

Business of Software 2009
a *Joel on Software* conference

Conference Program

San Francisco, November 9th-11th, 2009
www.businessofsoftware.org



Welcome to Business of Software 2009.

Welcome to Business of Software 2009. We're confident that over the next two and a half days you'll get the theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable software businesses.

Schedule

Sunday, November 8th

7:00 PM - 09:00 PM Registration
7:00 PM - 11:00 PM Cocktails in the hotel bar

Monday, November 9th

07:30 AM - 09:00 AM Registration
07:30 AM - 09:00 AM Breakfast
09:00 AM - 10:00 AM Geoffrey Moore
10:00 AM - 10:15 AM Break
10:15 AM - 11:15 AM Paul Graham
11:15 AM - 12:15 PM Heidi Roizen
12:15 PM - 01:30 PM Lunch
01:30 PM - 02:30 PM Dharmesh Shah
02:30 PM - 03:30 PM Breakout sessions
03:30 PM - 04:00 PM Break
04:00 PM - 04:30 PM Mat Clayton
04:30 PM - 05:00 PM Pecha Kucha round 1
05:00 PM - 06:00 PM Donald Norman
06:00 PM - late Party

Tuesday, November 10th

08:00 AM - 09:00 AM Breakfast
09:00 AM - 10:00 AM Ryan Carson
10:00 AM - 11:00 AM Paul Kenny
11:00 AM - 11:15 AM Break
11:15 AM - 12:15 PM Chris Capossela
12:15 PM - 01:30 PM Lunch
01:30 PM - 02:30 PM Breakout sessions
02:30 PM - 03:00 PM The Cranky Product Manager
03:00 PM - 03:30 PM Pecha Kucha round 2
03:30 PM - 04:00 PM Break
04:00 PM - 05:00 PM Kathy Sierra
05:00 PM - 06:00 PM Jennifer Aaker

Wednesday, November 11th

07:30 AM - 09:00 AM Breakfast
09:00 AM - 10:00 AM Michael Lopp
10:00 AM - 10:30 AM Luke Hohmann
10:30 AM - 10:45 AM Break
10:45 AM - 11:45 noon Joel Spolsky
12:00 noon Conference close

Getting online with Westin wireless.

Business of Software Conference Attendees Wireless Login Instructions.

The conference network's SSID is **WestinSF_Conf**

Go to <http://www.westinsf.com> and log in with the following credentials:

Username: **busofsoftware**

Password: **westin09** (all lower case)

Social Networking.

One of the great things about Business of Software 2009 is the delegates. We've set up a social networking site so you can find out who everybody is, what they do and what their interests are.

Visit <http://crowdvine.businessofsoftware.org>, register and upload a photo and I'll buy you a drink at the hotel bar on the Sunday evening.

Neil Davidson, Business of Software

Tweet!

The Twitter hashtag for the conference is **#BoS2009**.

Speakers. Monday

Registration

Breakfast

Geoffrey A. Moore – Succeeding in Turbulent Times



How can a small software business succeed in turbulent times? Actually, it's not that hard. Unlike bigger rivals, your operating costs are low, so provided you can win a reasonable number of customers in your target market, you are actually better off than the big guys. How to win those customers will be the focus of this talk, the first part reviewing the kinds of strategies that have served small software companies well over the years, the second part looking at the current landscape of software to highlight zones of opportunity that await your attention.

Geoffrey Moore is a co-founder and managing director at TCG Advisors and founder of The Chasm Group.

He is the author of Crossing the Chasm, Inside the Tornado, The Gorilla Game (with co-authors Tom Kippola and Paul Johnson), and most recently Living on the Fault Line, each of which deals with a set of management or investor challenges posed by fast-changing, technology-enabled markets.

Geoffrey is a venture partner at Mohr Davidow Ventures, providing strategy advice and consulting services across MDV's entire portfolio of early-stage investments.

