THESIS-DRIVEN EARLY STAGE INVESTING
WHY MACHINE INTELLIGENCE?
BIG DATA = storing, processing, accessing
BIG DATA = storing, processing, accessing

MACHINE INTEL = insights, learning algorithms
BIG DATA = The “what”
MACHINE INTEL = The “so what”
I AM A CYBORG
MEETING PREPARATION

9:00 AM
Apple Testing Camera-Equipped Cars, Bu...
Here's everything we know about Project ...
Apple is Building an Electric Car, Codena...
Apple’s Upcoming Project To Give Tesla M...
A top secret new Apple project may have ...
Apple Will Challenge Tesla With Its Own E...
Apple is Building a Self-Driving Car, Says ...
Why Apple Is ‘Definitely Understanding T...
Apple Mystery Van spotted in Bay Area
Apple Is Making An Electric Car, And It’s A...
UK gives driverless cars the green light
Innovations: Britain to test a self-driving c...
The UK's Lutz pod is the most adorable s...
The UK Just Made Itself a Fantastic Place ...
Meet the Lutz pod, the UK's first driverles...
Here's the tiny, futuristic driverless car th...
Lutz Driverless Pods To Hit UK Streets Lat...
Lutz Pathfinder Pod, One of the vehicles p...
Driverless car debuts on U.K. roads
Driverless Cars Hitting U.K. Roads This Su...

Software Update / CEO Elon Musk / Google AI 4%
Motion Sickness / Michael Sivak / Transportation... 3%
Explorer Program / Fundamental Platform / Microsoft 3%
Auto Industry / Electric Vehicles / Electric... 3%
Cutest Driverless Car / UK Lutz Pod 3%
Dan Fredinburg / Major Head Injury / Mourning 2%
Quartz / Memory Foam / Visco-elastic Mater... 2%
10:00 AM
MEETING A NEW ENTREPRENEUR
“Hi John, Are you available to meet with Michael on Tuesday, May 27th at 2:00pm or 4:00pm? He’s also available on Friday the 30th at 3:30pm.”

“Hi Amy. Can we do 2:30pm on Tuesday at my office?“

“Hi John. Michael can certainly do 2:30, but given meetings that come right after, I would politely ask if the meeting can be at his office on 100 Broadway?”

“Ok. I’ll pop by Michael’s office Tuesday afternoon. Have a great Day Amy.”
COMPETITIVE ANALYSIS

11:30 AM
Computer Vision startup ecosystem

- Industrial image sensors
- ADAS / fleet management
- Biometrics / access control
- AI social applications
- Visual search
- Gaming
- AR platforms
- Ad targeting / marketing analytics
- Biometrics / access control
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<th>Name</th>
<th>Growth Score</th>
<th>Mindshare Score</th>
<th>Employee Count</th>
<th>Est. Monthly Uniques</th>
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CONFERENCE CALL

2:00 PM
Monday Afternoon Meeting

April 23, 2015  2:31-3:47pm
www.gridspace.com/rwilliams/kd32aj

Key takeaway: The product needs to be tested with 100+ users before launch

Keywords: NLP, predictive, Roy Smith, launch, financial, data viz

Schedule an in person meeting with Shivon when she’s in NYC

a lot of summarization companies pop up

Financial services companies are experimenting with more startup tech

Shivon to introduce Jon an SF data visualization founder making a trip to NYC

Data for good conference coming up in September

predictive analytics landscape

Jon looking at a company that Shivon’s colleague Roy Smith invested in, connect them by end of July

Interesting projects @ Berkeley

Should we throw an event where we bring in west coast startups to meet with NYC banking customers?
TEXTIO SCORE
47
BELOW AVERAGE

STRENGTHS:
» Optimal length >
» Limited corporate cliches >
» Good use of bulleted lists >
» Strong use of active language >
» Appropriate use of adjectives >
» Uses positive language >

PROBLEMS:
- Missing equal opportunity statement >
- Needs more ‘you’ statements >
- Sentences are too long >

TONE:

QUALIFICATIONS

Candidates should have a track record of exceptional achievement and the desire to grow with BETA over a number of years. Specific qualifications include:
- Deep knowledge of and passion for technology, as evidenced by career history and/or personal projects (Computer Science or Engineering background a strong plus)
- Strong understanding of the tech stack and ability to articulate nuances between different programming languages, competing technology products/solutions
- Exceptional interpersonal skills and a proven ability to foster communication and collaboration among extremely diverse individuals, including founders
- Strong work ethic, ability to be proactive and responsive in high-stakes situations
- Detail-oriented but not overly rigid; must be flexible and open to feedback and suggestions for improvement
- Excellent written and verbal communication skills
- Robust personal/professional network and connections within NY start-up, technology and venture community

Execute due diligence on potential investments:
Perform market research
Evaluate business models

How does it work?
**TEXTIO SCORE**

47

**BELOW AVERAGE**

**STRENGTHS:**
- Optimal length
- Limited corporate cliches
- Good use of bulleted lists
- Strong use of active language
- Appropriate use of adjectives
- Uses positive language

**PROBLEMS:**
- Missing equal opportunity statement
- Needs more ‘you’ statements
- Sentences are too long

**TONE:**

![Tone Scale]

**Stilted**

Fewer people apply to listings that use formal phrases like “the candidate” or “the applicant.” Try using “you” instead.

