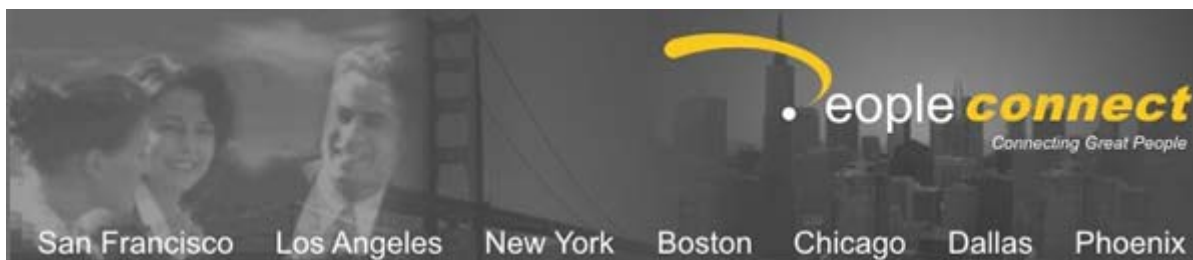


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PeopleConnect Newsletter

May 2010

Dear Max,

Welcome to our May newsletter.

The economic upturn is continuing! Here in the Bay Area and Silicon Valley every service provider I talk to says the same thing, "Business is picking up". Companies are hiring. Many of our early stage technology clients are getting funding as well. Personally, it's a great time to be involved in the early stage world both as a recruiting firm helping to build great teams and as an Angel investor.

The theme of our first story, "The Rise of the Fleet-Footed Start-up" is that it costs less and less to create and run a startup. There's a new term, "lean start-up", coined by Eric Ries, 31, an engineer, entrepreneur and blogger. His inspiration, he says, was the lean manufacturing process, fine-tuned in Japanese factories decades ago. I think that you'll find this article very interesting.

Our second story, "Out of the Loop in Silicon Valley" talks about sexism in technology throughout the US. The article shows how difficult it is for women in technology. The story points out that although women own 40 percent of the private businesses in the United States, they create only 8 percent of the venture-backed tech start-ups. Hope you find this enlightening.

The Russians are coming..with \$\$\$\$. The Russian making the largest impact with his investments, Yuri Milner, has invested \$200 million in Facebook as well as investing in Zynga. He has a lot more money to invest too. I think that you'll enjoy, "DST has \$1 Billion for Social Media".

Venture capitalists invested more in Q1 this year in the Bay Area and the entire country than they did in Q1 last year. This is good news. More details are in the article from the SF Chronicle, "Venture Capital on the Rise in the Bay Area, U.S."

In our Giving Back section, we're featuring The Hunger Site. Every time you click on the site a cup of food is donated by the site's sponsors to someone in a third world country. I've been doing it daily for years. It takes no more than 10 seconds and is a great way to start your day.

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.

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Max Shapiro

The Rise Of the Fleet-Footed Start-up



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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Out of the Loop in Silicon Valley



Though many people say that outright sexism is rare in the tech world these days, the barriers encountered by some female entrepreneurs aren't unusual. Tech communities in Silicon Valley and in other hubs - like New York, Austin, Tex., and Boston, - pride themselves on operating as raw meritocracies ready to embrace anyone with a good idea, regardless of education, age or station in life.

For women, though, that narrative often unfolds differently.

[Read on...](#)

Yuri Milner: DST Has \$1 Billion for Social Media

Digital Sky Technologies, investor in Facebook and Zynga, intends to make big investments in social Web startups over the next five years.

**Bloomberg
Businessweek**

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Venture Capital on the Rise in Bay Area, U.S.

Venture capitalists loosened their purse strings nationally and locally in the first quarter, as the availability of cash and appetite for risk gradually improve, according to a survey released today.



[Read on...](#)

Giving Back

The Hunger Site was founded to focus the power of the Internet on a specific humanitarian need; the eradication of world hunger. 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.

The staple food funded by clicks at The Hunger Site is paid for by site sponsors and distributed to those in need by Mercy Corps, Feeding America (formerly America's Second Harvest), and Millennium Promise. 100% of sponsor advertising fees goes to our charitable partners. Funds are split between these organizations and go to the aid of hungry people in over 74 countries, including those in Africa, Asia, Eastern Europe, the Middle East, Latin America and North America.

Recent Placements

Here are a few of our recent placements:

- * A CEO for a bio mechanics company
- * An Inside sales person for a SAAS software company
- * 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

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

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

Quotes

"I've learned that making a 'living' is not the same thing as 'making a life.'"
Maya Angelou

"Things turn out best for the people who make the best of the way things turn out."
John Wooden

"Contrary to the cliché, genuinely nice guys most often finish first or very near it."

Malcolm Forbes

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