Break

Paul Graham – To be announced



Paul Graham is an essayist, programmer, and programming language designer. In 1995 he developed with Robert Morris the first web-based application, Viaweb, which was acquired by Yahoo in 1998. In 2002 he described a simple statistical spam filter that inspired a new generation of filters. He's currently working on a new programming language called Arc, a new book on startups, and is one of the partners in Y Combinator.

Paul is the author of On Lisp (Prentice Hall, 1993), ANSI Common Lisp (Prentice Hall, 1995), and Hackers & Painters (O'Reilly, 2004). He has an AB from Cornell and a PhD in Computer Science from Harvard, and studied painting at RISD and the Accademia di Belle Arti in Florence.

Paulgraham.com got 10.6 million page views in 2008.

Speakers. Monday

Heidi Roizen – 10 things I wish I'd known about VC when I was an entrepreneur



Why are VCs so difficult? Heidi Roizen, who has been a software entrepreneur and a venture capitalist, can tell you why VCs behave the way they do, and what you should do to maximize your chance of success with a venture capitalist.

Heidi Roizen is an entrepreneur, corporate executive, corporate director and venture capitalist. She has been a managing director of Mobius Venture Capital, a fund with \$2bn under management. She has served on the boards of many companies, including Great Plains Software from 1997 until its purchase by Microsoft in 2001. From 1996 to 1997, she was Vice President of World Wide Developer Relations for Apple Computer. Before that, she was CEO and co-founder of T/Maker, a developer and publisher of PC software that she grew to 100 employees over 13 years. She has served on the board of advisors for Stanford's Department of Humanities and Sciences, and is ranked as one of the "Top 50 Women in Tech" by Corporate Board Member Magazine. She is currently the CEO of SkinnySongs.

Lunch

Dharmesh Shah – To be announced



Dharmesh Shah is the founder and Chief Software Architect of HubSpot, a venture-backed software company offering a hosted software service for internet marketing. Prior to HubSpot, Dharmesh was the founder and CEO of Pyramid Digital Solutions, an enterprise software company in the financial services sector. Pyramid was a three time recipient of the Inc. 500 award. The company was acquired by SunGard Data Systems in 2005. Dharmesh is also the author of OnStartups.com, a top-ranking startup blog with some 13,000 subscribers.

Breakout Sessions

Break

Speakers. Monday

Mat Clayton – Social Media: The good, the bad and the ugly



As Facebook and Twitter continue to grow, it looks like the social graph is here to stay. What can your company do to leverage this new medium? And should it? We will go through some of the benefits, and drawbacks of social media. Showing how, if it is used correctly, this fast paced medium can be used to promote and grow your brand but incorrectly can do irreversible damage.

Mat builds social things with code and is a co-founder of Mixcloud and the founder of WebTicketing. He is also a specialist in social media campaigns and web applications. He has developed and built a range of successful social media campaigns on Facebook, Bebo and MySpace primarily focusing on the film industry that have been seen by tens of millions of people. You can follow his ramblings online at twitter.com/matclayton

Pecha Kucha. Round 1

Don Norman – Ten Rules For Successful Products



Products do not stand in isolation. They exist in the real, complex world, with unforgiving people, continual interruptions, and an unforgiving environment. How to cope? Think systems. Don't be too logical. Realize that everything is both a service and a product. Understand that the total experience is more important than functions, the memory of the experiences is more important than the reality, and emotions are more important than logic. It's all about experience.

*Don Norman is the author or co-author of fourteen books, with translations into sixteen languages, including: *The Design of Everyday Things*, *Things That Make Us Smart*, and *The Invisible Computer: Why good products can fail, the PC is so complex, and information appliances are the answer*. *Business Week* has called this "the bible of the 'post PC' thinking." His latest book, *Emotional Design: Why we love (or hate) everyday things*, is available in 9 languages. This book marks the transition from usability to aesthetics, but with the emphasis on a well-rounded, cohesive product that looks good, works well, and gives pride to the owner.*

Norman is cofounder of the Nielsen Norman Group, an executive consulting firm that helps companies produce human-centered products and services, Professor at Northwestern University, Prof. Emeritus of the University of California, San Diego, and co-director of Northwestern's Segal Design Institute; founded by Crate & Barrel creators Gordon and Carole Segal. He has been Vice President of Apple Computer and an executive at Hewlett Packard. He was President of the Learning Systems division of UNext, an early, online education company.

