contacts

[http://younoodle.com/people/chas\\_wagner](http://younoodle.com/people/chas_wagner)

## Chas is Following (1)

[View all](#)



### LivePoint

Live music to the masses. Improve average Joe's live music choices, ability to pick, experience at the venue, and likelihood to go again. How? Through a novel concept, and your support. Start today by following us on YouNoodle!

Follow +

# Better Place

Better Place is working to build an electric car network, using technology available today.

**Startup type:** Company  
**Status:** Active  
**Stage:** Growth  
**Publicity:** Open to speaking to journalists.  
**Funding:** Venture capital firm  
**Industries:** Cleantech  
**Location:** Palo Alto, CA, USA  
**Website:** <http://www.betterplace.com/>  
**More info:** [CrunchBase](#)



better place



+ Follow this startup

+ I'm on this team

[http://younoodle.com/startups/better\\_place](http://younoodle.com/startups/better_place)

## Team (1)

[View all](#)



**Chuck Turvey**

## Followers (68)

[View all](#)



**William Sanchez**

William is a Ph.D candidate in EECS at MIT. Interested in the design of energy-efficient, systems for wireless communications; biomedical devices, and energy-

## OUR NEWS

What's new at Better Place?

+ Post update

Update your visitors and followers! News articles you're mentioned in will appear automatically. If you've added your [Twitter URL and blog RSS](#) those will appear automatically below (updated every 30 min). Only admins can see this box or delete items.

## Yesterday



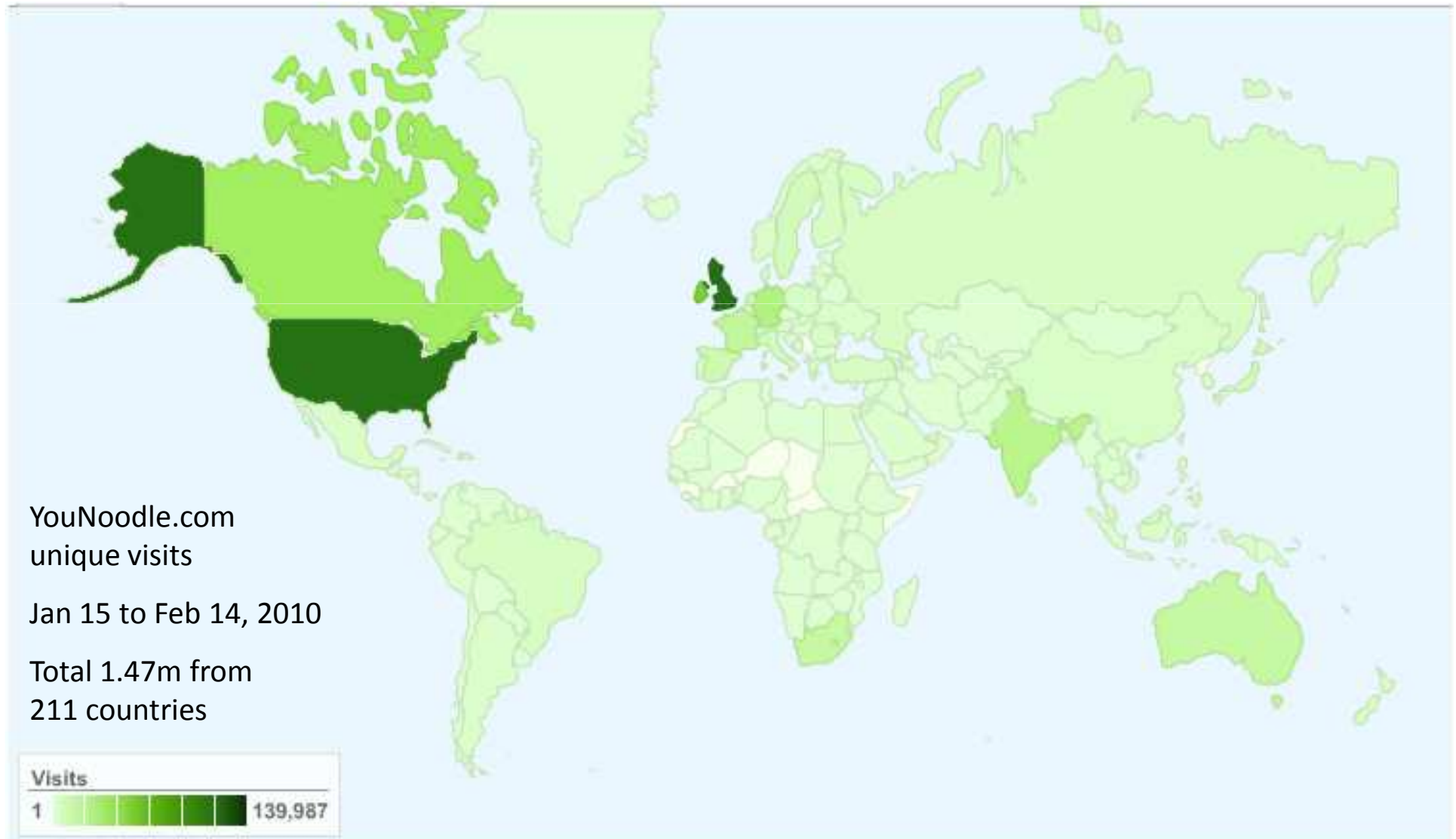
[better\\_place](#) was featured in:

