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## PeopleConnect Newsletter

April 2010

Dear Max,

Welcome to our April newsletter.

April is one of my favorite months. We've got the Final Four, the opening of the baseball season, Passover, Easter and seven months of great weather to look forward to, plus daylight savings time came early this year!

In addition, PeopleConnect is off to a wonderful start. We have three times as many clients in Q1 vs Q1 '09. Attorneys and accountants connected to the high tech startup ecosystem all say that they're also off to a great start in 2010. Everyone seems to feel that this is going to be a great year.

I have included two of Tom Friedman's New York Times stories. The first is about two Indian American immigrants who didn't get the message about the Great Recession. Vinod Khosla, the co-founder of Sun is a huge investor in clean tech through his Khosla Ventures venture capital firm, and K.R. Sridhar is CEO of Bloom Energy which has gotten a lot of publicity lately for its Bloom Boxes, in use at Wal-Mart, Google, eBay and FedEx among others. They're the size of shipping containers and can deliver clean energy at 8-10 cents a kilowatt hour.

The second Friedman story deals with startups and how highly educated and innovative immigrants have played and continue to play a huge role in so much of the great technology that is being created in Silicon Valley and the entire Greater Bay Area. In fact the article states that 25% of successful high-tech start-ups over the last decade were founded or co-founded by immigrants. I hope that you find this recent Friedman column as interesting as I did.

The third story is a Business Week article titled, "And Google Begat". I really enjoyed this recent story about the huge investments being made in startups by current and former Google employees. In fact, Paul Graham, who runs a very successful incubator, thinks that many of the people featured in the article and others who will no doubt join them in the future, may have a greater impact on technology than Google itself!! That's an audacious statement, for sure. Whether he's right or wrong, I think you'll find this to be a very interesting story.

My favorite non-fiction writer, Michael Lewis, has written what may become a best seller, The Big Short. Lewis chronicles the success of a then 32 year old MD and stock trader, Michael Burry, who in 2004 figured out that he could make a large, large amount of money by betting against the subprime-mortgage bond market. Fascinating stuff!

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Phone fight! is about Google and Apple three years ago when they were working closely on many different projects. In fact, Eric Schmidt, Google CEO, helped Apple's Steve Jobs introduce the iPhone and Schmidt was on the Apple Board of Directors. Today the love fest has disappeared and now both execs are taking shots at the other. Hope you enjoy it.

In our Giving Back section, we're featuring Super Stars Literacy, a comprehensive, daily after-school literacy and social/emotional development program for low-performing Kindergarten through 2nd grade students in underserved East Bay communities.

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.



Max Shapiro

### *Dreaming the Possible Dream*

"The thing I love most about America is that there's always somebody who doesn't get the word - somebody who doesn't understand that in a Great Recession you're supposed to hunker down, downsize and just hold on for dear life.



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### *Start-Ups, Not Bailouts*

**The New York Times** Here's my fun fact for the day, provided courtesy of Robert Litan, who directs research at the Kauffman Foundation, which specializes in promoting innovation in America: "Between 1980 and 2005, virtually all net new jobs created in the U.S. were created by firms that were 5 years old or less," said Litan. "That is about 40 million jobs. That means the established firms created no new net jobs during that period."

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### *And Google Begat...*

The search giant's former employees are seeding tech startups-and shaping another wave of innovation...



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### *Betting on the Blind Side*

Michael Burry always saw the world differently-due, he



believed, to the childhood loss of one eye. So when the 32-year-old investor spotted the huge bubble in the subprime-mortgage bond market, in 2004, then created a way to bet against it, he wasn't surprised that no one understood what he was doing. In an excerpt from his new book, *The Big Short*, the author charts Burry's oddball maneuvers, his almost comical dealings with Goldman Sachs and other banks as the market collapsed, and the true reason for his visionary obsession.

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### *Phone Fight!*

Apple's Spat With Google is Getting Personal. It looks like a love affair gone bad.

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### *Giving Back*

Super Stars Literacy (SSL) is a comprehensive, daily after-school literacy and social/emotional development program for low-performing Kindergarten through 2nd grade students in underserved East Bay communities. We seek to close the achievement gap that exists for children who grow up in low-income homes with dramatically less exposure to language development and reading materials. 85% of our students are eligible for free or reduced-fee lunch, and 63% of their parents did not graduate from high school. Failure to read proficiently by the 3rd grade has been shown to inexorably lead to later school failure and anti-social behavior. Our primary goal is for our students to enter 3rd grade reading at grade level, with the foundation for further academic success.



Super Stars Literacy

The Super Stars Literacy program develops skills in phonemic awareness, phonics, reading accuracy and fluency. Our program structure includes:

- Whole and small group literacy activities through music, art and science instruction;
- Literacy extension activities based on reading, math, science, and art themes;
- One-on-one instruction on specific skills appropriate to the needs of each child; and
- Family events such as field trips to museums, science centers and parent education nights.

SSL additionally incorporates systematic and developmentally based lessons materials and enrichment activities to teach children emotional literacy, self-control, positive peer relations, social competence and interpersonal problem solving.

Our impact has been impressive. For the 2008-09 school year:

- Over 70% of our students improved by at least one reading level over the course of the year.
- 74% of the 2nd graders who had participated in SSL for three year achieved the state benchmark level in reading accuracy and fluency skills.
- Over 80% of SSL staff, parents, and classroom teachers who were surveyed

noted improvement in nearly all measures of our students' academic, social-emotional skills, and behavior.

While Super Stars Literacy currently operates in 5 Oakland schools, our board is working to rapidly expand the program across the East Bay to meet the great need for our high-quality early literacy intervention. You can help us give every child the foundation for lifelong learning and achievement.

foundation for lifelong learning and achievement. Donations to Super Stars Literacy can be made by clicking on [this link](#) or by visiting [www.superstarsliteracy.org](http://www.superstarsliteracy.org). Thank you for your support.

### *Recent Placements*

Here are a few of our recent placements:

- \* An attorney for a virtual law firm
- \* A Marketing Director for an online startup
- \* A VP Sales for a SAAS company
- \* A CEO for a mechanical engineering startup
- \* A CFO for an Internet startup
- \* A CEO for a Business Intelligence startup
- \* Two Sales execs, one in NY and one in LA for a social media marketing company
- \* A CEO for a US division of an Israel electronics company
- \* VP Marketing for an early stage online security firm
- \* A CEO and a VP Operations for a Bay Area hospital staffing company
- \* Two Sales Account Executives for a medical diagnostics company based in Boston
- \* A VP Bus Dev of an online startup focused on making the Internet a safer place for "tween" girls

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

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

### *Quotes*

*"In the middle of every difficulty lies opportunity."*  
**Albert Einstein**

*"People who say it cannot be done should not interrupt those who are doing it."*  
**Hilary Young**

*"Nothing sedates rationality like large doses of effortless money."*

**Warren Buffet***Quick Links...*

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