Party! See page 8

Pecha Kucha. 2009

Pecha Kucha. Keeping it brief - a presentation of 20 slides with 20 seconds each. That's 6 minutes 40 seconds, done.

The 6.6 Minute Design School

JD Brennan, Distinguished Technologist, HP

Asteroid impact - are you a big lizard or small and furry?

Mark Stephens, CEO, IDR Solutions Ltd

UX Design: Building Products People Love

Glen Lipka, Director, User Experience and Product Design, Marketo

5 Marketing Secrets for Software Success

Daniel Kuperman, Director of Marketing and Product Management, Quadrant Software, Inc.

Managing Agility: From Complex to Simple

Jurgen Appelo, Chief Information Officer, ISM eCompany

Developer Addictions

Adam Ruth, Senior Software Developer, Admin Arsenal

Learning about teams by jumping out of airplanes

Davo O'Flynn, Integration Product Manager, Atlassian

How not be featured on The Daily WTF

Alex Papadimoulis, President of Inedo and founder of The Daily WTF

Marketing is Design: Three Words that Increased Sales 1000%

Rob Walling of Software by Rob and founder of the Micropreneur Academy

Party. Monday

The ThirstyBear Brewing Company is sure to be a fun, entertaining and memorable experience. This restaurant/brewery has the rustic regional Spanish cuisine with an emphasis on Tapas and Paella. Enjoy trying different types of beers from around the world and take a tour of an actual brewery with a Professional Brewer Master. Come and enjoy the evening, sit back watching the Monday Night Football Game, shoot some pool, play Foosball or take your chance at a round of the Daytona Racing games. This will be your opportunity to spend time with old friends and meet new friends in your industry.

The ThirstyBear Brewing Company address:

661 Howard Street,
San Francisco, CA 94105

www.thirstybear.com

How to get there:



Speakers. Tuesday

Breakfast

Ryan Carson – How to Give Your Company Soul



Ryan will give you insight into small things that will make a huge difference to your company culture and morale. He'll point out why 98% of businesses are clueless about what really matters to employees – and how you can be different and create a dynamic company that people would kill to work for.

Ryan Carson is an entrepreneur and father. He and his wife are the founders of Carsonified, a company in the UK that makes useful web apps and runs events, conferences and workshops. You can follow him on Twitter at twitter.com/ryancarson.

Paul Kenny – Telling Stories



Often the difference between a successful venture and an unsuccessful venture is not the idea, or the technology but the ability to create and to articulate a compelling sales story.

Whether you have a dedicated sales team or you are a “boots straps” organisation where everyone sells it is vital that anyone who talks to customers (by whatever means) understands that what they are selling is not a product or a service as such but the story.

In this presentation we will examine what a sales story is, what makes the difference between an indifferent and a compelling story, and why a compelling story can turn everyone in your organisation into a sales person. We will also examine how to discover your sales story and how to develop it over time.

Delegates will be encouraged to rethink their own sales story and to find new ways to encourage all staff to share their story with the wider world.

Paul Kenny is one of the UK's top sales trainers, consultants and speakers. He has worked with many customers in three continents, including IBM, Perot Systems, The Guardian Newspaper and tens of others. Paul has developed a portfolio of nearly 100 sales, management and personal development courses. He won a national training award for his work with The Guardian.

Break

Speakers. Tuesday

Chris Capossela – Marketing Flops to Blockbusters



Having been at Microsoft for 18 years in a variety of roles (including Office marketing) I'd like to share the top marketing lessons I've learned. These lessons on pricing, packaging and naming apply to any size company or business. I'll share a few of my favorite examples of some great business decisions we've made, lessons I learned from the not so good ones, and the key marketing fundamentals you need to get right to ensure your business is on a path to success.