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[Supporting Our Better Place Green Fleet Better Place Green Fleet in Tokyo by](#)

# The World, noodled up.



# Educational Games

A promotional poster for the SV Factor Competition. The background is red with a stylized white and yellow figure. A blue banner across the middle contains the text 'SV Factor Competition'. Below the banner, a red banner contains the text 'Can you predict the winners? Find out more at http://younoodle.com/groups/sv\_factor. Deadline to participate is October 5, 2009.' The SV Factor logo is on the left, and a small circular logo is in the bottom right corner.

**SV factor**  
Silicon Valley Startup Competition

**SV Factor Competition**

Can you predict the winners? Find out more at  
[http://younoodle.com/groups/sv\\_factor](http://younoodle.com/groups/sv_factor).  
Deadline to participate is October 5, 2009.



# Desafío Intel® 2010

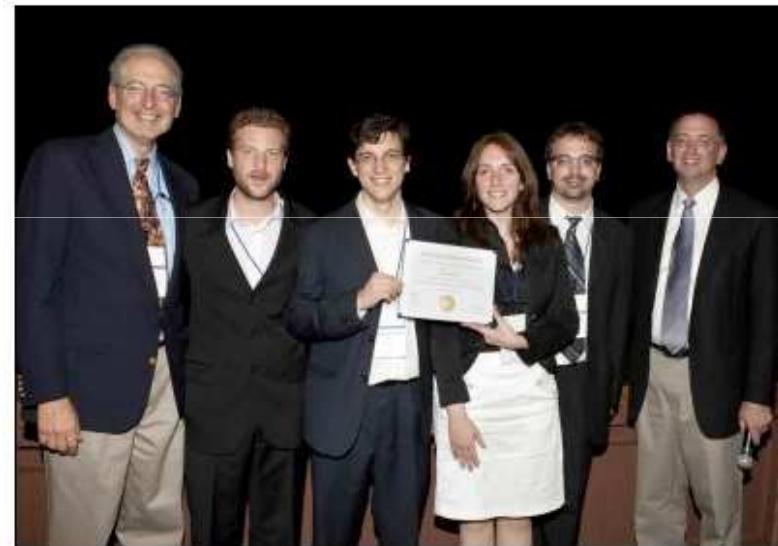
Impulsando al Emprendedor Tecnológico en América Latina

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Desafío Intel® es una competencia regional que ofrece al emprendedor tecnológico:

- Asesoría de mentores de clase mundial
- Instrucción de expertos
- Premios en efectivo
- Visibilidad en los medios de comunicación
- Networking global



Wormhole IT at IBTEC 2009 Finals

[¿Listo para participar?](#)

Rebeca Hwang

[rebeca@younoodle.com](mailto:rebeca@younoodle.com)