



## PeopleConnect Newsletter

July 2011

**Max,**

Welcome to our July Newsletter.

PeopleConnect, in partnership with the Keiretsu Forum, is proud to announce the successful launch of JumpStartDays. JumpStartDays is a new monthly pitch event for pre-revenue tech startups. We kicked off last month and had twelve companies present to 80+ people. There is no fee for the presenting companies.

Our next event is Monday, July 18. If you're interested in attending-either to hear from these companies or as a company pitching to the investors in attendance- you can find out everything that you need to know at [www.jumpstartdays.com](http://www.jumpstartdays.com).

What is the effect of social media and all of the time that we're spending online? Bill Keller, the Executive Editor of the NY Times, weighs in with some very interesting observations in our first story, The Twitter Trap.

Matt Damon is spending a lot of time and money helping to solve the water problem in third world countries. He's lending a lot more than his name. I'm really impressed with what he's accomplished and as a result, we're featuring the organization that he helped to create, [Water.org](http://Water.org), in our Giving Back section. I hope that you're as impressed with the story about what Matt and [Water.org](http://Water.org) is doing as I am.

Haptics is happening! "What on earth is haptics," you ask? It's a technology that adds tactile sensations to gadgetry. Think about it this way: In one application, when you touch a tablet computer, it displays a keyboard out of its surface. Seriously. My guess is that you'll find haptics to have fascinating potential.

While the rest of the US housing market continues to reel, Silicon Valley is going through a boom! Why? The most recent IPOs and soon to be IPOs are fueling a demand for great houses in the Palo Alto, Woodside, Menlo Park and Atherton markets. People are coming in and paying all cash for multimillion dollar houses! Crazy, huh? Check out our fourth article for more on the subject.

Let's finish off with a bit of British humor: Take UC Berkeley Public! It comes from a very smart Keiretsu Forum friend of mine, Giles Goodhead. I hope you see the wisdom in it as much as I did, but remember it is tongue-in-cheek.

In our Giving Back section, we're featuring [Water.org](http://Water.org), the NGO supported by Matt Damon.

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We hope that you enjoy this newsletter. If at any time you wish to unsubscribe, please click on the SafeUnsubscribe link at the bottom of this newsletter.



## *The Twitter Trap*

This is the story of the next half-century," Foer told me, "as we become effectively cyborgs."

Basically, we are outsourcing our brains to the cloud. The upside is that this frees a lot of gray matter for important pursuits like FarmVille and "Real Housewives." But my inner worrywart wonders whether the new technologies overtaking us may be eroding characteristics that are essentially human: our ability to reflect, our pursuit of meaning, genuine empathy, a sense of community connected by something deeper than snark or political affinity.



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## *Can Matt Damon Bring Clean Water To Africa?*

The inside story of Matt Damon's bold yet sane plan to use his celebrity and smarts to help attack one of the globe's great crises.

[Read on...](#)



## *Haptics Adds New Dimensions to Touchscreens*

**Startups are using the technology to give smartphones and tablets new powers**

Sitting in a coffee shop in Mountain View, Calif., Mike Levin unlocks a large, hardened carrying case that looks like a prop from a Mission: Impossible movie. He opens it and reveals... not the antidote to a supervirus, but a pile of computer screens, mouse pads, and other parts. He fishes out a keyboard. It's paper-thin and almost completely flat. Then he connects the keyboard to a laptop, and the amazement begins. Instead of using actual keys, this keyboard has stationary, printed-on tiles that only feel as if they go up and down. "It's that feel of a switch going on and off that most people are looking for," he says.

**Senseg**  
Textured Surfaces

**WHO** Senseg is based in Helsinki.  
**WHAT** The company's special coating changes the attractive forces between human skin and a screen. Software manipulates these forces to produce feelings like vibrations, clicks, and textures—even though the screen doesn't move at all.

**WHEN** Senseg says it's currently in talks with consumer electronics companies interested in using its technology, and that it'll be able to produce a wider range of sensations in coming years.



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## *Silicon Valley: Housing Bust? What Housing Bust?*

Successful tech IPOs are making young Silicon Valley workers rich, and keeping home prices high in towns such as Cupertino and Palo Alto.

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## *Take UC Berkeley Public!*

I thought that you might like this very clever idea to take UC Berkeley public. It comes from a very smart Keiretsu Forum friend of mine, Giles Goodhead. I hope you see the wisdom in it as much as I did but remember it is tongue in cheek.

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## *Giving Back*

[Water.org](#) is a U.S.-based nonprofit organization committed to providing safe drinking water and sanitation to people in developing countries.



Today's water crisis is not an issue of scarcity, but of access. More people in the world own cell phones than have access to a toilet. And as cities and slums grow at increasing rates, the situation worsens. Every day, lack of access to clean water and sanitation kills thousands, leaving others with reduced quality of life.

Nearly one billion people lack access to safe water and 2.5 billion do not have improved sanitation. The health and economic impacts are staggering.

We envision a day when everyone can have safe water. How far will you go?

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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

*"If you compromise on the quality of the people you hire, you're signing your own career death warrant."*

**Bing Gordon, partner Kleiner, Perkins and former CEO of EA Arts**

*"I truly believe it's not how hard you can hit---it's how hard you can get hit and keep moving forward because that's really what makes the difference in your life."*

**Sylvester Stallone, reflecting on lessons learned from the world of boxing**

## Quick Links...

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