Chris Capossela is a senior vice president in the Microsoft Business Division responsible for marketing the company's productivity products including Microsoft Office, SharePoint and Exchange. This includes defining pricing, packaging, go-to-markets, branding and advertising, as well as developing sales integration and the partner ecosystem.

Capossela has spent more than 18 years at Microsoft in a variety of marketing, technical and field positions including stints running the Microsoft Project business, serving as Bill Gates speech assistant, and the chief of staff to the President of Microsoft EMEA.

Capossela has a bachelor's degree in computer science and economics from Harvard University. He first became interested in computers when, as a boy, he wrote a reservation system for his family's small Italian restaurant in Boston using dBASE for DOS on an early IBM PC.

Capossela lives in Seattle with his wife and two daughters and enjoys playing tennis, movies and traveling

Lunch

Breakout Sessions

The Cranky Product Manager – The Universal Dysfunctions of the Software Biz (and some ideas on fixing them)



In her 3.5 years as an anonymous blogger on the fine art of software product management, the Cranky Product Manager has learned a lot -- most of it from readers. These readers (seeking a confessor-sympathizer) have shared with the Cranky PM dozens of horror stories, parables of incompetence, lessons learned, cautionary tales of woe, and even the occasional triumph. From it all, the Cranky PM has concluded that, industry-wide, software manufacturers suffer from the same dysfunctions at pandemic levels. Come hear about these ubiquitous failings, and some of the Cranky PM's thoughts about how to avoid or fix them.

The Cranky Product Manager is a fictional product management professional at a fictional enterprise software vendor named DysfunctoSoft.

The Cranky PM has been officially in product management for many years, but before that spent time in the trenches as a developer and professional services slave. All told, she's been working in tech for lots of years, at companies ranging from itty-bitty startups to IBM-sized behemoths.

The Cranky Product Manager's personality flaws and character failings include a passion for sodium-encrusted food, snarkiness, cynicism, abject driving skills, bluntness, and an absolute inability to tolerate pompous jackasses. The Cranky Product Manager might be revealing her true identity at Business of Software 2009. Or she might appear in wig and sunglasses. She hasn't decided yet.

Speakers. Tuesday

Pecha Kucha. Round 2

Kathy Sierra – To be announced



Kathy Sierra has been interested in the brain and artificial intelligence since her days as a game developer (Virgin, Amblin', MGM). She is the co-creator of the bestselling Head First series (finalist for a Jolt Software Development for three years and winning in 2005, and named to the Amazon Top Ten Editors Choice Computer Books from 2003 to 2005).

Jennifer Aaker – Beyond Crack Cocaine: 9 Weird Ideas on Happiness

Most assume that happiness is a stable construct, an endpoint to achieve or a goal to “chase.” However, recent research suggests that happiness is far from stable; that its meaning changes every 3-4 years. We dive into the dynamics meaning of happiness, and then raise the question: How do we live lives that are at once happy and productive? A seemingly simple question, but one made more challenging as one seeks to create a meaningful career and life. This talk dives into:



- ★ What is the neurological basis of happiness
- ★ Why are people less happy than they expect to be
- ★ How to simultaneously lower expectations (of ourselves) and increase productivity
- ★ How to carve out clear areas of incompetence
- ★ How to time-shift
- ★ How to create sticky memories

Professor Jennifer Aaker discusses insights from research in social psychology and behavioral economics to illuminate how to carve out a life that is happier and more meaningful.

Jennifer Aaker is the General Atlantic Professor of Marketing at the Graduate School of Business, Stanford University. Her area of expertise lies in the psychology of time, money and happiness. She also works on the psychology of giving, global brand building, and the role of emotions in health. Her research has been published in both marketing and psychology journals, and has been featured in various media outlets. She serves on the editorial boards of the Journal of Consumer Psychology and the Journal of Marketing Research, and is currently the Associate Editor at the Journal of Consumer Research. She has received awards for her research on the peacefulness of mixed emotions, understanding culture and consumers, and the psychology of consumer-brand relationships. Professor Aaker received her B.A. in Psychology from University of California at Berkeley and her Ph.Ds in Marketing and Psychology from Stanford University.

