Startup!

Background
Technology projects
Technology trends
Gumstix
Background

• Education
• Venture capital investing
• Managing start-ups
  – Venture-capital financed
    • Schoolpop
    • IntegriNautics
  – Self-financed
    • Deersoft
    • Gumstix
Technology Project

- What are we talking about here?
  - Goal or mission?
  - Solve which problem?
    - Is it big enough to be interesting?
    - Do people actually care?
  - Who would rally the troops?
  - Is this a “forever” thing?
- Technology management (People management...)
  - Academic
  - Corporate
  - Small company vs. grand start-up
Technology Trends

- The Question:
  - *What will be ubiquitous when I grow up?*
- Situational Analysis
- Robotics-- my primary interest
- Personal server -- what I discovered
  - Portable devices
  - Networking
- Direct sales only
- Open-source software
- International communities
Gumstix, Inc.
Field of Dreams

- Platform company
  - Leading hardware and software
  - Build open community

- Tiny low-cost systems
  - Ubiquitous computing
  - Fully open-source
  - Expandable