



PeopleConnect Newsletter

August 2011

Max,

Welcome to our August Newsletter.

Tom Friedman has written a very intriguing article, *The Start-Up of You*, which is the title of a new book coming out in early 2012 by Reid Hoffman, the founder of LinkedIn and Ben Casnocha, a startup entrepreneur that posits that, "The old paradigm of climb up a stable career ladder is dead and gone. No career is a sure thing anymore." The uncertain, rapidly changing conditions in which entrepreneurs start companies is becoming the norm for all of us fashioning a career. Maybe career building and the way an entrepreneur approaches starting a business are the same.

Is there a personal energy crisis? Tony Schwartz, a best-selling author, says there is. Demand for our time has finally begun to exceed our capacity. This story in the NY Times focuses on how we can get more energy and get more work done in less time by taking a short break every 90 minutes. I started doing it and it really works!

Roger McNamee, venture capitalist and musician, explains why "Apple is a far better monopolist to deal with than Google" because it has been better at building a business model around digital content. In this story, McNamee talks about what he calls, "the end to the Microsoft/Google monopoly." Enjoy.

Anna Miura-Ko, partner of Mike Maples at Floodgate Fund, is one of Silicon Valley's most influential venture capitalists. She's the daughter of a rocket scientist, who showed an early interest in robotics. That interest ultimately led to an electrical engineering degree from Yale and a doctorate in operations research, management science and engineering from Stanford. I think that you'll find her views of various aspects of the startup world, the future of the Internet and where we're headed all very interesting.

As you may know, PeopleConnect, in partnership with The Keiretsu Forum, is hosting a monthly pitch event for pre-revenue tech startups. There is no fee for the presenting companies, and a nominal fee for potential investors and other interested parties to attend. Our next event is Monday evening, September 12. If you're interested - either as a presenting company or audience member - please visit us at www.jumpstartdays.com for more information.

Part of my morning ritual includes clicking on *The Hunger Site*: www.thehungersite.com. In less than 10 seconds, by clicking on the "Click Here to Give - it's FREE" button, I am able to give 1.1 cups of food to someone in need, either here in the US or in Africa. The food is paid for by advertisers. It's quick, easy and helps feed the hungry. I hope that you start doing it daily. Read more about The

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Hunger Site in our Giving Back section.

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The Start-Up of You

The rise in the unemployment rate last month to 9.2 percent has Democrats and Republicans reliably falling back on their respective cure-alls. It is evidence for liberals that we need more stimulus and for conservatives that we need more tax cuts to increase demand. I am sure there is truth in both, but I do not believe they are the whole story. I think something else, something new - something that will require our kids not so much to find their next job as to invent their next job - is also influencing today's job market more than people realize.



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The Personal Energy Crisis

I CAN pinpoint the moment I realized that we'd reached a tipping point. It was almost exactly a year ago. I was standing in the parking lot of a large technology company in Silicon Valley, with a senior executive I'd come to know well. The company that employed him was widely viewed as a great place to work, and this executive is one of the most upbeat people I know.



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Bubble? What Bubble?

Contrary to all the recent hype about a bubble, you've said that tech companies are actually undervalued. So in true 1999 fashion, should I take my life savings out of mutual funds and toss it into tech stocks?

I'm certainly not an investment adviser, but on a 30-year basis, these things are cheap. If you compare how big industrial companies like G.E. are valued compared with big tech companies like Microsoft, Cisco, Google and Apple, tech stocks have never been valued more poorly in comparison. So not only is there no bubble - these prices are reflective of the fact that the market still hates tech. This bubble talk is about everybody being unbelievably psychologically scarred from 10 years ago.



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The beginning of the end of Google, and why Apple is the

The beginning of the end of Google, and why Apple is the creator's friend

We've grown tired of that lazy conference speech technique of setting out some radical, inflammatory vision with pronouncements about the end of this era or the start of some new revolution in something else. We feel over-informed, perhaps, about the state of the tech universe.

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Mercury News interview: Ann Miura-Ko, co-founding partner, Floodgate Fund in Palo Alto

A child of Silicon Valley's high-tech culture of innovation and risk-taking, Ann Miura-Ko is a good fit for her role as one of the valley's influential venture capitalists.

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Giving Back

The Hunger Site provides simple, effective, feel-good ways to address an urgent, specific humanitarian need: the eradication of world hunger. Thank you for your caring online actions. Since its launch in June 1999, the site has established itself as a leader in online activism, helping to feed the world's hungry and food insecure. On average, over 220,000 individuals from around the world visit the site each day to click the yellow "Click Here to Give - it's FREE" button. Its grassroots popularity has been recognized with Web awards in the activism category - a Cool Site of the Year Award and a People's Voice winner at the Webby Awards. Since its inception, visitors at The Hunger Site and shoppers at The Hunger Site store have given more than 671 million cups of food.



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Recent Placements

Here are a few of our recent placements:

- * A VP of business Development for an Internet focused startup
- * A Plant Manager for a Midwest metal recycling firm
- * An It Director in Manhattan for an Australian based company.
- * A VP Business Development for a social media startup
- * A CFO for a Nano Tech company
- * A Technical Cofounder for a social media startup
- * A Sales Exec for a medical diagnostic company
- * A CEO for an online startup

- * A consultant for an Israeli based electronics manufacturer
- * A CEO for an Online sports related start-up
- * A Sales Exec in New York for a social media startup
- * A CFO for an online entertainment startup

Please let us know how we might be of service to you.

[Click here for more information...](#)

Quotes

"No great man ever complains of want of opportunity."

Ralph Waldo Emerson

"Success is peace of mind - a direct result of self satisfaction in knowing that you did your best to become the best that you are capable of becoming."

John Wooden

"Walking on water wasn't built in a day."

Jack Kerouac

Quick Links...

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email: max@peopleconnectstaffing.com

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PeopleConnect | 135 Main Street, Suite 500 | San Francisco | CA | 94105