**Candidates** should have a track record of exceptional achievement and the desire to grow with BETA over a number of years. Specific qualifications include:

- Deep knowledge of and passion for technology, as evidenced by career history and/or personal projects (Computer Science or Engineering background a strong plus)
- Strong understanding of the tech stack and ability to articulate nuances between different programming languages, competing technology products/solutions
- Exceptional interpersonal skills and a proven ability to foster communication and collaboration among extremely diverse individuals, including founders
- Strong work ethic, ability to be proactive and responsive in high-stakes situations
- Detail-oriented but not overly rigid; must be flexible and open to feedback and suggestions for improvement
- Excellent written and verbal communication skills
- Robust personal/professional network and connections within NY start-up, technology and venture community

**Execute due diligence on potential investments:**

Perform market research

Evaluate business models

**Examples**

- Analyze investment differences

**How does it work?**

**Positive**

**Masculine**

**Feminine**
TEXTIO SCORE
47
BELOW AVERAGE

STRENGTHS:
+ Optimal length >
+ Limited corporate cliches >
+ Good use of bulleted lists >
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PROBLEMS:
- Missing equal opportunity statement >
- Needs more ‘you’ statements >
- Sentences are too long >

TONE:

NEGATIVE

PROBLEM: MISSING EQUAL OPPORTUNITY STATEMENT

Your job listing does not contain an equal opportunity statement that asserts your company's commitment to fair hiring practices. This narrows the appeal of your posting and drives down engagement.

HOW DO I FIX IT?

Including a strong equal opportunity statement that asserts your company's commitment to fairness and diversity in hiring significantly broadens the appeal of your job listings. Not only do overall applications go up, but strong statements especially drive up candidate diversity.

Even brief equal opportunity statements have an impact on listing engagement and candidate diversity.

Add equal opportunity statement
You should have track record of exceptional achievement and the desire to grow with BETA over a number of years. Specific qualifications include:
- Most importantly, you have passion for technology, as evidenced by career history and/or personal projects (Computer Science or Engineering background a strong plus)
- You think deeply about the future of work, which is our investment focus
- You should have a strong understanding of the tech stack and can highlight the nuances between different technology approaches and solutions
- You love spending time with inspiring founders and can speak to them confidently
- You’re at your best in a fast moving, high paced environment where the stakes are high
- You fall in love with new technologies and have infectious conviction when you speak about them with others, but are also open being wrong and thrive in environment where you learn through discourse
- You have a strong network in the NY start-up scene.

What's special?
- We have an “anyone says yes” policy on our investments. We challenge each other but trust individual conviction.
- We have an incredibly high level of trust amongst our team.
- Our mission is to disrupt VC for good. Founders deserve the best.
- We value transparency above all else, as is show by our open source Github manual https://github.com/Bloomberg-Beta/Manual

Source and evaluate potential investments:
- Identify game changing market trends.
Inbox Highlights

JEREMY SCHNEIDER INVITE — Free for game night on 5/5? (to you) NEW

We are getting a very small group together (Nan, Zavain, etc.) at my apartment on 5/5 to play some games and to hang out with... Would love for you to come if you are free! •••

All options→

23 Apr 1:36pm

CLARA JONES INVITE — Fwd: Very Important Information (to you) NEW

FYI - please see email from Manny below. •••

All options→

23 Apr 12:57pm

LAURIE PROTACIO INVITE — Meeting with Christy Chin of Draper Richards Kaplan Foundation (to you) NEW

Here are some times she is available... Please let me know if either of these times are agreeable with your schedule or I'm happy to look at alternatives the following week. •••

All options→

23 Apr 12:16pm
IMPLICATIONS
INDIVIDUALS
TEAMS
COMPANIES
INDUSTRIES
MACHINE INTELLIGENCE

Shivon Zilis /// @shivon

Resources:

Meeting Preparation:
http://quid.com/

Scheduling:
https://claralabs.com/
https://x.ai/

Competitive Analysis:
http://mattermark.com/
https://app.datafox.co/

Conference Calls (*investor):
http://www.gridspace.com/

Talent (*investor):
https://www.textio.com/

Emails:
http://www.inboxvudu.com/