Speakers. Wednesday

Breakfast

Michael Lopp – Talk shit, delegate, and know what you want



In this presentation, Michael will explore the soft skills necessary for building a product in a company full of bright people who all think they are right.

Michael Lopp is a Silicon Valley-based engineering manager. When he's not worrying about staying relevant, he writes at the popular technology/management blog, Rands in Repose. Michael also published a book called "Managing Humans" which explains that while you might be measured by your projects, you will be successful because of your people. Michael surfs whenever he can because staying sane is a full time gig.

Luke Hohmann – Innovation Games®: Creating Breakthrough Products Through Collaborative Play



Product teams struggle endlessly with a simple question: What do my customers want? Prototypes, surveys, and even Agile methods are among the techniques that teams use to try and answer this questions. And while these can be effective, they aren't very fun. Innovation Games are serious games that enable organizations to collaborate with their markets to develop breakthrough products and services. And yes, they are fun. This brief presentation will present in-person and online games, provide examples of their use, and conclude with actionable steps you can take to start playing games with your customers for fun and profit.

Luke is a recognized expert on the use of serious games to solve complex organizational problems. The author of three books, he is a highly sought after public speaker for his engaging and interactive style. Luke has an M.S.E. in computer science and engineering from the University of Michigan. In addition to data structures and artificial intelligence, he studied cognitive psychology and organizational behavior. He is also a former National Junior Pairs Figure Skating Champion, as well as a certified aerobics instructor. In his spare time, Luke likes roughhousing with his four kids and long runs in the Santa Cruz mountains to burn off his wife's wonderful cooking.

Break

Speakers. Wednesday

Joel Spolsky – Jam and Coffee: Resolving the conflict between power and simplicity



The appeal of simple, one-function applications is undeniable, but from a business perspective, it's pretty obvious that customers demand features and functionality. How can this dilemma be resolved?

Joel Spolsky is a globally-recognized expert on the software development process.

His website Joel on Software is popular with software developers around the world and has been translated into over thirty languages. As the founder of Fog Creek Software in New York City, he created FogBugz, a popular project management system for software teams. He is the co-creator of Stack Overflow, a programmer Q&A site.

Joel has worked at Microsoft, where he designed VBA as a member of the Excel team, and at Juno Online Services, developing an Internet client used by millions. He has written four books: User Interface Design for Programmers (Apress, 2001), Joel on Software (Apress, 2004), More Joel on Software (Apress, 2008), and Smart and Gets Things Done: Joel Spolsky's Concise Guide to Finding the Best Technical Talent (Apress, 2007). He also writes a monthly column for Inc Magazine. Joel holds a BS from Yale in Computer Science. Before college he served in the Israeli Defense Forces as a paratrooper, and he was one of the founders of Kibbutz Hanaton.

Conference close

Notes

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Sponsors.



Redmond Media

1105 Redmond Media Group provides B-to-B media solutions targeting the Microsoft market. Our portfolio includes Redmond magazine, Visual Studio Magazine, Redmond Channel Partner magazine, a dozen web sites and numerous events. We provide news, in-depth analysis, and hands-on information for IT directors, managers, developers, administrators and partners.



SD Times

SD Times is the Newspaper of Record for the software development industry. Read by software industry management as well as enterprise software development managers, architects, project leaders and senior developers, SD Times features news and analysis on the entire software development life cycle. Qualified subscribers may receive SD Times for free by applying at www.sdtimes.com.



FogCreek Software

Fog Creek Software is a small, friendly software company in Manhattan. They make FogBugz, a web-based project management system for software teams, and Fog Creek Copilot, the easiest way to provide tech support over the internet. You can find out more at www.fogcreek.com.



Red Gate Software

Red Gate Software produce ingeniously simple tools for Microsoft developers, DBAs and system administrators. You can find out more at www.red-gate.com.